CHAPTER I

INTRODUCTION

In this chapter, the writer presents an overview of the research that consists of several sub-chapters including, background of research, research problem, research objective, research significance, and definition of key terms.

1.1 Background of Research

The digital world can display all forms of information media, making it a good thing for producers to make advertisements for inform the public. Although the primary purpose of an advertisement is to market the products and services, several effects are felt by the public after watching an advertisement, namely embedding the information obtained, and developing attitudes through actions that can benefit a company. This is an aspect that also needs to be considered by producers. In addition to attracting interest by conveying messages, it is also beneficial for companies, such as increasing sales and use of a product.

The internet is one of the most influential media because it can make it easier for people to obtain and understand the information presented. In today's era of globalization, YouTube is widely used by all walks of life, from children to parents, as a media channel for the information needed. YouTube uploads many videos that can be shown repeatedly, so the advertising industry is interested in running video ads on YouTube to attract consumers. Therefore, producers must be as creative as possible in making an advertisement with

visuals, concepts, messages, and content to attract audiences. Such as the Hallo and Duolingo ads, which are online English learning application advertisements.

At this time, learning services in online networks are soaring. It is because online learning is considered more practical and flexible. With online learning, interactions between teachers and students will be more practical because they do not have to travel to meet. The delivery method used is generally a combination of formal and informal so that users are more comfortable learning. In addition, the community also takes into account costs and time a lot, online learning can be done according to the free time of each individual, so it will not interfere with other activities. In this case, Halo and Duolingo did not miss the opportunity to present creative ideas by producing advertisements with unique and exciting concepts.

Halo and Duolingo advertisements present a presentation of motivational messages to the public. They encourage the audience to continue to be enthusiastic about adding insight and pursuing dreams. However, some viewers do not know the signs provided in an advertisement. The same is true for the advertisements for the Hallo and Duolingo, which have many signs that have multiple meanings. Therefore, some urgent problems arise in this research. Therefore, in this study the writer uses the semiotic theory of Charles Sanders Peirce to reveal the motivational messages in the two advertisements.

To produce better research, the writer takes some of the results of previous research, such as journals, and theses related to the semiotics of Charles Sanders Peirce, as a reference in this study. The first is an undergraduate thesis written by Dheanita Gusridiya Daulay (2019) entitled "*A Semiotic Analysis of Dove Advertisments in Campaign for Real Beauty*". She analyzed soap advertisements using Charles Sanders Peirce's semiotic theory by focusing on the analysis of verbal and non-verbal signs in advertisements related to a campaign, namely "campaign for real beauty" shown in the movements and emotions of several characters.

The second study was written by Audia Arina (2015) entitled "*Peirce's Semiotics Analysis of Icon and Symbol on Parfume Advertisements*" In this study, he analyzes various perfume brand advertisements obtained from a Sephora website, namely an e-commerce web that sells products for women's needs. She analyzes icons and symbols in posters and product images and interprets them to produce meaning and information. The conclusion is that every brand advertisement has its sign, meaning, idea, and interpretation that it wants to convey to buyers.

The third study was written by Maudy Ariana Kemuning (2021) entitled "*Triadic Relation Analysis of Nike's Shoe Advertisement by Peirce Theory*". In her thesis, she focuses on delivering advertisements as a communication medium between producers and consumers. In this case, she uses Charles Sanders Peirce's theory so that there is no error in understanding the message in an advertisement. After researching the signs and symbols in Nike's

advertisements, she concluded that the product has its impression of conveying simplicity and comfort when used while exercising.

The third study was written by Ayu Sofiah Rachman (2021) entitled "*The myth of woman's beauty standard through Dear Me Beauty advertisement on Instagram*". This thesis focuses on how an advertisement can affect the standard of beauty in people's social life. The messages in an advertisement will affect people's minds, stick in their minds, and be applied to real life. After analyzing the signs in the advertisements, she concluded there are several beauty standard myths in the Dear Me Beuty advertisement. She was categorized into three types of beauty standards: white skin color, perfect body shape, and age.

