

CHAPTER I

INTRODUCTION

1.1 Research Background

Eco Umberto defines semiotics as a discipline and analysis process that may examine an object's signs to ascertain its meaning. The study of semiotics examines everything that "means" anything else, not only what we typically refer to as a "sign" in everyday speech. Semiotics studies signs, including words, pictures, sounds, hints, and physical things. (Eco, 1986) A sign is a basic unit of language composed of sound images. In a sign system, a sign can produce meaning because of the principle of difference.

The term "meaning," which is rife with several meanings, is frequently used to refer to the component of semiotics known as "signification," which is concerned with the value or consequence of message exchange. Semiotics has been considered the 'criteria attribute of life' (Sebeok 1994, p. 6), and both phenomena are intrinsic to living, animate matter. Given this, semiotic research requires a theory of the sign that can accommodate an almost inconceivable variety of sign-using contexts by applying the three theories of Roland Barthes, namely denotative, connotative, and myth, to the interpretation of semiotic signs. He claimed that many fields employ semiotics as a tool for critical thought.

According to Howard's book (1990), Roland Barthes stated that semiology is the goal of taking various sign systems, such as substance and boundaries, images, various kinds of gestures, various musical sounds, and various objects, and uniting them in a system of significance. Barthes refers to semiotic signs as function signs related to the context of their use because these signs use and carry meaning at the same time. Barthes reminds us that the sign is actually involved in a three-part relationship.

Specifically, Barthes mentions that what Denotative the relationship between the two that make up the sign, which produces an explicit, direct, and definite

meaning. Connotation a secondary meaning, and the signifier itself is formed by a sign or system of primary marking. And myth, namely as a communication system, a message that cannot be an object, concept, or idea but a form of signification by disclosing and providing justification for the dominant values prevailing during a certain period.(Howard, 1990) Connotative used to describe one of the three ways a sign works in the second order of signs and describes the interaction that takes place when the sign meets the feelings or emotions of the user and their cultural values. By using the concepts of this theory, one of which is advertising, which is included in text and image communication signs, it can make it easier for research to study the selected advertisement object.

Advertising that aims to introduce the goods or services offered to potential customers or consumers while at the same time inviting potential buyers to own the goods offered. Now, fashion increasingly developing following the flow of modernization; this development makes society a selective society in determining its lifestyle. Lifestyle related to fashion, because the existence of fashion will support one's appearance, make it more attractive, and become a trend center in society. Fashion products include those that can be consumed over the long term. Namely, fashion products include clothes, shoes, bags, accessories, and so on. Advertising that have spread everywhere, one of which is on social media sites like Youtube. Which is where research take it, because it presents a lot of various kinds of advertising.

Namely the most used video platform worldwide is YouTube. From year to year, this application's user base keeps expanding. According to information from the Business of Apps database, there were 2.67 billion active Youtube subscribers worldwide in the third quarter of 2022. Since 2010, this number has increased the most. In October 2022, YouTube will rank as the second most popular social media platform, according to We Are Social and Hootsuite projections.(Annur, 2022) Therefore, YouTube is much sought after by the public to channel their artistic ideas and as a learning tool for those who want to learn to make something by viewing it online on social media.

Therefore, this study used the fashion advertisement object of Gucci taken from Youtube because of the role of international fashion products, which are very well known. With various kinds of fashion contained in it, such as clothes, shoes, bags, perfumes, cosmetics, and accessories. According to the Lyst Index website, Gucci was chosen as 'Brand of the Year', of course, having contributed to its strong marketing strategy. Gucci has managed to establish itself as a part of global pop culture through the design elements it provides.(CNNIndonesia, 2022) The elegant model with a luxurious impression, as well as the high-end quality of the Gucci brand, definitely don't need to be doubted. Many of them use branded goods to feel more confident, which can raise their social level. And there are also those who use it on a daily basis because of its function, not because the brand name is on top. The Gucci advertisements for 2021, and 2022, were chosen to be analyzed because there are complete signs in the images, as well as the text and gestures of the models contained in the videos.

