

CHAPTER I

INTRODUCTION

This chapter present a general description of the paper. It comprises of six component, such as, background of study, statement of the problem, research objective, research significance, conceptual framework, and previous study.

1.1 Background of Study

The hierarchy of needs related to human motivation and correlated with human behavior (Huitt, 2007). Prior to Abraham Maslow posited hierachy of needs is human needs based on two groupings are deficiency needs and growth needs (Maslow, 1954). If the deficiency needs already met, human needs can be moving to the next higher level needs through human motivation. That caused human behavior is related to their way to act and their situations. Maslow create the classification to the several levels are: Physiological Needs, Safety/security Needs, Belongingness and Love Needs, Esteem Needs. And it's important to satisfied human needs.

One of the hierarchy of needs which explain in this research is esteem needs. People have a need for stable self-esteems in society or need a feel to respected and develop a concern with getting status, importance, recognition and respect from others (Deckers, 2018). Individuals regularly take apart in hobby or profession to achieve recognition. These action give the individual a sense of value or contribution. Maslow (1954) noted two forms of esteem needs: the need for self respect include strength, competence, self confidence, independence and freedom, and the need of respect from others include status, recognition, fame, prestige (respect and reward from others), and attention.

Furthermore, respect from other such as prestige is one of esteem needs that would be statement of problems in this research. In accordance with values the basis of prestige, has created through processes of asymmetrical exchange (Wegener, 1992). From another point of view prestige means the quality of how good the reputation/favourably of something or someone is regarded. In any case, this is just

true because prestige is depends on people praise and appreciation or has made the distinction, on esteem. From the social exchange perspective, prestige is a function of esteem and form of prestige is a commodity to be exchanged. It's related to Coleman stated that:

“prestige is conceived as a commodity that can be exchanged in transactions like money” (1979, pp. 129-31)

The value from social prestige that someone has gained may contributed in commodity through the product or brand which he promoted. Company may contend at a similar commodity despite the fact that they produce the distinctive market products and promoting at various level. Social prestige gave advertising or all the more for the most part as the branding of the products.

Advertising has a fuction to promoting goods, ideas and services generally paid for by an identified sponsor. Advertising is an act to anouncing or giving public notice and centered in the business and marketing area especially for a new product or designed to promote existing ones, with the aim to draw attention of individuals and increment the measure of sales for these services and goods. In advertisement, companies use appealing and creative ideas to make their brand eye catching by consumers. Some companies used symbols, pictures, signs, and selected the colors to ensure that customer's attention is captured. Advertisement is affective to promoting brand because consist of visual and audio visual. Advertising comes from the Latin '*advertere*' which means 'to convey thoughts or ideas to others' (Danesi, 2004, p. 222).

Technological developments in nowadays economy greatly affect the business world, both in the industrial and service. This can be proven by the increasing number of products entering the market with various forms and brands. Therefore it will caused the competition between companies that produce similar products. To deal with this competition, the company is more oriented towards consumer needs, with the aim of providing satisfaction in a competitive situation. Other than that the company's products are always in the minds of consumers, the company carries out various kinds of promotional strategies, including personal selling, public relations, direct selling, advertising, e-commerce, and so on.

Promotion through media is efficient because it has strong persuasive communication and also effective in influencing consumers because it can provide clear information on the products being offered. One of the reasons for the high level of competition in the business world, both locally and globally, is a phenomenon that can be witnessed every day, namely the increasing number of companies marketing their products through advertisements in various mass media.

In a society with high levels of competition, companies must compete for public attention. Every company should create a visual identity that is immediately recognizable to the public. Visual identities can be created in media where the artist is the moderator for the marketing of a product. The use of celebrity endorser in advertisement as a person who will influence the attitudes and behavior of consumers who point to the product, consumer perception will increase if the celebrity support the advertisement. According to (Metha A. , 1994), celebrities have the power that is used as a tool to persuade and influence target consumers, namely fame, although not always the used of celebrity fame is most effective in persuading than a product that is supported by non-celebrity.

According to Sukmawati and Joko Suyono, (2005, p. 21) an celebrity endorser can play a major role in influencing the audience in the advertisement of a product. Based on research by Lukia Zuraida in Uswatun Chasanah (1997, p. 73), it is said that the attention of producers to the market and consumers grows very fast. This means that advertisements using celebrity endorser have served as the spearhead of the company in penetrating an increasingly tight market, for that reason advertising must be designed in such a way with careful consideration then the goals to be achieved through advertising can be effective. In order for an advertising message to be effective, the delivering process must be related to the receiving process of the recipient, for that the communicator must design the message to attract the attention of company target.

