

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Nature of Semiotics**

Semiotics is commonly known as the science of signs. The word semiotic itself is derived from Greek '*semeion*' which has sign as its parable. The word semiotics is used interchangeably with the word semiology because both of them refer to the same discipline, the study of sign. Perhaps, the distinctive feature of them is that semiology is generally used in Europe (introduced by Ferdinand De Saussure). In contrast, the term semiotics is well-known in America (introduced by Charles Sanders Pierce).

According to Sobur (2009: 12-13), semiology refers to a science that studies the existence of signs among the society. The main aim of this study is showing how the signs exist and the rules that govern them. It is not only in language and communication system, but also the entire world that still can be related to human thoughts. In short, language is the fundamental signs for human and nonverbal language such as gesture, or clothes models which can be studied by using semiotics.

Since the objects of semiotics are sign and signal form, semiotics can be defined as the study of signs and symbols by analyzing the denotative and connotative meanings. Moreover, the increase of point of view provides positive impact on semiotics study. Supporting idea comes from Balci (2017: 25). He states that semiotics refers to a division of linguistics dealing with sign, sign

creation process or sign production, and how to deliver the meaning of those signs to others. In addition, semiotics comes out into process of communication. It means that every communication process can be considered as message that is sent and received through various different signs and social codes. Therefore, every single expressions including music, fashion, art, literature, even advertising can be analyzed as a sign system.

Mehawesh (2014: 90) stated that the term social semiotics cannot be separated from language and society. Language is used by people to interact and its function as social semiotic. Someone becomes part of society through the use of language, and the social environment was built up by culture. Leeuwen (2005: 5) thought that by learning semiotics potential, there are some purposes to be achieved. They include inventions such as armories of words in dictionary and thesaurus, translator, advertising, and crossword-solvers. It can be stated that semiotics can lead to various disciplines.

From the explanation above, it can be noted that semiotics which is a study of signs and symbols cannot be separated from social life. It is believed that signs around us have its own meaning, and it is important to have ability in understanding those meanings. Those meaning can be studied by emphasizing on the denotation, connotation, and myth meanings.

Considering the point of view that semiotics has relation with communication process, the application field of semiotics is actually unlimited. Semiotics fields are dealing with the communicative activities which are natural and spontaneous in social system. According to Sobur (2009: 109), there are

nineteen studies related to semiotics; a) Zoomsemiotics, b) Olfactory signs, c) Tactile communication, d) Code of taste, e) Paralinguistics, f) Medical semiotics, g) Kinesics and proxemics, h) Musical codes, i) Formalized language, j) Written languages, unknown alphabets, and secret codes, k) Natural languages, l) Visual communication, m) System of objects, n) Plot structure, o) Text theory, p) Culture codes, q) Aesthetic texts, r) Mass communication, and s) Rhetoric.

Based on previous lists, there are some field studies of semiotics. Those fields cannot be separated. They have bond between one to another. In semiotics analysis in this research, there are some fields that work together such as visual communication, culture codes, and mass communication. The fields are related to analysis of semiotics in advertisement.

### **2.1.1 Theories of Semiotics**

Bignell (2002: 1) noted that the term semiotics and semiology are gained from the word 'sign' in ancient Greek '*semeion*'. It is the science that is used to analyzed meanings through signs. They can be in form of words, pictures, or symbols. Actually, there are three well-known theories of Semiotics. They are theory of Ferdinand De Saussure, Charles Sanders Pierce, and Roland Gérard Barthes.

#### **2.1.1.1 Theory of Ferdinand De Saussure**

Ferdinand De Saussure was born in 1857-1913. He is the one who brought the semiotics in. He is an academic who taught linguistics at University of

Geneva. His work, *Course in General Linguistics*, is published by his colleagues in 1915, three years after his death. Actually, Saussure's theory on semiology is based on three concepts. The first concept is about *langage* which consists of *langue* and *parole*. Second, his idea is related to two approaches in linguistics, synchronic and diachronic. Third concept is about significant and signified.

The concept of *langage*-*langue*-*parole* relates to linguistics. *Langage* refers to language phenomena in general, while *langue* and *parole* are parts of *langage*. *Parole* is the activity related to speech, and *langue* is the product of human speech either in spoken or written.

Next, Saussure viewed that approaches of linguistics can be done by synchronic and diachronic. Those terms come from Greek '*khronos*' (time) and two prefixes *syn-* and *dia-* which mean 'together' and 'through'. Diachronic approach is a historical approach on linguistics. In contrast, synchronic approach is an ahistorical approach without consideration of the history. For instance, in synchronic approach, we can learn Indonesian in 1965 by using old script that can be found nowadays without analyzing the development of the language. On the other hand, we can learn English by analyzing in details on the development of English from long period of time such as analyzing the old English up to the modern English. It means that we pay attention on the history and the social influence of a language.

Then, there are *signifiant* or signifier and signified. Sebeok (2001:5-6) stated that the concept of signifier and signified is the most important ideas of

Saussure on Semiology. *Signifiant* is the meaningful sound or writing (material aspects). It is about the utterances and the writing where signified is the mental concept or idea of a language. Those materials cannot be separated. According to Torres (2015: 241), sign contains of signifier and signified of symbol and the interpretation on it. Moreover, he suggests that the order of sounds is called as signifier. On the other hand, the precise idea or concept that represents a certain symbols is called as signified. The relation between signifier and signified is called as signification which is lied on the social convention between both. The concept of signifier and signified can be seen from Table 2.1 below.

