

CHAPTER I

INTRODUCTION

This chapter is divided into seven subject matters. There are study's background, statement of the problem, research purposes, research significance, conceptual framework, previous studies, and organization of the paper.

A. Research Background

Communication is a major tool for humans to exchange information and values. People communicate to each other using languages. As for the language itself, a certain structure is arranged and there are underlying messages that can be conveyed when language is used in various contexts. According to Todd (1987, p. 19), language is a set of signals used to communicate. Thus, the language that used as the tool for communication between individuals has the role as signals in order for them to share the similar interpretation towards particular information. Moreover, communication is an essential factor especially in business and advertisement as the two fields require excellent communication process which will draw people into taking further interest regarding the products or services they offer. Language as the main aspect of communication can be shaped into various forms and it keeps developing throughout the years where technology commonly used.

In the recent time, the media used for communication heavily relies on technology such as television, computer, and online platforms. Other mass media that are still popular and have been used throughout the years are newspapers, magazines, and radio. Amongst all kinds of mass media forms, the most popular platform is the ones that use internet as the main technology. Internet can be accessed by anyone who has the internet connection, this makes internet to widely reach people. Unlike other media that have long history such as newspaper, the internet has short history which only took three years until it massively affected the people starting from their lifestyles, behavior, and business communication (Janoschka, 2004, p. 96). As communication divided into mass communication and interpersonal communication, the internet can practically achieve both, yet

the use of internet commonly used to deliver certain information from one individual, group, or brand into a wide range and anonymous people. Thus, advertisement also takes advantages from the online platform to gain interests of their possible customers. Wells, Burnet & Moriarty (2000, p. 6) further explains that to draw customers to the products and services provided, the advertising itself is one of the communication media to inspire and convince collectively. The internet easily spread the advertisement to collectively promote certain products or services through online platforms such as web-advertising that has been commonly used by many companies to provide all the products and services details as well as putting the advertisements to the possible customers.

Furthermore, there are some important aspects of impactful advertisements. According to Piliang (2010, pp. 280 & 287-288), advertising should be made as appealing as possible to reassure the reader, listener, or audience. There is usually a simple text, object, or image of the product, and contexts such as the product's environment, a person, or the other living creature. However, a good and impactful advertisement does not only contain the information regarding the products or the services that are being offered. Kroeber-Riel & Esch in Janoschka (2004, p. 88) explains that in order to trigger the consumer's reaction a mere information about the products is not sufficient, the use of emotional appeal to their needs further attracted them into engaging more with the advertised products. In other words, advertisements engaged with the emotional aspects of their costumers for them to actually initiate an action such as subscribing to the service or purchasing the products. Therefore, the advertisements in the online platform such as the websites often lead their possible costumers into initiating an action such as pressing certain buttons or visiting particular site after successfully capturing the consumer attention by promoting the emotional aspect through the advertisements.

Language is still the main aspect that is used in an advertisement. This causes a demand where the language used in the advertisements need to follow the current development or following the common oral communication in order to successfully engage the consumers' interests. Janoschka (2004, p. 124) explains

that language in advertising is prone to change and develop based on the culture, society, the requirements for the targeted consumers, products' innovation and new media. Thus, the advertising language should be closely related to the current condition in society and well-fitted the targeted consumers for them to be able to relate to the advertisements. To achieve this, the use of images often included in advertisements. Images contain messages that not only contain the ideas, themes, and concept of the products but often deliver further purposes. In order to interpret the images in advertisements without misinterpreting it, semiotic is needed.

