

CHAPTER I

INTRODUCTION

In the background of research, the writer explain about love conflict, tragedy, and previous study. This chapter presents the discussion on the background of the study, statement of the problems, objective of the research, significance of the research, and definition of key terms.

A. Background of Study

Fashion is a popular trend, especially in styles of dress and ornament or manners of behavior. According to the editorial policy of Fashion Theory : The Journal of Dress, Body & Culture, fashion is defined as “the cultural construction of the embodied identity.” Most commonly, fashion is defined as the prevailing style of dress or behavior at any given time, with strong implication that fashion is characterized change. As Shakespeare wrote, “The fashion wears out more apparel than the man.” Fashion can be found not only in clothing but also furniture, automobile as well. But most known for the clothing side.

To display the fashion from the clothing line aspect, fashion needs model. Model is a person who wears clothes so that they can be photographed or shown to possible buyers. Model can be only in the runway for so many exclusive product but mostly model also do's commercial to introduce the product. The commercial can be the traditional commercial on tv and magazine. But for now they are commercial even in the cover magazine and social media platform as YouTube, Instagram, Facebook, etc. The bigger the advertise is affect background and reputation of the model became an attention too. Because the brand has goals in particular and need someone to represent it. This is the focus that the writer choose. How the background, the looks, the reputation of certain people can really affect everything especially in the viewer aspect.

Although the efficacy of ads ethnically resonant cues well known, further examination the viewer to print ads based on ethnicity of models used in the ads. This has some direct and indirect effects. That's why the minority model can give different effect for the ads. Especially if the model from people of color. In 2016, people in America got shocked by one of the contestant in Miss Minnesota USA pageant. She was the first contestant in the pageant to wear a hijab throughout the competition, and the first to forgo skimpy swimwear in favour of a burkini during the contest's swimsuit round also the first Somali-American and made it to the semi-finals. She is Halima Aden. Halima Aden was born on September 19, 1997. Born in refugee camp in Kenya to Somali parents and moved to America when she only 6 years old.

Like what she presented in her panel at TEDxKokumaCamp on June 9,2018.

“When we first arrived to United States and made St. Louise missery home. I remembered asking my mom ‘Is this really America?’ there are thing that I lived familiar like hearing gunshot at night, and the street looking empwrage. But there are the things that also very different, like when i started the 1st grade I noticed how the kids play in groups. In America we called them ‘Clicks’. Back here, we play together. Gender didn’t matter and raised differently never mattered. I remembered asking myself why they don’t understand what hilli. Hilli is a language that brings people together. “

Then she moved to Minnesota to lived better. She also presented that in her panel

”When I was 8, we moved to Minnesota. My life changed as i met other student who spoke Somali attended to school that had english immigrant program and found teacher that go aboe and beyond stay that after school hours and lunch breaks dedicated to help me find succesfull in the classroom. Being a child refugee has taught me that one could be stripped to the everything. Food, shelter, clean drinking water, even friendship but the one thing that no one that ever take away from you is your education. So I made studying my top priority and soon start flourishing within the classroom.”

She made a big impact after Miss Minnesota USA pageant, 7 other hijabi girls joined this competition. She is become the role model for other hijabi girl that work in fashion industry. She was signed to IMG Models in 2017. Despite only being 5’5”, she went on to make her catwalk debut during New York Fashion Week Autumn/Winter 2017 at Yeezy, and also walked for Alberta Ferretti and Max Mara in Milan. Within weeks of signing with agency IMG Models, Aden was shot for the cover of Carine Roitfeld 's CR Fashion Book. She is also the first model to grace the covers of Vogue Arabia and Allure Magazine wearing a hijab and was tapped by teen outfitter American Eagle to introduce their denim hijab, starring in their Summer 2017 campaign wearing the piece. In 2018, she starred in covers for British Vogue and Teen Vogue.

Since June 2018, She is UNICEF Ambassador and at the same year, Al –Jazeera made a documentary film about her life. The contrasity about fashion and Islam and how her mom still against her choice to be a model. From this information, the writer realized how big Halima Aden is and decided to used her as an object of this research. The purpose of the writer is to

analyze how big the impact of one person can do. This person become a sign. The writer has prepared several theories after consider the object of research. In the other words not only semiotic in general but also the correlation with the culture and world right now. The main focus is the semiology theory by Louise Hjelmslev.

