

ABSTRACT

Melisa Betha. 1195031035. *Triadic Relation of Polo Ralph Lauren Brand Advertisement by Charles Sanders Peirce Semiotics Theory.* An Undergraduate Thesis, Department of English Literature, Faculty of Adab and Humanities, State ISLAMI University of Sunan Gunung Djati Bandung. Advisors: 1. Deni Suswanto, M.P.D. 2. Drs. Irman Nurhapitudin, M.Hum.

This research focuses on finding triadic relation relationship process that built in Polo Ralph Lauren brand advertisement and to find out the meaning of the symbols and taglines in it. This study aims to determine the analysis of the semiosis process and understand the meaning of symbols and taglines in Polo Ralph Lauren brand advertisements using Charles Sanders Peirce such as Representamen, Object and Interpretant. Furthermore, this research used the research method of qualitative descriptive study, this research used methods rely on text and image data, have unique steps in data analysis and draw on diverse designs. This method was used to analyzed the data from the visual and textual standpoint because those elements can be represented through both of them. The writer took the tagline in Polo Ralph Lauren brand advertisements as the object of analysis. The data are in the form of advertising images and text. Based on data analysis, the writer found 13 data showing the process of semiosis is Representamen, Object and Interpretant. Using Charles Sanders Pierce's theory the writer conclude that the use of semiotics in selected advertisements achieves specific meanings and impressions shown to consumers. In order for the message to be understood and for consumers to better understand the intended message in Polo Ralph Lauren.

Keywords: Semiotic, Polo Ralph Lauren, Advertisement, Brand.



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