

CHAPTER I

INTRODUCTION

This chapter describes the introduction of the research. It consists of the background of the research, statement of the problem, research objective, research significance, and definition of key terms.

1.1. Research Background

As a human beings require various products to fulfill basic needs, ranging from food, clothing, and shelter. Such as food products, clothing, household appliances, to technology and entertainment products. With the diversity of these human needs, it is important for manufacturing companies to maintain their brands in order to remain relevant and meet consumer needs. One of the efforts that can be done to sustain the existence of a product is through an advertising.

Advertising is one form of communication, particularly marketing communication. Advertising is the communication carried out by producers to consumers (Reid, 2003). The advertising process, within the context of communication, involves the producer or advertiser, the advertising message, the media used for advertising, and the consumer or audience (Briandana, 2019). Advertising is a type of performance that accompanies a product, where the performance contains illusions injected into a commodity to manipulate consumers (Haug in Piliang, 2012). Advertising carries a meaning or message that is intended to be conveyed about a product. It is also a form of communication that can be indirectly delivered to the audience.

In general, advertising is a powerful and highly visible form of communication, and one of the most important marketing tools that helps sell products, services, ideas, and images, etc. (Smiths, 2014). Advertising is a message or information intended to inform the public about the advertised products and services, and advertising is the activity of marketing products and services through specific media with messages and information (Galang Pasupati, n.d.). There is no

doubt that this advertising aims to persuade the viewers of the ad to agree with the ideology presented in the advertisement and to purchase the product (Munfaati, 2018).

The purpose of advertising is to change or influence the attitudes of the audience, in this case, consumer attitudes. The presentation of advertisements aims to introduce products and services to consumers so that they are provoked or influenced. Advertising conveys a cohesive and integrated theme about a brand. In the digital era we are currently in, advertising can be done across various platforms that are easily accessible to the public, thereby expanding the market segmentation of a product and potentially increasing product sales.

Some of the media that can be used for advertising include television, print media (newspapers, magazines, journals, etc.), radio, contests, sponsorships, posters, broadcasts, the internet, billboards, pamphlets, clothing, events, colors, sounds, and visuals targeted at the public. Advertisements can take the form of photos or videos that are distributed to the audience to disseminate information or convey a message. Nowadays, when watching YouTube, it is common to encounter advertisements that try to grab people's attention. Through advertisements, we can obtain various information about a product or the specifications of a product that we intend to purchase.

Basically, the purpose of advertising is to change or influence audience attitudes, in this case, consumer attitudes. The appearance of advertising aims to introduce products and services to consumers so that consumers are provoked or influenced. Advertisements that communicate a reasonably cohesive and integrated theme about a brand.

This will encourage changes in consumer behavior to be as desired by producers. Currently, advertising is one that we often encounter in every media, which functions to convey messages in it. Which is currently starting to get busy through television, print (newspapers, magazines, journals, and so on), radio, contests, sponsors, posters, broadcasts, internet, hoardings, mailers, clothes, events,

colors, sounds, and visuals to people. People who currently know and can see through the endorsement.

Generally, an advertisement is a message or information that has a the purpose of informing society about the advertiser's products and services and advertising is an activity to market the products and services through certain media with messages and information (Galang Pasupati, n.d.). This advertisement is undoubtedly aimed to persuade the ad viewers to agree with the ideology that the ad has and to buy the product (Munfaati, 2018).

One of the most popular advertisements is for Coca-Cola, which was first aired commercially in 1970 and created by Bill Backer, Roger Cook, and Bill Davis (Najafian & Ketabi, 2011). The idea began in 1970 when Coca-Cola started campaigning "It's the Real Thing" in their commercial spots. Essentially, Coca-Cola is a beverage company with a long history of tradition, creativity, optimism, and a secret formula that has kept them thriving to this day.

