

# CHAPTER I

## INTRODUCTION

This introduction chapter presents background of the study, statement of problem, research objective, research significance, research hypothesis, and definition of key terms.

### 1.1 Research Background

The development of technology and information in human life in the 21st century has experienced many improvements. Many important things that have happened in this century are related to the use of technology. The involvement of technology in almost all aspects of life shows its dominant role. Now there is almost no social and cultural life that is not in contact with technology. This technology cannot be separated from the name of a communication medium.

Currently, there are a large number of communication media, some in traditional forms and also in modern forms as they are widely used today. To achieve our communication targets, we can use one medium or even combine several media at once. It depends on the goals to be achieved, the message to be conveyed and the techniques to be used. To provide a complete display of delivery, you can use audio-visual media that can be captured in full.

Audio-visual media presents information in the form of images and sounds. Visual elements or images have an important role in the success of the information conveyed because audio or sound is only a support to clarify information that is not yet in the picture.

Presentation of information through audio-visual media is often found in mass communication technology and television media. Television is the most effective electronic mass media and is in great demand by the public because it involves recipients of messages on a large scale and spread over a wide geographical area. As well as messages conveyed can be received simultaneously at the same time. Advertising on television is still considered a method the most effective in promoting products, especially in Indonesia where people are still like-minded where products that have appeared in television commercials are more popular than those that are not advertised on television. In addition, whether or not the influence of viewers on the presentation of advertisements is largely determined by the extent to which television advertisements can be packaged in an attractive way to gain audience interest.

Advertisement is an integral part of our everyday life in today's culture, and it plays an essential function in transmitting messages. Advertising is a social activity that does not operate in a vacuum; it connects many elements such as person and item, symbol, symbolism and power, communication and satisfaction, and so on (Jhally, 1987). Language is a symbol, a code, or a communication system that has been agreed upon by a group of people. This particular community employs language as a medium to communicate a message, goal, or meaning of things, either individually or collectively (Hawan, 2018:13).

For that, we need a brilliant idea. These ideas are also very necessary in the advertising plan so that the potential of each communication medium can be received positively. Advertising plans must be seriously planned and executed. Good advertising is a combination of adequate resources and the right strategy.

Today's television commercials use image as the main feature which is more highlighted in the offer product to viewers, thus covering up actual information about the product because of the strong image of the product you want to build.

It is this advertising technique that is used to reach a larger audience of potential buyers. Similar to the illustration in "*A Magical Holiday*". The reason for choosing this object is because objects or advertisements in the field of fashion rarely appear and are discussed, even though H&M makes advertisements with unique formats such as short film advertisements, which serve aspects of entertainment as well as advertisements. In addition, there are many interpretations of symbols and signs contained in these advertisements that are full of meanings that contain moral messages.

Starting from there, the writer finally made this H&M advertisement "*A Magical Holiday*" the object of research. In addition, the author's interest in the selection of the H&M advertisement "*A Magical Holiday*" as an object of research because the symbols, sign relationships, and sign meanings in the advertisement are interesting to interpret, study and study semiotically.

Semiotics is a method used to analyze signs. Semiotics studies the study of language and how language becomes the dominant influence that shapes human perception and thought. Semiotics is also a tool for analyzing images. With a semiotic approach, it is hoped that later it will be possible to find out how the basis for the formation of advertising ideas in which there is a combination of relations between symbols and signs contained in advertisements.

Making the H&M advertisement "*A Magical Holiday*" requires a big role from

the creativity of the advertiser who subjectively forms and relates the symbols and signs in the advertisement with the reality of the story that contains a moral message. There are many meanings contained behind the creative idea of the advertisement and viewers just catch it as an imaginative story that only happens in society. Therefore, the researcher wants to elaborate on the meaning contained clearly and hidden behind the H&M advertisement "*A Magical Holiday*" by using the sign system in the advertisement to examine it from a semiotic perspective.

With this, Roland Barthes' semiotic approach is used as a methodology to explore and describe the elements of meaning signs contained in advertisements and interpret them.

The researcher will also put out numbers of different past studies from other sources to aid the researcher in this research process. Three theses were among the sources. The issues in previous studies were similar to those in this study.

The first previous research was titled "Visual Semiotics Analysis on Television Ads UHT Ultra Milk 'Love Life, Love Milk'" by Peter Ardhianto and William Manuel Son from Soegijapranata Catholic University, Indonesia. This study aims to find the messages in television advertisements in each scene combined with verbal text emphasis and changes in typographic elements, which have their meanings to trigger emotions from consumers with Barthes's theory.

The second previous study is titled "Semiotic Analysis of Roland Barthes on Wardah Advertisement Version 'I Face of Indonesia'" by Nurhasanah Purba from the University of North Sumatra and Khairunnisa Tambunan from the State University of Medan. The research is to use Barthes' semiotic sign map to represent

the meaning of the commercial and to describe the meaning contained in the advertisement.

The third study was previously entitled "Semiotic Analysis of U Mild Cigarette Advertisements, Every Wound Has a Story" by Roy Sensia Ari Winowo from the University of Riau, Pekanbaru. This study uses Roland Barthes' semiotic analysis to find out the meaning of denotation, connotation, and myths represented in this advertisement and masculinity through the five ranges of masculinity from Archer and Lloyd.

Those previous researches have similarities with this research by using semiotics analysis in advertisement to conduct their research. This study focuses on peeling and describing the sign-meaning elements contained in advertisements and interpreting them using Roland Barthes's semiotic analysis method. Based on the description above, this research is The Moral Message in Advertising (Semiotics Analysis in H&M Commercial Short Films) as the research title.

## **1.2 Statement of Problems**

Based on the description of the background above, the formulation of the problem in this study can be summarized into 2 research questions, namely:

1. What is the meaning of the signifier, signified, denotative and connotative in the H&M short film advertisement?
2. What is the moral message of the H&M short film advertisement?

## **1.3 Research Objective**

From the research questions it can be concluded that the research objectives

are:

1. To find out the meaning of the signifier, signified, denotative and connotative in the H&M short film advertisement.
2. To find out the moral message in the H&M short film advertisement.

#### **1.4 Research Significances**

This study's may be divided into two categories. These are both theoretical and practical. Theoretically, this study aims to provide additional information and understanding to readers about creative strategies in advertising through semiotic analysis and is expected to be useful in making a positive contribution to the development of communication science studies, especially semiotics and also to provide a clearer description of the moral message in H&M short film advertisements.

Practically, this research is expected to contribute ideas to advertisers so they can make advertisements that are more creative, conditional on meaning, and in accordance with the cultural ethics of society so that in the future they can produce higher quality advertisements.

#### **1.5 Definition of Key Term**

- Semiotics : is a study about how a sign can become a certain meaning which is then processed into a message or information.
- Signifier : is material object that conveys meaning (signifies), such as words on a page, a face expression, or a picture.

- Signified : is the concept to which a signifier refers.
- Connotation : is the ongoing interaction, signs that meet the feelings of the wearer (subject) and their cultural values.
- Denotation : is the literal or actual meaning of a sign.
- Advertisement: is a form of communication to help introduce a product or service.

