

# CHAPTER I

## INTRODUCTION

This chapter divides into five sections. There are research background, research questions, research objectives, research significance, and definition of key terms.

### 1.1 Background of Research

The impact of advertising on consumer behavior is significant, especially in light of globalization and technological improvements. Advertising informs consumers about the range of possibilities on the market by presenting information in an engaging and creative manner. In addition, advertising has a powerful effect on the decisions that consumers make about what to buy. Advertising has the ability to influence consumers' decisions by offering captivating and convincing messages about the product or brand it is promoting. Because of this, advertising is an extremely powerful instrument for influencing customer behavior. Research has demonstrated that advertising significantly affects consumer choices and consumption patterns (Utama et al., 2021).

The global impact of vintage cigarette advertisements from the West is significant. Through a significant historical marketing strategy, the United States of America has a significant advantage over worldwide cigarette consumption. (Wood, 2021) examines at the political and historical background of cigarette smoking, with a special emphasis on the United States and other Western nations' vigorous marketing campaigns in the middle of the 20th century to glamorize smoking. Global smoking rates increased during this time due to political decisions made in the United States and loose rules that allowed tobacco companies to advertise more widely. This had a major impact on smoking habits throughout the world and had long-term effects on public health.

The mid-20th century marked the peak of cigarette advertising's global dominance. Print advertisements, which portrayed smoking as a sign of refinement and independence, took over as the most common type of promotion during that time. Examples of these ads include posters and magazine ads. According to a

longitudinal UK research in 1978, aggressive cigarette promotion had a major role in the 20–25% of youngsters who began smoking between the ages of 11 and 12 (Bewley, 1978). This figure demonstrates the significant influence of the tobacco industry's marketing tactics at that time.

It might be said that the mid-20th century distribution of vintage cigarette advertisements was the catalyst for the rise in smoking rates worldwide. As previously mentioned, print and poster advertisements for cigarettes dominated the mid 20<sup>th</sup> century advertising landscape. These commercials marketed cigarettes as a representation of modernity, independence, and social standing that appealed to a wide range of demographics, particularly youth. The significant impact of this medium is also evident in its influence on the global smoking population, which has been shaped by the vigorous marketing activities of cigarette corporations, particularly those based in the United States and United Kingdom.

To fully understand how vintage cigarette advertisements function as marketing tools, it is important to explain the concept of semiotics that underlies this analysis. Semiotics is the discipline that studies signs and symbols and how they are used to convey meaning in communication (Capirci et al., 2022). In the context of advertising, semiotics helps us explain how the visual and textual elements of an advertisement can shape the audience's perceptions and reactions. Vintage cigarette advertisement should be seen in the framework of semiotics as a text that communicates ideas through signs and symbols. The triadic model of Peirce allows researcher to investigate the implicit meanings of the pictures and words in vintage cigarette advertisements. Therefore, studying semiotics in vintage cigarette advertisements is highly relevant to comprehending the development of marketing and its effects on consumers.

Given this context, the study's use of Peirce's semiotic technique seeks to elucidate the meaning and interpretation found in vintage cigarette advertisements. This research aims to determine how the subliminal signals that formerly encouraged smoking cigarettes and have an impact on public perceptions by analyzing the signs, objects, and interpretants in these ads. This study is valuable as a teaching tool for the marketing sector of today as well as historically and

culturally, and also serve as a reference for future advertising restrictions and increase public understanding of the historical influence of cigarette commercials on consumer behavior.

Charles Sanders Peirce created the Peirce's Triadic Model, which offers a thorough framework for deciphering signs and their meanings. The sign, the object, and the interpretant are the three primary components of the model. The object of the sign is what it stands for, the interpretant is how one understands or interprets the sign, and the sign symbolizes anything that, to someone, stands for something else (Short, 2007).

The dynamic interaction between these three components is emphasized by Peirce's paradigm, which also highlights the significance of interpretation in deciphering signals and the signifying process. It provides an adaptable method of deciphering signs, enabling the analysis of iconic, indexical, and symbolic aspects present in signs (Capirci et al., 2022). This adaptability makes it possible to analyze many kinds of communication and representation, in a sophisticated way.

