

CHAPTER I

INTRODUCTION

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

1.1 Background of the Study

Advertising is a form of communication in marketing a product to the public, to provide services or encourage people to take action. Advertising has various forms, namely print ads, television ads, radio ads, online ads, outdoor ads, and many more. According to Tjiptono in Minati (2017), advertising is a form of indirect communication based on information about the advantages or benefits of a product, which is structured in such a way that creates a pleasant feeling that will change one's mind to make a purchase.

Eka M. and Anisa Linda (2018) in their research stated that companies communicate indirectly with their customers to convey messages about products, ideas, or services. In other words, advertising can be a mediator of communication between sellers and buyers. In practice, advertising involves the use of creative messages designed to grab the audience's attention, create a positive brand image, and motivate consumers to make a specific purchase or action.

An advertisement can be said to be effective and can influence consumers, if the purpose of the advertisement can be achieved. As said by Lingga Purnama (2001: 159) "The purpose of making advertisements must be to inform, persuade and remind buyers about the products offered by the company through advertising media." Ads that don't serve their purpose are usually caused by several factors. If the message conveyed does not match the preferences, values, or needs of the audience, its effectiveness can be negatively affected. Perhaps a lack of understanding of the symbols or signs used in advertising can reduce their appeal or impact.

A symbol or sign is a representation of a concept, idea, or object that represents or symbolizes something else. They are an important part of human

communication. Semiotics is a branch of linguistics that studies these signs and symbols that can produce meaning. Meaning serves to help a person to express a meaning or thought. By using semiotics, we can know about the intent thought by the creator of the ad and understand the structure of hidden meanings in the ad clearly. Many theorists have proposed semiotic approaches, one of which is Roland Barthes.

Roland Barthes (1967) presented various studies on semiotics, one of which was about the concept of signs, namely denotation, connotation and myth. Denotation explains the relationship of signifiers and signifiers to reality, producing explicit, direct and definite meanings. While Connotation is a stage that describes interactions that occur when signs meet feelings or emotions (Rina Septiana, 2019). In addition, Barthes discovered a myth whose general understanding is an identity of a culture that has certain beliefs that cannot be proven. According to Barthes, myth in semiotics is not a concept but a way of giving meaning (Sobur, 2016: 71). These three concepts reflect Barthes' contribution to understanding the structure of meaning in signs, both in a literary context and in popular culture. In this study, researcher used advertising as an object of study. The relevance of Roland Barthes' theory could be an important tool for uncovering the meaning behind each sign in advertising. So the *Ray-Ban Meta Smart Glasses* ad was chosen in this study.

Ray Ban Meta Smart Glasses are smart glasses released by Ray-Ban in collaboration with META in 2023 (Liputan6). These glasses are equipped with cameras, speakers and microphones that can be used to take photos and videos. These smart glasses are not only as functional products but also as status and style symbols. The advertising of these products, as a representation of changing advertising and technological trends, challenges conventional understandings of how messages are conveyed and received by society. To attract an audience, Meta creates various forms of advertising in various media such as TV, newspapers, or especially the internet. This was done to introduce its latest product in collaboration with Ray-Ban. This ad presents a concept designed to highlight the various features and advantages of smart glasses, by creating a stylish and trendy design that emphasizes the ease of use of smart glasses in everyday activities, making the ad

feel familiar and relevant. This smart glasses ad demonstrates the ability to utilize denotations, connotations, and myths to build a convincing narrative and influence the audience's perception of the product. This use of Roland Barthes analysis can help in depth how advertising elements create the deep meaning associated with these products.

Similar research previously had been conducted related denotation, connotation and myths. First read by Susanti (2014), she took a Samsung Galaxy advertisement as a object. Her research was entitled "*A semiotic An Analysis of Adverstising Message Meanings in Samsung Galaxy*". The differences between Susan's and this research is on the advertising data used. She used some adverstiment of Samung Galaxy for the data, then took some samples of them to be analyzed. She tries to analyze the meaning of the Samsung Galaxy advertisements. Then, she concludes that the semiotics is anywhere even in the Samsung galaxy advertisement.

The second, Ulfah (2019) with the research title "*Analisis Semiotika Pesan Iklan Oppo "Call Me Ai : A Story Of The Expert" Di Youtube*" in this research there is a theoretical similarity, namely using the semiotic method of Roland Barthes. In the process of data collection and analysis, semiotic analysis of the meaning of denotation and connotation is carried out. This research leads to an analysis of the message conveyed in the "Call Me Ai: A Story Of The Expert" Webseries available on the YouTube platform, focusing on scenes and dialogue. Although this webseries features a romantic drama between Abe and AI, there is a message inviting you to use the OPPO F5 Blue smartphone.

