

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Semantics is the study of the interpretation and meaning of words, sentence structure, symbols, and other forms of representation. on the other way, the study of meaning is well known as semantics. Semantics is also concerned with the study of meaning that is used to understand human expression through language. According to Kreidler (1998), the systematic study of how languages organize and express meaning is well known as semantics.

The study of signs and symbols is known as semiotics. The concept of the sign is to see the meaning that arises when there is a relationship between being marked in absentia (signified) and sign (signifier). A sign is anything that communicates via a signifier with an idea or signified. The meaning could be intentional, such as a word spoken with intent, or unintentional, such as a symptom being a sign of a specific medical condition. Signs can communicate through any of the five senses (visual, tactile, auditory, and taste). In his general linguistics course, Saussure (1959) classified the sign into two parts: the signifier (sound image) and the signified (concept). The signified concept is represented in both verbal and visual form by the signifier.

Food and advertisements are two things that are constantly present in this society. People use advertisements for specific purposes. Food advertising aims to reach a diverse range of people and age groups via various sources and platforms.

Advertisements, especially for adolescents and younger children, can quickly influence their food choices. Without the advertisement, fast food could be less attractive to the society. This is why a fast food advertisement is one of the most important elements in the fast food industry. Advertisements can bring much attention with interesting pictures in it that are displayed in a public place. The aim of food advertisement is to make the customer interested in trying the fast food. It can be seen on every city wall, on television, and on the internet.

Using semiotic theories, this study will examine the semiotic signs used in fast food advertisements. Fast food especially hamburger is important globally because nowadays people are too busy with their work that they do not have any time to prepare their food. Besides, a hamburger can be served in several minutes and it also has a great taste. The purpose of this study is to examine the semiotic signs and messages conveyed by verbal and visual signs. Fast food advertisements also contain semiotics signs that will be analyzed in this study. It is interesting to understand how fast food companies employ both the verbal and visual signs in their advertisement to attract customers.

## **1.2 Problems of the Study**

Based on the background above, here are several issues that will be addressed in this study. They are as follows :

1. What are the verbal and visual signs that can be found in the hamburger advertisements?
2. What are the meanings of verbal and visual signs found in hamburger advertisements?

### **1.3 Objectives of the Study**

In accordance with the problem above, the purposes of this research are :

1. To identify verbal and visual signs used in fast food advertisements.
2. To analyze the meaning of verbal and visual signs used in fast food advertisements.

### **1.4 Limitation of the Study**

Based on the problems mentioned above, there are some discussion limitations in this thesis to make this study more specific and accurate, therefore it can be easier to analyze. The discussion will be focused on the analysis of verbal and visual signs found in hamburger advertisements. The analysis will also involve the meaning of verbal and visual signs found in the advertisements.

### **1.5 Significance of the Study**

The findings of the study are expected to give the significance to the readers. They are theoretical significance and practical significance based on the research background and problems.

#### **1.5.1 Theoretical Significance**

This study is expected to provide information toward the development of the linguistics study and the writer expects the result of this study can be used as a reference for future researchers who are interested in semiotics analysis in fast food especially hamburger advertisements. This study also intended to enrich the knowledge of the readers about types of verbal and visual signs that are shown in fast food advertisements.

### 1.5.2. Practical Significance

This study is expected to give benefits and can be a reference for the readers. Besides that, this study can give information and evaluation for the readers about semiotic analysis and the language of advertising in general. In addition, this study can give benefits for those who are interested to work in advertising industries by learning about the verbal and visual signs in this study.



## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter will present review of related literature, the concepts that will be used in this chapter are concepts of semiotic, the concepts of advertisements, and the concepts of hamburger. The theories that will be used in this chapter are theory of meaning by Barthes (1957), the theory of semiotic by Saussure (1959) and the theory of color terms by Wierzbicka (1996).