**Table 2.1 Saussure’s Sign Concept**

Signifier (sound)	Sign (word, picture)
Signified (concept)	

(Source: Torres, 2015: 241)

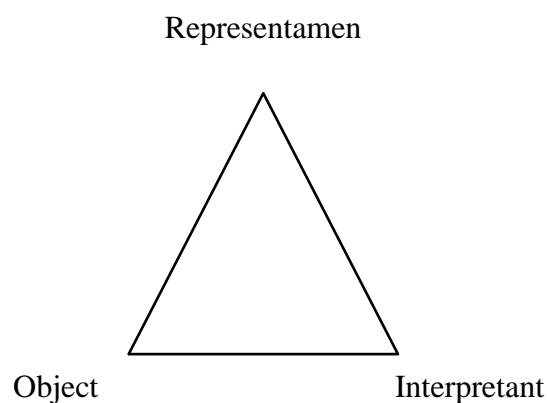
Based on Table 2.1, it can be stated that both signifier (sound) which is the physical appearance or material aspect and signified (concept) which is the concept of meaning or mental representation are the components of sign. In other words, signifier and signified are necessities of the existence of sign which can be in form of word, or picture.

### **2.1.1.2 Theory of Charles Sanders Pierce**

Charles Pierce is an American philosopher and also one of the founder of pragmatism school and the pioneer of semiotics. He is an expert who presents the

term ‘semiotics’ in America remembering that Saussure also presents the term ‘semiology’ in Europe. Pierce claimed that semiotics is a study of sign and everything that is related to it such as the way it works, the relation with another signs, the delivery and the acceptance of those signs.

Antecedently, Saussure has promoted his idea on dyadic concept which is consists of signifier and signified. Afterwards, Pierce shows the triadic concept. It can be divided into three; a) Representamen: it can be defined as anything that is accepted as sign. Therefore, the term representamen is used interchangeably with the term sign. In Saussure’s theory, it is called as signifier. b) Interpretant: it refers to the meaning of the sign. c) Object: an object is anything that is imaginable. It represents the mentality aspect of the sign. The Pierce’s concept of sign can be performed in triangle (triadic relation) as follow:



**Figure 2.1 Pierce’s Triadic Concept**

According to Sobur (2009: 42-43), the kinds of sign are related to something which stands to somebody for something in some respect or capacity that will be explained as follow:

- a. Qualisign: it is related to the quality that is contained in the sign. The word 'quite' shows the quality of the sign.
- b. Iconic sign: it means that the sign shows resemblance of the object such as photograph, diagram, maps, and punctuation.
- c. Rhematic Indexical Sign: it is the sign that is drawn from direct experience. For instance, in a mine land that has taken many lives, the army put the skull sign which means dangerous area.
- d. Dicient sign: it is the sign that is used to inform something to others such as cigarette symbol that indicates smoking room.
- e. Iconic Legisign: it is the sign that is used to inform norms and law in society such as the traffic lights.
- f. Rhematic Indexical Legisign: it is the sign that refers to another particular object.
- g. Dicient Indexical Legisign: it is related to sign to tell about the information subject. For example, the siren lamp which is activated and is blinking shows the emergency condition of patient in an ambulance.
- h. Rhematic symbol: it is all about the association of sign and symbol among the society. For example, everybody agree if we call a tiger as a tiger.
- i. Dicient symbol or proposition: it is the sign that directly connects the object with the association in one's brain. If someone says "go away!", the interlocutor will interpret the phrase and decide to do an act to leave a place immediately.
- j. Argument: it is related to sign of one's argument toward something.

### **2.1.1.3 Theory of Roland Gérard Barthes**

Roland Gérard Barthes or commonly known as Roland Barthes was born in 1915. He is a French literary theorist, linguist, and semiotician. Barthes' theory (1983) mainly talks about three levels of meanings. Those meanings are denotative meaning, connotative meaning, and mythology (myth).

However, the first thing to know is about the concept of sign. According to Barthes (1983a: 41), sign can be defined as a compound of a signifier and signified (For example, the color of light is an order to move on in traffic lights). In further, there is a distinction between general definition of sign and semiotics sign. In semiotics, many semiotics systems (objects, gestures, pictorial images) have a substance of expression whose essence is not to signify but they are generally object of everyday use which is used by society in a derivative way, to signify something. For example, clothes are used for protection and food for nourishment.

In further, Torres (2015: 241) stated that the model of semiotics consists of two layers of meaning. The first layer is denotation which is the reference of the sign. Moreover, the second layer called connotation which represents of abstract concepts and cultural matter. In addition to, there is a myth which is the natural ideas exists in the symbols. In short, Barthes cited in Kurniawan (2001: 53) stated that semiotics learn about how humanity signifies things in the surroundings.

Yan (2015: 60) pointed that in semiotics, there are dual messages in every single sign; they are, the aesthetic face and the concealed meaning of sign related to the social, economic, and political structures. Those messages are represented



by denotative meaning, connotative meaning, and mythology. The concepts of Barthes are explained as follow:

**Table 2.2 Sign Map of Barthes' Theory**

1. Signifier	2. Signified
3. Denotative Sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

(Source: Nurani and Harared, 2016: 80-81)

Based on Table 2.2, Barthes proposed that signifier and signified are the components of sign. Signifier is the material element of the sign when the signified is the meaning or mental representation of the sign. In short, the sign is made up from the combination of signifier and signified. Barthes's idea on signifier and signified concept is established to Saussure theory (see Table 2.1). In further, Barthes develops two orders of signification which consists of denotative which is the first order of signification and connotative which is the second order of signification. From the map of Barthes' theory, the denotative sign (3) consists of signifier (1) and signified (2). Bouzida (2015: 1005) stated that denotative sign is the literal or obvious meaning of the sign. It is related to what people see on the sign without connect it to their culture. Next, the map shows that denotative sign does not stand alone, but it is part of the connotative sign (6). In other words, the denotative sign play a role as the connotative signifier (4), and when there will be the connotative signified (5), the new connotative sign will be exist.

