

## **CHAPTER I INTRODUCTION**

This chapter provided the introduction to the research, encompassing the research background, Statement of Problem, Research Purposes, The Benefits of Research Results, and Research Significances.

### **1.1 Research Background**

In today's era, there is a transformation in people's habits where those who previously tended to do activities in person or offline, now lead to the use of online platforms. This includes shopping behavior as well, prompting brands to change their marketing strategies by emphasizing the importance of online advertising instead of relying solely on physical store openings.

Advertising, according to McMillan (2004) Advertising is a form of paid communication, mediated from an identifiable source, designed to persuade the recipient to perform an action now or in the future and can be found on the Internet. The role of diction in advertising is very important, because it can attract readers to buy advertised goods. advertisements not only display messages about the greatness of the products offered but also convey messages to persuade or influence consumers to carry out an activity that is designed in such a way as to influence consumers to do something. Various types of advertisements have been found, including advertisements broadcast through television, radio, brochures, online platforms, billboards, and other media. One of them we can find in online platforms is *YouTube*.

YouTube is an online video sharing platform that allows users to upload, watch, and interact with various types of video content and social media based in San Bruno, California, United States. YouTube is one of the media that is consistently utilized by one of the famous fashion brands from

Indonesia, *EIGER*, as a place for advertising, which makes *EIGER* successful in creating a strong brand image in the minds of the public.

*EIGER*, a well-known brand in the adventure gear and equipment industry, has been one of the main actors in this industry. Over the decades, *EIGER* has successfully created a strong brand identity and image in the minds of the public, especially among adventure and outdoor enthusiasts. According to Dwi, A (2023) on Kompas.com Eiger managed to increase its sales on the Online platform up to 16 times.

Essentially, all the components contained in an advertisement hold symbolic meanings that are studied in the discipline of semiotics. Essentially, all the components contained in an advertisement hold symbolic meanings that are studied in the discipline of semiotics.

In simpler language, semiotics is the study of signs and how they produce meaning. Signs can be symbols, words, or even behaviors. Semiotics is about how signs are produced, how they are interpreted, and how they are used in communication (Keane, 2018), so signs are very important in semiotic analysis. A sign is the union of a form (signifier) with an idea or signified (signified), in other words, a meaningful sign is a meaningful sound or stroke (Barthes, 1967). Signs and meanings would not exist without coders and outside the process of codification. The code-maker is the agent of semiosis, while signs and meanings are its instruments. Therefore, signs and meanings are highly dependent on the code. Therefore, Roland Barthes' analysis is appropriate to analyze this research.

Roland Barthes is a French philosopher and literary critic who is famous for his contributions to the field of semiotics. Barthes (1967) argues, from a linguistic point of view, there is nothing in discourse that is not paired with a sentence. Barthes' semiotic theory assumes that language and other signs are the way we understand the world around us. According to Barthes, language and other signs not only serve to communicate clear meanings, but can also

reveal deeper and more complex meanings. Barthes distinguished between denotative (literal meaning) and connotative (hidden meaning) meanings in language and other signs.

Connotative meanings are associative meanings, meanings that arise as a result of social attitudes, personal attitudes, and additional criteria imposed on a conceptual meaning. Connotative meanings are more professional and operational than denotative meanings, Tadjuka (2019). Connotative meaning is the opposite of denotative meaning. If denotative meaning includes the actual meaning of the word, then connotative meaning is the opposite, which is also referred to as figurative meaning.

Denotative refers to the literal or dictionary meaning of a word. Hoey (2021) emphasized that denotative meaning is often called conceptual meaning. The word eat, for example, means to put something into the mouth, chew, and swallow. This is the denotative meaning of the word eat. Denotative meaning is the meaning in the natural world explicitly (Tadjuka, 2019). This natural meaning is the meaning that corresponds to what it is.

In addition, there are Myth or narratives embedded in culture. Myth can be anything, not only various types of writing, but also images, photography, movies, advertisements, fashion, shows, and others. According to Bouvrie (2002) Myth are at the very least tales that have been passed down from generation to generation, that have become traditional. The relationship between myth and advertising is important, not because it is about supernatural things or events about supernatural beings, but Myth have a special function for humans and Therefore, Myth easily direct people to do or not do something. Just like an advertisement whose purpose is to mobilize someone to do something, therefore Roland Barthes' theory is very suitable for this research.