1.2 Statement of Problem

Based on the background above, some problem formulas can be obtained as follows:

1. What the denotative and connotative sign that are found in fashion advertisement on youtube channel Gucci 2021-2022?
2. How the meaning of the myth are contained in fashion advertisement on youtube channel Gucci 2021-2022?

1.3 Research Purposes

From the problem formulation above, some objectives can be taken as follows:

1. To classify the denotative and connotative sign that appear in fashion advertisement on youtube channel Gucci 2021-2022.
2. To explain the meanings of the myth in fashion advertisement on youtube channel Gucci 2021-2022.

1.4 The Benefits of Research Results

The benefits of this research are:

1. This research is useful for providing thoughts, and enriching information about semiotic signs related to fashion that we often encounter.
2. Add scientific insight and experience for researchers. Because, without realizing that the signs we often encounter in our lives.
3. Provide information for those who want to research semiotic signs, so they don't experience problems with the signs they are studying.

1.5 Research Significances

By analyzing what will be researched, there will be an expansion of the current understanding of semiotic in advertisement. This research provides a clear presentation of the semiotic contained in a advertisement, and gives them insight on which strategy is more appropriate and beneficial for them.

In particular, this analysis will be useful for those who are deciding what strategy to use in analyzing an advertisement. Furthermore, this analysis will be a comparison for those involved in this research, and can serve as a further study tool to innovate them in using a semiotic approach.

1.6 Conceptual Framework

The characteristics or properties that you want to study. This part the research presents the theories relating to the research. These theories function as a framework of analysis to answer the question of this research. The theories that are used in the research involved the explanation of the research analysis.

1.6.1 Semiotics

One of the broadest definitions is that of Umberto Eco, who states that “semiotics is concerned with everything that can be considered as a sign” (Eco 1976, 7). Semiotics involves the study not only of what we call ‘signs’ in everyday speech, but also of anything that ‘represents’ something else. In all the major

concepts of semiosis, the main components of this process are seen as a sign (a representative image or icon, a word, etc.), the object referred to (which can be either concrete or abstract), and the meaning produced when the sign and object are linked together. (Sebeok, 1994) Like the sign of the gesture given when he is uncomfortable with the situation in front of him, namely, someone who is talking to the other person, possibly during an uncomfortable conversation, he gives a gesture that someone should not give when speaking.

Semiotics relies extensively on linguistic concepts, due in part to their influence and also to the fact that linguistics is a more established field than the study of other sign systems. For Saussure, a sign is made up of a 'sound image' and a 'concept', both of which are in the mind of the sign user. (Chandler, 2007) Contributions in the history of semiotic development to Saussure, Hjelmslev demonstrated that signs cannot simply be constructed as differential combinations of signifier and signified. A sign is more self-reflexive in the sense that a signifier and a signified must be respectively the capacities of expression and perception.

Semiotics is the study of the signified and the meaning of sign systems, the study of how meaning is built into media "texts," or the study of how signs of any kind work in society to communicate meaning. John Fiske said that there are three important areas in the study of semiotics, namely: the sign itself, which consists of several types of signs originating from different disciplines, with different meanings, and in a way that connects them with their users; and a code or system in which the signs are regular. This research covers the ways in which various codes have been developed according to social and cultural needs or to develop the available communication channels. (Cobley, 2001) The culture that exists in the code and the systems that run it, its nature in the existence and form of the code, and the sign itself. According to Fiske a sign is something that is physical in nature, can be perceived by our senses without referring to anything outside the sign itself, and depends on recognition by the user so that it can be called a sign.

1.6.2 Denotative, Connotative and Myth

Denotative is the first level of signification system, as a literal meaning, the real meaning, with reference. The process of signification which traditionally refers to the use of language with a meaning that is in accordance with what is said. The meaning of denotation is direct, namely the special meaning contained in a sign, and in essence it can also be referred to as the description of a signified.

