

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the general description of the paper. It consists of research background, research problem, research purposes, research significances, conceptual framework, and previous study.

#### **A. Research Background**

A language is presented in various forms such as words, gestures, images, sounds, and others. All of them have a purpose as a means of communication. Language is still the main aspect that is used in an advertisement. This causes a demand where the language used in the advertisements need to follow the current development or following the common oral communication in order to successfully engage the consumers' interests. Janoschka (2004, p. 124) explains that language in advertising is prone to change and develop based on the culture, society, the requirements for the targeted consumers, products' innovation and new media. Thus, the advertising language should be closely related to the current condition in society and well-fitted the targeted consumers for them to be able to relate to the advertisements. To achieve this, the use of images often included in advertisements. Images contain messages that not only contain the ideas, themes, and concept of the products but often deliver further purposes. In order to interpret the images in advertisements without misinterpreting it, semiotic is needed.

People today use language as a means of providing information through electronic media. One example is advertising. According to (Prihatini, 2018) Advertisement is news or messages to persuade and encourage people to be interested in the goods or services offered; advertisements are usually promoted through advertising media such as television, radio, newspapers, magazines, the internet, etc. Advertisements contain notifications to the public and have the character of influencing readers to do what they want. According to (Rhenald Kasali, 1992) Advertising is a message that offers a product that is addressed to the public through a medium. The function of advertising itself is to provide information, persuade, remind, and provide added value. This means that advertisements offer a unique presentation in the mass media so that buyers are interested in these products. To make the appearance of the product attractive to

buyers, the advertisement of the product must have an exciting or interesting thing to attract buyers. It can be in a slogan or a picture that is presented which describes the product itself. What is shown in the advertisement is in the form of images, sounds, writing. The signs are about signs.

All signs and symbols in advertisements have meaning. The study of characters is semiotic. According to Eco (1986), semiotics deals with everything that can be considered as a sign. This means that a signal can be anything that is in our life. On the other hand, images and slogans have colors to match each other in an advertisement, and those are two inseparable aspects. Images and taglines (slogans) in ads have their meaning using language as a sign. Peirce in Short (1940:101) defines a sign in the term of semiosis as “something which stands to for something”. According to this statement, Peirce determines the subject of the sign as the part that unseparated from the proses of the signification. Triadic Model Peirce showed, a big role in the transformation process language subject. Sign according to Peirce always in the endless process of change, the so-called infinite semiosis process, namely the process of creating an endless series interpretan (Piliang, 2012: 310). In theory Triadic (triangle meaning) Peirce, there are three main elements forming the sign, that sign / representamen, object, and interpretant. Peirce argued that one of the marks is the word, while the object is something that referenced mark. While interpretan is a sign that in someone's mind about the object that is referenced a sign. If these three elements interact meaning in someone's mind, then comes the sense of something that is represented by the sign. Every side of semiosis (representamen, object, interpretant) has its own classification. Representamen with the own representamen can be divided into *qualisign*, *sinsign*, and *legisign*. As for the relationship between the representamen and the object, object has three classifications too. They are *icon*, *index* and *symbol*. The last is The interpretant has *rheme*, *dicent*, and *argument*. (Assegaf, Semiotic analysis on the Seminar and Workshop Brochure of Universities in Bandung., 2017)

Therefore, it is essential to know many people. So that there is no misinterpretation or misunderstanding. The problem is the lack of English knowledge in Indonesian society, which makes researchers direct the public to

justify wrong interpretations. One of the advertisements that researcher will examine is the Nike shoe ad. According to (K.L.Amstrong, 1999) in a content analysis of Nike advertisements, found the advertisements to be presented in a way that allowed for “optimal communication with Black consumers” (p. 283). The Nike advertisement can tap into the self-concept of African American consumers by using symbols and images that the consumer base can relate to, which can reinforce positive attitudes about the Brand. Hence, advertisements must be able to connect the consumers and Brand through communication with symbolically shared meanings, which in the Nike ad has meaning in symbols and taglines. And also, the Nike shoe brand is one Brand that is popular with many people, and its sales are worldwide. The theory that is suitable for research is triadic relation by C.S Peirce.