Advertisements often use signs and symbols to engage with their consumers to deliver efficient and effective message regarding the products or the services offered in it. This causes many research conducted to examine the semiotic in advertisements. According to Cobley and Jansz (2002, p. 4) semiotic refers to the science branch that explores the use of sign or symbols and the signaling system mechanism. In other words, semiotic examines the messages conveyed through the signs and symbols included in certain platforms. Peirce in Short (2007, p. 214) explains that a sign may be termed as symbol, index, and symbol. This division is based on the relation and dynamic of the sign and the object. The relation refers to the signification of the signs based on its object. This definition then interpreted further as the ground which can be the resemblance or the identification of it through the signs. Peirce also mentioned that semiotic has three sides that is called as semiosis. The three sides are representamen, object, and interpretant where the relation of them shown through the sign.

As mentioned in the preceding paragraph, sign is divided into icon, index, and symbol. Peirce in Short (2007, p. 215) defines an icon as the denotation of a virtue of characters that it possesses, just as the same, whether such object exists or not. This means that an icon is the sign that has the same character of its significant without the fact of the object's existence. The significance of an icon relies to the quality that the object has. Peirce gave further examples of icons as a photograph or a painted portrait. These two things can be explains as the 'likenesses' of their actual objects. They appear as the icons of the object that

have all of the features but do not necessarily mean that they can be addressed as the object. Icons represented its object even when the object itself does not exist. An icon serves as a sign that exhibit the quality of its significance. Meanwhile, Peirce in Short (2007, p. 219) defines an index as a sign that refers to the object that has the virtue of being really affected by the object. Unlike icons that do not rely on the existence of its actual object, indexes are really affected by the existence of its objects. The relation of index to the object depends on the existence of the latter. Peirce described the relation of indexes to its objects as signifying the compulsive effect of its objects on it and also the compulsive effect on an interpreter. For example when somebody points to a certain object by their index finger, there is a line that is created from the index finger towards the object. The pointing finger affects the audience's compulsive attention and the finger also defines the line in space that can be called as the index of a specific direction.

The last subdivision of sign is symbol. Symbols often used to represent something beyond the sign. Thus, symbols require the act of interpretation. Peirce in Short (2007, p. 220) gave two definitions of symbols; the first definition refers symbol as representamen that has the representative character that determines its interpretant, meanwhile, the second definitions of symbol is as a sign that refers to its object in the form of general ideas which causes the interpretation of the symbol to be referring to its certain object. This means symbol needs to represent as the replica of its object that has a visual or auditory feature which leads the association related to it. In most cases, the replicas are used to signify what the symbol signifies. Symbols closely related to the association of the certain symbol stand for, however, symbols can only signify types but not individuals. In short, symbols can only represent the general association of its certain object.

As semiotic is an interesting field of study, the researcher is interested to conduct a scientific study based on the phenomenon of semiotic in the advertisement which contain the sign that can be interpreted and analyzed further. The researcher focuses on the sign of the advertisement for certain product of Sephora. Sephora itself is a French multinational retailer of personal care and

beauty which is widely known in various countries all over the world with nearly over 3000 brands (Wood-Rudolph, 2015). Thus, Sephora has many costumers all over the world that are closely interacting with the web features as well as the advertisements included in it. With the target of a wide range of people and the use of internet and online platform, the researcher is challenged to further examine the semiotic of the sign used in the selected advertisements of Sephora. In order to guide this research, the theory of Semiotic by Peirce is used. The title of this scientific study is “The Triadic Semiotic Model of Icon and Symbol on Face Powder Advertisement”.

B. Statement of Problems

1. How is the semiosis process in each face powder advertisement based on a semiotic analysis triadic theory?
2. What is the meaning of the icon and symbol of each face powder advertisement?

C. Research Purposes

Based on the problem formulated above, the writer focuses on Peirce’s semiotics theory of the semiosis process to identify icons and symbols on face powder advertisement. The aims of the research are:

1. To analyze the semiosis process in each face powder advertisement based on a semiotic analysis triadic theory.
2. To investigate the meaning of the icon and symbol of each face powder advertisement.

D. Research Significances

Theoritically, this research is expected to increase the awareness and attention of signs in the advertisement to the reader, listener, and audience as the customer in seeing or reading an advertisement through knowing and understanding the meaning of the advertisement through its icon and symbol. Besides, this research can give linguistics research information and enrich the linguistics field's specific knowledge, especially on semiotics theory.