The concept of Barthes is not only about denotative and connotative meaning. There is another one concept which is very important in his theory, that is, mythology or myth. The concept of myth will be explained below:

**Table 2.3 Semiotics Scheme of Myth in Barthes' Theory**

1. Signifier	2. Signified	(Denotative)
3. Sign I. SIGNIFIER		II. SIGNIFIED (Connotative)
III. SIGN		(Myth)

(Source: Yan and Ming, 2015: 61)

Based on Table 2.3, the denotative sign is created by signifier (1) and signified (2). Next, the connotative meaning is created from denotative sign (3) which is also the connotative SIGNIFIER (I) and the connotative SIGNIFIED (II). Eventually, the mythology or myth will be implied from the connotative sign which creates the SIGN (III). The myth can be derived from the belief among majority of people.

Considering about advertisement, it is clear that the semiotics elements such as words, visual and other kinds of sign are used not simply to denote something, but also to activate connotation attached to the sign. Later on, the sign will be bring together with the connotation and it will create a particular message which is called as myth. It relates to the way of thinking about people, products, places, or ideas which are integrated to send peculiar message to the readers or viewers. For instance, the advertisement of shoes which contains a photograph of someone stepping out of Rolls-Royce is not only denoting the shoes and a car, but

implying the connotation of luxury which is available by the sign of Rolls-Royce to the shoes. It suggests a myth meaning about the shoes is part of favored way of life.

Barthes (1983b: 164-165) gives an example of semiotics analysis. He looked at a French magazine. On the cover, there was a photograph of a Negro army who wore French uniform and gave his salute to the flag of France. Here, the picture of a Negro army who salute at the France flag is classified as sign. The sign consists of three levels of meaning; denotative, connotative, and myth. The denotative meaning of the picture is that there is a Negro boy who is an army of France and he is saluting the France flag. Next, the connotative meaning is that the black army boy is patriotically giving his salutation to the French flag. It implies that every citizen of France without any discrimination is loyal to their country and ready to serve their country. After that, there is a myth in the photograph. It relates to the fact that French is an imperial nation so that every citizen, without making any racist issue, will be loyal to this country.

### **2.1.2 Meaning Analysis based on Barthes' Theory**

Barthes's theory about semiotics refers to the sign and symbols signification that creates value in culture and perspectives in community. Semiotics cannot be separated with visual semiotic analysis as representative of those ideologies. Mostafalou (2016: 115) recognized that there are three levels of semiotics signification. It includes denotation, connotation, and myth or mythology.

Denotative meaning relates to what we actually see in the images and photograph. In this case, the analysis is done in print advertisements in *The Jakarta Post* especially tour and travel advertisements. Then, the connotative level is dealing with the meaning that exists in the words, images, photograph in the advertisements. Next, myth refers to the value and belief in society that represented the connotative meaning. It relates to the implicit meaning from the advertisements.

Amatulli et al., (2016: 266) noted that semiotics can be used to disintegrate brand names, logos, and packaging both in the surface level and the deeper one (the true meaning or the myth of advertising). Furthermore, people also apply semiotics in order to know consumers' wants and tendency on purchasing.

According to Barthes (1977: 21), there are some aspects that are used in analyzing the meaning or message in semiotics study. They are trick effects, pose and object. Trick effects relate to the technique used in a photograph or illustration. Pose relates to the body language or gesture in picture. Meanwhile, objects relates to implied message of the existence of the object in the picture. Object also relates to the color used in the picture.

#### **2.1.2.1 The Meaning of Colors**

In this research, the object is tour and travel advertisements. Since there are some basic elements in advertisement such as words, picture and color, the analysis of advertisement can pay attention on those elements. The meaning of advertisement can be analyzed based on those elements; for instance, the

particular meaning grounded to color aspect can be predicted. Gibraltar (2014: 150) believed that color of picture generally have some symbolic values that are explained as follow:

- a) Red: among all of colors, red is a color that indicates strength, interesting and aggressive symbol of primitive. Red is associated as blood, anger, brave, danger, strength, virility, love, and happiness.
- b) Purplish red: red-purple color symbolizes anything noble, grand, rich, proud (arrogant), and impressive.
- c) Purple: this color implies cool, negative, backward, solemn, moody character and has given up. This color symbolizes mourning, contemplative, sacred, religious symbol.
- d) Blue: it indicates cool, passive, quiet, and peaceful. Blue also symbolizes dazzling color, spiritual, monotheistic, lonely, this time thinking about the past and future. Blue is a color perspective, draws us to solitude, cool, separate and create distance. Blue symbolizes the sanctity of hope and peace.
- e) Green: this color usually symbolizes contemplation, and faith (religion). Also, it reveals freshness, raw, young, immature, growth and hope, rebirth and fertility. The negative side of the green is not a favorite of children, the color associated disease, hatred, venom and jealousy.
- f) Yellow: it symbolizes enjoyment, agility, and intellectual well explain the glory of love as well as a deep understanding of the relationships between people.

