

CHAPTER I

INTRODUCTION

This introduction chapter presents background of research, research question, research objective, research significance, and definition of key terms.

1.1 Background of Research

Semiotics is the study of sign-full stop (Cobley 2005) for simple explanation semiotics is study of sign and it might satisfy some readers but immediately, one gets into all sorts of technicalities about what constitutes a sign and then questions about the consequences. Semiotics is concerned with everything that can be taken as a sign (Eco 1979). A sign is everything that can be taken as significantly substituting for something else. This something else does not necessarily have to exist or to be somewhere now in which a sign stands in for it. One of the semioticians, Charles Sanders Peirce, made a theory in analyzing a sign, this theory is called the triadic sign system.

In Peirce's view, every sign is in a special kind of triadic relation with the object that it represents and with what he calls its 'interpretant', the effect the sign has on its user or interpreter (Cobley 2005). In Peirce's semiotic theory, there is a triadic sign system in which a sign can be clearly interpreted and easily understood. In the triadic Peirce system, there are Representamen, interpretants, and objects. Representamen is a sign that can represent something; Representamen also has derivatives such as Qualisign, Sinsign, and Legisign. An interpretant is a meaning or a new sign that develops from the original sign. Interpretant also has derivatives such as rheme, dicent, and argument. Object is the component represented by the sign; object is something else; object also has derivatives like icon, index, and symbol. This theory is very suitable for examining a sign that has meaning in it, looking for a meaning of tagline for a sign or object. With

this theory, it can be better understanding situations and conditions. Such as poster that consists of tagline, it is a sign that inform people.

A tagline is a concise, advertisable, and autonomous phrase, where advertisable often implies creativity, catchiness, memorability, or related properties (Alnajjar and Toivonen 2021). A tagline is a short, catchy phrase or slogan that is used to promote a product, brand, or idea. It is often used in advertising and marketing campaigns to help consumers remember and identify a particular product or company. Taglines can range in length from just a few words to a sentence or two, and they may be serious, humorous, or playful in tone.

The purpose of a tagline is to communicate the unique selling point of a product or service in a concise and memorable way. It should capture the essence of the product or brand and make a strong impression on consumers. A well-crafted tagline can help a product or brand stand out in a crowded market, and can help to build brand recognition and loyalty over time. Usually, taglines can be found on a poster to advertise some information.

The poster presentation is a commonly used format for communicating information (Ilic and Rowe 2013) Posters have been a popular medium of information to influence people for a long time. Posters are usually used to provide information or broadcast something so that everyone can see what is inside or what is meant by the poster. Along with the development of the times Posters have many variations and purposes, such as the example of posters now, not only in the form of printed posters, which can still exist without needing to be printed, but through social media, posters can be disseminated as much as possible and as quickly as possible. Posters come in a variety of styles to suit your needs. The object of this research is war propaganda posters, so the researcher will discuss war propaganda posters.

Propaganda is the management of collective attitudes through the manipulation of significant symbols (Lasswell 1927). The function of War propaganda posters was to inform, instruct, or suggest new ways of looking at the war. Their central ideas had to either correspond to the mentality and ideas of the viewer, or had to manipulate his ideas in a positive or negative manner. The idea or message had to be easily comprehended by the target audience. Propaganda mostly used in war situations to inform and provoke people. Usually, propaganda is in the form of posters and is called a war propaganda poster.

The War Propaganda posters is the tool used to shape opinion and influence behavior in pursuit of governmental goals (Mahaney 2002). In a War Propaganda Poster, it has a specific purpose and intention to move the minds of those who read it, with the aim of provoking it so that the reader has one goal. Even a propaganda poster can make the reader not think twice about digesting what the intent and impact will be. Propaganda or mass persuasion campaigns seek to influence public opinion (Seidman 2008). War Propaganda Posters are one of the provocation media of a war that make people understand why they must do war or why they must to stop the war. The researcher is interested to analyze the tagline on War Propaganda Posters because tagline on War propaganda posters has a unique code that made someone will think and act from what they see and the readers need further explanation.

The researcher found an object resource that had collected war propaganda posters; this resource came from [Canva.Com](https://www.canva.com) Design Inspiration Articles with the article title "50 Powerful Examples Of Visual Propaganda And The Meanings Behind Them." The posters pulled at emotions-both positive and negative (Macleish 1942). In this object resource, the researcher has specified 2 types of war propaganda posters: the first is *positive propaganda posters* this poster calls for someone to stop fighting and prioritize peace. Meanwhile, *negative propaganda posters* are

just the opposite; where this poster provokes someone to go to war. These types of war propaganda posters are, of course, contains a sign.

