

## CHAPTER I

### INTRODUCTION

This chapter presents the background of research, statement of problem, research objective, research significance, clarification of key terms, and organization of writing.

#### 1.1. Background of the Research

Advertisement is interesting to discuss, because it has so many messages that the readers have to know. Advertisement is a part of communication, because naturally it is the way to delivered message to the producer into costumer. It is one the way to inform about the product. Advertisement usually is persuades costumers and influences the costumer to buy the product or used service. The producer does anything to make a costumers interested. It is not simply work, because the producer should have good strategies to promote their product. Therefore, most of brand advertiser uses advertising agency to buy advertising spaces and time in the media and create advertisements (Bierley,1995:7). Good advertising and good marketing depend on clear and creative visual art. Hence, the agency races become unique to present the advertisement.

The present advertisement, language does not only the play of rule delivery, but also the emergence such as the picture, colors, and sound (A' la, 2011:5). It is not only about the persuasive a language to be interest, not only a picture of the product but also advertisement has longer dimension function, that is the way to sense symbol through language and visualize on advertisement. Thus the writer interested to guide advertisement to be her focused.

The language and visual advertisement have been a special interest for researcher in the decades and therefore, it is rapidly becoming research field. Research advertising is objectives includes improving about the product, the promotion of new product market and acquiring new costumers, which in turn should increase the sales and profit of the company(Washer,2015:4). To analyze advertising in Semiotics perspective, the researchers analyze a sign system on the advertisement. Appropriate to the character, advertising is a reality portrayed on society. From the explanation above the writer analyzes sign system on the advertisement because it can spread value, culture, politic and any other.

Semiotics has attractiveness in a research; hence, not all communication messages can be understood. An example in mass communication discipline, semiotics can be applied to the film, television, advertisement, music, picture and other unique and interesting field. Several researchers have conducted semiotics in advertisement. (Rifa'I 2010:3) has purposed semiotic significant in advertisement. Rifa'I aimed to find a meaning of denotation and connotation meaning in five kind of Coca cola's advertisement used Roland Barthes theory to analyzing a sign at five Coca Cola is

advertising. It is same as Rifai'I, A'la (2011) also examined semiotic in advertisement. She analyzed a sign using theory by Roland Barthes but in the different object. Her object is A-mild billboard advertisement. She found the relationship between denotation and connotation on A-mild advertisement. Sahrani (2011) analyzed advertisement in magazine, she observed three samples become data analyzed. The purpose of Sahrawi is to find the relationship between representation and the object in Tablerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertisement used Pierce theory.

Based on the previous studies, the writer found out that several interested to analyze advertisement used semiotics. Semiotics can applied in various advertisements, for instance in billboard advertisement (A'la 2011:5) magazine advertisement (Syahrani, 2011) television advertisement (Adham, 2012, Anggara, 2015, Correa, 2011, Nugroho, 2015, Pillay, 2008) and absolutely in the print advertisement (Uraida, 2014:6). As the other writers have done in doing the research, having been aware of the previous study is really important to get qualified in the research. Thus, in this study the writer conducted to analyze print advertisement. But, this research little differences with those previous study. It can be seen the data source that is used in this research, coca-colas advertisement on tasted the feeling version.

The writer chose the coca-colas advertisements because of some consideration first, the writer chose coca-colas advertisement has complete aspect to be analyzed, such as the verbal and nonverbal in advertisement. Coke's on tasted the

feeling “Advertisement has video to the data of verbal sign. In addition, in nonverbal sign, the advertisement has various pictures that can be object to be analyzed. Coke’s on tasted the feeling advertisement also has interesting advertisement to be analyzed. Finally, many scholars uses coke’s on tasted the feeling Advertisements as primary data source of their research, such as Fatlahah (2013), Ediningrum (2014), Nindwalanju (2014) Those are the reason, of the writer chose Magnum Advertisements being the data analyzed.

Based on those cases, the writer conducted investigates the Signifier and Signified in advertisement used semiotic in coke’s advertisement. This study, deals with Signifier and Signified that show in each coke’s advertisements. Thus, to elaborate and answer the statement of the problem, the writer used Roland Barthes theory.

### **1.2.Statement of Problem**

In this researcher focuses on the semiotic analysis of Coca-cola “*Tasted the feeling*” version by limiting the problem the researcher would be guided by following question.

1. What are signifier and signified of verbal sign on advertisement?
2. What are signifier and signified of nonverbal sign on advertisement?
3. What the relation between text verbal and nonverbal sign on advertisement?

### **1.3.Research Objective**

Based on the research questions formulating in the previous part, this research aims to:

1. To know what are the signifier and signified verbal sign on advertisement.
2. To know what the signifier and signified nonverbal sign on advertisement.
3. To know the relation between verbal and nonverbal signs on advertisement.

#### **1.4. Research Significance**

The researcher expects that this research is useful both theoretically as well as practically, as follows:

Theoretically, this research is able to serve as a reference or input to the linguistic development in semiotics, especially in the deep and surface meaning.

Practically, this research gives many information and references for university students who are majoring semiotic advertisement on American advertisement and to know how the meaning are in this coke's advertisement on tasted the feeling version using Roland Barthes theory.

#### **1.5. Definition of Key Terms**

The data is taken from song and picture are coca-colas advertisement that show the semiotic system on it in this case , the researcher defines some key terms as follows:

##### **1. Advertisement**

Advertisement is a form of marketing communication used to promote or sell something, usually a business's product or service. Advertisement promotes the sale of goods and persuading the people to buy the product (Bierley 1995).

##### **2. Semiotic**

Semiotics as a discipline is simply the analysis of signs or the study of the function of sign systems. The idea that sign systems are of great consequences is easy enough to gasp; yet the recognition of the need to study sign systems is very much a modern phenomenon.<sup>5</sup> While Sebeok stated that in theory, linguistics is only a branch of semiotics, but in fact semiotics is created from linguistics.<sup>6</sup> As a result, semiotics is a branch of linguistics to study signs, learn everything related to the sign and its meaning.

### **3. Sign**

Sign is refer to something is conveys meaning.

### **4. signifier and signified**

In Saussurean analysis, which Barthes largely uses, the distinction between signifier and signified is crucial. The signifier is the image used to stand for something else, while the signified is what it stands for (a real thing or, in a stricter reading, a sense-impression).

### **5. verbal and nonverbal**

According to Penrose and others, “Verbal communication is consists of sharing thoughts thought the meaning of words.” According to Himstreet and Baty, “Non-verbal communication is includes any communication occurring without the use of words.”

## **6. Myth and ideology**

Myth is The connotative meaning that signs carry wherever they go; myth makes what is cultural seem natural, Ideology is Knowledge presented as common sense or natural, especially when its social construction is ignored or suppressed.

### **1.6 Organization of writing**

This paper is composed into five chapters, those are:

Chapter one consist of introduction which describes the research background, statement of problem ,research objective, research significance ,clarification of key term and organization of writing.

Chapter two reviews the theories underlying and supporting the research, which includes the theory of Semiotics ,Roland Barthes's theory of sign system. And some theories that are related to the research.

Chapter three present the research methodology of the study .it begins with research method, data ,and resource of data, techniques of collecting data and ends with techniques of analyzing data.

Chapter four, the researcher elaborates the data analysis and discussion in order to answer statement of problem which has been defined in chapter 1. The collected data are analyzed and discussed simultaneously in order words analyzed data are discussed directly according to the theme that refers to research questions.

This research will be concluded in chapter five in addition, the researcher will give some suggestion for reader. In other words as a closing ,this chapter consist conclusion and suggestion.