- g) White: it relates to positive character, stimulating, bright, light and simple, it also symbolizes purity, innocent, honest, and pure.
- h) Gray: it symbolizes calmness, polite and modest. It also symbolizes intelligence, but has a negative symbol of the doubt. It symbolizes nature neutral mediator in the conflict as well.
- i) Black: it symbolizes darkness and absence of light. It signifies the dark forces, the symbol of mystery and color of the night. Black color is also denoted as color destruction or mistake. Black can also indicate a firm stance, firm, formal, robust structure.

#### **2.1.2.2 The Meaning of Body Languages**

The semiotics analysis can be seen from body language as well which is represented by the model in the illustration of advertisement. The body language also includes facial expressions and gestures. According to Pease and Pease (2004), the meaning can be interpreted from one's body language by look at their hand, smile and laughter, arm signal, eye signal, territories and personal space, or legs. The meanings of body languages as explained as follow:

- a) By paying attention on someone's hand, especially in palm, the openness can be implied. The open or facing-up palm can be inferred as an open and honest approach. Meanwhile, the palm which is put aside or even being hidden implying a lie and concealed thing. In addition, keeping palms in the pockets indicate that someone does not want to participate in conversation (Pease and Pease, 2004: 31-34).

- b) According to Pease and Pease (2004: 75-79), there are five common types of smiles. First type of smile is the tight-lipped smile. In this type of smile, lips are stretched tight across the face from a straight line and the teeth are concealed. The meaning of this smile is that one has a secret and refuses to share opinion or attitude.

The second type is the twisted smile which shows opposite emotions on each side of the face. Moreover, it also sends a sarcasm message. Next type is the drop-jaw smile which is a practiced smile where the lower jaw is merely dropped down to give the playful impression like the Joker usually does.

Then, there is a sideways-looking-up smile. It is done when the head turned down and away looking up with a tight-lipped smile. This kind of smile is called as the modest smile. Last, there is the George W Bush grin which is a permanent smirk on his face. This kind of smile connotes that someone smiles or even laughs at something that other does not know. This smile usually appears in politics or diplomatic affair.

- c) There are some body languages related to arms. For instance, many people think that crossing arm is a comfortable habit. However, this gesture also implies a negative message to others about defensive, insecure or nervous attitude. Next, a partial-arm-cross which is done by swinging an arm across the body to hold on the other arm and form the barrier indicates that one feels as a stranger and tries to convince himself about comfortable situation (Pease and Pease, 2004: 110-117).

- d) According to Pease and Pease (2004: 166), eyes can be used as the precise communication signal in communication because they are the focal point in body. Furthermore, the pupils in one's eyes work independently and unconsciously so that they may reflect the feeling. In relation with light condition, pupil can dilate or contract.

The same condition happened based on one's attitude and mood. When someone is excited, the pupils can dilate to up to four times from their original size. On the other hand, pupils will contract in negative mood. Furthermore, dilated pupil is found more attractive so that in advertisement, the models usually appear with dilated pupils. Besides the matter of pupil, there are some types of gazing such as social gazing, intimate gazing, and power gazing.

- e) Territory is an area or space around a person that claims as his own and an extension of his body as well where personal space can be defined as certain space that is claimed as one's personal space. On the subject of territory and personal space, there are four distinctions of zone distances that indicate the comfortable zone for person in doing communication.

They are intimate zone which is between 6 and 18 inches (15-45 centimeters). The intimate zone is used between parents, spouse, children, close friends, relatives, or pets. Next is personal zone which is between 18 inches and 48 inches (46 centimeters- 1.22 m). This distance is used in parties or events. The third type is the social zone which is between 4 and 12 feet (1.22-3.6 m). The distance is for strangers, the plumber doing



repair or the people who are not acquainted with. Last, the public zone which is over 12 feet (3.6 m). This distance is usually for a favorable distance away from the crowd.

- f) According to Pease and Pease (2004: 211), Due to the two objectives of legs which are going towards one's desire or move away from what he dislikes, the same principle is used to reveal the meaning of legs signal. It means that the way one uses or put their legs and feet can show where he wants to go. Moreover, open or crossed leg positions can connote their own meaning. For example, open or uncrossed leg position shows an open or dominant attitude whereas crossed legs connote closed attitude or uncertainty.

Besides, the standing positions also reveal peculiar meaning. They are four main standing positions: a) At attention: it is a formal position that imply a neutral attitude or 'No Comment' signal. b) Leg Apart: this type is generally showed by men. It shows macho-looking attitude. In addition, the leg apart position also shows solidarity when men are standing together. c) The Foot-Forward: in this standing position, the body weight is shifted to one hip that makes the front foot pointing forward. It is important to be noted that people point lead foot at the most interesting person in group situation. However, people also show this standing position to point the nearest exit by the lead foot. d) Leg Cross: this position indicates that someone is defensive and uncomfortable which mostly caused by standing between people whom he does not know well.

### 2.1.2.3 Considerations in Advertisement Analysis

According Sobur (2009: 117-118), there are some considerations in analyzing advertisement. Those considerations can be applied partly or entirely depends on the information in the analyzed advertisement. The considerations are explained as follow:

- a) What is the whole meaning of the advertisement? What kind of mood that is created by the advertisement? How does the advertisement create it?
- b) How is the advertisement design? Does it use axial balance or other style? How are basic components of the advertisement organized?
- c) What kind of relationship do pictorial and textual elements show in the advertisement?
- d) How about the empty space in the advertisement? Is it full of graphic?
- e) What signs and symbols does the researcher find?
- f) Is there any specific person (man, woman, children or animals) in the advertisement? What message can be inferred from the expression, pose, hairstyle, gender, hair color, ethnicity, education background and what is the correlation between them?
- g) What is the background of the advertisement? What is the meaning of the background?
- h) What activity does exist in the advertisement? What is the plot of the advertisement?
- i) Is there any theme in the advertisement?

