

CHAPTER I

INTRODUCTION

This chapter consists of initial description related to analysis Denotative and connotative sign in shampoo website online advertisement. It includes background, statement of problems, research objectives and research significances, conceptual framework and organizing paper.

1.1 Background

Developments in information technology led to the emergence of a variety of language use according to the media being used. Information technology into a new round of world order and the future development of human communication. Media main tools of mass communication process, as according to Bitner (1986, p.16) in Muhtadi "Introduction to Journalism" mass communication understood as "messages communicated through a medium to a large mass number a people". Mass media is a means of mass communication where the process of delivering a message, idea, or information to the people (public) simultaneously using communication tools like newspapers, movies, radio, television and online sites.

One example of the mass media is advertising. Advertising itself contained in a wide variety of media, one of the online sites Advertising has the power to convey the message of products it offers, the offer of a product, the advertisement seeks to

show information about the characteristics, especially the excellence of the products that offered. One of advertisement displaying that information is a perfume advertisement. According Toncar and munch, as described by Toncar (2012), Perfume, as is the case with other products or services, purchased for functional benefits it offers. Therefore, the advertisers should be more creative in providing information about the characteristics. Especially the perfume excellence based fantasy man using a variety of visual and verbal. At tactics this time most people see the advertisement as a benchmark the goods they will buy, so the ad creation had to be very creative in addition to creative visual and verbal signs are needed, which aims to buyer appeal.

Advertising is one of the media to promote a product so that the product is known by the general public. Shampoo is a product that works to clean the dirt on the hair. in addition to cleaning shampoos can also soften hair, prevent hair loss and many other functions. Shampoo advertisements are very identical to women, most of the advertisements use long-haired women as their models. The attractiveness of shampoo ads is very important because in this world very diverse brand of shampoo, so the appeal here is very important. Long-haired female models are one of the attractions in shampoo advertisements because by using female models that have long and good hair will be an attraction separate by the buyer.

The sign is the unity of a form (signifier) with an idea or marker (signified) .In other words meaningful marker is sound or streaks meaningful. Sign theory was also expressed by (Barthes, 1986) which is a sign of the development of the theory of

Saussure (signifier and signified) as an attempt to explain how we in public life is dominated by semiotics connotative sign. In divided into three categories, verbal, nonverbal, and visual. Signs used in the ad there are two verbal and nonverbal. Verbal sign is the sign associated with a variety of language, writing style, and themes. While non-verbal sign is a sign which consists of visual images contained in the image. Nonverbal also consists of body language, gestures and facial expressions, touch and physical appearance (Barthes, 1977, p. 20), Unitary mark consisting of the verbal elements (elements of language) and nonverbal.

Research using semiotic Roland Barthes associated with the ads previously been done. Prabu Today Widyastanto in 2006 conducted a study entitled *Analysis of neo Hemaviton advertisement semiotic version of dinner, hand body marina version of the" festival of black & white films and soap lux version" play with beauty "*. Future studies are by Muhammad Fathoni in 2013 with the title *Good day advertisement theory used is the theory of semiotic analysis Umberto Eco*. Future studies are by Sri Nuriyani in Semarang with the title *Analisis pengaruh iklan, citra merek dan harga terhadap keputusan pembeli dalam iklan shampoo sunsilk*. The last studies are by Yusiani Zahara Sayuti in 2012 with the title *Pengaruh model iklan pada nilai beli shampoo sunsilk hijab*. That is explain about which affects the value of buying sunsilk hijab shampoo depending on the advertising model.

Researchers difference with previous studies lies in the methods and theories used to analyze data. At second study, Muhammad Fathoni using qualitative methods

and using the code theory of Umberto Eco. And the third study is the same as using advertising as the object of discussion, but they are more directed to the point of view of the buyer of shampoo, and the latest study is to discuss the influence of the model in the purchase value of the shampoo, and the same use of shampoo as the object of research. While this study, researchers using semiotic Barthes and analyze sign denotative and connotative. This study aims to identify the sign denotative and connotative contained in the advertisement.