#### 2.1 Review of Related Literature

The first thesis related to this research is entitled *A Semiotic Analysis in Clear Shampoo Commercial Advertisements* by Solihatun (2018). The aims of this research are to analyze the meaning of semiotic signs used in Clear shampoo advertisement and the connotative and denotative meanings used in Clear shampoo advertisement, and the writer used qualitative method when analyzing the advertisement. The theory from Barthes (1957) and the theory from Saussure (1959) were used in this research. The similarity between the present study and Solihatun's study is both research are using the qualitative method in analyzing the data. The difference between Solihatun's research and this research is the data source. Solihatun used a shampoo advertisement, but this research used fast food advertisements.

The second study was taken from the thesis *A Semiotic Analysis on The A-Mild Advertisements Using Roland Barthes Theory* by Fikriyah (2011). This

literature explained about the analysis of semiotic in the *A-Mild* advertisements. The problems of the study discussed in this study talked about the meaning of the signs in the A-Mild advertisements and how the myths motivate those *A-Mild* advertisements. The collected data taken from five A-Mild advertisements. This study were used theory of the sign by Barthes (1967) to analyze denotation, connotation and myth. This study explained the connotation of the text and used the example of photography as a denotation. The similarities between the present study and Fikriyah's study are both analyzed the semiotic signs in advertisements using the theory by Barthes (1967). The difference between previous and current research is in the data source. The previous research used A-Mild advertisements as the data source, meanwhile this research used fast food especially hamburger advertisements as the data source.

The third study was taken from an article written by Sena, Netra and Mulyawan (2016) with the title *The Analysis Of Verbal And Visual Sign Of Adidas Advertisement*. The aims of this research are to find out the verbal and visual signs in Adidas advertisement and to analyze the function and meaning of the verbal and visual signs that exist in advertisement. The study used the theory by Saussure (1974) and also used the theory by Chandler (2001) and by Dyer (1982). This study focuses on the verbal and visual signs found in Adidas advertisements, which include words, sounds, images, flavors, acts, and objects. The similarities between this research and the previous research are in terms of research method and research problem. The differences between the current research with this research are in the theory and the data source. The previous research used the theory by Saussure (1974), theory by Chandler (2001) and the theory by Dyer (1982), meanwhile this

research used the theory by Barthes (1957), the theory by Wierzbicka (1996), and by Saussure (1959). The previous research used Adidas advertisements as the data source, meanwhile this research used Hamburger advertisements as the data source.

The fourth study was taken from an article written by Pradnyanita, Pratiwi, and Ayomi (2022) entitled *The Analysis of Semiotic Signs in the Nudes Eye Shadow Palette Advertisements by Maybelline New York*. The aim of this research is to find out the meaning of the verbal and visual signs contained in the advertisements. The study used the theory by Saussure (1983), theory by Barthes (1976) and the theory by Cerrato (2012). The similarity between this research and the previous research is both using theory by Barthes in analyzing the data. The difference between this study with the previous study is in the data source. The previous research used nudes eye shadow palette advertisements as the data source, meanwhile this research used hamburger advertisements.

The fifth study was taken from an article written by Diania (2020) entitled *Semiotic Analysis of Roland Barthes Film Parasite*. The aim of this research is to find out the meaning contained in Roland Barthes Film Parasite. The study used the theory by Roland Barthes. This study analyzed the data based on the meaning of connotations, denotation and myths contained in the parasite movie scenes. The similarity between this research and the previous research is both using theory by Roland Barthes in analyzing the data. The difference between this research with the previous research is in the data source. The previous research used Roland Barthes film as the data source, meanwhile this research used fast food especially hamburger advertisements.



## 2.2 Concepts

The concepts in this study are the general ideas about the title of this study. This study's concepts are classified as semiotic, advertisement, and fast food especially hamburger.

