

CHAPTER I

INTRODUCTION

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

1.1 Research Background

People today use language as a means of conveying information through electronic media. An example is advertising. According to such as television, radio, newspaper, magazine, internet, etc. Advertisements contain messages to the public and have the character of persuading readers to do what they want. Prihatini (2018), advertisements are messages or messages to persuade and encourage people to take an interest in the goods or services offered; Advertisements are usually promoted through promotional media. According to Djaslim Saladin (2007:129) Advertising is all forms of non personal presentation and promotion of ideas, the promotion of goods or services paid for by sponsors. The function of the ad itself is to inform, persuade, remind and add value. This means that advertising provides a unique exposure in mass media to get buyers interested in those products. In order to make product appearances attractive to buyers, product ads must have something interesting or attract buyers. It can be the slogan or the image presented that represents the product itself. What is shown in the ad is in the form of images, sounds, writing.

All signs and symbols in advertisements have a meaning. the study of character is semiotic. According to Eco (1997: 7), semiotics is concerned with everything that be taken as a sign. This means that the signal can be anything in our life. On the other hand, an image and a tagline in an ad have color-coordinated colors, and they are two aspects that cannot be separated. Images and slogans (slogans) in advertisements have meaning when language is used as a sign. Briefly, Pierce (1940:101) defines a sign in the sense of semiosis as "something that stands for 'something'." According to this statement, Pierce determines the subject of the sign

as an integral part of the marking process. Peirce's Triadic Model shows that a major role in the transformation process of language subjects has occurred, according to Peirce always in a process of endless change called the process of infinite semiosis, namely the process of producing an endless series of interpretants Piliang (2012: 310) In theory Triadic (triangle meaning) Peirce, there are three main elements that make up a sign, namely the sign or representamen, object, and interpretant.

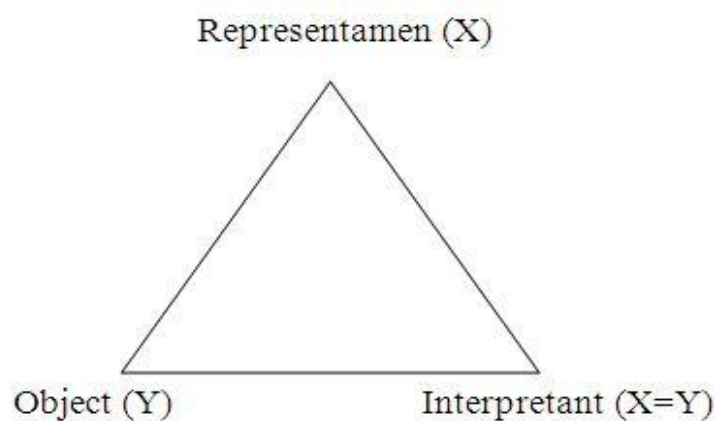


Figure 1.1. 1 Pierce Triadic Model

Pierce argues that one of the signs is a word while the object is something referred to mark. While the interpretant is a sign that, in a person's mind, stands above the object to which the sign refers. When these three elements work together in thought, there arises an understanding of something represented by a sign. Each side of semiosis (representative, object, interpretant) has its own classification. Representatives with their own representatives can be divided into Qualisign, Sinsign and Legisign. Regarding the relation between representamen and objects, objects also have three classifications. They are icons, indices and symbols. Finally, the interpretant has a rhema, a dicent, and an argument. Assegaf (2017:14-17).

One of the advertisements that writer will research is the Polo Ralph Lauren ad. Polo Ralph Lauren overview and analysis launched by Ralph Lauren in 1968, he founded Polo Fashion Company. Polo is the name of one of the popular horse races. Horse racing was a sport that was usually only for nobles. Therefore, Ralph Lauren identified target customers who have a relatively higher income and desire to exercise.

It is therefore important to get to know many people. So there is no misinterpretation or misunderstanding. The problem is the lack of English proficiency in Indonesian society, leading writer to trick the public into justifying misinterpretations. One of the ads that the writer will examine is the Polo brand ad. The writer idea when choosing "types of signs in Polo Ralph Lauren Brand advertising (a semiotic analysis)" arose from the writer frequent finding of advertisements of the Polo brand in shopping malls, even in electronic media. Displaying colorful advertisements with the support of objects such as objects, people and scenes are interesting characters to study.

Polo Ralph Lauren Brand is the top 10th brands in the world 2022. Headquartered in New York City, Ralph Lauren is one of the world's leading apparel brands, offering a variety of apparel and accessories for men, women and children worldwide. The company has 493 branches worldwide. Ralph Lauren has been an Official Sponsor of the Wimbledon Championships, US Open, US Olympics and Golf. Ralph Lauren is famous for its luxurious and fashionable clothes in the fashion industry all over the world. Every year it offers various exclusive garments with noble designs. This arouses the writer interest in this research.