Advertisement has its own charm, depending on the people who judge it. Sometimes advertisement becomes a reference for buyers of advertised products. To find out verbal and nonverbal signs in fish, therefore, using semiotic analysis, so we know which ones include denotative and connotative. Semiotic analysis in an advertisement is interesting to be investigated because that way we can know and classify verbal and nonverbal signs in advertisements, as well as knowing the denotative and connotative signs contained in advertisements, in this study researchers used several brands of shampoo advertisements are Clear, Dove, Pantene ,brand, Head and shoulders, and Sunsilk. Therefore, researchers conducted a study entitled "The Meaning and Myth of Denotative and Connotative Sig in Shampoo Online Advertisement".

1.2 Statement of problem

This study, examines a sign denotative and connotative through the mass media, namely advertising, using qualitative methods and theory of semiotics Barthes. For needed to discuss the following questions

1. What are denotative and connotative signs and meaning in shampoo online advertisement?
2. What are myths in shampoo online advertisement?

1.3 Research objectives

From some of the problems identified above, this study aims to

1. To find out denotative and connotative signs and meaning in shampoo online advertisement
2. To find out myth in shampoo online advertisement

1.4 Research significances

This study is divided into two functions, namely the usefulness of theoretical and practical utility. Theoretically, the researchers hope that this study can enrich previous studies on the science that analyzes the image in the ad. The researchers also hope that this research can help broaden the reader in understanding an advertisement by the signs according to the science of linguistics, especially the study of semiotics of Roland Barthes that lays out a description of the meaning of denotative and connotative



that exist in the ad, this research is expected to be continued and developed by the researchers of studies in the future for academics interested in the field of science of semiotics in particular that takes concentration linguistic.

Moreover, it is practically the researchers hope to better understand Barthes semiotic triadic sign contained in the shampoo ad and hope that this research can be a reference for further research on the theory of semiotics. The researchers hopes that this research can be more familiar with the theory of semiotics and then be able to apply critical thinking will use this semiotic theory when confronted by signs of denotative and connotative that of the other advertisements.

1.5 Conceptual framework

In this study researchers used the theory of Roland Barthes. Barthes proposed a semiotic theory which was based on Saussure's dichotomous theory. Saussure divides the sign into two parts, namely signifier (sign) and signified (signified). Saussure was interested in the complex way in which sentences are formed and how the forms of sentences determine meaning, but less interested in the fact that the same sentence can convey different meanings to people in different situations. In Barthes' theory, he developed semiotics into two levels of signs, namely the level of denotative and connotation (Rusmana, 2014). According to Barthes, denotative is a sign that the marker has a high level of agreement that produces real meaning. For Barthes, denotative is the first level of significance system while the connotation is the second level of significance system. Barthes states that literature is the clearest example for

the second level of meaning system that is built on language as the first system (Rusmana, 2014).

This denotative stage only examines the sign from the point of view of language in this case namely the literal meaning. From this understanding of language, we can enter the second stage, which is to examine the sign in connotation. At this stage the connotation describes the interaction that takes place when the sign meets the user's feelings or emotions and cultural values. The connotation works on a subjective level so that its presence is not realized. In Barthes's semiotic theory, there is also a myth as a second level of meaning system.

According to Chandler from studies semiotics we can learn how meaning is created and portrayed reality (Chandler, 2007, p. 35), Signs in linguistics is relationship between concept signified and signifier. According to Saussure, the signifier is something that is psychologically but along its development, the signifier is now interpreted as part of the sign that is physical or tangible, so the sign can be interpreted as something that has a concept and a physical form that can be seen, heard, and felt. Semiotics science being addressed by Saussure and developed by Barthes. In theory he developed the concept into a signifier and signified denotative meaning into connotative (Barthes, 1977, p. 20).

Structuralist thinkers who practice models of linguistics and semiology is Roland Barthes (1986) there are several elements that Barthes noted about the signs and the meaning in semiotics, including the signifier and the signifier and the

denotative and connotative. Through Barthes semiotic translation of the message opens a possibility that the dominant ideology in disguise can be revealed and analyzed. The elaboration will present a different viewpoint of what is shown. Roland Barthes is the successor Saussure. Saussure thought lies in the way complex sentence formation and how the forms of words to determine the meaning, but is less interested in the fact that the same phrase bias only convey a different meaning in different people situation. Roland Barthes is such thinking by emphasizing the interaction between text with personal and cultural experience of users (Krisyantono, 2006, p. 270).

