

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is one of the tools or communication systems that we regularly use in daily activities by using signs or symbols to convey the goals to be conveyed. According to Budiman (1987) Language is a tool that is used regularly or frequently by humans as a medium of communication used to communicate with each other. As social beings, we often indirectly use these symbols in communicating with others to express ideas, or feelings we have. The study of this symbol is called semiotics.

According to Saussure (1983) Semiotics has been divided and has several parts (dichotomy) there are the signified and signifier. Markers can be seen as physical forms that easy to identify by the form of real work, whereas signs can be easily to declare by the form of concepts, functions and values contained in a real work. Images and sounds, well known as signifiers, and the concepts of image and sound is commonly known as signifieds. When communicating, people usually uses signs to transmit meaning about objects. The recipients will understand the meaning because signs in language are based on convention.

According to Copley (1999 : 51), verbal sign is part of the advertisement text. This can be in the form of a brand name, slogan, product information,

content, information related to something or other sentences that appear in advertisements. Visual sign is the part that supports the verbal sign in order to make an advertisement that has meaning and is interesting in an advertisement package. This is often an images, colour, animation etc.

According to Leech (1966: 25), advertisement is a communication tools used to inform or convince people to buy and consume a certain product, service, work of a company which is usually in a form of notifications, images, text, videos and films. In an advertisement, a concept is the most important thing when you want to create an advertising. In advertisements, both in the form of videos and posters, there are signs that we often see, such as verbal and visual sign. This is a communication activity carried out between advertisers and listeners or readers of the product. Verbal and visual signs found in advertisements are more likely to be pictures or writings that have an implied meaning.

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In his theory, Barthes (1977) developed the level of meaning, namely denotation meaning and connotation meaning. Denotation is the part of the significance that describes the signifiers to reality, producing explicit, directly explains, and has a clear meanings. Connotation is the part of the significance that describes the signifier and the signified in which the meaning is secondary not explicit, indirect, and need more effort in their interpretation. Sign and meaning are related to each other in an advertisement. Signs and meanings are interrelated in an advertisement. An advertisement has a sign in the form of verbal and visual

which has meaning in the form of denotation and connotation. They all work together and are related to each other and form a complex advertisement. The denotation and connotation are always included in the signs that appear on advertisements in the form of posters or videos.

The same thing can also be seen and found in chocolate advertisements has many signs that we can interpret its meaning. Chocolate itself is one of the favorite foods of many people where we can improve and add to the mood or feeling when eating it. One of them we often see is a picture of a small child or teenager eating chocolate while showing a smiling and happy face, this can be categorized as a sign icon in advertisements. We can immediately interpret that eating chocolate can make us happy and cheerful.

From the results of the explanation that has been described above, the researcher is interested and wanted to analyze a types of signs and their meanings in chocolate advertisements. That way researchers can immediately examine their research with the title "Semiotic Analysis of Chocolate Advertisements".

1.2 Problems of the Study

From the background of study, there are some problems formulated, as follow as :

1. What verbal and visual signs are found in Chocolate Advertisements ?

2. What meaning does the verbal and visual signs contain in Chocolate Advertisements ?

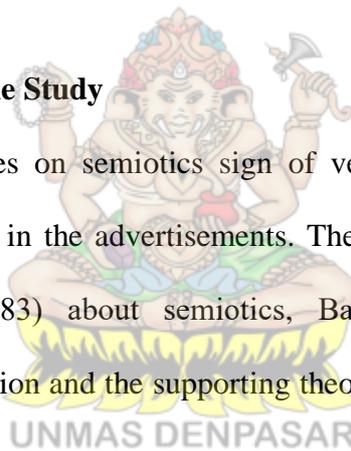
1.3 Objectives of the Study

From the problem of study, this study has two objectives, there are :

1. To find out the verbal and visual signs in Chocolate Advertisements
2. To analyze the meaning of verbal and visual signs in Chocolate Advertisements

1.4 Limitation of the Study

This study focuses on semiotics sign of verbal and visual sign and the meaning that contained in the advertisements. The data were analyzed based on Saussure's theory (1983) about semiotics, Barthes's theory (1977) about denotation and connotation and the supporting theory by Cerrato (2012) about the color.