According to Shimp in Sukmawati and Joko Suyono (2005, p. 21) television stars, film actors and well-known athletes are widely used in magazine advertisements and television commercials to support products. Advertising stars act as people who talk about products, which affect consumer attitudes and behavior

pointing to the products they support, the results of these studies result in increased product sales due to the use of celebrity endorser. Consumer demands and perceptions increase when the celebrity endorser supports the product.

Nguyen, Nha and Guston Leblanc (2012, p. 101) explains in Asep Hermawan, image also the important assets of a company or organization. A good image is a powerful tool not only to attract consumers to choose a company's products or services, but also to improve consumer attitudes and satisfaction towards the company.

Based on the definition above, it can be concluded that in order to get an attractive advertising message, companies must look for the style, sound, words, an tagline to create an advertising message. These elements must convey the image and message contained in a product, each product is presented with a different style, including a symbol of personality that will create a character that personifies a product. Therefore, companies wants the public attention by applying a concept that can make good reputation regarded by people towards the company. Prestige concept is one of the concept used in advertisement by some companies to lure consumers, even though they produced the same product but advertising on different levels.

The researcher used object of research from automakers advertisement, Nissan. This brand has produced extensive range of standard cars and trucks, at first for domestic utilization but traded abroad since the 1950s. Starting at 2007 in Japan, Nissan sells its items with internationally recognized "Nissan" signage, using a chrome circle with "Nissan" over the font. Earlier, Nissan utilized two business names called Nissan Blue Stage and Nissan Red Stage built up in 1999 after the merger with Renault. Nissan is take the lead Japanese brand in China, Rusia, and Mexico. In 2014, Nissan was the biggest car manufacturer in North America. Nissan being apart as sponsorship in the 31st Olympic Games with goals to help increase its market in Brazil, start in Rio with the opening ceremony at Maracana Stadium.

Olympics Games is an International Sports Event which is held every 4 years by the International Olympic Committee (IOC). The Modern Olympic Sports

Event, which is the largest Sports Event in the World, was first held in 1896 in the Greek City of Athens. Until 2012, the Olympics had been held 30 times including 3 cancellations due to World War I and World War II. Since 1924, the Olympic Sports Event has been divided into 2 editions, namely the Summer Edition and the Winter Edition. Initially, the winter edition of the Olympics was held in the same year as the summer edition. However, since 1994, the winter Olympics, which are usually held in the northern hemisphere, have been held every 4 years with an interval of 2 years after the Summer Olympic (Damasha, 2020).

The first Olympics were held in the city of Olympia, Greece. At that time, Greek society organized a sporting competition in which all citizens participated to honor their supreme god, the god Zeus. Therefore, the name "Olympics" itself is also taken from Mount Olympus, which is believed to be the residence of the god Zeus. At that time, participants and spectators were limited to men only, because all contributing athletes were required to compete naked (Damasha, 2020).

This ancient Olympics peaked in the 6th and 5th centuries, and then slowly began to decline until they completely disappeared in 393 AD, along with the fall of Greece to the Romans. It was only in the 19th century that the Olympics were revived by a French aristocrat named Pierre Fredy Baron de Coubertin. The first modern Olympics was held in Athens, Greece, in 1896, which at that time was attended by 14 countries with a total of 241 athletes ready to compete in 43 events. However at that time, women were still not allowed to participate. Participation of female athletes only began to be permitted at the Paris Olympics which were held in 1900 (Rizal, 2020).

Known as the "Olympic Ring", the symbol for the Olympics itself consists of five interlocking rings. These rings represent the unity of the five continents on earth, where the colors contained in the symbols represent different continents on the white background that make up the Olympic flag. This flag has been around since 1914, but only started flying for the first time at the 1920 Antwerp Olympics held in Belgium.

Through the explanation above, it doesn't make sense that Olympics Games will also be one of the biggest sports events, which is also attended by around 140

countries from various parts of the world, including Indonesia. There were many sponsorship by several company during Olympics Games held. Nissan CEO Carlos Ghosn said that sponsoring the 2016 Rio Olympics was the right decision despite the decline in car sales in Brazil. When Nissan took the decision to sponsor the Olympics, at that time sales in the Brazilian market reached 3.8 million vehicles per year. However, the recession in the country has caused the sales figure to fall to 2 million per year (Prayogo, 2016).