Moreover, Peirce's triadic model has been used in a variety of disciplines, including semiotics and ontology, proving its applicability and importance in examining various representational and communication formats (Moradi et al., 2022). The model is a useful theoretical framework for examining signals in a variety of situations, including vintage cigarette advertisements, due to its versatility and comprehensiveness.

In addition, researchers also adopted the Multimodal theory developed by Kress and van Leeuwen as a supporting theory. According to (Kress & Leeuwen, 1996) multimodality is used to refer to the way people communicate using different modes simultaneously. This theory is relevant because it helps explain how visual elements in advertising can be understood as a system that has its own rules and structures. Kress and van Leeuwen propose that visuals do not only function as a complement to text, but have the power to convey meaning independently, as well as interact with other elements in a multimodal text (Kress & Leeuwen, 1996).

According to (Salsabila & Suparto, 2023) in multimodal analysis, both verbal and nonverbal elements have almost the same important role in communication. In vintage cigarette advertisements, visual elements can create a certain atmosphere or emotion that can influence how the audience responds to the tagline presented.

Because of its historical importance in marketing history, significant cultural impact especially in the mid 20<sup>th</sup> century, potential for semiotic analysis using Peirce's triadic model, and relevance to comprehending the contemporary marketing industry, the researcher selected vintage cigarette advertising as the research object. Vintage cigarette advertisements were the peak of advertising tactics that glorified smoking and significantly aided in the normalization of smoking habits. People may comprehend how earlier marketing strategies shaped smoking behaviors that continue to impact society now by looking at ads from this era.

Peirce's Triadic Model was adopted as a theoretical framework as it provided a solid approach in analyzing the process of interpretation of signs. With a focus on sign, object, and interpretant elements, this model is expected to help researchers understand and uncover the layers of meaning in vintage cigarette advertisements. By combining all these elements, the researcher seeks to contribute to the understanding of how visual art in vintage cigarette advertisements can be interpreted and understood through the lens of semiotics, specifically by using Peirce's Triadic Model.

Moreover, the researcher adopted multimodal theory as a supporting theory because the vintage cigarette advertisements that were the object of the research contained various communication elements that were not only in the form of text, but also images, colors, and visual layout. Multimodal theory, especially Kress and van Leeuwen's Visual Grammar, is relevant to understanding how visual and textual elements work together to convey messages. By combining Peirce's semiotics and Visual Grammar, this study provides a comprehensive analysis of the use of visual and textual signs in constructing meaning in vintage cigarette advertisements.

In the context of semiotic studies, Peirce's triadic model has been widely applied to analyze various forms of visual communication, including advertising. However, although there have been many studies using this approach, there is still a lack of studies that specifically apply it to vintage cigarette advertisements. Vintage cigarette advertisements, which are unique in their use of taglines and visual elements, have not been widely analyzed from a deep semiotic perspective, especially in understanding how signs, objects, and interpretants work synergistically to form specific meanings. Therefore, this study aims to fill this gap by providing an in-depth analysis of how the semiosis process in vintage cigarette advertisements forms meaning.

There are some previous studies related with current research. The first study was made by (Setiawan & Eralita, 2023) entitled *Semiotic Study on Cigarette Advertisements*. This study examines semiotic signs icons, index, and symbols in Djarum and Gudang Garam tobacco advertising using a descriptive qualitative technique. This study discovered that human imagery and product logos in cigarette commercials carry symbolic meanings, in line with Peirce's semiotic theory (Coleman, 2017). Male characters in ads are frequently portrayed as courageous, strong, and manly, which reflects the message the brand seeks to deliver.

The second study by (Purba et al., 2020) entitled *Semiotic Meanings in Cigarette Advertisement Texts*. This study applies Leech's theory and Kress and Van Leeuwen's visual grammar to analyze verbal and nonverbal meanings in Medan cigarette advertising. This study shows how visual elements like picture size, color saturation, and symbolic structure are used by cigarette ads to provide messages that are convincing. The findings demonstrate how verbal and nonverbal cues work together to create a variety of social meanings in cigarette commercials.