1.5 Significance of the Study

The significance of this study divided into two, namely theoretical significance and practical significance

1.5.1. Theoretical Significance

Theoretically, this study can be useful to add to the theory of semiotics, to increase and expand knowledge about the types of semiotics and signs. In

addition, this study also adds and broadens the knowledge of learning about linguistics.

1.5.2. Practical Significance

Practically, this study can be helpful for people who want to focus on linguistics, especially on semiotics. In addition, there are viewpoints from this study that can be of significant benefit to students, readers, teachers, and other researchers. This study helps the wider community to understand the meaning and intent conveyed in advertisements that appear every day.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1. Review of Related Literature

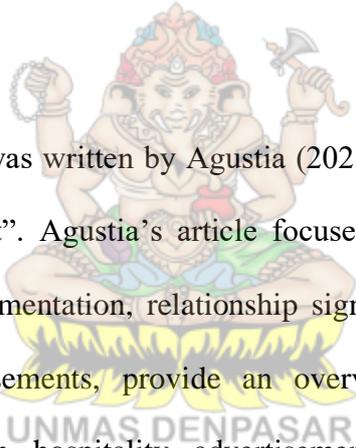
This chapter presents matters relating to problems that are in accordance with the subject of this research, like semiotics. The information to be attached such as data, methods, theories, aims and problems obtained.

The first thesis was written by Solihatun (2018) entitled “A Semiotic Analysis in Clear Shampoo Commercial Advertisements”. The research concerns with finding out the semiotics sign and describe denotative and connotative that are conveyed by the verbal and visual sign found in Clear Shampoo Commercial Advertisement. The data used in this research were taken from website of Clear Shampoo www.clear.co.id. Those advertisement that contains with verbal and visual sign and focused of denotative and connotative meanings. This research contains two problems there are what sign of denotative and connotative meanings found in Clear shampoo commercial advertisement and how sign of denotative and connotative meanings represented in Clear shampoo commercial advertisement. This thesis used the theories proposed by Barthes (1967:9) theory of sign, Saussure (1993:15) meaning of signifier and signified, Pierce (1980) three sides of sign. In Solihatun’s thesis were found 47 visual sign and 25 verbal sign

and 51 denotation meanings and 39 connotation meanings from clear shampoo advertisements. The similarities between Solihatun's thesis and this study are both find the meaning of denotation and connotation contained in an advertisements and the theory used also uses the theory of Barthes, and theory of Saussure. The difference can be seen in the advertisements used and the amount of data found, in Solihatun's thesis, advertisements from clear shampoo advertisements were used, while in this study using chocolate advertisements and for the amount of data in Solihatun, 47 visual and 25 verbal and 51 denotative and 39 connotative were obtained, while in this research it found 33 verbal signs and 30 visual signs and 49 denotative meanings and 20 connotative meanings.

The second thesis was written by Sofiyah (2019) entitled "Semiotic Analysis on Fast Food Restaurant". The research are focus on three problems there are : Verbal and non verbal sign in fast food restaurant advertisements, the meaning of denotation and connotation signs in fast food restaurant advertisements, the myth that motivating theme to all of fast food restaurant advertisements. The research focused of verbal and nonverbal sign, denotative and connotative meanings, and to describe of motivates those fast food restaurant advertisement. The data were taken from McDonald's, KFC, Subway advertisements and Pizza Hut. This thesis used the theories applied by Barthes (1967:9) theory of sign, Saussure (1993:15) meaning of signifier and signified, (Birowo, 2004: 58) the concept as myth. Sofiyah thesis found 48 verbal signs and 47 non-verbal signs and 59 denotation meanings 31 connotation meanings The

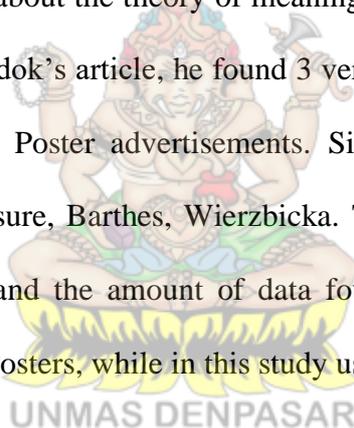
similarities of the Sofiyah with this thesis are both focuses on connotative and denotative meanings contained in an advertisement. The theories that writer uses are also same taken from Barthes and Saussure. This difference can be seen in the advertisement sources used and the amount of data found. In Sofiyah's thesis used fast food restaurant posters as advertisements while this study used chocolate advertisements. Sofiyah's found 48 verbal signs and 47 non-verbal signs and 59 denotative meanings and 31 connotative meanings while in this study found 33 verbal signs and 30 visual signs as well as 49 denotative and 20 connotative meanings.