There are several previous studies that will become reference material and the existence of previous research that can help to find new things from different objects. The first is Ari Margono (2015), *with the title The Representation of Indonesian Culture on Kuku Bima Energi Advertisement*, Flores, East Nusa Tenggara Version. The researcher used semiotic analysis, the type of research used in this type of qualitative research. The authors conducted through observations of the signs in the Nusa Tenggara Timur version of the Bima Energi Flores advertisement is one of the regional cultures. As well as using C.S Pierce's theory to identify, classify and represent semiotics in various places such as in villages, under mountains, hills, and on the coast. Second, Aldhillah Muhammad (2017) *Semiotic analysis on the Seminar and Workshop Brochure of Universities in Bandung*. The researcher chose brochures as the Object of this study because the brochures had other messages. Then the researcher analyzed these messages using Pierce's semiotic theory in advertising. And the last is Mutmainnah's (2017) research entitled *Beauty Concept in L'Oreal Paris Commercial Advertising*, in this study it can be concluded that L'Oreal Paris forms the ideological concept of beauty. The purpose of this study is also to identify meanings and concepts in a L'Oreal Paris advertisement, using the theory of Ferdinand de Saussure and Roland Barthes that connects these concepts and meanings.

The difference from the others is that in this thesis the researcher discusses semiotics on the meaning of symbols and taglines in Nike shoe advertisements, and relates them to the Peirce triangle process.

### **B. Research Problem**

From the background of research above the problem is the lack of knowledge of English in Indonesian society which makes researcher direct the public to justify wrong interpretations. The research questions are:

1. How is the process of triadic relation constructed in each text on Nike advertisement?
2. What do the symbol and tagline (slogan) mean in the Nike advertisement?

### **C. Research Purposes**

In accordance with the problem of the study above, the purposes of this research are as follows:

1. To find out process of triadic relation constructed in each text on Nike advertisement
2. To find out the meaning of the symbols and taglines in the Nike advertisement

### **D. Research Significances**

According to the explanation about this research in background of the research, research questions and research purposes. This analysis is very important for a better understanding semiotics. Therefore, the significances of this study are the writer specially divides into two significances; they are theoretically and practically :

1. Theoretically, this research can be useful to deepen the study of semiotics. In addition, this research also uses the knowledge that has been learned so far in higher education so that the knowledge that has been learned can be used and useful for others. This study also describes the Object in interpreting the meaning or message to provide a thorough research for beginners who want to study semiotics.

2. Practically, people can watch shoe advertisements first. Before buying a product, this research can provide information about its meaning or message. As well as providing meaningful information and messages in each text on the Nike shoe ad tagline.

#### **E. Definition of Key terms**

In this matter, the researcher would like to present terms in a triadic relation analysis of Nike's Shoe advertisement.

##### **a) Semiotics**

Semiotics is a study of signs and symbols and of their meaning and use (Hornby, 2008:1342). Semiotics become study area that learn about meaning from a sign or symbol human by the instrumentally marking.

##### **b) Triadic Relation**

Triadic relation is a model of the sign created by Charles Sanders Peirce. He formulated his own model of the sign, of „semeiotics“. In contrast to Saussure's model of the sign in the form of a „selfcontained dyad“, Peirce offered a triadic (three-part) model consisting of representamen, Object, and interpretant (Chandler, 1999: 29).

##### **c) Symbol**

Chandler (2007: 27) argues that the symbol or symbolic is a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional - so that the relationship must be learnt: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, morse code, traffic lights, national flags.

##### **d) Advertisement**

Something that shown or presented to the public to help sell a product or to make an announcement.

##### **e) Tagline**

A word or phrase that is easy to remember and it used by a group or business to attract attention.

##### **f) Nike**

Nike, Inc. Formerly (1964-78) Blue Ribbon Sports, American sportswear company headquartered in Beaverton, Oregon. They opened their first retail outlet in 1966 and launched the Nike brand shoe in 1972. Nike had retail outlets and

distributors in more than 170 countries, and it's logo a curved check mark called the "swoosh" was recognized throughout the world.

#### **F. Previous Study**

The researcher is greatly helped by previous writers, because of becoming references in working on this research. The researcher enters several previous studies that are identical discussing semiotics but different in terms of objects and data. Here are some of the writers:

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This research is about semiotics, which refers to a semiotic analysis triadic theory. Many kinds of research use a semiotic analysis triadic theory of semiotics; dealing with this research. The researcher takes some relevant research that has been investigated.

The difference between this research and previous research is the focus of the topic, the object of research, and the formulation of the research problem. Furthermore, the data in this study was displayed by explaining the process of

Peirce's triangle. Using Peirce's triangle semiosis (triadic relation) in each data is analyzed separately. Researchers can get the results of the study, namely the meaning of the symbols and slogans on the Nike ad itself. And in this research, the researcher fill in the things that have not been covered in previous research.

