

CHAPTER I

INTRODUCTION

This chapter consists of Background of Research, Statement of problem, Research Objective, Research Significance and Organization of Paper.

1.1 Background of the Research

In the era of globalization mass media has very important role to deliver news and informations to the public. As a transmitter of information, it has the ability to play a role in shaping public opinion and can be seen as a factor that determines the processes of change. The contents of the media are used as a symbolic form. The colaboration between word and picture includes all form of information will affect the meaning of the content for the audiens. According to Akin (2005:1) “Mass media is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media includes all forms of information communicated to large groups of people, from a handmade sign to an international news network. There is no standard for how large the audience needs to be before communication becomes “mass” communication”.

There are three types of mass media, those are printed media, electronic media, and online media. Printed media consists of newspapers, magazines and tabloids, which published daily, weekly, or monthly. Electronic mass media consists of radio, television, video, and film. Online media consist of cybermedia,

and website. The mass media have a variety of forms, one form of mass media is advertisement. Advertisement is a persuasive communication aimed to influencing, persuading the public in this case a customer or prospective customer to use a product, be it a product in the form of goods or services. Pasqua (1990:185) says that the theory of mass media communication, is a message which is published or broadcasted in the mass media. It's designed to provide information that will help to persuade people to buy or accept goods, service or ideas.

Brochure is one of advertising media contains many things about the products offered. Yoety (1992:192) states that brochure is a sheet, printed with relatively good paper, lay-out attractively arranged with all the potential to be promoted. So, brochure is a sheet with layout attractively that containing information about all the potential to be promoted. Brochure that will be analyzed in this paper is seminar and workshop brochure. According to Bussines Dictionary, seminar is formal presentation by one or more experts in which the attendees are encouraged to discuss the subject matter. And workshop is training class or seminar in which the participants work individually and/or in groups to solve actual work related tasks to gain hands-on experience.

Language in adverstisment used as a media of communications tool between producers and consumers. Through pictures and words of an advertisement resulted in sign. All of this forms a communication process that has important strengths as a marketing tool in the form of information.

The researcher choose brochure as a object in this research because brochure have other message and then the researcher try to analyze the message use Pierce's theory of semiotics on advertisements. The researcher choose 11 brocures which analyze because the researcher choose brochure that used english language and the researcher only take one brochure one university. The brochure that will be analyze is workshop Photography-UPI, Hacking Workshop-UIN, Technopreneurship-Unpas, Seminar SEO- Langlangbuana, Creativepreneurship-Maranatha, Transformativ-Unisba, Gamework-Telkom, Typography Workshop-Unikom, Preseminar Workshop-Widyatama, English public speaking Workshop-Unpar, Strategic Marketing-Unpad.

1.2 Statements of the Problem

Based on to the introduction above, The writer discusses about the problems follows:

1. What are Semiotic element in the seminar and workshop brochures of universities in Bandung?
2. What are the relation between the text and the pictures in the seminar and workshop brochures of universities in Bandung?

1.3 Research Objectives

The objective of the study is simply answering the problem proposed previously. So it is said:

1. To know about Semiotic Element in the seminar and workshop brochures of universities in Bandung.
2. To know the relation between pictures, tagline, title, and in the seminar and workshop brochures of universities in Bandung.

1.4 Research Significance

The significance of this research is academically, theoretically and practically. Academically, the research is expect to provide scietific input and contribution for all parties who have an interest to develop research in the fields of semiotic. Theoretically, this research is expect to enrich the study of semiotics, particulary in interpreting the meaning or messages. Practically, this reseacrh provides a description of the advertising message meanings of brochures of universities. Besides, this research can be used as reference for the researchers who want to continue the reseacrh of semiotic.

1.5 Previous Study

The researcher presents some previous research that similar semiotics reasearch. The first research was conducted by Pitri Susanti (2014). She took a samsung galaxy advertisment as a object. Her research was entitled “*A semiotic An Analysis of Adverstising Message Meanings in Samsung Galaxy*”. The differences between Susan’s and this research is on the advertising data used. She used some adverstiment of Samung Galaxy for the data, then took the some samples of them to be analyzed. She tries to analyze the meaning of the Samsung

Galaxy advertisements. Then, she concludes that the semiotics is anywhere even in the Samsung galaxy advertisement.

Another research entitled “*Semiotic Analysis of Greenpeace Campaign Posters in Climate Change Series.*” By Septian Eko Suciyanto. The differences between Spetian’s and this research is on the data. He aimed to find out the clear meaning of linguistic signs of Greenpeace campaign posters in climate change series and to explain its semiosis process. The methodology used in this research is qualitative method. Through this method the researcher tries to explain and analyze the meaning of the linguistic signs and investigate its semiosis process using the triangle semiosis process of C.S. Peirce’s theory. The campaign posters consist of two signs, they are icon and symbol in relationship between the representamen and its object. Then, the relation of the representamen and the object produces the interpretant. In brief, the interpretant perfects the semiosis process and gives the clear meaning of linguistic signs on the campaign posters.

And the other reseach by Tazkiyah A’la .A, with entitled *Semiotic Analysis on A-Mild advertisements using Roland Barthes’ Theory.* (UIN) Syarif Hidayatullah Jakarta, 2011. The objective of this research is to know the connotation meanings of the verbal and non verbal signs of A-Mild advertisements. Further, to know the myth that motivates those advertisements. The method of this reseach is descriptive qualitative method, because semiotic analysis rarely uses qualitative method.

From some related studies above, no one uses the brochure as the object of his study. Therefore the researcher make brochure as a reseach object. All of the reseacher above is about semiotic and find the meaning from the representamen, object and interpretant with semiotic theory. But the study above use Saussure theory of semiotic, and Barthes Theory to find the meaning of the sign. But in this resarch use Peirce Theory. As for similar studies use Semiotic Peirce Theory but the different is object of the reseach.

1.6 Organization of Paper

This research will be divided into five chapters as follow :

Chapter I: This chapter contains the introduction. It describes the background of the research, the statements of problem, research objective, and research signification, organization of Paper.

Chapter II: This chapter contains theoretical framework. It provides the basic in conducting the research problems.

Chapter III: This chapter explains about the methodology of research, discuss the kind of methodology that used to analyze the problem. This chapter consists of the method of the research the method of the research, the source of data, sample of data, technique of analyzed data.

Chapter IV: This chapter contains the Data analysis, discuss and analyze the data which are collected before using the theories and methodology. This

chapter is the main chapter where the data is going to process to get the final result.

Chapter V: This chapter explains about Conclusion, discuss the final result that has been analyzed in Chapter IV and then makes the conclusion about it.