In practically, the research findings will be useful for the first is English Lecturers; this research is expected to help English lecturers teach semiotics, especially in Peirce theory of semiosis process to identify icon and symbols. Lecturers can use the findings of this study as an additional resource in semiotics subjects. The second is students of English literature; this research will be useful for students of the English study program as a reference of study in semiotics because it gives contributions about the analysis of the semiosis process to identify icons and symbols, especially in Peirce's Semiotics theory. The third is public readers; this research will hopefully help other readers enrich their knowledge in the semiotics subject, especially about Peirce's Semiotics theory of semiosis process to identify icons and symbols.

The last is Another Researcher; the research can be advantageous for further studies who would like to research similar cases as an additional reference, especially in semiotics.

E. Conceptual Framework

In this study, the writer gathered a selected data in the form of face powder advertisements of various brands taken from Sephora's website. The data is in the form of images which contains the icons and symbols presented through the products captured in it. The writer applied the theory of sign relation by Charles Sander Peirce to describe the semiosis process of the selected advertisements. Furthermore, the writer also identified the icons and symbols from the advertisements before defining its function and meaning that are aimed by each brands. Peirce in Chandler (2017, p. 29) offered a triadic model of linguistic signs that demonstrated the relation between signs; representamen, the object, and the interpretant. The three models are a part of semiosis process which the writer applied in the research to further analyze the various advertisements. This relation is also demonstrated in a triangle in order to show the whole process clearly. Peirce also explains that a sign stands for something (Short, 2007, p. 29). This means that something that is identified as a sign represented something more beyond the representation. In this case, the product that is presented through the

advertisements are representing certain quality or an impression that the sender aimed for the audience to receive it.

Besides the semiosis process, the writer also analyze further regarding the icons and symbols. The use of icons and symbols in communication, especially in business-related communication is often found. This is to demonstrate natural and effective communication between the sender and the targeted audience. The use of catchy titles and well-thought images become the main strategy in advertisements, especially the ones that use the internet as the tool. As the object of this study is web-advertisements from Sephora's website, the various brands are taken into the main focus of the analysis. The writer once again refers to the three sign relation proposed by Peirce. Peirce in Chandler (2017, p. 39) introduced the different relations of sign that consisted of symbolic, iconic, and indexical. In this study, the writer only applied the symbolic and iconic relation that is found from the advertisements. The symbolic relation is based on the relationship that is fundamentally unmotivated, arbitrary, and conventional. The existence of symbols are agreed upon and learned by people in order to understand it. The common example of symbol is the traffic light. People learn the meaning or the association that the different colors of red, green, and yellow presented through the traffic light.

Moreover, the iconic relation in the advertisements are also identified and further analyzed. Peirce in Chandler (2017, p. 41) defines iconic relation based on the resemblance or imitation of the similar qualities. The qualities of the resemblance are in the form of appearance, smell, feeling, sound, or taste. As the advertisements use images, the writer analyzes the images which are functioned as the icon of the products. The writer then refers to Peirce's method to define the interpretant of the icons found in the advertisements. The following diagram explains the conceptual framework of this research for the analysis to be understood better:

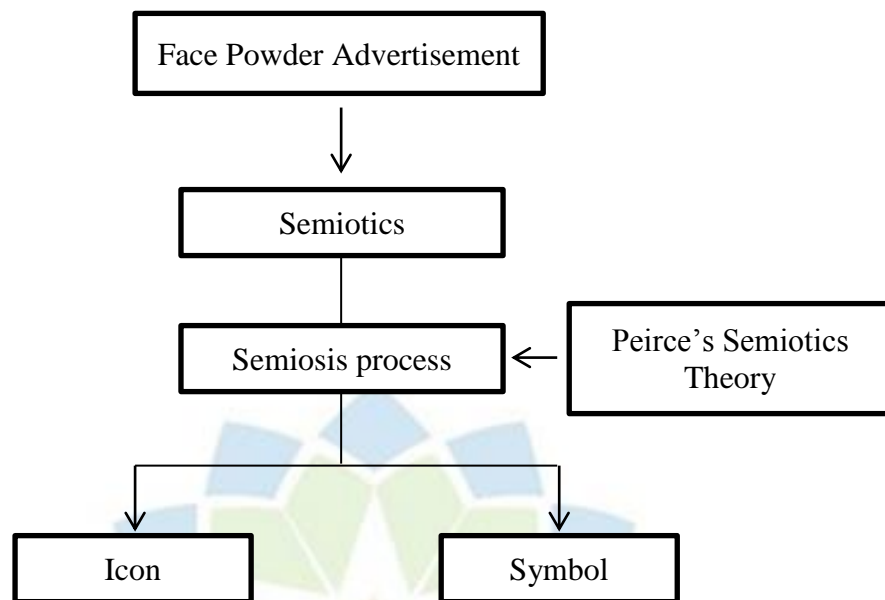


Diagram 1. conceptual framework

F. Pervious Studies

This research is about semiotics, which refers to a semiotic analysis triadic theory. Many kinds of research use a semiotic analysis triadic theory of semiotics; dealing with this research, the writer takes some relevant researches which have been investigated.

The first research was done by Yuslina Rahmatina (2014) from English Literature Department Faculty of Adab and Humanities State Islamic University Sunan Gunung Djati Bandung. The research was entitled A Semiotics Analysis of Masculinity Reflected in Dunhill Advertisement. This previous study was taken because it relates to the research topics, a semiotics analysis. The study's objective was to find out the signification of connotative meaning in the taglines and denotative and connotative meaning of the gentlemen's visual elements in the Dunhill advertisement. The differences between Rahmatina's research and this research are on the problem of research. The problem which is research by Rahmtina was to find out Sinification of connotative and denotative meaning. The conclusion was Rahmatina found that several characteristics of masculinity were

found. By the tagline, the advertisement is telling about what taste for gentlemen was in denotative meaning. Gentlemen is classic, character, and passion. By the scene, the advertisement shows denotative and connotative meaning from visual elements. Masculinity is reflected in higher economic, fashion, skin tone, and activities.

The second research was done Risma Sri Rahayu (2014) from English Literature Department Faculty of Adab and Humanities State Islamic University Sunan Gunung Djati Bandung. The research was entitled A Semiotics Analysis of Indonesian Beauty Soap Internet Advertisement. This previous study was taken because it relates to the research topics, a semiotics analysis. The study was to find out the meaning of sign-on beauty soap internet advertisement. The difference between Rahayu's and this research is on the theory of research used. The theory which is used by Rahayu was Saussure's theory. The conclusion was Rahayu found that the beauty soap advertisement has different symbols and signs of each other. The significations are signifier and signified. The signifier of the advertisement was the printed letter, color, and tagline. The signified of the advertisement was the meaning of the signifier. The sign meaning found by Risma was promoting the special advantages of each beauty soap product.

The third research was done by Audia Eriana (2015) from English Letters Department Faculty of Letters and Humanities State Islamic University Syarif Hidayatullah Jakarta. The research was entitled Peirce's Semiotics Analysis of Icon and Symbol on Perfume Advertisements. This previous study was taken because it relates to the research topics, a semiotics analysis. The object of the study is to find out the meaning of sign-on perfume advertisements. The differences between Eriana's and this research are on the object of research used. The data which is used by Eriana was about perfume advertisement. The conclusion was that Eriana found 29 icons and 23 symbols from the 29 advertisements. From the 29 icons and 23 symbols, Eriana got the 29 meaning of the advertisement. Besides, Eriana also found that the picture as the icon can be

the first aspect that can give the direction to the meaning and the language used in the advertisement as the symbol.