- j) How about the language use in the advertisement? Does it give information or create emotional responses? Or even both? What technique does the advertisement maker use (humor, foolishness, meaning of life, comparison or satire)?
- k) What kind of face shape does the advertisement use? What is the impression of it?
- l) How about the aesthetical value in the advertisement? If it uses photograph, what kind of shot does it use? How about the lighting? Does it use colorless photograph?
- m) What kind of sight does the advertisement use? Is it sociology, politics, economy or culture? For example, an advertisement of a blue jeans can implicitly reflects feminism issue, gender diversity, ideology, adjustment, generation conflict, loneliness or elitism.

### **2.1.3 Newspaper**

Garyan (2012: 2) proposed that mass media is communication devices. It is used by many audiences who speak different languages in communication and interaction. It is not only useful for communication process, but also spreading information, advertising, or marketing. Moreover, there are some kinds of mass media. In common, it can be divided into three kinds; printed media, electronic media and new age media. Printed media consists of newspaper, magazines, booklets and brochures, or billboard. Then, television and radio are included to

electronic media whereas mobile phones, computers, internet, and electronic books are classified as new age media.

Newspaper refers to mass media that contains about certain issue written by journalist, editorial staffs or experts. Newspaper is written to convey important information to the readers. As stated by Rudin and Ibbotson (2002: 45), newspaper is intended to general readers which comes various readerships, and newspaper is used as the platform of topical news and information. In addition, there are several kinds of text in newspaper, they are, advertisement, announcement, or argumentative. Moreover, newspaper seems to be one of the most preferred medium of information. It includes information from various aspects such as social, economy, politics, etc. Furthermore, this printed mass media plays an important role in providing information, building opinions, enhancing readers' knowledge, and have a significant function as the advertisement platform.

#### **2.1.3.1 Strengths of Newspaper**

According to Shimp and Andrew (2013: 318) newspaper has some strength. The first strength is that the audiences are in suitable genial condition to process the message. Next, the mass audience coverage is not limited on particular groups. In newspaper, we can see various sizes and kinds of column and advertisements platform which are very flexible in diversity. Moreover, in newspaper advertising we can see details of information and timeless duration in reading advertisements on newspaper.

### **2.1.3.2 Weaknesses of Newspaper**

The limitations or the weaknesses of newspaper are the point of view that some parts in newspaper, especially the advertisements are such kind of clutter. Another limitation of newspaper is that sometimes the quality is still in mediocre level. Finally, the most vital weakness of newspaper is the readership of printed newspaper has declined considerably (Shimp and Andrew, 2013: 319).

### **2.1.4 Definition of Advertisement**

Advertisement is derived from French word "*Avertissement*" whose meaning is "public notice". According to Solik (2014: 211), Advertising refers to a communication form. In advertising, the writer or the sponsor try to convey a particular message to audience, and the main goal is to promote the products or services. Indeed, Chan (2017: 1) stated that advertising is form of communication which is very similar to human traditional communication model. The model includes six main components, they are, the source or the sender, the encoding process, the message, the channel, the decoding process, and the receiver. In advertising, the source or the sender is substituted with the advertiser or creatives that creates and produce the advertisement (encoding process). The advertisement is the message that can be found in various media (channel) to the readers of advertisement (the receiver) which can have different interpretation of the advertisement (decoding process).

The existence of advertisement as form of communication cannot be separated from human life. Affirming the previous idea, Putra (2017: 36) noted that advertisement is closely related to human life. Day and night people see advertisements in every corner of the city. People are barraged with commercial message. It can be seen from people activities; for example, they listened to radios' advertisements, read the billboard at the bus station, read newspaper on the train, watch TV commercial in the living room. Those advertisements and commercials which have messages can be found in various advertising media such as television, radio, newspaper to few kinds of audience that have different level of interpretation of the advertisement message.

#### **2.1.4.1 Function of Advertisement**

Jung (2015: 55) proposed that at the beginning, the main function of advertisement is clearly to introduce and promote products and services into society. Nevertheless, nowadays the main function of advertisement has changed. The main elements of advertisement and social images in advertisement play important role in affecting social perspectives related to communication. It makes the function of advertisement developed by entering the social relation between iconic participants or elements of advertisement and the viewer of the advertisement.

Hu (2016: 30-31) claimed advertisement has become an important object discipline to be learned, for the main role of advertisement to promote and activate the consumer interest on the products or services. In fact, not only the

company but also many researchers have tried to study the elements of advertisement. They want to know how images, words, and other visual elements work and create a value for the readers of those advertisements. In short, the analysis of advertisement can be done based on Semiotics approach, one of them is by using Barthes's theory.

#### **2.1.4.2 Types of Advertisements**

The advertisement found in mass media is provided in many varieties. Those types of advertisement can be varied based on several aspects such as the effect of advertisement towards the readers and based on the advertisement format as well.