The goal of the company sponsoring the Olympics is to help increase the market share in Brazil from 3 percent to 5 percent. The 31st Summer Olympics officially opened in Rio de Janeiro, Brazil on Friday August 5, 2016 with the opening ceremony at the Maracana Stadium.

The company has used brand ambassador from Olympic sprint champion Usain Bolt in their advertisement since 2012. Brand, as explained by Kotler and Gary Amstrong (2017, p. 70) in their book *Principles of Marketing* is names, signs, symbols, plans or combinations from all of this to introducing the goods or services produced by someone or companies and make it different by brand comparison.

Nissan's global GT-R campaign in order to celebrates Usain Bolt (6 time gold medal olympian) collaboration with the fastest automakers on the market, all while featuring the heritage of Usain Bolt and GT-R's world records for speed from the recent decade because after 100 meter takeover in the Rio de Janeiro-Galeao International Airport throughout the Summer Olympics to count the distance Usain Bolt can run in 9.58 seconds and the GT-R can quicken in around 2.7 seconds. The researcher understood that Nissan advertisement used prestige concept which claimed by it's product in the advertisement. This fastest automakers show up that their product ready to be rivalry with another largest automakers in the world. Related to hierarchy of needs by Maslow that mention someone (or a group) needed a good reputation or favourably to be regarded by others.

Toward the explanation above, it's not make sense that Nissan brand the sixth largest automakers in the world campaign used social prestige concept in Nissan GT-R Olympic Champion Rio 2016 edition. The social prestige reveal on poster advertisement in collaboration with Usain Bolt edition Olympic Champion Rio

2016, the sentences such as *All Eyes are on Gold, Pedal to the Medal, Who Dares Go Beyond, The Sky Has No Limits Neither Do I*, etc.

The writer choosed to analyze Nissan GT-R advertisement as the object for the research because the writer sees that the advertisement of Nissan GT-R has prestige concept in it. The writer follow the rules to analyze the object by find out verbal signs and non-verbal signs in Nissan GT-R Olympic Champion Rio 2016 edition also the myths of social prestige that created by verbal signs and non-verbal signs in Nissan advertisement Olympic Champion Rio 2016 edition used semiotics analysis by Rolland Barthes and Marcel Danesi and Social prestige theory by Bernd Wegener.

1.2 Statement of Problems

Based on the explanation above, the topic of this analysis is about the social prestige concept in Nissan advertisement Olympic Champion Rio 2016 edition in order to celebrate Usain Bolt. For this reason, the formulation of the problem in this analysis are as follows:

1. What are the verbal signs and non-verbal signs that represented social prestige in Nissan advertisement Olympic Champion Rio 2016 edition?
2. What are the myths of social prestige by verbal signs and non-verbal signs in Nissan advertisement Olympic Champion Rio 2016 edition?

1.3 Research Objective

Based on the formulation of the problem above, the objectives of this study are as follows:

1. To find out verbal signs and non-verbal signs that represented social prestige in Nissan advertisement Olympic Champion Rio 2016 edition.
2. To find out the myths of social prestige by verbal signs and non-verbal signs in Nissan advertisement Olympic Champion Rio 2016 edition.

1.4 Research Significance

This research is expected to give some significance. The significance of the research are as follows:

This research gives advantages to get more understanding on the subject of social prestige as one of the concept used in advertisement by some companies to lure consumers. And to get prestige, main to the quality of how good the reputation or favourably of something or someone is regarded. By analyze it in semiotic analysis through Roland Barthes. This research supposed as semiotic research to contributed to the semiotic field.

In theoretical significance, this research is aiming to increase the knowledge to the researcher also the reader about signs in advertisement represented to social concept, especially about prestige concept. Next, to provide information to the reader who paying attention in the meaning of signs which used by an advertisement. Then, this research can be used as a reference to interpret more by means of important semiotics significance. This research is expected to provide both the writer and the reader with a structural understanding that is synonymous with understanding advertising as a small part of postmodern civilization. In understanding the advertisement, this research are expected that both the researcher and the reader can understand the phenomenon of the concept of social prestige as a social phenomenon that can be analyzed or understood through academic methods.

This research is also expected to be continued and developed by future studies for academics who are interested in the field of semiotics, or even those who are interested in understanding the phenomenon of social prestige as a social phenomenon that occurs in the postmodern era.

