

# **CHAPTER I**

## **INTRODUCTION**

This introduction chapter presents background of the study, statement of problem, research objective, research significance, research hypothesis, and definition of key terms.

### **1.1 Background of the Study**

The number of advertisements that has appeared in this digital era has inspired the creative industry to make new discoveries, so that advertisements may be more effective at attracting the audience's attention by producing several improvements as in the H&M advertisement which attracts its audience by inserting creative strategies. Advertisement needs innovation to attract more audience by using creative strategies in the form of both verbal and visual elements to convey a message. A creative strategy is an advertising or commercial development plan which leads in the creation of a message of an advertisement to make it more attractive. According to Martin (2006), there are several types of the creative strategy used in advertising, including symbolism, humor, sexual appeal, and cultural identity.

Advertisement is an integral part of our everyday life in today's culture, and it plays an essential function in transmitting messages. Advertising is a social activity that does not operate in a vacuum; it connects many elements such as person and item, symbol, symbolism and power, communication and satisfaction, and so on (Jhally, 1987). Language is a symbol, a code, or a communication system that has been agreed upon by a group of people. This particular community employs language as a medium to communicate a

message, goal, or meaning of things, either individually or collectively (Hawan, 2018:13).

In order to attract more potential customers, creative strategies are used in advertisement. As in the example in one of the advertisements entitled "Come Together" taken from Essential Homme's YouTube. This advertisement used several types of creative strategy, one of which is cultural identity where they bring Christmas culture into their advertisements. The reason of choosing this object is because the objects or advertisements in the fashion field very rarely appear and being discussed, although H&M made the advertisements with unique formats such as short film commercials which serve the entertain and also advertising aspect.

This research was finally chosen to find out how a company's creative strategy is to package its product advertisements through the elements of the advertisements that has a hidden meaning that can be investigated using semiotic analysis. In this study, it will be very relevant to use the semiotic theory of Roland Barthes, because the theory chosen can answer the statement of the problem which discusses the meaning implied in several H&M advertisements as well as to find out the elements of the advertisement which then become the creative strategy to convey the message.

There is a dualistic notion of the sign, linking the signifier, which is the form of the spoken word or phrase, to the signified, which is the mental concept. Then, Barthes continues Saussure's thinking to put forward his theory of denotative and connotative meaning, which means that denotation refers to the literal and actual meaning of a sign. While, connotation is used to explain

whether one of the three ways signs work on the second order. The connotation describes the ongoing interaction, signs that meet the feelings of the wearer and their cultural values (Ardhianto & Son, 2019:29). The researcher also put out numbers from different past studies from other sources to aid the researcher in this research process.

The first previous research was by Rifa'I (2010) with his research's title "A Semiotic Analysis on Coca-Cola's Commercial Advertisement". This research had a similar topic which discussed about analyzing advertisements with semiotic analysis studies. The theory used in this study was the theory of Charles Sanders Peirce to analyze the object sign, Roland Barthes theory to analyze the codes that appeared, and the theory of Ferdinand de Saussure to find the meaning in the advertisement.

The second previous study was entitled "Semiotic Analysis of Roland Barthes on Wardah Advertisement Version 'I Face of Indonesia'" by Purba & Tambunan (2021). The research used Barthes' semiotic sign map to represent the meaning of the commercial and described the meaning contained in the advertisement. And the third previous research was entitled "Visual Semiotics Analysis on Television Ads UHT Ultra Milk 'Love Life, Love Milk'" by Ardhianto and Son (2019). This study aimed to find the messages contained in television advertisements in each scene combined with verbal text using Barthes theory.

Those previous researches have similarities with this research by using semiotics analysis in advertisement to conduct their research. This research focuses on finding the types of commercial creative strategy in advertising and

how it can build communication to the audience using Roland Barthes' semiotic analysis method. Based on the problem, this research is about commercial creative strategy on H&M Advertisement as the title of this research.

### **1.2 Statement of Problem**

Semiotic analysis in advertisement and how video commercial can convince the audience through creative approaches in H&M advertisements is the key problem that is an important topic in this research.

Therefore, the statement of problems, it can be summarized to 2 research questions, as follows:

1. What types of commercial creative strategy are used in H&M short film advertisements?
2. How can commercial creative strategy build communication to the audience in H&M short film advertisements?

### **1.3 Research Objective**

From that research question, it can be summarized to the objective of the research, as follows:

1. To know what types of commercial creative strategy are used in H&M short film advertisements,
2. To know how video commercial can build a creative strategy communication to the audience in H&M short film advertisements.

### **1.4 Research of Significance**

This study's relevance may be divided into two categories. These are both theoretical and practical. Theoretically, this research is anticipated to provide

the reader with additional information or understanding about creative strategy in advertisements through semiotics analysis.

In practically, this study is on purpose to provide a significant contribution to academic readers by providing them with information and expertise regarding the research about creative strategy in advertisement through semiotics analysis, as making this study on their references. This research is also hopefully able to make a contribution through public information regarding how creative strategy advertisement analysis through semiotic, especially in H&M advertisements.

### **1.5 Definition of Key Terms**

- Semiotics : is a study about how a sign can become a certain meaning which is then processed into a message or information.
- Signifier : is material object that conveys meaning (signifies), such as words on a page, a face expression, or a picture.
- Signified : is the concept to which a signifier refers.
- Connotation : is the ongoing interaction, signs that meet the feelings of the wearer (subject) and their cultural values.
- Denotation : is the literal or actual meaning of a sign.
- Advertisement: is a form of communication to help introduce a product or service.
- Commercial Creative Strategy: is an advertising or commercial development plan and results in creating a message from the advertisement to make it more attractive.