Here is the point of difference in Saussure and Barthes. Although Barthes still use the term signifier-signified that carried Saussure. Barthes also look at other aspects of the designation of "myths" which is located on the second level tagging, so after forming system sign signifier-signified, the sign will be a new marker which then has a second marker and establish a new mark. The myth according to Barthes is located on the second level tagging, as a sign that has connotative later evolved into the meaning of denotative, the meaning of the denotative will become a myth .Here is a chart model of semiotics to analyze the meaning of a sign carried by Roland Barthes (1991, p. 113).

Language	1. Signifier	2. signified
	3. Sign	
	I. SIGNIFER	II. SIGNIFED

III. SIGN

chart 1 Roland's

semiotic concept

The sign is the unity of a form (signifier) with an idea or marker (signified) .In other words sound meaningful marker is significant or graffiti. also said

"I call the combination of concept and a sound of image of a sign" (Saussure, 1983, p. 111)

The quote is a sign of a combination of concepts (markers) and the shape of the sound (marker) theories about the sign was also expressed by (Barthes, 1986) which is a sign of the development of the theory of Saussure (signifier and signified) as an attempt to explain how we in public life is dominated by semiotics connotative sign. In divided into three categories, verbal, nonverbal, and visual. Signs used in the ad there are two verbal and nonverbal. Verbal sign is the sign associated with a variety of language, writing style, and themes. While non-verbal sign is a sign which consists of visual images contained in the image. Nonverbal also consists of body language, gestures and facial expressions, touch and physical appearance (Barthes, 1977), Unitary mark consisting of the verbal elements (elements of language) and nonverbal.

In semiotics, there are two terms used to describe the relationship between the marker (marker) and marker (marked), denotative and connotative of the signifier and signified are combined and become a sign there is a semiotic meaning. Barthes theory

is a semiotic theory that the development of the theory of semiotics Saussure. Meaning at the level of meaning is often referred to as the true meaning. Barthes in Chandler (2007, p. 203) also concluded that the connotative is an illusion of denotative, or in other words, the denotative be part of connotative. According Fiske denotative meaning refers to the layman reason and meaning that is visible from a sign (Fiske, 1990, p. 85) So at this level meaning there are the usual meaning known lay. According to Chandler (2007, p. 137), Denotative of use described as real and literal meaning is also called as the meaning of the meaning and nature of linguistic denotative general context, denotative interpreted as meaning that is not in the dictionary.

Different from the meaning of denotative, connotative meaning in this form of tagging Barthes is the meaning of unknown others known lay. According Barthes connotative is the meaning in terms of development or in the contents of a sign by the user mark according to his point of view. Saussure explains that the meaning of a mark even though the same can have a different meaning because of being in different places, but Barthes said that the connotative of being a system, consisting of markers, markers, and the process of unifying the form of the previous (Barthes, 1986, p. 148).

Signs connotative are more open to diverse interpretations in the form of the connotative of the denotative. Connotative also be interpreted as a new meaning given by the user according to his sign, background knowledge or new conventions that exist in his community. Denotative is the actual meaning or literal meaning of the connotative is a meaning connotative other than the actual meaning is the ideology of

the sign, so in terms of the connotative of each word has a special meaning, according to Barthes (1986, p. 148).

1.6 Organization Paper

The paper consists of five chapters and it will be described as follows :

Chapter I: The first chapter is introduction, which consisting of Background of problem, Statement of problem, purpose and significance of research, conceptual framework, organization of writing.

Chapter II: The second chapter is theoretical foundation. This chapter consist of Semiotics definition , semiotic theory, denotatives and connotations ,verbal signs and nonverbal signs and advertisement.

Chapter III: The third chapter is methodology of research. This chapter consists of method of research, object of the research, source of data, technique of collecting data, and technique of analyzing data.

Chapter IV: The fourth chapter is data analysis. This chapter discusses the data and the analysis from the notes which is the result of observation shampoo in online website advertisement that researcher do in this research.

Chapter V: The last chapter is conclusions and suggestions consist of conclusions from the analysis in the fourth chapter, and suggestion from the writer for them who will make another semiotic analysis the writer did.