The reason why the writer choose her as an object of this research because she helps a lot of muslim hijabi girl more visible in public. It can be seen on 2017, another 7 Muslim hijabi girls join he Miss Minnesota USA pageant. Because her hijab, she also introduces hijab to more people in the fashion industry, makes fashion more aware of hijabi girl in fashion ways. She successfully breaking the barrier for model. the fact that she is only 166 cm not really tall for a model. Black, muslim, Somali is also rare in the fashion industry. She is the representative of hijabi girl in modern era.

Based on what happen in the world right know every single thing can be a sign. One of them can be found in the pop culture such as magazine, advertisement, and even movie. Semiotic is a basis knowledge about sign that becoming interesting and complex to learn. The writer believe for answering all the research questions, expectation and content theory is the perfect match for it.

The writer main focus in Hjelmselv semiotica theory. Hjelmslev's semiotic theory, led out in his magnum opus, *Prolegomena to a Theory of Language* (1963/1943), is built around a number of distinctions which have originally been formulated by de Saussure: *content-expression*, *form-substance-purport*, *system-process* and *syntagm-paradigm*. It refer to each of these as **differentiating dimensions**: each of them specifies a specific semiotic dimension along which distinctions are made to think about language, or, by extension, any semiotic system. Many 20th century linguists interested in the theoretical design of a linguistic model have incorporated and/or explicitly referred to Hjelmslevian- Saussurean structuralist concepts in defining components of language and linguistics, such as 'linguistic form', 'meaning' or 'semantics', 'connotation', and so forth. The principal aim of Hjelmslev's magnum opus, *Prolegomena to a Theory of Language* (1963/1943), is to construct a theoretical model for analyzing language, which is based on a limited number of precisely defined terms (distinctions), premises and procedural methods (cf. Hjelmslev 1963/1943: 15ff.). According to Hjelmslev, semiotic is a study that really need to be articulated one to another. It needs to paired up and has to be explained that ways. It is a system and a process. Because semiotic is a study that conformal after the analyses. To understanding this paired up, we need to

understanding semiotic as a whole like Hjelmslev believe and then we called it metasemiotics which is more developing the theories and methods and the other one is can be articulated as semiotic hierarchies (that he calls connotative semiotics). The result about this application can be easily found in the pop culture nowadays.

Francis Whitfield, the English translator of Hjelmslev's works, drew up a chart showing the semiotic hierarchy with its constituent parts (in Hjelmslev, 1975, p. XVIII; also translated into French in Hjelmslev, 1985, p. 17). Based on his statement, that is fine line between semiotic or non – semiotic. In his first work, *Principes de grammaire générale*, written in French in 1928, Hjelmslev sets out the principle of classification that is operative in any language [langage]. "Categories as such", he writes, "are a fixed quality of language. The principle of classification is inherent in all idioms, all times and all places" (trans. of Hjelmslev, 1928, p. 78). Thus linguistics, with its three levels of analysis (phonology, grammar, and lexicology) is a science of categories.

The semiotics [pl.] make up this larger domain, and they are distinguished from other systems of classification by a certain uniformity (or homogeneity) that forms the basis of their analysis at all levels. So the writer that read it can have their own interpretation with it because it is not have any rules.

They are expression and content in the magazine especially fashion. Usually using some interesting slang and tag line that can have different interpretation and meanings. The writer found to understand the whole point, Hjelmslev called these components as expression plane and content plane. The way it is categorized like this because Hjelmslev put this as a standar and rule for his theory. Expression are form for visible object. In other words it is something that can be seen so they can be “expressed” something., whereas the content forms is the signification resides. However, this is beside the main point, which is that we always analyze a semiotic object (usually a text) uniformly, with an initial distinction between two components. In other words, for Hjelmslev, as for Saussure, neither expression nor content can be given predominance; they must both be analyzed together (Hjelmslev, 1928, p. 88).

If Saussure never explained the connotation. In Hjelmselv theory the explanation of denotation and connotation is really important. Denotation, as term implies, is in the expression area that refers the content. But if the reader took another prespective. It can be a connotation in it. More formally, connotation refers to the fact that expression and content taken together

become another expression referring to another content. Diagrammatically, this may be expressed as in Figure. This is the main focus that the writer do.

B. Problem Statement

Based on the background, this research is focused to elaborate between the expression and content in the cover of fashion magazines and all the ads that used Halima Aiden on it. That mostly her cover always had more explanation and meaning that unusual because of her itself. Problems that stated as this research questions are :

1. What are the correlation between the tagline and every cover and ads that have Halima Aden on it?
2. How many advantages of choosing Halima Aden as the cover of fashion magazine, ambassador for a brand and campaign from semiotic prespective?