The third article was written by Agustia (2021) entitled “Semiotic Analysis of Hotel Advertisement”. Agustia’s article focused on the problems there are: advertisements part segmentation, relationship sign in the form of markers and sign in Hotel advertisements, provide an overview of suggestions on the appropriate sections in hospitality advertisements. The article focused of advertisements segmentation, relationship sign of the hotel advertisement, and overview of suggestions in Hospitality advertisement. This article used the theories applied by Barthes (1967:9) and the theory of sign by , Saussure (1993:15) to analyze the data. Agustia article found 8 verbal and 6 visual signs. The similarities of this article with the present study are both focuses on advertisements. The theories used in this article also use the theory of Barthes (1967:9) in the analysis of signs, and, Saussure (1993:15). This difference can be seen in the advertisements used and the data found, in Agustia's article using hotel

advertisements while in this study using chocolate advertisements and in Agustia's article found 8 verbal signs and 6 visual signs while in this study found 33 verbal signs and 30 visual signs.

The fourth article was written by Modok (2021) entitled “An Analysis of Verbal and Visual Sign Found on Grave of The Fireflies Posters”. In this article focus on analyze the meaning of verbal and visual signs found in the poster of Grave of The Fireflies. This article used the theory of semiotics by Saussure (1983), Barthes (1977) about the theory of meaning, Wierzbicka (1996) about the theory of colour. In Modok’s article, he found 3 verbal signs and 5 visual signs in Grave of The Fireflies Poster advertisements. Similarities can be seen in the theory used using Saussure, Barthes, Wierzbicka. This difference can be seen in the data sources used and the amount of data found, in Modok's article using Grave of The Fireflies Posters, while in this study using chocolate advertisements.

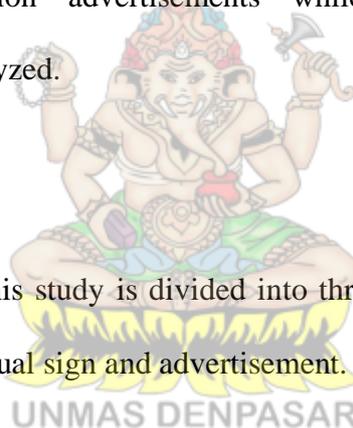


The fifth article was written by Jayanti (2021) entitled “An Analysis of Verbal and Non-Verbal Signs in Nivea Nourishing Body Lotion Advertisements”. In this article focus on interpreting the Nivea Nourishing Body Lotion which has meaning of verbal and nonverbal signs. The data were taken from YouTube-downloaded. The data source in this article uses videos of Nivea Nourishing Body Lotion with a video duration of 0.26 seconds. The theory that used are Saussure’s (1983) about the semiotic theory, and Barthes (1977) about the meaning of verbal and non-verbal signs and the theory from Wierzbicka (1996) about color to

support the data. Jayanti's article found 5 verbal signs, 9 nonverbal signs and 1 denotative meaning and 13 connotative meanings in Nivea Nourishing Body Lotion Advertisements. The similarities of this article are found the meaning that contained in an advertisement. The theory of the experts used is also the same using the theory of Saussure's (1983) the theory of semiotics, Barthes (1977) about the meaning of verbal and nonverbal and the theory of Wierzbicka (1997) about color as a supporting theory. The difference can be seen in the type of advertisements used and the amount of data found. Jayanti's article used Nivea Noursihing body lotion advertisements while in this study chocolate advertisements are analyzed.

2.2. Concepts

The concept of this study is divided into three parts, there are concepts of semiotic, verbal and visual sign and advertisement. Those can describe it below.