### 2.2.1 Semiotics

According to Saussure (1959), semiotics is the study of signs and symbols, as well as their meaning and usage. Semiotics originate from the Greek *semion*, which mean *sign*. Semiotics is an investigation into how meaning is created and communicated. Semiotics also called semiology is the study of the sign, symbol, and sign-using behavior. Semiotics refers to any system of signs, including texts, images, performances, traffic signals, multimedia production, daily life, and fashion. Several prominent people are associated with semiotics, including De Saussure, Pierce, Hjelmslev, Morris, Barthes, Jacobson, Greimas, and Eco.

### 2.2.2 Advertisement

According to Dyer (1982:12), advertising means “drawing attention to something”, or notifying and informing someone of something. A notice, picture, or film that informs people about a product, job, or service is known as an advertisement. Advertisement is a type of mass communication because it primarily uses public-focused devices such as newspapers, magazines, television, radio, and the internet. Based on the way of an advertisement delivered, there are three types of advertisement, audio advertisement, visual advertisement, and audio visual advertisements. The shape of advertisement can be a form of verbal language, with sound or reading, and visual language, natural symbol, image or printed one, and



dynamic one. The concept of advertisement is a crucial thing in advertising or when we used to advertising. It is used to attract the readers and make them interested in the thing that is being advertised.

### **2.2.3 Hamburger**

According to Hornby (2018), fast food particularly hamburgers, is a type of food that is served very quickly and intended for commercial resale with a strong emphasis on speed of service. Fast food was developed as a business strategy to accommodate an increasing number of busy people that do not have time to prepare their food, travelers and workers who frequently do not have the time to sit and wait for their meal at a public house or diner. At first, fast food restaurants only served a few dishes, such as hamburgers. A hamburger, also known as a burger, is a type of food that consists of fillings such as a patty meat, usually beef, and served inside a sliced bun or bread. Hamburgers are typically served with lettuce, onion, tomato, cheese, smoked beef, etc. And for condiments like ketchup, mustard, mayonnaise, and their own special sauce, which is only available at their shop. They are usually served on sesame seed buns with a thousand island dressing variations.

### **2.3 Theoretical Framework**

In relation to the problems of the study discussed in the previous chapter, this chapter provides theories that will help in the resolution of the problems of the study. The main theory of this research uses the theory proposed by Saussure (1959) in his book with title *Course in General Linguistics* to answer the question of the verbal and non-verbal signs used in fast food advertisements and the theory proposed by Barthes (1957) to answer the question about the meaning of verbal and

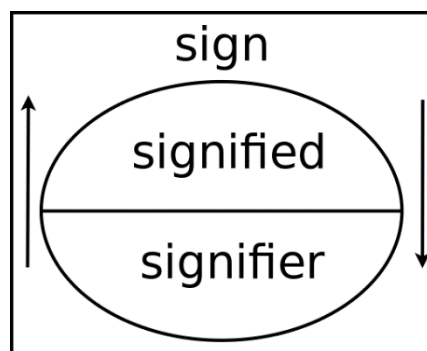
visual signs used in fast food advertisements. The supporting theory of this research use the theory proposed by Wierzbicka (1996: 287) about the theory of color terms. This theory is used in order to answer the question of the meaning visual signs used in fast food advertisements.

### 2.3.1 Semiotics

Language is a system of signs that expresses ideas and emotions in human life. Saussure (1983: 65) defines language as a system of signs that have meaning because of their relationship with each other, and to replace concepts and sound-images with signified (signifie) and signifier, respectively (signifiant).

- 1) A *signified* represent as the concept. It is not the material object but an abstract idea or mental concept of what the signifier means.
- 2) A *signifier* is the material sign of a language, the actual letters, the physical existence (sound, word, image), and symbols that use to represent what the writers or speakers want to communicate.

A sign must have both signified and signifier, and they cannot be separated. In these terms, A linguistic sign, according to Saussure, is a link between a concept (signified) and a sound pattern, rather than a link between a thing and a name (signifier).