The last study used the interpretation of Peirce's was written by Putri Dilasari (2019) entitled "*Semiotic Analysis of "Ruang Guru" Application Advertisement*". The research focuses on semiotic signs, especially the icons, indexes, and symbols in the five Ruang Guru advertisement posters spread in online media. So he found 49 types of semiotics, including 11 icons, 14 indexes, and 25 symbols on the posters.

Based on previous studies above, there are several similarities between the studies and the research that the writer did, including using the theory of Charles Sanders Peirce to examine the object to produce meaning and message. At the same time, the difference between the three studies above and the research that the writer did are the researcher concludes that the three studies

above have their own focus. This research has its own specifications that differentiate it with the others research. This research focuses on semiotic signs triadic relations to look for the differences of motivational messages in the two objects, in more depth. Therefore, the writer conducted a study entitled "Motivational Message in Hallo and Duolingo Advertisement: The Study of Semiotic by Peirce". This research will be analyzed using semiotic theory by Charles Sanders Peirce that aim to interpret meanings through semiotic studies and review their messages.

1.2 Research Problems

Based on the research background, several pressing problems arise in this research. Every advertisement contained a messages, however, many people still do not know what messages are contained in advertisements. To find out a message that is contained in the community, you must first know what the signs and meanings are in the advertisement. Based on this explanation, the writer is interested in analyzing the signs and meanings contained in advertisements that will produce a profound message using Hallo and Duolingo advertisement objects. Therefore, in this study, the writer decides several problems that must be analyzed, namely:

1. How are the motivational messages in Hallo and Duolingo found in the semiotic process?

2. What motivational messages are in the Hallo and Duolingo advertisement?

1.3 Research Objectives

Related to the questions on the research problem, the purpose of the researchis as follows:

1. To analyze how the semiotic process to find motivational messages in Hallo and Duolingo advertisement.

2. To analyze the motivational messages contained in the Hallo and Duolingo advertisement.

1.4 Research Significances

The writer hopes that this research can significantly benefit the writer and all the reader both theoretically and practically. Theoretically, this study can provide additional information for readers, especially those who are interested in representing an advertisement using semiotic theory. The writer hopes this research can be helpful for students of the Department of English Literature as a reference in analyzing advertisements.

Practically, this study is helpful for the other researchers to add insights and knowledge. This study can be useful for teachers as a medium of learning for students in schools. And, this study may be used as a reference to those who have curiosity and interest in studying semiotics.

1.5 Definition of Key Terms

In this matter, to avoid misunderstanding and make it easier for readers to know the content and purpose of the study. The writer present several definitions of terms used in this research, there are:

a. *Semiotics*

Semiotics is generally known as a study of signs or sign processes. Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stands for' something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects (Chandler, 2007: 02). Consciously or not, semiotics has been widely used by the community. The sign is commonly used by the public to convey a certain meaning and message.

b. *Triadic Relation*

Triadic relation is a theory of signs created by Peirce in the study of semiotics. According to Peirce, the triadic nature of thinking is exemplified through which the concept of the self is, itself, created. Awhat that means is a three-part model, representament, object and interpretant. (Hill, 2014: 8). Therefore, Peirce sees the subject as an inseparable part of the signification process. In Peirce's view it is always a process of change that can't be stopped and an endless process of creating interpreters.

c. *Advertisement*

Advertisement is basically a medium way to convey messages to the public. Therefore, advertisement can also be referred to as a medium of

communication between producers and consumers. Advertisement is widely regarded as a form of promotion that is easily accessible and quickly influences consumers towards the products presented because advertisements are audiovisual in nature that are packaged in an attractive manner so that they can attract many interested people quickly. Such as Hallo and Duolingo advertisements, which are a marketing strategy that is packaged as attractively as possible by bringing a unique and motivating message that can encourage people's interest to use the product.

d. *Motivational Message*

A message is a word or sentence either in writing or orally that is sent to someone through the communication process, because a communication will produce something called a message. Message production include a representation among goals, situations, actions, or "procedural knowledge units," instructing what to do to achieve a given goal in a given situation (Berger, 2010: 47). Messages have the power of coming in a few well-chosen words or actions that can influence thoughts, and those thoughts will provide the motivation that produces an action. Therefore, a motivational message is an advice or idea from a communicator addressed to the communicant that contains a specific purpose, namely withthe intention of moving and encouraging the communicant to do something.