

CHAPTER I

INTRODUCTION

This chapter describes the introduction of the research. It consists of background of research, statement of problem, research objective, research significance, and definition of key terms.

1.1 Background of Research

Communication is important for human life and one of the communication elements is aimed to inform, guide, persuade, change attitude and idea, transform behavior or initiate actions and to entertain. According to Mulyana (2008) in this function of communication, audiences are made believe that the given information is a true and worth knowing. One of the channels of communication that can achieve the objectives of instrumental communication is advertisements.

In the communication of advertisement, not only a language is to be discussed, but also the other communication elements such as a picture, color, and the voice. There are two media of advertisement. One of them is printed such as an advertisement in magazines, posters, or billboards, and the other is electronic such as the advertisement in radio, television and internet. The message is about how to sell of the product, whereas the receiver is a public that becomes the aim or target (Sobur 2013)

Meanwhile, advertisement is one of the most effective media to communicate with everyone in this world. Oxford Dictionary online defines

advertisement as a notice or announcement in a public medium promotes a product, service, or event publicize a job vacancy.

Advertisement is included in persuasive communication which is a conviction elementary from humanity ideology, it is called as persuader. Then the persuader must have a moral on what he takes also a social consequences imminently (Malik, 1994:6). Study of persuasive communication is about to compare the product for consumer carefully not to fall into their allurements of the advertisement only. Due to the consequences of persuasive advertisement when the people are not using their awareness, it will change their minds as a consumptive people then making a new culture in their region.

Advertising is considered as a form of unethical marketing activities. Furthermore, the other means as "the brain washing" is applied through the forms, also including psychological methods that connect a product with glamor and glories, emphasizing on sexual connotations and offering dangerous products as a symbol of strength and self-confidence. Thus, advertising is also suspected of presenting dreams of luxury, comfort and other positive feelings. Advertising is suspected of being the creator of feelings due to dissatisfaction with fictional forms of the picture of the world (Tinarbuko 2007). Previously, advertisement began as a bridge between advertisers and consumers, and now converted into a facility to influence the consumers to make a purchase.

If we draw the root of the problem above, that the excessive persuasion by advertising occurs because the ads use methods of persuasion that stimulate the appetite awareness and consumer behavior (Gentri, 2010). Advertising is often

considered persuade people to buy something that is not what they really need, but ads create the consumer desires and make them feel desire for something they do not need.

This case occurs in Indonesian culture how a beautiful woman must be having a white skin, the smooth face, slim body, or shiny hair. It is caused by the persuasive of cosmetic advertisement where the artist or the plot always shows a woman having a white skin. It means that having a white skin or the smooth faces will make an Indonesian woman more self-reliant.

The writer considers the case above as one of phenomenon that advertisement has a significant role to persuade people. It is used to convey certain messages, and sometimes some symbols are used to support the delivery of those messages to the people. Therefore, those messages and symbols need to be considered.

In the other hand, advertisement is a commercial message and in semiotic way, it consists of mean and signs. Advertisement uses the signs which consist of symbols, verbal and icon. Basically, the symbol consists of two kinds, they are verbal and nonverbal symbols.

The writer takes the advertisement of YOU C1000 to be an object of research under title *The Representation of Barbie Culture in YOU C1000 Advertisement*. This advertisement is not a cosmetic adverts. However, it's just a drink advertisement but many signs or symbols of beauty concept are described in YOU C1000 advertisement. The reason of the writer opinion about this advertisement as an object of beauty concept is that the actress are Miss Universe.

Miss Universe is a symbol of beauty woman who occupied in the world. This advertisement sometimes tends to exploitate physical appearance of Miss Universe.

Miss Universe becomes the icon in *YOU C1000* advertisement since this product appeared in 2005 until this year. There are about ten *YOU C1000* advertisements. In this occasion the data, the researcher only took five *YOU C1000* advertisements. Because, the researcher found the different signs of beauty concept in each advertisements.

Then, the writer will analyze the beauty concept from Miss Universe 2014 Paulina Vega, Miss Universe Dayana Mendoza 2008, Miss Universe 2012 Olivia Culpo, Miss Universe 2010 Ximena Navarrete, and Miss Universe 2007 Riyo Mori performances. The reason of the researcher disordered Miss Universe, not all of the Miss Universe becomes the actress of *YOU C1000* advertisement.

There have been studies about semiotic previously. Some of them are as follows:

Yasin, 2011, in his thesis tried to find out the meaning by using triangle semiotic concepts, but in the analysis chapter, he did not draw the Peirce's triangle. He used the table to describe them, and then explained them descriptively. He did not tell how many symbol found in every advertisement. In this research, the researcher draw the Peirce's triangle to show the relation between the Object, Representament and Interpretent.

Hendi, 2011, in his thesis tried to find out the interpretation from the combination of the texts and pictures in the six selected advertisements of Nokia mobile phone through the semiotic analysis concept of Peirce and to find out the

message which is contained on those selected advertisements. He not used the table to describe them and made it less explanation. This research used the table to focused find the sign and explain them descriptively.

Vidyarini, 2007, in her thesis tried to describe a female quality in cosmetic advertisement by using semiotics method and the theory of representation from Stuart Hall. The researcher found that a beauty has the quality of white, soft and clean. Beauty is no longer a taboo for male species, but still, identical with female or feminine side.

According to Jefkins (1996), slogan is created by advertisement maker to send vendor's message fast. The researcher assumes that slogan, the plot and totality in YOU C1000 advertisement is suitable enough to be analyzed, because not all of the people especially the reader can understand the sign and hidden message which have a purpose behind the advertisement itself.

Based on the phenomenon above, the researcher wants to analyze the language verbal and nonverbal symbols in YOU C1000 advertisement in television by Semiotic approach from Charles Sanders Peirce.

1.2 Statement of the Problem

From the explanation above, it is clear that the problem which must be coped in YOU C1000 advertisement is the existence of many symbols and signs of beauty concept, which cannot be understood by some people. In limitation this problem, the writer formulates these into following questions.

1. How is the beauty concept represented in You C1000 Advertisement?

2. How does *YOU C1000* advertisement construct the beauty concept?

1.3 The Purpose of the Study

There are two essential purposes of this study:

1. To describe how You C1000 advertisement constructs the beauty concept.
2. To know how the beauty concept is represented in You C1000 advertisement.

1.4 Significance of the Research

There are two essential significances of the study: Academically, this significance of study is referred to the writer herself especially as the one of the students of English Department. To know what is the hidden message which constructs in media, especially to understand beauty concept ideology. Practically, this research can be created as references for another researcher who will be interested to learn about the problem in this study.

1.5 Definition of Key Terms

In order to make it easier for the reader, there will be presented a few key words contained in this research. The term has a different understanding, which is expected to provide a clear explanation that aims to understand the term.

The definition in this research are:

i. Interpretation

Interpretation is an explanation or understanding of something (Oxford, 2011:233).

ii. Advertisement

Advertisement is defined as any paid form of non-personal communication about an organization, product service, or idea by an identified sponsor (Cook, 2001:4).

iii. Semiotic

A relationship among a sign, an object and a meaning (Littlejohn 1996:64).

iv. Sign

Cobley and Jansz (1999:4) said “discipline is simply the analysis of signs or the study of the functioning of sign system.

v. Beauty Concept

Beauty is studied as part of aesthetics, culture, social psychology and sociology.

vi. Ideology

Ideology is a collection of beliefs held by an individual, group or society. It can be described as a set of conscious and unconscious ideas which make up one’s beliefs, goals, expectations, and motivations (Oxford, 2011).

