

CHAPTER I

INTRODUCTION

1.1 Background of Research

This era of globalization, it is not only the development of technology will be advanced but also the pattern of human life has now become a modern and completely easy. This can be seen, when a person is communicating with another person who is far from his place. They no longer need to use the letter as a medium of communication to convey the message, but with the development of technology today, they may be able to use the latest information and communication technologies to communicate with each other. In other words, in this modern era of human life has become easier and instant.

But on the other hand, the impact of globalization is also, it turns out not always have a positive impression in every aspect of human life. The effects of globalization have turned out to create cultures and characteristics of a region or state to be forgotten, one of them is in Indonesia. Indonesia is one country that has many islands and diverse cultures, but as a result of technological developments and modern lifestyle, many cultures are forgotten regions of Indonesia, and even emulated by other countries and almost belong to another country. In 2010, the Indonesian people were surprised by the claims of some of the top country local cultures that should belong to the nation of Indonesia. From the data collected, there are at least 32

list of Indonesian cultural artifacts in the claims of other nations, for example, Reog Ponorogo which is one of the cultures of the East Java region, which is rumored is one characteristic of a region that is located in Malaysia.

In addition, traditional dances namely North Sumatra, Tor-Tor dance, dance rumored is the property of the state of Malaysia (<http://budaya-indonesia.org>). Of the many broadcast programs, broadcast on television, advertising is one of the unique broadcast and attracted the attention of audience. According to Monle Lee and Carl Johnson (2007: 3), advertising is communication, non-commercial and non-personal about an organization and its products are transmitted to a target audience through the mass media, such as television, radio, newspapers, magazines, direct mail , outdoor billboards, or public transport. However, advertising does not just convey information about the goods or products offered but also in containing a certain impression to the audience who watched the ad.

From most of the ads that aired on television, it turns out there are some ads that not only offers its products to stand out but offer their products with different styles of ads in general, one of which is an Kuku Bima Energi advertisement version Flores, Nusa Tenggara Timur. In this ad, the theme of advertising taking place in the area of tourism Labuan Bajo, Flores, East Nusa Tenggara, where tourism is famous for its natural beauty, such as Komodo Island Pink Beach, Kelimutu Lake and others. However, the ads are interesting in some cultures Flores featured in the ad, such as traditional dances, traditional clothing, traditional houses, and so forth. This attracted

the attention of writers to determine how the cultural representations of the area shown in the Kuku Bima Energi, Flores, Nusa Tenggara Timur version.

In this study, writers used qualitative research methods to approach semiotics Charles Sanders Peirce³ to look deeper into how symbols or signs of local culture Flores featured in the ad.

1.2 Research Problem

Based on the background of research above, the writers determined the questions arise as follows :

1. How are the representation of Indonesian culture on Kuku Bima Energi advertisement, Flores, Nusa Tenggara Timur version ?
2. How are identification, classification and semiotic representation of *setting* in village below the mountain, hills, and at the seaside ?

1.3 Research Objectives

Based on the formulation of the problem above, the purpose of this research is as follows :

1. To know the representation of Indonesian culture on Kuku Bima Energi advertisement, Flores, Nusa Tenggara Timur version.
2. To know the identification, classification and semiotic representation of *setting* in village below the mountain, hills, and at the seaside.

1.4 Significances of Research

Significance from this research are :

1. This research is very useful for us to know the representations of Indonesian culture in Kuku Energi Bima advertising, Flores, Nusa Tenggara Timur version.
2. The contribution that could be made from this study is able to add a reference for further researches.

1.5 Theoretical Framework

1.5.1 Semiotics

Semiotic or semiolog, derived from the Greek word, semeion, which means "mark" or "sign" in English study of sign systems. According to Charles Sanders Peirce, semiotics is the concept of signs: not only language and communication systems composed by signs, but the world itself. For Peirce mark *“is something which stands to somebody for something in some respect or capacity”*. According to Littlejohn (in Sobur, 2006: 15) signs is the basis of all communication. Man with the mediation of signs can communicate with each other. Many things can be communicated in this world.

1.5.2 Triadic Theory Charles Sanders Peirce

Peirce see the subject as an inseparable part of the process of signification. Triadic Model Peirce showed, a big role in the transformation process language subject. Sign according to Peirce always in the endless process of change, the so-called infinite semiosis process, namely the process of creating an endless series interpretan (Piliang, 2012: 310). In theory Triadic (triangle meaning) Peirce, there are three main elements forming the sign, that sign / representamen, object, and interpretant. Peirce argued that one of the marks is the word, while the object is something that referenced mark. While interpretan is a sign that in someone's mind about the object that is referenced a sign. If these three elements interact meaning in someone's mind, then comes the sense of something that is represented by the sign.