Meanwhile, in practical significance from this research is relevant with the condition nowadays which advertisement is present everywhere such as social media, broadcasting, and many more that has function to promoting a new product or being a sponsorship in event. The relevance of this research discussion is in accordance with the conditions of life that are being lived by the general public

today where industrial commodities, along with their advertisements, appear in every corner of the living space.

In advertisement include several attractive word, images that make the marketing target will buy it. If understanding how the advertisement works to gain consumer, hopefully it would be consideration to not being a passive subject by consumed the product that has been adevertising, but also understand the phenomenon is happen in psychology.

After reading this research, the result are expected would give the necessary information about social prestige applied in advertisement especially in poster. Next, to the reader or student thus they get more information knowing myths that created by social prestige.

1.5 Conceptual Framework

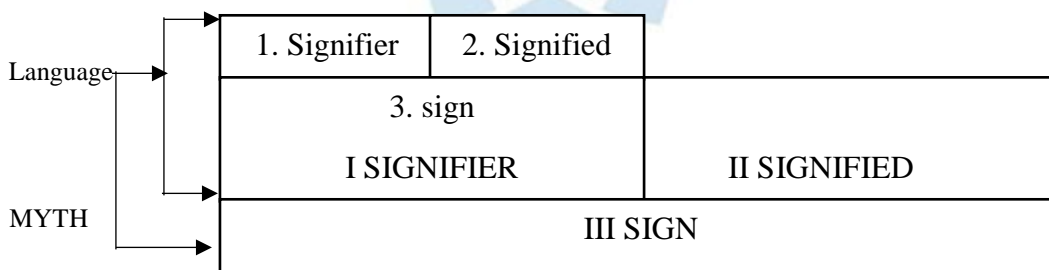
This research will concentrate on Nissan GT-R in collaboration with Usain Bolt advertisement Olympic Champion Rio 2016 edition and discussion of the topics are related to advertisement based on background above. In this study matters identifying with denotation, connotation, myth, verbal sign, non-verbal sign, and social prestige that exist in the advertisement will be discussed first to figure out analysis of social prestige in Nissan GT-R advertisement.

As a type of public announcement, advertisement is affective to promoting brand because consist of visual and audio visual. The term *advertising* comes from the Latin 'advertere' which means 'to convey thoughts or ideas to others'. In accordance with its etymology, it can be identified to direct public attention. Poster is used to advertising product, usually knew as outdoor signs because it has large size and colorful sign for public attention (Danesi, 2004).

As stated by (Danesi, 2010), advertising has evolved into a form of persuasive social strategy that is intended to influence the way people perceive the purchase and consumption of goods. Advertisements are formed in such a way and various signs are implanted in the advertisement. This is intended so that the message of the advertisement can appear and be conveyed to the public, and the public is moved to consume the advertised product.

The right advertising product must be supported by good advertising effectiveness as well. The effectiveness of advertising is not limited to purchasing products but extends to various psychological and cognitive aspects related to awareness and intention that play an important role in purchasing decisions (Ramalingan, 2006). Therefore, the orientation of advertising effectiveness is not only about the purchase intention of the product but about the long-term relationship between consumer needs and the product advertised. Advertising is one of the tools in the promotion mix which consists of five tools. Apart from advertising, there are also sales promotions, personal selling, public relations, and direct marketing. Although it does not directly affect purchases, advertising is a means to help effective marketing to establish communication between companies and consumers in an effort to face competitors (Keller, 2003). Good advertising creativity can support high advertising effectiveness. Therefore, a good advertising concept is needed so that communication between companies and consumers can run well too.

Table 1.1 Barthes's Theory of Semiotic



The theory used in this research is Semiotic analysis by Roland Barthes, this theory founded to previous theory by Saussure. Barthes named the theory of Saussure as denotation system. Then Barthes added connotation to his theory as second meaning. In semiotic analysis by Barthes would be able for writer to observing a sign toward myth. The table divided into two layer, are language (which contained signifier 1 and signified 2) and myth (combination from denotative meaning and connotative meaning).

According to Barthes, denotation and connotation has three componen are expression (E), content (C) and relation (R). It is relevant with quotation above

which Barthes has explained about denotation and connotation in signification system.

Connotation from table semiotic analysis by Barthes collected the meaning between sign 3, SIGNIFIER I, and SIGNIFIED II. Means of connotation can be different related to age, gender, class, and race from someone's background which interpreting the sign. Barthes also mentioning that denotative meaning has a natural meaning than connotative meaning, it caused by connotative meaning already blend with people's opinion to interpret the sign.