Connotative is a second-level significance system, which is used to explain one of the three workings of a sign at the second sign level. Connotative provides an overview of the interaction that takes place when the sign meets the user's emotions and the justification of its cultural values, an important factor in connotation is the marker at the first level. And myth is a way of meaning in language, a marker to play certain messages that can be completely different from the original meaning. Barthes identifies three classes of messages in pictures, namely, linguistic messages, symbolic messages, and literal messages. Barthes uses it to find out how various messages are conveyed by the sign system. Because myth cannot be described through the object of the message but through the way the message is conveyed. Anything can become a myth, depending on how it is textualized.(Kurniawan, 2001) In the context of old mythology, myth is related to history and the formation of society at that time, but Barthes views it as a form of message or speech that must be believed to be true even if it cannot be proven.

1.6.3 Advertisement

Mass media is a process of communication between people with several aspects of context, with the aim of conveying information to audiences. It deals with the process aspects of international, group, public, and organizational communication. The application of this ongoing communication is with or without the media. Utilization can be through print media (newspapers, magazines), electronic media (television, radio), and online media using the internet.(Imran, 2012) Humans cannot be separated from the media that has been presented. They continue to

rapidly infect humans in modern times, so that some people forget the time, ignore conversations with other people, and much more.

Therefore, the mass media is very influential in people's lives with its broad social implications. The existence of opinions that lead to what information is conveyed makes it dependent for them to continue to see or obtain that information. As well as forms of mass media, namely advertising. That is an information tool that is conveyed in a unique way, both in terms of shape, image, and sound. In order to influence and persuade them to use product tools, goods, or services. Advertising serves as information about brand new and upcoming consumer markers. We cannot read the cultural context without these teaching resources. In this capacity, advertising makes an important contribution in the context of consumption. (McCracken, 1987) They will make the ad as attractive as possible, some advertise with only images displayed without sound, the goal is for those who see to present themselves what happened to the ad. And there are also advertisements that are complete with an interesting storyline.

1.7 Previous Studies

In this previous studies, the researcher show types of researches that have already been done by others, and what is so special about the study. Those are the relevant researches that contain similarities in the content, especially about analysis of sign in Semiotics.

The first studies are a thesis by Rami Zahra (Syahdini, 2019) "Semiotic Analysis of Loreal Paris Advertisement". She focuses analyzing connotations in L'Oreal Paris advertising videos. The analysis consists of three videos, namely from 2013, 2014, and 2018. By categorizing these signs into three types. Specifically, pictures, speech, and body language. In the results of this analysis, the authors found that the connotative in advertising is influenced by the concept of beauty in France. As well as having some results showing that beauty is shaped by society, aspects of beauty inherent in French women, as well as French women's preferences about make-up and the products they like, With the products shown in the video, they do not only

advertise natural look makeup but also make up that is colorful, luxurious, and sharp. And this thesis uses descriptive qualitative research by describing the collected signs, investigated the semiosis process using Barthes theory.

The second studies are a thesis by Arif Ranu Wicaksono and Afiati Handayu Diah Fitriyani (Wicaksono & Diah Fitriyani, 2022) "Analisis Semiotik Roland Barthes pada Iklan Televisi Pertamina edisi Ramadan 1442 H" The interest of this research is to discuss advertisements that are broadcast on television. Because television advertising is still one of the most effective media for promoting products, campaign programs, etc. With the aim of serving advertisements which usually aim to promote a product or enhance the company's image. Using qualitative research methods through semiotic Roland Barthes' analytical techniques, data collection through observation and documentation techniques for Pertamina's video advertisements from April to May 2021. The results show that Pertamina Television Advertisement Ramadan 1442 H Edition has two purposes that are promoting the new products and improving the company's image.

The last studies are journal by Wijayanto and friends. (Wijayanto & Iswari, 2021) "Semiotics Analysis of Roland Barthes' Theory on Pocari Sweat's Sweat For Dream Advertisement". He focuses on analyzing advertisements related to denotative and connotative. The interesting thing is, because advertising aims to promote an item or product. Because structurally, advertisements have signs, a mix of audio and visuals, product descriptions, and even messages implied in ad serving. Using the semiotic theory of Roland Barthes's thinking as well as research using qualitative methods, namely descriptive research.