Triadic theory or triangular of meaning Peirce is trying to figure out how meaning emerges from a mark when the mark was used by people at the time of communication. Based on the object, according to the sign Peirce divided into three types, namely, icon, index, symbol

1.5.3 Representation

Representations is one aspect that plays a role in shaping culture. Representation work continuously with identity, cultural regulation, consumption, and production. The word "representation" literally means "penghadiran back" on something that happened before, mediate, and play it

back. This concept is often used to describe the relationship between the media text with reality because the representation is one important practice in the formation of meaning. Representations can be meaningful depiction of the world matter in a way that is incomplete and narrow. Stuart Hall argues that the representation must be understood from the active participation and creative people interpret the world. Hall says "Representation as constitutive" (Nugraha, 2012: 10). Representation not present until after completion represented, representation does not occur after an incident. Representation is constitutive of an incident. Representation is part of the object itself, it is constitutive of it is a representation of the relationship between the concepts of mind and language that allows the reader refers to the real world of an object, reality, or the imaginary world of fictional objects, people or events.

1.5.4 Culture

Culture with regard to the way people live. Humans learn to think, feel, believe and seek what is worth according to culture. Some people speak Indonesian, partly also English-speaking, there are also people who scantily clad, no cover up, and also people who died were burned or cremated, and so forth. All of this is caused from a culture that has long existed since the birth of man and the influence of culture in human development. Culture itself contains broad sense includes understanding the feelings of a nation that is complex, encompassing understanding of complex feelings of a nation which includes knowledge, belief, art, morals, law, customs (habits), and other traits

were obtained from members of the public. According Koentjaraningrat (in Mulyana, 1990: 18) the word "culture" comes from the Sanskrit word budhayah, which is the plural of budhi which means "kindness" or "reasonable". Thus culture can be interpreted "things concerned with intellect". While the word "culture" is a development compound from the "cultivation" which means "power and kindness" so distinguished between "culture" which means "power of the mind" in the form of creativity, initiative, and a sense, the "culture" which means the result of the creativity, initiative, and flavor. Deddy Mulyana and Jalaludin Rachmat argues that culture is the order of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, time, roles, spatial relations, concepts of the universe, material objects and property acquired a large group of people from generation to generation through the efforts of individuals and groups. Culture also with regard to the properties of the material objects play an important role in everyday life. Objects such as houses, tools and machines used in industry and agriculture, the types of transport, and the tools of war, providing a major foundation for social life (Mulyana, 1990: 19).

1.5.5 Advertisement

Advertisement is part of a billboard which comes from the French, "reclamare", which means "chanted repeatedly". Advertising is one form of communication consists of information and ideas about a product aimed at the

audience in unison in order to obtain good reception. Advertising seeks to inform, persuade, and convince (Sudiana, 1986: 1). Said advertising is defined in the Dictionary of Indonesian as (1) the news orders (to push or persuade) the public about goods and services offered; (2) a notice to the public regarding the goods or services sold mounted in the mass media such as newspapers, television, radio and other - other (KBBI: 882).

According Monle Lee and Carl Johnson (2007: 3), advertising communication is non-commercial and non-personal about an organization and its products are transmitted to a target audience through the mass media, such as television, radio, newspapers, magazines, direct mail, outdoor billboards, or public transport. Meanwhile, according to Suyanto, advertising is the use of paid media by a person persuasive sellers to communicate information about the product (ideas, goods and services) or organization that is a powerful promotional tool (2004: 3)

1.6 Research Design

1.6.1 Design of Method

This study uses a semiotic analysis, therefore, the type of research used in this study is qualitative type of research where writers conducted a thorough observation of the signs in advertising Kuku Bima Energi Flores, Nusa Tenggara Timur version, which represents one of the regional culture Indonesia in the ad.

1.6.2 Source of Data

a. Primary Data

In this research the data obtained directly by way of observation of the research object advertising Kuku Bima Energi Flores, Nusa Tenggara Timur Version in the form of video download from the internet (youtube).

b. Secondary Data

In this research the writer studied and the use of scientific reference books, documents earlier thesis, and other sources, such as the official website and the internet to support this research.

1.6.3 Technique of Collecting Data

In this research, the writers used several ways to collect the necessary data, among others:

a. Observation

That is, immediately observed the ad Kuku Bima Energi Flores, Nusa Tenggara Timur version. Then the ad will be broken up into several scenes that will be analyzed one by one.

b. Documentation

Data collection is done to obtain secondary data in the form of documents or records, previous thesis, and the official website and the Internet sites that support research.

c. Library Research

Learning the technical handbooks and theories that can be used as research material.

1.6.4 Technique of Analyzing Data

In the data analysis, the analysis technique used in this research is the analysis Filling System, where the data will be analyzed by the observation of making certain categories or specific domains.