After explaining the component of Roland Barthes Semiotic theory, the writer applies another supporting theories in this research. To describe and analyze advertisement, the writer used theory from Danesi (2004) about verbal signs, non-verbal signs.

Verbal sign means signs used by human to communicating either through writing or speaking. The form of verbal sign is language has function to deliver meaning. In verbal sign consist of denotation meaning and connotation meaning, for example a word 'black' means color toward denotation meaning but from connotation meaning it shown death, mystic, etc. Another explanation about verbal sign is written by (Eco, 1976) on is book, explain that:

“verbal expression will be written in their alphabetic form” (1976, p. 1)

According to Danesi (2004, p. 64), non-verbal sign is shown not only by a word but it can be indicate toward color, body language, facial expression, etc. One of categorization from non-verbal sign is visual sign, this sign is usually appear around us.

From the explanation, the researcher used several methods in analyzing the social prestige in advertisement as supporting theory in this research. Social prestige is the quality of how good the reputation/favourably of something or someone is regarded. (Linton, 1936) describe that there are two ways to get social prestige, fist ascribed status it based on characteristic such as gender, race, age, etc and second is achieved status it based on education, achievement, job. And according to (Coleman, 1979) explain that is inside groups that this form of prestige is a commodity to be exchanged.

Laurie Simon and Bernheim (1996) explain that individuals from middle social class will make their lifestyle different from lower class. Prestige toward Laurie Simon and Bernheim also explain someone show up with attribute like high-end product to make characteristic for themselves.

Then, (Kills, 2008) explain that social prestige is powerful to divided between social classification, it can be used to get respect and reward for individu depends on praise and appreciation by people. In addition, social prestige as an attribute to given by individual, group, or community that has been approved by society.

Furthermore, to relate between (Barthes, 1977) semiotics analysis theory and social prestige, the writer used theory from (Wegener, 1992) to shown individu social status or a group in people prespective as known as social prestige consist on:

1. Desire

Desire means of strong feeling to get something or want something which expressed by emotions. At the point when an individual desires something or someone, their sense of longing is energized by the happiness of the thought of the thing or someone, and they need an action to acquire their goals. Desire is related to the motivation of all human action.

2. Dominance

Dominance has same meaning with ruler or master, that can be controlling others because has powerful position especially in social hierarchy. In society the dominance individuals or group be able to influence or control over communities. It also happen on marketing, political, etc.

3. Charisma

Charisma is refer to favor or gift, this word usually uttered to enthusiasm public figure. Because charisma regarded to someone with personal magic of leadership arousing special popular loyalty. Charisma put on by society because the individu has special magnetic charm or appeal.

4. Dynamic

Dynamic as one of social prestige aspect means that achievement which approved by others should be persist in. Dynamic considered by constant

movement, activity, or progress. To make progress, it's important to have new ideas and full of energy also with positive mind and attitude.

1.6 Previous Study

The researcher had discovered a few past studies related to the subject. Research of myth was written on e-Proceeding of Management Journal by Trieska Sela Pratiwi, Yuliani Rachma Putri, S.Ip., MM, and Mohamad Syahriar Sugandi, S.E., M.Ikom entitled *Analisis Semiotika Roland Barthes Terhadap Logo Calais Tea*. They were Telkom University students, School of Communication and Business. This previous study is taken by the writer since it related with sign and used semiotics analysis by Roland Barthes which the researcher using that theory, too. And this research find out myth of prestige represent by verbal sign and non-verbal sign.

The second previous study is Business and Management Journal written by Nyoman S. Subawa, the title of Journal is *Prestige Pricing Strategy as a Symbol of Social Class on Perfume Products*. Nyoman was a student of University of National Education, Denpasar, Bali. This previous study is taken by the writer since discussed about prestige as marketing strategy that created through social class to promote their products. Upper middle social class maintained to bought pricey branded product and classified as a consumer society.

The third previous study is Diploma Thesis written by Mohammad Ilman Fauzi Suwandi, entitled *Konsep Prestige dalam Iklan Adidas Versi "Gold is Never a Given" dalam Rangka Menyambut Olimpiade Beijing 2008: Kajian Semiotika*. This previous study is taken by the writer because has the same subject is prestige concept from advertisement poster. In previous research, writer discusses about prestige concept and the impact to Adidas selling after applied prestige concept on Beijing Olympiade advertisement "Gold is Never a Given" version.