Coca-Cola has successfully built a very strong and globally recognized brand. The brand has been around since 1886, and Coca-Cola continues to innovate and run effective marketing campaigns to maintain a strong brand image. One of Coca-Cola's strengths is its ability to distribute its products globally. Coca-Cola can be found in nearly every country in the world, spanning over 200 countries and territories, even in hard-to-reach areas. Their extensive and efficient distribution network allows Coca-Cola to easily market its products to consumers across different parts of the world (Jamil et al., 2021)

Advertising plays a crucial role in the promotion of Coca-Cola products. There is an interesting aspect to Coca-Cola's advertisements, as they offer benefits to be experienced by their customers to considering effective integrated communication components. This has enabled the company to become one of the most successful multinational corporations in the world. The Coca-Cola company is striving to convince customers to consume more of their flagship brand, Coca-Cola (Vincent & Kolade, 2019).

The advertisements of Coca-Cola products are famously phenomenal because they not only showcase the products but also consistently address current issues and touch on themes related to family, friendship, togetherness, and universal values that inspire and connect people around the world. The scenes depicted in Coca-Cola ads portray warm and joyful moments of togetherness between family members, friends, or even strangers sharing special moments. The ads implicitly highlight the importance of social relationships in life and invite people to celebrate meaningful small moments and cherish togetherness with loved ones.

Coca-Cola often employs holiday or celebration themes, such as Christmas or summer, to create a festive atmosphere and promote joy among the community. In these advertisements, we often see depictions of party settings, beautiful decorations, and people sharing joy while enjoying Coca-Cola products. These ads successfully create an emotional connection with their audience and bring to life the spirit of universal celebration. Additionally, Coca-Cola often addresses relevant social issues and integrates them into their ads. For example, they may raise environmental issues, equality, or social inclusion. In these cases, Coca-Cola ads serve not only as a promotional tool but also as a platform to convey important messages to the public, provoke reflection, and inspire positive change (Hana et al., 2021)

With a smart and creative approach, Coca-Cola has successfully created advertisements that not only promote their products but also inspire, entertain, and encourage the audience to consider deeper meanings behind the brand. Coca-Cola ads consistently build a positive brand image and invite participation from the public, making it one of the most recognized cultural icons (Vincent & Kolade, 2019).

In the advertisements showcased by Coca-Cola for each of their products, messages or meanings are always incorporated. These messages are conveyed through the videos, which consistently introduce new elements, whether in terms of innovation or visually appealing packaging, to ensure that the audience or prospective buyers understand the intended meaning of the ads. Coca-Cola ads

feature a wide range of visuals, and each visual carries symbols or signs that are displayed.

Advertisements are certainly related to the words, images, and meanings in them. So the role of words, images, and other visuals is important in advertisements. In the realm of linguistics, understanding the meaning of words, images, and other visual forms is a field of scientific study called semiotics. Semiotics, also known as semiology, is a vital science in human communication because human life requires signs and symbols at all times. Several words are defined here that demonstrate humans' close interaction with signs or symbols. Semiotics studies the nature of the existence of something signs, where perceptions and views of reality are constructed by words and signs others are used in social contexts. Signs shape human perception, more than just reflect the existing reality (Gilang Ramadhan et al., 2022)

The semiotic tradition includes the main theory of how signs represent objects, ideas, situations, circumstances, feelings, and so on that are outside oneself. In Barthes's semiotics the terms signifier (marker) and signified (signs) perfected into a concept of a language term consisting of two the schema of understanding, namely the meaning of connotation and denotation.

The two levels, according to Barthes, are denotation and connotation. Connotation is the meaning assigned to a picture that goes beyond the evident level of denotation, whereas denotation is the image's first and simplest level of meaning. Other theoretical opinions reveal that semiotics is a science contains language for an attribute or character in human life (Kuspriyono, 2020). Therefore, basically semiotics exists and we can find it in many aspects of life where semiotics itself analyzes signs, even communication.

Semeiotic then is a suborder of philosophy. It is primarily concerned with the question of truth, which makes it a normative science. That means it is not concerned so much with what is true (which is the job of the empirical sciences) but with establishing the conditions for what is to count as true (Jacob Lizka, 1996).

From the dawn of civilization to the present age, it has always been recognized in Western culture at least implicitly that there is an intrinsic connection between the body, the mind, and culture, and that the process that interlinks these three dimensions of human existence is semiotics, the production, and interpretation of signs. The *raison d'être* of semiotics is, arguably, to investigate the interconnection between life and semiosis (Nöth, 1996).