2.2.1. Semiotic

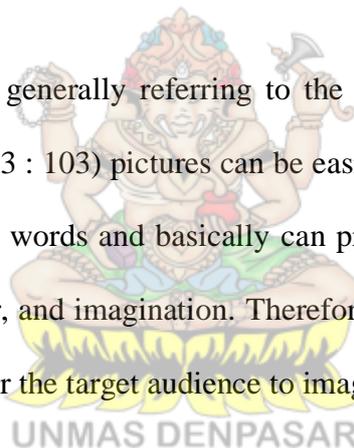
According to Beardsley & Schueller (1967) Semiotics is a field of knowledge of sign. From an aesthetic point of view in the field of semiotics, artwork is understood as a sign that has a simple scope, it has been shown that it belongs to the sign structure. The way to interpret the signs to get the meaning through the language.

2.2.2. Verbal Sign

Verbal sign is the text of an advertisement. According to Dyer (1993 : 131) verbal sign are words and that word are not only represent somethings like, communicate feelings , association and manner but they also carrying out an ideas to our think . The verbal messages used in an advertisement that contain meaning are very important in conveying this to the target buyer. This can determine whether the published ad is included in a successful advertisements or not.

2.2.3. Visual Sign

The visual sign generally referring to the picture of the advertisements. According to Dyer (1993 : 103) pictures can be easily understood and have more significant impact than words and basically can provide a greater opportunity to communicate joy, cheer, and imagination. Therefore, the picture has an important role which it is easier for the target audience to imagine the product after seeing.



2.2.4. Advertisement

According to Leech (1966: 25), Advertisement is a form of communication that has something to try to attract someone's interest by telling or providing information related to a job, product, or service which is often in the form of an image, film, song, text, or using a combination of some or all of them. In an advertisement, a concept is the most important thing when you want to create advertising. The concept can make an impact on the goods and we will

advertise that can attract consumer interest about the advertising. Advertising is included in the support provided by the company and the services of the product.

2.3. Theories

There are two theories that used as the framework for this study proper to support analyzing the problems. The first is theory of semiotic is proposed by Saussure (1983) found in the book "Semiotics The Basic" by Chandler (2007) and the second theory of denotation and connotation by Barthes (1977).

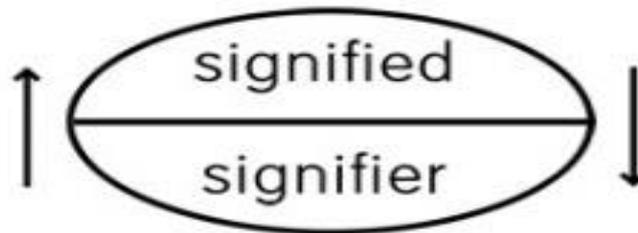
2.3.1 Semiotic

Saussure (1983) in Chandler (2007:14) described a language as a system of signs, which have meaning by virtue of their relationship to each other. Every human language is a wonderful combination of the relations obtaining across linguistic signs at different levels of language organization. A 'sign Saussurean exposition, is not a single entity, He defined a sign as being composed of:

1. A "signifier": the form which the signs takes, it is the material sign of the language, the actual letters, sounds and symbols used to represent what the speaker or the writer wants to communicate.
2. A "signified": the concept it represents. It is not the material object but an abstract concept of what the signifier means.

A sign must have a signifier and a signified. You cannot have a signifier that is essentially meaningless or a signified that is completely formless.

Saussure's theory can be presented in the diagram below :



(Source: Chandler's book 2007 "Semiotics The Basic")

For instance, according by Saussure (1983), from linguistic analysis, the use of the word "Open" (which is hung on the shop door).

- Signifier is the word "Open"
- Signified is the meaning of signifier. From the word " Open " has the meaning if the shop is open for the business , everyone is allowed to open the door to buy or sell something (depend on the type of business). A sign is the whole the result of combination from the signifier and signified. The relationship between signifier and signified is known as 'signification. Therefore, as stated by Saussure both of signifier and signified were purely psychological impression.

2.3.2 Denotation and Connotation

The first type of meaning is denotation. Here there is a sign consists of a signified and an signifier. The second is connotation, these marking uses denotation marks (markers and signifiers) as markers in it.

1. Denotation

According to Barthes (1977: 91) denotation is the first order to significant. It refers to the simple or literal relationship of a sign to the references: signifier and

signified. Denotation is also common meaning which accepted and approved in society.

2. Connotation

According to Barthes (1977:90) connotation is a sign which derives from the signifier of a denotative sign. It means connotation meaning is a meaning of a sign which not directly refers to the general meaning. As example word connotation is “home” this word has a emotional meaning.