The third is a study that was made by (Eriana, 2015) who was a student from State Islamic University Syarif Hidayatullah, Jakarta, Indonesia. The title of the research is *Peirce's Semiotics Analysis of Icon and Symbol on Perfume Advertisements*. The objective of this study is to find out the meaning of signs on perfume advertisements and to explain its semiosis processes. This study applied

descriptive analysis method. Through this method the researcher tries to describe, explain, and analyze the meaning of the signs using Charles Sanders Peirce's theory.

Comparing this study to previous research reveals significant differences. This study focuses on analyzing visuals and taglines in vintage cigarette advertisements and how these elements contribute to the semiosis process, primarily through Peirce's triadic model, while also incorporating Kress and van Leeuwen's Multimodal Visual Grammar as a secondary theory. In contrast, the study by Yudi Agus Setiawan and Norma Eralita (2023) concentrated on icons, indexes, and symbols in cigarette advertisements using only Peirce's semiotic theory. Meanwhile, Rodearta Purba, Zainuddin, and Amrin Saragih (2020) employed Leech's theory and visual grammar, emphasizing a different theoretical approach. Additionally, this study distinguishes itself from the work of Audia Eriana (2015), which examined perfume advertisements, respectively. By focusing on vintage cigarette advertisements and integrating both Peirce's semiotics and Multimodal Visual Grammar, this research offers a new perspective on the analysis of visuals and taglines in advertising.

## **1.2 Statement of Problems**

From the research background above, the researcher has found 2 problem formulations, which will be the main focus of this research.

1. How are the visuals and taglines in vintage cigarette advertisements presented multimodally?
2. What are the sign, object, and interpretant in vintage cigarette advertisements according to Peirce's Triadic Models?

## **1.3 Research Objectives**

Regarding to the problem above, the objectives are:

1. To analyze the visuals and taglines in vintage cigarette advertisements presented multimodally.
2. To analyze the sign, object, and interpretant in vintage cigarette advertisements according to Peirce's Triadic Models.

## 1.4 Research Significances

As demonstrated by the clarification provided in the research background, questions, and aims of this explanation. This analysis is crucial for better understanding semiotics. As a result, the researcher divides the meanings of this review into two categories, theoretical and practical:

1. Theoretically, applying Peirce's triadic semiotic model in analyzing vintage cigarette advertisements. In the theoretical realm, this research is expected to contribute to the understanding of how signs (representamen, objects, interpretants) in cigarette advertisements create meaning. By deepening the application of Peirce's triadic model in the context of cigarette advertisement, this research can develop a richer theoretical framework in visual semiotics, offering new insights into visual communication in advertisements.
2. Practically, this research can expand audience understanding of the semiotic basis of advertising. This research can provide modern marketers with important knowledge about effective communication strategies by looking at how advertising uses signs and symbols to influence customer perceptions and behavior. It also increases audience awareness and allows them to critically evaluate advertising messages. Additionally, this research provides historical context on the development of advertising practices and serves as a learning resource for students and professionals in the fields of semiotics, marketing, communications, and media studies to understand how semiotic theory is applied in real-world situations.

## 1.5 Definition of Key Terms

**Semiotics:** The study of signs and symbols and their use or interpretation.

**Multimodal:** A term that refers to the interaction between different modes of representation, such as images and spoken or written words.

**Vintage Cigarette Advertisements:** Marketing materials designed to promote the sale and consumption of cigarettes.

**Peirce's Triadic Model:** A semiotic model developed by Charles Sanders Peirce that explains how signs operate through three interrelated components: the representamen (the form of the sign), the object (what the sign refers to), and the interpretant (the meaning generated by the sign).

**Taglines:** Short, memorable phrases used in advertising to convey the essence of a product or brand and create a lasting impression on the audience.