Lindstädt (2011: 11-12) suggested that there are three types of advertisements, relating to the question why consumers react on advertising, they are informative advertising, persuasive advertising, and complementary advertising. Informative advertising tries to inform the readers of advertisement about the product and its characteristics so that they will notice the product. In contrast, persuasive advertising affects the readers or the consumers based on their tastes. It will create huge range of differentiation and brand effect. It generally makes negative competition which contributes the consumptive behavior. Finally, complementary advertising is advertising that considers the product and its advertising as complement of their preferences including their prestige.

According to Ginanjar (2016: 7), based on the format, there are four types of advertisements; a) Classified Advertisement which is a short advertisement

which consists of some lines. It is usually found in newspaper, magazine or the like. It is generally dealing with offers or request for jobs, houses, apartments, or used car. In this type of advertisements, the advertiser usually uses acronym and abbreviation to make the advertisement as short as possible. For instance, there are some common abbreviations in Job Advertisement such as f/m (female/male), f/t (Full-time), hrs/wk (hours per week), p/t (part-time), sal (salary), and the rest.

b) Column advertisement refers to the advertisement which has limited space. The cost of column advertisement is usually more expensive than classified advertisement. c) Advertorial advertisement is the advertisement that has the same size as the display advertisement. However, the message delivery technique is similar to news format which has the longer text in its copy. d) Display advertisement that has bigger size than column advertisement. Because of its big size, display advertisement can perform illustration such as photograph and graphic. Of course, the display advertisement does not only include illustration, but also the main message in textual form.

#### **2.1.4.3 Identification of Advertisement**

According to Baxter (2009), there are four main parts in every print advertisement which are explained as follow:

a) Headlines: printed advertisement is generally started with a headline that grabs the reader's attention, sparks interest in the product and conveys the message succinctly. Potential customers have only seconds to read the



advertisement. Therefore, the headline should attract the readers' attention. It should target a specific audience and offer a solution or benefit.

b) Copy: it is texts or features that are found in advertisement. It must communicate the offers in clear, concise and focused language. Moreover, the copy of advertisement should be honest, believable, support the claim with fact or reason, give the reader confidence in the product or the service source, and get the reader involved.

c) Illustration: it relates to graphic elements such as photograph, color, and layout of the advertisement. The illustrations should grab attention, control eye movement, are easier than reading, and should give the product credibility.

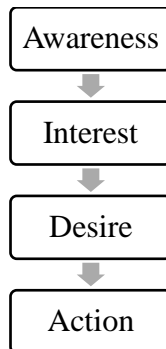
d) Signature: it is the name of the company of the product or services which is tried to be promoted. It also includes logo and symbol related to the company or provider.

#### **2.1.4.4 Models in Writing Advertisement**

According to Karlsson (2007: 12-15), there are three models which are used in writing advertisement. Those models are explained as follow:

##### **a. AIDA Model**

AIDA is behavioral model whose purpose is making advertisement raise awareness, stimulate interest and leads the consumer to desire and finally action. This model is highly persuasive that makes people unconsciously pay attention on the advertisement. The concept of AIDA model is explained as follow:



**Figure 2.2 AIDA Concept**

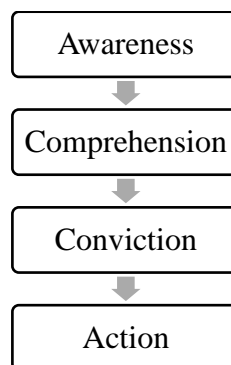
(Source: Karlsson, 2007: 13)

Based on figure 2.3, an advertisement to be effective has to:

- a. Attract **Attention**
- b. Secure **Interest**
- c. Build **Desire** for the product or service, and finally
- d. Obtain **Action**

**b. DAGMAR Model**

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. This model is focused on the understanding of the people on the product or service provided by the advertiser makers. The concept of DAGMAR model is explained as follow:



**Figure 2.3 DAGMAR Concept**

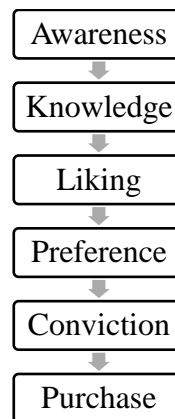
(Source: Karlsson, 2007: 14)

The main concept of DAGMAR Model is based on the statement that all commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding.

- a. The prospect must first be aware of the existence of a brand or organization.
- b. One must have a comprehension of what the product is and what it will do for him.
- c. One must arrive at a mental suspicion or conviction to buy the product.
- d. Finally, one must stir himself to action.

**c. Hierarchy-of-effects model**

Hierarchy-of-effects model is created to show the process, or steps, that an advertiser assumes that customers pass through the actual purchase process. The model is based on six steps, which as with the other models must be completed in a linear way.



**Figure 2.4 Concept of Hierarchy-of-effects model**

(Source: Karlsson, 2007: 14)

The six steps are explained in the following orders:

- a. Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence.
- b. Prospects who know what the product has to offer.
- c. Still closer to purchasing are those who have favorable attitudes toward the product those who like the product.
- d. Those whose favorable attitudes have developed to the point of preference over all other possibilities are up still another step.
- e. Even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise.
- f. Finally, of course, is the step which translates this attitude into actual purchase.