From this we can know that semiotics has a very important and large role because its main function is to investigate the interconnectedness of life, where semiotics can play a role as an interpretation in human relations because it can find out the meanings contained in a sign or interpret a meaning. so that it is known how the communicator constructs a message. Because the function and purpose of semiotic analysis is to find the meaning of signs, including things hidden behind a sign.

Semiotic the shortest definition is that it is the study of signs (Chandler, 2002). Semiotics is knowledge that contains the study of signs and contains their analyses. Understanding these signs eventually gave birth to social concepts about existing reality.

In addition to semiotic, Coca-Cola advertisements contain elements of social concepts by attempting to explain certain events or occurrences that happen around us. Social representation emerges to fulfill individuals' needs in understanding the world. Social concepts are social processes in the form of actions or interactions between individuals or groups that create collectively believed realities. Social concepts are things that are used to try to explain certain events or events that occur around us. Social representation emerges to provide the needs of individuals to understand the world. A social concept is a social process in the form of action or interaction between individuals or groups that creates a collectively believed reality.

Also, social concepts can be said as meanings, ideas, or connotations regarding an object or event that can be believed collectively by a group or society. According to a linguistic point of view, social concepts can be meaningful as a

reference in a language. This means, a word has its origin or can refer to another word, a definition refers to another definition, and so on. Therefore, once we know the social concept, it certainly has a lot to do with representation.

Representation is an essential part of the process by which meaning is produced and exchanged between members of a culture. It does involve the use of language, of signs and images which stand for or represent things. But this is a far from simple or straightforward process, as you will soon discover (Hall, 1997). The construction of the meaning of thoughts in our minds through language is referred to as representation. It is the link between concepts and language that allows us to refer to the 'real' world of items, people, and events, as well as imagined worlds of fictitious objects, people, and events.

Representation is the process by which individuals of a culture construct meaning through the use of language (broadly defined as any system that employs signs, any signifying system). Representation involves making meaning by forging links between three different orders of things what we might broadly call the world of things, people, events and experiences, the conceptual world the mental concepts we carry around in our heads and the signs, arranged into languages, which 'stand for' or communicate these concepts.

Representation is a complex relational concept. We also agree that representation at its broadest is systematic, in the sense of involving many different parts interacting with one another in interesting and complex ways. What we disagree about is the role conceptual analysis plays in understanding these complexities (Rehfeld, 2011). And also representation can be said to be a relational concept, so that each form (noun, verb, or adjective) always shows two sides of a relationship.

Representation is the production of meaning through language. The relationships between signs, concepts, and the things to which they refer in this representation system are fully arbitrary. The term 'arbitrary' refers to the fact that any group of letters or sounds in any order will operate just fine.

The purpose of all representations is to turn the unfamiliar into the familiar. These representations occurred and began to spread in very basic structures of

society becomes accepted directly in time (Tresa Sebastian et al., 2021). As a result, representation can be defined as the act of representing, the state of being represented, or what is represented. To put it simply, representation is representation. A representation is an activity, scenario, or anything that serves as a model.

The advertisements that the authors take as research objects are taken from Coca-Cola advertisements from the oldest to the newest. So that the writer can find out what developments are shown both in terms of advertising and semiotics that contain social concepts, so that the writer can also represent social concepts in Coca-Cola product advertisements.

With the various backgrounds mentioned, the author is interested in conducting a deeper analysis of the representation of social concepts in Coca-Cola advertisements, which refers to how the ads depict or communicate ideas, values, and social norms existing in society. Coca-Cola ads often use symbols, images, narratives, and situations that reflect social relationships, togetherness, friendship, joy, and other positive values associated with the brand.

Through the representation of social concepts, the author aims to understand the perception and emotions of the audience, as well as build an emotional connection with the brand. These ads create the desired depiction of how people interact, celebrate moments of togetherness, and enjoy life. Therefore, they can shape the brand image, influence consumer preferences, and build a positive relationship between the company and consumers.