The Tagline of the posters will be analyzed using Peirce's theory. It explains about human perception when they see a sign, see the tagline of war propaganda poster and connects the illustration of the poster then turned into information that can influence their mind. The meaning of the sign is not deterministic, but contingent: 'We constantly predict what is to be' (Lorino 2014). Such as when someone see a gloomy cloud with water drops, they will connect the sign with their experience, such as someone see a gloomy cloud with water drops connected with rain. After that he will make a conclusion that the rain will drop in a moment. Signs that give rise to a meaning like that are signs that are often found on war propaganda posters. With Peirce's triadic system that a propaganda poster will be dissected for its meaning and purpose.

There are similar results from previous semiotic studies. The first research entitled "Peirce's Semiotics Analysis On 9gag Memes That Contained Covid-19 Pandemic in September 2021." (2022) by Yudistira Pangestu. This research talked about analyzing 9gag Memes That Contained Covid-19 Pandemic in September 2021 using Peirce's theory about Triadic Models. Through his research, the researcher can find out the sign in English Meme on 9GAG based on Peirce's theory, and explore the message meaning of each sign found in 9gag Memes That Contained Covid-19 Pandemic.

The second research entitled "Peirce's Triadic Model Analysis with Masculine Representation in Men's Product Online Advertisements" (2022) by Nabila Shofarini Ruhiat. Through her research, the researcher can find out the interpretation given to the combination of tagline and pictures in the Men's Product Online Advertisement and through the semiotic analysis of Peirce the researcher is able to understand the correlation between the Advertisement and Masculinity.

The Third research is “Commercial Creative Strategy Analysis In H&M Short Film Advertisements” (2022) by Tazkia Izzah Afifah. This third similar research is focuses on finding the types of commercial creative strategy in advertising using semiotics theory.

The disconnection between this research and previous research are, this research applies Peirce's theory by describing every aspect of the object studied using Peirce's triadic model theory to produce a meaning of tagline. Whereas previous research used to examine objects with a portion of Pierce's theory or other semiotics theory. differences are also found in the research object, the object of this research is war propaganda posters, while the objects of previous research are 9GAG Meme, Men’s Product Online Advertisement and H&M short film advertisements.



1.2 Research Question

In the war propaganda poster, there are tagline intentions that have not been understood in depth. This study is formulated by two statements of problems as follows:

- a. What are the Taglines of War Propaganda Posters on *Canva.Com Design Inspiration Articles*?
- b. What are the Representamen, Object and Interpretant of The Tagline on War Propaganda Posters in *Canva.Com Design Inspiration Articles* Based on Peirce's Triadic Theory?

1.3 Research Objectives

Regarding to the problem above, the objectives are:

- a. To analyze the Taglines of War propaganda posters on *Canva.Com Design Inspiration Articles*
- b. To analyze The Tagline on the War Propaganda Posters in *Canva.Com Design Inspiration Articles* Based on Representamen, Object and Interpretant of Peirce's Triadic Theory.

1.4 Research Significance

Through this research, the researcher will give explanation about the meaning interpretation of Tagline on War Propaganda Posters using Peirce's Theory and for those who read this paper can understand the meaning of the tagline on the poster and dismantle how a poster can affect someone of those posters. The significance of this research is Academically, Theoretically, and Practically.

Academically, this research can give the providing scientific input and contribution for all parties who have an interest to develop research in the field of semiotic and give deeper analysis and new contributions, especially in the field of linguistics that deals with the concept of semiotics. This study can give a reliable source that enriches future research in the same field. The result of this study, which involves how the triadic model in war propaganda posters plays a role in determining the meaning of tagline, can give a broader analysis and insight on a certain issue.

Theoretically, this study applies the theory of signs by Charles Sanders Peirce. The theory of sign includes the concept of semiotic that deals with meaning interpretation from icons, symbols, and index. The relations of the three are based on the dynamic from the sign and its object. In semiotics, the triadic model which refers to how each element achieves its meaning is determined through the concept of triadic models; representamen, object, and interpretant.

Practically, this research provides a description of the hiding message meanings of War Propaganda Posters. And in an indirect way, this research explains history; it demonstrates that the level of human understanding of language in the twentieth century was already high, as evidenced by how they create a poster that is full of meaning and can create an understanding through the words of tagline and visuals of a poster.

1.5 Definition of Key Terms

Semiotics is the systematic study of sign processes and meaning making.

Triadic Models is the system or theory to interpret a sign, this theory was created by Charles Sanders Peirce.

War Propaganda Poster is the type of posters who contained information to provoke or inform people during the war.

Object is the component represented by the sign; object is *something else*.

Representamen is a sign that can represent *something else*.

Interpretant is a meaning or a new sign that develops from the original sign.

Canva.Com Design Inspiration Articles is a website that contains articles who collected 50 pictures of war propaganda posters.