#### **2.1.4.5 Techniques in Writing Advertisement**

Good Advertisements do not just promote their products and services. They encourage consumers to adopt a certain lifestyle through visual advertising. Mydee (2012) stated that people are frequently driven by emotions which depend on how effective an advertising campaign triggers them. Therefore, digital and conventional advertisers use certain techniques to affect buyers' perceptions. So, successful brands don't just tell consumers to buy their products, but they encourage them to make a series of decision based on emotions. Those visual advertising techniques will be explained as follow:

- a. Color: it has powerful role in advertisement because it can affect buying mood. Selecting the right color requires a psychological understanding of how each shade and hue affects your visual design. However, there is no ideal or universal color scheme for a general audience or even a specific socio-cultural group. Advertisements maker uses color to captivate the audience's attention. Different colors evoke different feelings in the viewer.
- b. Repetition, it is used in advertising as a way to build brand familiarity, but it can also lead consumers become so tired of an advertisement so that they avoid the product. To be effective, repetition must be used in the right measure, since too much repetition may be counter-productive to an advertising strategy. By reusing specific images, such as a logo, advertisers can create a sense of familiarity with the product and brand.

- c. Direct Gaze Induction Technique, it is another powerful method in advertising. This is the most tricky to employ since the main character in visual media needs to have complete confidence in the brand message for it to be effective.
- d. Association, it is classified as powerful principal in advertising. Whenever an image of people having a good time, the desire to be associated with the previous image will be appeared.
- e. Body language, it is a technique in making advertisement. In advertisement, there are nonverbal signals and cues used in advertising. The harmonious and skillful use of gestures, stances, facial expressions and movements leads viewers to buy the product.
- f. Composition, it is an important technique in advertising. This particular technique refers to the arrangement or placement of visual elements in a particular work of art. Simply put, it has to do with the overall organization and the order of elements in a visual design project.
- g. The Rule of Thirds is a basic compositional technique that is implemented by dividing an image vertically and horizontally using an imaginary grid. In this technique, important elements should be placed at the intersections of these horizontal and vertical lines.
- h. The Vectors technique, it refers to the path that your eyes follow when looking at a certain visual advertisement. For example, if all of the objects in an image are tall, long and upright, readers' eyes will follow these

straight vectors to the top of the frame. Vector lines guide readers' eyes to the most important information in an advertisement.

- i. Focal Point, it is a technique that is used to provide a single, eye-catching focal point rather than many salient points competing for attention. Focal points are used to emphasize the most important part of a design. Focal points can be created by using contrasting colors or shapes and utilizing white space.
- j. Symbolism, it is used in advertising to represent a particular brand, company or one or more (often complex) ideas. By using symbolism, advertisers are able to link a deeper meaning or message to the selling power of a product. For instance, crystals, gems or diamonds often go hand-in-hand with water. Both represent clarity and purity. Some other common symbols include an open road, which suggests freedom and exploration, and a lion, which symbolizes strength, superiority and royalty. Colors can also be used to symbolize emotions: Red symbolizes love and passion; green represents life and health; and black suggests seduction.

## **2.2 Relevance Studies**

In this part, the researcher explains the relevance studies which relate to Semiotics Analysis in Advertisements. To support this research, there are some relevance studies such as:

The first relevance study of this research is done by Rahmanisa (2016) in her research *entitled A Semiotics Analysis in Aqua 2015 Version on Television*. The study examines the semiotic science in Aqua advertisement "Bagaikan Air"

tagline. This study uses Roland Barthes theory. It is divided into three aspects, they are, Denotative, Connotative, and Myth. Denotative and Connotative are divided into two sections for each part, namely signifier and signified. All of them are included in parts of semiotics. The object of the research is the Aqua advertisement that has been shown on Television in 2015. Overall, there are two video of advertisements which are analyzed. The first video is "*Pendiri Warung Sadaqah*" from Yuniana Oktaviani. Next, the second video is "*Pencetus Komunitas Sapu Bersih Ranjau*" from Abdul Rohim. Based on the result of this research, it can be seen that every scene and picture in Aqua Advertisement with "Bagaikan Air" tagline on Television in 2015 shows denotative, connotative and myth meaning Furthermore, it shows to the viewer that people ought to do good things to others. These advertisements teach about the kindness and everyone would do unusual thing to get a better life.

The second relevance study is done by Ali and Ullah (2015) in their research entitled *Semiotic Insight into Cosmetics Advertisements in Pakistani Print Media*. The research question of this research is about understanding of denotative, connotative, deep and symbolic meanings of brand name, text, slogan, logo, picture, art work, color scheme, linguistic and cultural changes generated by advertisement. In this research, the exploratory and interpretive research approaches are applied. The objective of this research is exploration of brand name, linguistic message, logo, monogram and photographic meanings of five print media cosmetics advertisements. Major findings of this research are: 1) All features of ads are replete with symbolic and multidimensional messages. 2)



Advertisements are basically by product of cultural norms and they also reciprocally influence that culture. 3) Slogans of ads are catchy, memorable, full of poetic devices, combination of English and Urdu. 4) Logos, monograms of companies showed multidimensional meanings which reflected philosophy and corporate image behind an advertisement.

The third relevance study of this research is conducted by Balci and Özgen (2017) in their research entitled *What Sport Advertising Tell to Us? Semiotic Analysis*. In this research, it is stated that a very important parts of TV commercials are the messages and how they convinced people. In addition, the information given in commercials may contain messages that seem like a fact however, they may not be true. In many studies it is stated that consumers positive attitudes are developed to products which are in the commercial that use sports image. The purpose of this study is to criticize the TV commercials that's use sports image by using semiotics-analyzing method. Clear Men, Türkiye Finans (Turkish Finance Bank) and TEB economy commercials that are broadcasted on television channels in Turkey are chosen by using purposive sampling. Selected commercials are analyzed by semiotics analyzing method. The result of this study indicates that these companies are using sports image effectively in TV commercials with various advertising strategies to achieve their marketing objectives. Using sports image in TV commercials does not only contribute the companies but also contribute sports image and popularity of the athletes.