The third, there is Wulandari, (2020) with the research title "*Analys of Denotation, Connotation and Myth in The Gentlemen Movie*". In his research there are similarities to the theory of Rolland Barthes. The results showed verbal and non-verbal signs. The sum of data 1, 2, 4, and 8 is represented by the index mark (ikon). Every semiotic sign collected by the researcher is also supported by the dialogue in the movie The Gentlemen.

The gap between this study and previous research is the lack of research that specifically examines the meaning of denotation and connotation, as well as

identifying myths in advertising technology products such as this smart glasses ad. But the similarity with previous research is to find denotations, connotations and myths in the object under study. In this study, researcher chose Ray-Ban and Meta Smart Glasses ads from Ray Ban Stories official channel as the object of research because the product ad is still hotly discussed and interesting to analyze. Researcher want to try to find and uncover the meaning of denotations, connotations and myths in advertising according to what Barthes stated. Therefore, the study is titled "*Denotation, Connotation and Myth Analysis of Ray-Ban and Meta Smart Glasses Advertisements*".

1.2 Statement of Problem

The main focus of this research is to explore how advertising, as a form of mass communication, not only promotes products but also conveys denotative, connotative, and mythical meanings that can reflect and shape cultural and social values.

Therefore, the problem statement can be summarized into 2 research questions, as follows:

1. How are both denotation and connotation constructed to reveal the meaning of the *Ray-Ban and Meta Smart Glasses ads*?
2. How are the myths contained in the *Ray-Ban and Meta Smart Glasses ads* identified?

1.3 Research Objective

From that research question, it can be summarized to the objective of the research, as follows:

1. To identify the meaning of denotation and connotation used in constructing the meaning of the Ray-Ban and Meta Smart Glasses ads.
2. To explore the myths contained in the Ray-Ban and Meta Smart Glasses ads

1.4 Research Significance

This study's relevance may be divided into two categories. These are both theoretical and practical. Theoretically, this research is expected to enrich the literature in the field of advertising semiotics, especially on technology products such as smart glasses. A comprehensive analysis of the denotation and connotation, along with identifying myths in Ray-Ban and Meta Smart Glasses advertisements, will enhance the theoretical understanding of how meaning is constructed in modern advertising. The findings of this study are expected to serve as a valuable point of reference for researcher and academics interested in semiotic analysis of technology product advertising.

While from a practical point of view, the findings of this study can provide valuable insights for advertising and marketing practitioners. With a deeper understanding of how messages are delivered to audiences and how symbolism can affect consumer perception, companies can design more effective advertising strategies. Analysis of myths in advertising can also help practitioners to create a stronger and relevant narrative to the values they want to convey to consumers. As such, the research has a direct impact on advertising industry practices, helping companies understand how best to communicate the advantages of their products to consumers.

By understanding the meaning of semiotics in advertising, this research is expected to increase consumer awareness of the messages contained in advertising, this can help consumers become more critical and selective towards advertising, as well as understand the deeper implications of the messages conveyed, so that consumers can become more informed and more interested in engaging with the product.

Finally, it is hoped that this research can be the basis for further research in the domain of semiotics and marketing, especially in the context of technology advertising. Thus, the significance of the study includes theoretical, practical contributions, and the potential for further knowledge development in semiotic analysis in advertising

1.5 Definition of Key Terms

- **Semiotics** : The term semiotics used in this study refers to Ferdinand de Saussure in the *General Linguistics Course*, is defined as "the science that studies signs as part of social life" (Yasraf Amir Piliang, 2003: 256). In general, semiotics seeks to understand how signs carry meaning and how those meanings are constructed or interpreted by individuals or groups.
- **Signifier** : This study uses the concept of the signifier to refer to the form that the sign takes. More precisely, it is the sound pattern or the material form that signifies (Roland Barthes, 1964)
- **Signified** : In this study, the signified is understood as the concept, the meaning, the thing indicated by the signifier. It is the mental image that a signifier evokes. (Roland Barthes, 1964)
- **Denotation** : This study defines denotation, according to Barthes (1957), each sign consists of a signifier and a signified. The concept of meaning includes both denotation and connotation. 'Denotation' is often described as the defined, literal, clear, or sensible meaning of a sign. In the context of linguistic signs, denotative meaning refers to what is usually given by a dictionary and is the first level of significance.
- **Connotation** : In this study, connotation is described as the second level of signification involving markers, signs, and processes that connect the two (signification), which should occur at the first level in every system (Barthes 1967, 91).
- **Myth** : This study refers to "myth" in Barthes theory as ideology or the placement of signs for the purpose of expressing and justifying the dominant values of a particular class of society or historical period. Signs not only reveal themselves, but also represent the various value systems that surround them.
- **Advertisement** : In this study, advertising is defined as a term derived medieval latin word "advertere," meaning "to direct attention to." The term refers to a type of public announcement that aims to influence the behavior of a target audience by promoting a product, service, or id