There are several previous studies that also explore various aspects of connotations. The first previous research, Prahesti and Suseno (2010), entitled Analysis of Connotative Meanings in Tag Line Shampoo Ads on You Tube

This research was included in descriptive qualitative. This research used observation methods and note-taking techniques to collect data. While in analyzing the data, researchers used the commensurate method. The result of this study was that out of 10 tag lines on shampoo from various countries contained or used connotative meaning, where the tag line fulfills 3 characteristics of a sentence that means denotative.

The second previous research was Komala (2011), entitled *The Connotative Meaning of Verbal and Visual Signs in Nike Sports Shoes Ads*. The method in this research was qualitative method. The research source was taken from the Nike company website. From the results of the analysis, this study concluded that the connotative meaning of verbal signs in Nike sports shoe advertisements could be found through the ad structure which includes headlines, body copy, signature lines, and standing details. The connotation meaning appears in simple and short sentences or slogans to attract the audience's attention.

The third previous research, Sembiring (2020), entitled *Analysis of connotative meaning in outdoor advertising*. The method used in this research was qualitative mode and all data collected be analyzed through descriptive analysis techniques. The data sources in this study were texts (headlines, subheads, and slogans) in outdoor advertisements that come from billboards. The result, Positive connotative meaning was found dominant in this study and no negative and neutral connotative meaning was found. Positive connotative meaning is the dominant type in outdoor advertising. Outdoor advertising had a positive value that tried to provide a good point of view to attract public attention regarding the advertised product.

Then, the similarities and differences between this research and previous research was from the object of research, namely analyzing the slogans contained in *EIGER* Fashion advertisements on YouTube. This

research find connotative, denotative meanings myth in the advertising sentence using the Roland Barthes Theory approach.

## 1.2 Research Question

Based on the background above, this study analyzes the meaning of advertising in *EIGER'S Fashion* advertisements in 2021-2023. Therefore, a good understanding is needed in analyzing the meaning of the sentence using qualitative methods and the semiotic theory of Roland Barthes. This research is formulated into several questions as follows.

1. What are the denotative and connotative meanings in *EIGER'S Fashion* advertisements?
2. What are the Myth in *EIGER'S Fashion* advertisements?

## 1.3 Research Purposes

Based on the research questions that have been formulated above, the researcher focuses on denotative, connotative meaning and myth in *EIGER'S Fashion* advertisements by using the theory of Roland Barthes.

The objectives of this study are:

1. To analyze denotative and connotative meanings in *EIGER'S Fashion* advertisements.
2. To explains of the Myth in *EIGER'S Fashion* advertisements.

#### **1.4 The Benefits of Research Results**

Theoretically, the results of this study make an important contribution to future research on similar topics. The findings can serve as a basis for developing concepts and theories related to advertising in the context of fashion, paving the way for further research that can expand our understanding of how advertising affects consumer perceptions.

Practically, this research provide direct benefits by giving editors a deeper understanding of how to interpret an advertisement. The results of this study provide further insight into the denotative, connotative, and mythical elements in fashion advertisements on *EIGER'S* YouTube channel that can be used to improve the effectiveness of their advertising campaigns. With this better understanding, the authors can help businesses or organizations design ads that are more engaging and relevant to their target market.

#### **1.5 Research Significances**

This research also contributes to the development of literary theory and semiotics by analyzing the way language and images interact in the context of digital advertising. Since semiotics is basically the most important topic in scientific research, it is also the most recent perspective of researchers in understanding life.

The results of this study can serve as guidelines and reference materials for future research in literature, communication, and advertising studies. Researchers can use these findings to further explore semiotic analysis in the context of digital advertising. This research also has business implications. Marketers and advertisers can use the findings to optimize their advertising strategies and better understand how to influence the purchasing behavior of consumers who are increasingly moving online. In addition, this research can also contribute to the improvement of media literacy among consumers. By understanding how language and images in advertisements can

influence their understanding and actions, consumers can become more savvy in dealing with advertising messages.

Overall, this research is important because it not only delves into the changes in purchasing behavior that are taking place, but also provides insights into the use of language and images in advertising, which has far-reaching implications in various aspects of society, including business, academia, and literature.