Another reason why the writer is so interested in this research is when the writer is studying semiotics courses where the author is studying signing a lot. How signs communicate, particularly in advertising, a communication medium that uses a sign system to communicate so that people can understand and comprehend the intent of an advertisement. This makes the writer more motivated to study the signs in advertisements, especially Polo Ralph Lauren advertisements.

Advertising brands like Gucci, Dior, Chanel, Polo, Nike, and Louis Vuitton are brands that attract writers. Of course, given the background of the company and the existence of this brand, the purpose of their advertising is not only to sell product benefits, but there are other purposes and goals that they want to convey through ideas, images, lifestyles and feelings they want through the use of convey signs in advertising.

Therefore, to support this research, the writer uses the theory of Charles Sander Peirce cited in the book *Semiotics of communication* by Alex Sobur (2013), in which Peirce's theory classifies the types of signs based on objects into three types viz Symbols, indices and symbols. There are several previous studies that will be reference material and previous research that can help find new things from different objects.

The first is Ari Margono (2015) entitled *The Representation of Indonesian Culture in the Bima Energi Nail Advertisement*, Flores, East Nusa Tenggara Version. This topic has a use semiotic analysis, the type of research used in this type of qualitative research. The author observes the signs for the Bima Energi version of East Nusa Tenggara. Flores advertising is one of the local cultures. As well as using C. S. Peirce's theory to identify, classify and represent semiotics in various places such as in villages, under mountains, hills and on the coast.

Second, Aldillah Muhammad (2017) *Semiotic Analysis on Seminar Brochures and Higher Education Workshops in Bandung*. In this topic chose the brochure as the subject of this study because the brochure has a different message. A analyzed the messages using Peirce's semiotic theory in advertising.

The last is Mutmainnah's (2017) research entitled *Beauty Concept in L'Oreal Paris Commercial Advertising*, in this topic can conclude 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 others is that in this work the writer discusses the semiotics of the meaning of symbols and taglines in Polo brand advertising, and relates them to the Peirce triangle process.

1.2 Statements of Problem

From the background of the above research, the problem is the lack of understanding of the advertising studied using Peirce's theory which makes the reference of the writer justify the wrong interpretations. The research questions are:

1. How are the triadic relationship process constructed in each Polo Ralph Lauren brand advertising?
2. What are the meaning of symbols and taglines (slogans) in Polo Ralph Lauren brand ads?

1.3 Research Purpose

In accordance with the research problems above, the objectives of this research are as follows:

1. To describe the triadic relationship process built on each text on the Polo Ralph Lauren brand.
2. To find out the meaning of the symbols and taglines on Polo Ralph Lauren ads.

1.4 Research Significances

In accordance with the explanation of this research in the background of the research, research questions and research significance. This analysis is essential for a better understanding of semiotics. Therefore, the importance of this study the writer specifically divides into two meanings; They are theoretically and practically:

1. Theoretically

This research can be useful for deepening the study of semiotics. In addition, this research also uses the knowledge that has been learned so that you take a

higher education so that the knowledge that has been learned can be useful and useful for others. This research also explains about objects in interpreting meanings or messages to provide thorough research for beginners who want to learn semiotics.

2. Practically

People can watch polo ads first. Before buying a product, this study can provide information about the meaning or message. As well as providing meaningful information and messages in each text on the tagline of the Polo clothing brand advertisement.

1.5 Definition of Key Terms

Some of terms which are very important to describe the research related to the topic and title; The Hard-boiled Detective Formula in The Batman (2022) by Matt reeves.

1. Advertisement

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

2. Polo Ralph Lauren

Polo Ralph Lauren The popularity of the Polo label led to the first boutique being opened in Bloomingdales in 1969 and a women's line added to the men's collection in 1971. Success of the line continued with the establishment of the first American boutique in Europe, in London, in 1981 with a further store opened in Paris in 1986. Also, the Ralph Lauren Home Collection was started in 1983. Of note, the Polo sport line was launched in 1993 for men and in 1996 for women. The company opened the first European children's store by an American designer in 1999. The Polo Ralph Lauren clothing line is often described as all-American,timeless sportswear and classic chic.

3. 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

4. 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.

5. Tagline

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

6. 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 self-contained dyad, Peirce offered a triadic (three-part) model consisting of representamen, Object, and interpretant Chandler (1999: 29).