The research on the representation of an advertisement has been previously conducted by (Solihah, 2013), who analyzed "Representation of Barbie Culture in YOU C1000 Advertisements." By using semiotic theory based on Charles Sanders Peirce, the research findings indicate that the signs in YOU C1000 advertisements contain the concept of beauty from Barbie culture. The object is the product itself, which is the YOU C1000 advertisement. The representament of, verbal refers to the text in the pictures of YOU C1000 ads, and nonverbal refers to the description from the pictures. Furthermore, the relationship between representamen and the object is represented by the interpretant, which is a beautiful woman such as Miss Universe

as a symbol of beauty. She certainly has white skin, a flawless face, long hair, long legs, a slim body, good appearance, eternal youth, and all these criteria are similar to the concept of Barbie culture. The hidden message in YOU C1000 advertisements that the concept of beauty in popular culture involves concepts of racism, consumerism, and materialism.

The second previous reading material is about the semiotics analysis of various beverage advertisements by (Muthmainnah, 2014) who analyzes "A Semiotic Analysis of Drink Advertisements". Which displays the brand names of beverage products, and analyzes the semiotics of slogans, signs, and symbols, which are in beverage products. The previous researcher also showed that there are 7 data on beverage products that will be analyzed using semiotics, especially Pierce's theory which discusses slogans, signs, and symbols.

The third previous reading material is about the semiotics analysis of internet advertisements about beauty soap in Indonesia from (Sri Rahayu, 2014) who analyzes "A Semiotic Analysis of Indonesian Beauty Soap Internet Advertisement". The previous author presented the names of beauty soap brands originating from Indonesia, which analyzed the semiotics of slogans, signs, and symbols that exist in beauty soap products in Indonesia. The previous researcher showed that there were 7 data displayed about beauty soaps in Indonesia which were analyzed using semiotics, especially Pierce's theory which discusses slogans, signs, and symbols.

The difference between previous research and this research is in the object and concept sections. This study uses Coca-Cola advertisements as the object of analysis. And the concept taken to interpret is a social concept. Researchers also analyze what things are displayed by the representation of social concepts in Coca-Cola advertisements and study the science of advertising and semiotics.

1.2 Statement of Problem

Based on the background above, it can be seen that the social concepts that shape people's understanding are deliberately developed by various products through the advertisements they make. Related to this, in this study the following questions:

1. How the social concept portrayed in the Coca-Cola Youtube advertisement use Peirce semiotic theory ?
2. What are the value of social concept that construct in Coca-Cola YouTube advertisement?

1.3 Research Purpose

Based on the formulation of the research question above, the purpose of this research is:

1. To portray social concepts in Coca-Cola YouTube advertisement
2. To describe value of social concept that construct in Coca-Cola YouTube advertisement

1.4 Research Significances

The significances of this research are:

1. This research is expected to provide a positive contribution to the development of the sciences of linguistics, especially advertisement and semiotics
2. This research is expected to provide academic, the significance of the study referred to the writer, especially as one of the students of the English Department
3. This research is expected to provide practical, and this research can be created as a reference for other researchers who will be interested in learning about the problem in this study

1.5 Definition of Key Terms

To make it easier for the reader, there will be presented a few keywords contained in this research. The term has a different understanding, which is expected to provide a clear explanation that aims to understand the term. The definitions in this research are:

- a. Interpretation

Interpretation may of course refer to the process of interpreting, but ‘an interpretation’ and ‘interpretations’ can only refer to the products thereof. That product is general but borne by a particular, the interpretant (Jacob Lizka, 1996).

b. Advertisements

Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor (Smiths, 2014).

c. Semiotics

Semiotic embraces natural signs and images, as well as arbitrary signs (Jacob Lizka, 1996).

d. Sign

A sign is a symbol, gesture, or action that is used to communicate a certain message or meaning (Jacob Lizka, 1996).

e. Social Concept

Social concepts refer to understandings, views, or ideas related to interactions and relationships between individuals, groups, or society.

f. Representation

Representation conveys the suggestion that its object has been presented before, it would seem that ‘presentation’ is the better translation (Jacob Lizka, 1996).