The fourth research was done by Alfian Asyraf Pauzan (2018) from English and Literature Department Faculty of Adab and Humanities State Islamic University Alauddin Makassar. The research was entitled A semiotics Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotics Theory. This previous study was taken because it relates to the research theory that is Peirce's semiotics theory. The differences between Paujan's and this research are firstly on the object of research used. The data used by Paujan was about the film; then in the research question, this research wanted to identify the icon and symbol on the data. Paujan's research was about the kinds of signs expressed and to analyze the meaning of three important elements of signs, including icons, indexes, and symbols found in the data. The conclusion was the bottles and some glasses in the film, for example, where the icon of beer and beer-drinking habit; blood was an index of scar and injury, and tall buildings were a symbol of the prosperity of the modern era.

The fifth research was done by Sri Ulfiana Arif (2018) from English and Literature Department Faculty of Adab and Humanities State Islamic University Alauddin Makassar. The research was entitled A Semiotics Analysis of Self-Presentation in Instagram Stories by 2015 English and Literature Students. This previous study was taken because it relates to the research theory that is Peirce's semiotics theory. The difference between Arif's and this research is on the object of research used; Arif's data was about Instagram stories. The result of Arif's research was that upload was an icon that meant that the participants tried to present themselves to the general public through their photo. The mukenah as symbols of Muslim people and the eye bags were indexes lack of sleep.

The last research was done by Mahdalena (2019) from English Literature Department Faculty of Adab and Humanities State Islamic University Sunan Gunung Djati Bandung. The research was entitled The Representation of Beauty

in Shampoo Advertisement. This previous study was taken because it relates to the research topics, a semiotics analysis. The study's objective was to find out the process symbol of shampoo advertisement in each text or tagline, the process of triadic relation in each picture on shampoo advertisement, and the relation between the text and its picture on every shampoo advertisement using a semiotic analysis triadic theory. The differences between Magdalena's research and this research are on the data of research used. The data which is Magdalena used are shampoo advertisement. The conclusion was that Magdalena found that both the symbol and the picture on the Pantene's advertisement had representamen, object, and interpretant. The representamen is something that enters into relation with its object, the second component of the sign, the object is something beyond the sign to which it refers, and interpretant is a concept of thinking from the people who use a sign and give it special meaning which is referred by the sign.

The differences between this research and the previous studies are the focused topic, the theory, the object of research, and the statement of the researcher's problem. Furthermore, the data in this research also will be shown by explaining which of the icons and symbols are based on Peirce's triangle semiosis. Using the triangle semiosis of Peirce, the icons and symbols in each data will be analyzed separately. The researcher will get the result of research that is the meaning of each face powder advertisement itself, and in this current research, the researcher tries to fill the things that previous studies have not covered.

G. Organization of Paper

This paper consists of five chapters, as follows:

Chapter I : This chapter describe seven parts of an introduction, that consists of the background of the study, statement of the problem, research objective, research significances, conceptual framework, previous studies, and organization of the paper.

Chapter II : This chapter is the theoretical framework, which includes the explanation about semiotics by Ferdinand De Saussure, an explanation about semiotics by Charles Sander Peirce, an explanation about the focused study semiosis proses, an explanation about the icons and also the symbols, and an explanation about advertisement.

Chapter III: This chapter discusses the research method, that consists of research design, sample data, source of data, the technique of collecting data, and technique of analyzing data.

Chapter IV: This chapter is the part in which the researcher analyzes the data related to the research findings and discussion. The analysis is the answer to the problem statements; those are the semiosis process in each face powder advertisement based on Peirce theory and the meaning of icon and symbol of each face powder advertisement.

Chapter V: This chapter is the last chapter, which consists of the conclusion and suggestions of this research. The conclusion reports the final notion of the issues that the researcher has raised in this research. Meanwhile, the suggestions are for the other researcher who considers the same study of this research to be analyzed