C. Purpose of Research

Based on the problem statement, the writer has decided to define a several purposes of research.

1. Explain all the correlation between the tagline and every cover and ads that have Halima Aden on it .
2. Mention the advantages of using Halima aden as the cover of fashion magazine, ambassador for a brand and campaign from semiotic prespective.

D. Significance of Research

Generally, this research is significant study for develop study about semiotic from expression and content side. This research is to have knowledge about the difference about expression and content and where this study can be find in our daily life like advertisement on internet and cover magazine. Theoretically, this research try to explain more Hjelmslev theory, connotative semiotics that the writer found on the Umberto Eco books “A Theory of Semiotics”. This theory is not as popular as Saussurean but the writer found that not many reference about it.

The common analysis is referring to connotation and denotation, that is the main reason why the writer interest to more explained the expression and content more. Expression and content is part of a ‘connotative content’. A ‘connotative content’ is a secondary content (a content whose expression is linguistic sign) factors such as sociology, culture, psychology and so on. Although Hjelmslev only explain about expression-content, but they are more deeper because it is abstract and always has a correlation to the message or the story behind the text.

In connection to the theoretical above, then practically this study aims to explain the difference between expression and content in ads cover magazine. Not only the difference but also the explanation. Because the writer found if only talk about expression and content on the ads and magazine would be too many to explain, the writer more focus on the person behind the ads and the cover magazines which is model. The model is being the most important role especially being the ambassador of the brand itself (on ads). The model that the writer chose is Halima Aden. Therefore, the writer aims to inform the reader to understand the importance part of the model itself for deliver the meaning for the brand and the meaning of the cover (for magazine). Because nowadays the model really taking over the image of the products and the message that the products wants to deliver to the costumer.

E. Conceptual Framework

Model is a three-dimensional representation of a person or thing or of a proposed structure, typically on a smaller scale than the original. Based on Oxford dictionary, model is a person whose job is to wear and show new styles of clothes and be photographed wearing them. This research is telling how important model not only in the 'clothes' side but also another part that still considered as 'fashion'. The model itself is the reality of expression in the Hjelmslevian. Several models some of them was featured on the cover magazine.

Cover magazine has several purposes. It sell the brands, it has to be visually appealing and different from the other cover pages to attract the reader but at the same time, one magazine has to have something familiar and recognizable to the regular reader. Beside the topic, the person featured on the cover took the main part. In many cases the person featured on the cover sells the issue. Sometimes on the cover of the magazine they are advertisement placement. Based on Oxford dictionary, advertisement is a notice, picture or film telling people about product, job or service. The writer also telling the reader about the beauty product through the advertisement. The advertisement can be one of the example how to differentiate between the expression and content.

Expression and content is part of connotative semiotic based on Hjelmslev. The expression forms are visible in the object (they are "expressed"), whereas it is in the content forms that signification resides (the semiotic object "contains" content forms).

F. Previous Study

The thesis written by Mutmainnah (2017), the discourse about the goal of advertisement to influence the customer to buy certain product. The advertisement that Mutmainnah choose are seven advertisements of L'Oreal Paris. Mutmainnah try to find the sign in semiotic signification using Saussure and Barthes. The thesis tend to talk about the ideological in beauty

advertisements. The goals that Mutmainnah try to achieved are (1) To identify the meaning of sign used on L'Oreal Paris commercial advertisement. (2) To identify beauty concept related with a sign on L'Oreal Paris commercial advertisement.

The second thesis came from Ramadhan (2017) that mostly talk about semiotic on the tagline in the advertisements of Indonesian beauty product. Ramadhan used the semiotic theory by Ferdinand de Saussure that concerned with the sign through Signifier and Signified. With this theory, the tagline of the Indonesian beauty product can be understandable for the viewer or the reader. The result itself (1) Find the semiotic elements on the advertisements (2) found the meaning of the tagline of the product (3) find the signifier and signified in the tagline.

The third thesis written by Mahdalena (2019) that mostly talked about how advertisements persuading and influencing the public. Mahdalena used Pierce Theory to find semiotic elements on Pantene's advertisements. The results of the research (1) Find the process symbol of shampoo advertisement in each text of tagline (2) The process of triadic relation in each picture on shampoo advertisement (3) The relation between the text and the picture on the shampoo advertisement.

By reading and analyzed these three thesis, the writer find out how to analyze the tagline on the advertisement or tagline in general. Also the writer can find the example even though not with the same theory as the other three. The writer can clearly find out the meaning and purpose of the advertisement using semiotic theory.