**Figure 2.1 Saussure's Model of the Sign**

The diagram above denotes the result of relationship between signified and signifier. The horizontal arrows on both sides of the diagram represent the relationship between the signified and the signifier. The diagram above can be used to describe a linguistics instance, the sign with written words *do not enter staff only* hangs on the door of surgery rooms can be classified as a sign that is formulated with these two key elements as follows :

- Signifier : *do not enter staff only*
- Signified : nobody is allowed to enter the surgery rooms except the staff

The second example *red flag* as the signifier, but it has several signified meaning. And there are :

- Signifier : *A red flag*
- Signified : The red flag indicates that the place or area is dangerous.

A sign cannot be separated from the signifier and signified. A sign cannot consist entirely of a meaningless signifier or a meaningless signified. Another example is the *red light* on the traffic light as a signifier of what people see. Meanwhile, the signified of the red light itself means that you cannot continue to drive your vehicle before the green light appears.

### 2.3.1.1 Verbal Signs

According to Saussure (1959) verbal signs can be defined as something that deals with text or word. Verbal signs analyzed in this study are written English phrases found on each version of hamburger advertisements. A phrase is a bunch of words that stand together as a single unit, usually as part of a clause or sentence. There are five types of phrase, such as :

#### 1. Noun Phrase

Noun phrase is the words that have group as a noun and can be combined with determiners and adjectives to form longer phrases. Example : I buy *new phone*. The italic and underlined words are noun which consist of a combination of determiner *a* and adjectives *new*, also the noun *phone* as the head of the phrase.

#### 2. Verb Phrase

Verb phrase is the lexical consisting of verb that has another set of combinatorial properties. Example : the barista *dropped the coffee*. The italic and underlined words are a verb phrase with the verb *drop* as the core or head of phrase combined with the noun *the coffee*.

#### 3. Preposition Phrase

Preposition phrase is the class of the words making up the minor lexical category of preposition, such as near, on, in, after, before, etc. Example : Doni walked *in the yard*. The italic and underlined words are a preposition phrase consisting of the determiner *the* and noun *yard*.

#### 4. Adverbial Phrase

Adverbial phrase consists of an adverb and an optional specifier. Example :  
Doni runs *very quickly*. The italic and underlined words are an adverbial phrase which *very* as specifier and *quickly* as adverb.

#### 5. Adjective Phrase

Adjective phrase is a phrase with an adjective as the head. Example : Doni is *very handsome*. The italic and underlined words are an adjective phrase consists of two words, *very* as the specifier and *handsome* as the core of phrase.

#### 2.3.1.2 Visual signs

Saussure (1959) states that visual signs act as a support for the verbal part to create an interesting advertisement. They have an important position to make sharp the meaning inside advertisement. Those visual signs are:

##### 1. Color

Color makes advertisement more interesting and eye-catching. Color is an important aspect of art direction in advertisement. Besides that, color is also used to convey the meaning by the association with feelings. For example, the color white is associated with purity, whereas the color red is associated with warmth or strength.

##### 2. Picture

Picture is one of elements in supporting the text of advertisement that can be understood by the readers. They can be drawing, painting, computer graphics, and so on. They also have an important position to complete the meaning of a text and deliver the message that the advertisers want to address. Picture in advertisement contained two certain things such as

participant and activity. Participants could be categorized based on gender, such as male and female.

### 3. Music and sound

Music and sound are usually used in television and radio advertisements. It can also provide emotional or mood setting which can evoke a variety of feelings.

## 2.3.2 Theory of Meaning

Meaning has very important role in fast food advertisements, and comes of the strategies of the advertiser to deliver the messages to the reader and in order to develop their campaign. Here the writer used theory of meaning by Barthes (1957) who classifies the theory of meaning as follows :

### 1. Denotation

According to Barthes (1957), the first order of signification is denotation. It describes the direct or straight connection between a sign's signifier and signified references. The step in the sign process known as denotation clarifies the relationship between the signifier and signified, producing the explicit meaning. Another typical interpretation that is widely recognized and acknowledged in society is denotation.