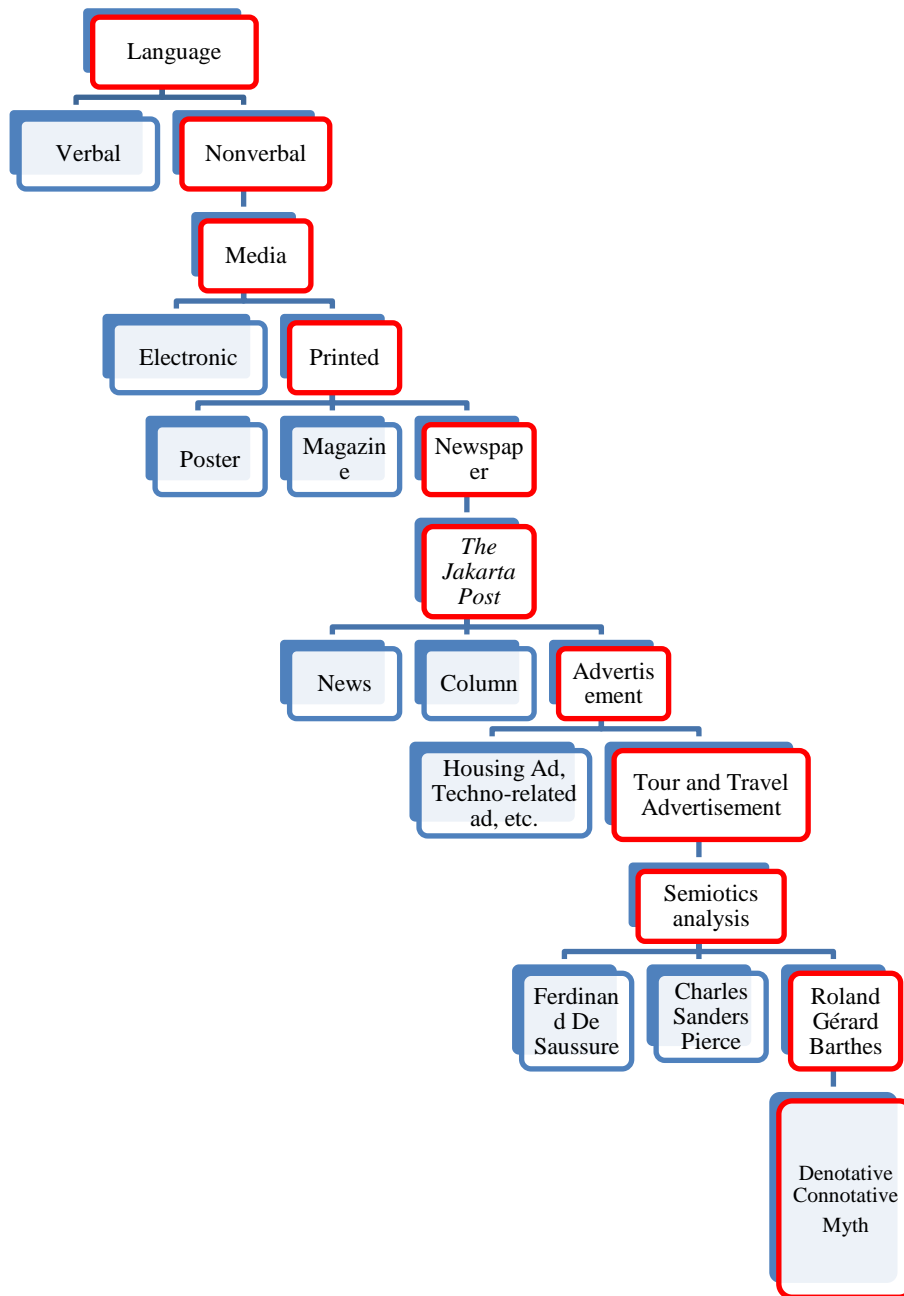
The relevance studies are generally about semiotics analysis in advertisement such as in television advertisement, printed cosmetics

advertisements and printed sport advertisements. In contrast with the relevance studies, this research focused on semiotics analysis in Tour and Travel Advertisements in *The Jakarta Post*. The data was analyzed based on Barthes' theory (1983).

### **2.3 Conceptual Framework**

Language is a communication medium that is used in communication process among society. The communication process can be divided into verbal and nonverbal communication. Regardless, people seem to fail in getting the nonverbal meaning found in their surroundings such as in advertisement, a form of communication. Luckily, people's unconsciousness of the meaning found in advertisements can be figured out by using semiotics, a study of sign.

In this study, the researchers used Barthes' theory (1983) as the grand theory in doing the analysis. The theory is mainly about three levels of signification or meaning. They are denotative meaning, connotative meaning, and myth meaning. Denotative is the definitional or surface meaning. Connotative is the figurative or implicit meaning. Next, myth refers to the dominant belief created by the sign and the connotation. After analyze the three levels of meaning, the researcher draw the semiotics insight which is the whole concept of the advertisement. In detail, the conceptual framework of this research is illustrated below.



**Figure 2.5 Conceptual Framework**

## **2.4 Assumption**

The assumption of this research is that Tour and Travel Advertisements contain particular meanings. Those meaning can be analyzed based on Barthes' theory (1983) which consists of denotative, connotative, and myth meaning.