2.3.3 Color Terms

In advertising, a color is a major and important component to attract people's interest in the product. According to Cerrato (2012) Different colors give off different wavelength frequencies, and these different frequencies have different effects on us. There are twelve colors which can be explained as follow :

1. Red

According to Cerrato (2012 : 4), red is the color of fire, blood, emotional. Red is often thought of as a color with danger, war, strength, determination, and love. Red is used as a color for attention because red has an energy color that is directly tied to excitement. Red is a warm and positive color, a very physical color that draws attention to itself and calls for action to be taken. Red excites and motivates but in excess it can cause anxiety and tiredness. It also has negative connotations associated with blood, war and violence. Red is the most

complementary and balancing color because it has two positive and negative sides.

2. Orange

According to Cerrato (2012 : 6) Orange is combination of the red and yellow colors. It is associated with joy, sunshine and tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination , attraction , success , encouragement and stimulation. Cerrato (2012 : 6) stated that energy of orange color is combined with fun condition, the color of risk - taker, the extrovert and the uninhibited. In the color of psychology, it means adventure, optimism, self - confidence and sociability.

3. Yellow

According to Cerrato (2012 : 7), yellow is the color of sunlight which is usually associated with fun, happiness, joy, energy, and warmth. Yellow color is often used to produce an effect of cheerfulness, happiness, awakening muscle strength. Yellow is often symbolized by a color that creates a cheerful and psychological, it is optimistic and uplifting. Yellow is a great color for children's products, particularly combined with other bright primary or secondary colors. It is stimulating to their mind and their creativity.

4. Green

According to Cerrato (2012 : 9) green is often associated with the color of nature which symbolizes growth, freshness, and fertility. Green has healing powers and is the most beautiful color for the human eye. Green directly indicates and is directed to nature, in other words it is good for use in promotions or

advertisements related to nature. Psychologically the color green has an attachment to the balance and harmony of the human mind.

5. Blue

According to Cerrato (2012 : 11), blue is the icon color of the sky and sea. Blue often symbolizes trust, wisdom, loyalty, serenity, intelligence. Blue is very often associated with calm and clarity. blue is the most universally preferred color because it contains trust, trust so that it can build customer loyalty.

6. Purple

According to Cerrato (2012 : 14) purple is the combination color between red and blue. It conveys extravagance, mystery, and fantasy. In psychology, this color sense to the beauty, and the reaction to more creative ideas. The representation of purple color is more suitable for product and website related to women rather than men.

7. White

According to Cerrato (2012 : 14) white is the color of light, purity, goodness and innocence. the color white often symbolizes a faith and purity or goodness. White is often associated with goodness and purity because white symbolizes things that tend to be more positive. white is often used as a color of neutrality and as a compression of all the color spectrum.

8. Black

According to Cerrato (2012 : 15) black is a mysterious and scary color. Black is often associated with fear, power, grace, death, mystery and evil. In contrast to white, black is often considered to have a negative connotation. black

symbolizes sadness. Psychologically black creates an atmosphere of mystery, secrecy, and ambition. Black is useful in business to sell the luxurious item.

9. Pink

According to Cerrato (2012 : 18) pink is the symbol of the love and romance. It is feminine color with the more passion and energy. Pink has the relation with compassion, home, warm and understanding the human's feeling. That pink influenced our emotional energy, alleviating feelings of anger, aggression, resentment, abandonment and neglect. Thus, pink is inspiring and suggesting the wonderful hope in the future.

10. Gray

Gray is the color signifying neutrality, indifference and reserve. Gray also can represent the concept of intellect, knowledge, security, mature and neutral. Gray is the good color as the background of something, especially in advertisement design. It is appropriate to be combined with almost any other colors to create a new message to attract the attention of reader (Cerrato , 2012 : 20).

11. Brown

According to Cerrato (2012 : 20), brown is the color of endurance, strength, practicality for most men. Brown is associated with neatness, openness, friendliness, and approachability. brown color is very suitable for use in the promotion business of a product that leads to the content of natural ingredients. Brown color is very well connected with nature.

12. Gold

According to Cerrato (2012 : 21), psychologically gold is often associated with the color of inner wisdom, luxury or wealth, and quality. this indicates that gold makes a product expensive and exclusive. gold implies time, money, generosity and passion. Gold color can be combined with other colors while still making it look luxurious and elegant.