### 2. Connotation

According to Barthes (1957: 91), the second order of signification is connotation, which includes signifiers and signified. According to Roland Barthes' framework, a connotation is a sign that derives from the signifier of a denotative sign (so denotation) leads to a chain of connotation. The connotation is given importance by Barthes, who also observes that it is

difficult to distinguish between the signifier and the signified. Connotation illustrates interaction that occurs when sign meets the emotions and culture values of the reader. Connotation has subjective meaning or at least intersubjective. This happens when interpretant is affected by many objects or signs. For Barthes, important factors of connotation is signifier in first order is connotation signs.

### 2.3.3. Color Terms

According to Wierzbicka (1996: 287), color is not a universal human concept, but it is linked to what is thought to be universal sight, because color is definable only via seeing. Though there are some glaring similarities, many cultures conceptualize color differently. There are six basic color terms, and they are all considered incompatible to the same degree:

#### 1. Black and white

Black and white are perceived as polar opposites and are closely related to the dark and light. The terms dark and light (used to designate colors) refer to the darkness of night and the light of day, respectively. Seeing dark objects reminds people of their experience of seeing things in the dark, while seeing light objects reminds them of their experience of seeing things in the light.

Power, elegance, formality, death, and mystery are all represented with the black colour. On the other hand, white represents goodness, purity, innocence, and virginity. It is well known as the color of perfection. White represents security, cleanliness, and purity. White, as opposed to black, has more positive connotation. White can represent a prosperous start. White represents faith and purity in heraldry.



Because white is the same color as snow, it is associated with cleanliness and coolness in advertising.

## 2. Green

The closest meanings of the English term green are either morphologically or etymologically connected to the words in many languages around the world for grass, herbs, or general vegetation. Dark green is undoubtedly associated with jealousy, selfishness, and ambition. Yellow-green can represent illness, discord, cowardice, and jealousy. Aqua symbolizes emotional protection and healing. Green is frequently associated with the traditional color of peace.

## 3. Blue

The closest morphological or etymological translation of the English word blue in several languages is comparable to the word for sky. Aside from the sky, people associated the color blue with large bodies of water that occur naturally, such as the sea or lakes. The following semantic components of the English word blue make an effort to clarify its *basic color concepts* definition. Light blue is associated with healing, health, tranquillity, and comfort. Dark blue represents power, knowledge, seriousness, and integrity.

## 4. Red

The closest translation of the English word red in many languages is related to the word for blood. However, the English word of red cannot be synchronically analyzed. According to Wierzbicka (1996: 315), red is a rich warm color; of course, the words rich and warm are used metaphorically. When asked which hue makes them think of tires, most people say red since it is linked with warmth. Light red is

associated with sexuality, joy, sensitivity, love, and passion. Pink represents love, friendship, and romance. It represents femininity and passivity. Willpower, anger, rage, courage, leadership, malice, logging, and wrath are all indicated by dark red.

### 5. Yellow

Aside from red, yellow is also associated with warmth because it is associated with the sun. In contrast to red, yellow is perceived as a light color. A more detailed explanation of the color yellow. Yellow that is dull (dingy) represents decay, caution, jealousy, and sickness. Freshness and joy are associated with light yellow.

### 6. Brown

Just like pink, grey, purple, and orange, *brown* is usually a composite color, it is a kind of visual mixture of yellow and black with an admixture of red, resulting in a mixture of orange and black.

Hurvich in Wierzbicka (1996: 327) writes that *brown colors are primarily dark grayish and blackish yellow or dark grayish orange*. There are a lot of browns in our world. Wood, earth, human skin, and leather followed. The English word is thought of as a combination of other colors, but the real word has a positive model. Obviously, brown could be the color of the ground, which causes people to think about the ground. The following is a brief explanation of the concept of the English word: