

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

According to Sapir (1921: 8) language is a purely human method and non-instinctive method to communicate concepts, desires and also emotions, which come naturally as symbols. On the other hand, many systems emerge spontaneously as symbols, and people can only perceive them as a language in the broadest or metaphorical sense of the term. For instance, the term "body language" which includes postures, gestures, eye contact, and other factors, is now widely used. Because linguistics is the scientific study of language, and linguistics has various branches, one of which is semantics, language and linguistics are related.

The study of meanings is known as semantics. "Semanen" is derived from the Greek word "semanos" (to signify or mean). It focuses on the relationship between words or other symbols and the objects or ideas that they represent. "Semantics is a branch of linguistics that empirically analyzes the meaning of words in present languages (American Encyclopedia: 536). Semiotics is one of the many components of semantic research. Semiotics are the study of signs and symbols and their use of interpretation. It study of image sign function with the objective of understanding the sign system on a logo or something connected to the sign system, such as those found in advertising, that serve to probe the company's symbols so that readers may readily comprehend the meaning hidden

in an image. Saussure (1983) explains semiotics as the study of signs in society. A sign in terms of signifier and signified. The material sign of the language, the real letters, symbols, and sounds used to symbolize what the speaker/writer intends to say, is known as a signifier (significant). Both a signifier and a signified must be contained in a sign. Signified is not a physical item but an abstract concept of what the signifier implies. A sign does not have a fully formless signified or a completely meaningless signifier. Semiotic signs in the form of images, symbols, and other media can be found in a variety of media, one of which is advertising.

According to Williamson (1978: 57), advertising frequently seen and heard in ordinary human life, even if we do not read the newspaper or watch television, we can still see and hear commercials. It appears in other forms of publicity and not only does the advertisement promote a product or service, but it also promotes the commodity itself. Advertisements come in a variety of forms, one of which being video advertisements.

In this study, the analysis of semiotics is chosen and analyzed the advertisement of *Lancôme Paris* products, this brand employed commercial advertisement to sell their products and be noticed by public. Models, words, and colors were used in this advertising to draw the attention of the consumer. As the discussion above, certainly the advertisement of this brand has signs in it. The writer chose this topic because the writer wants to apply semiotic analysis to describe the signs and meanings contained in the *Lancôme Paris* advertisements. Besides, the writer employed several *Lancôme Paris* advertisements as study objects because *Lancôme Paris* is one of the most popular and well-known beauty brands in the

world. These advertisements are unique and have numerous signs that have meaning and interesting to analyze.

### **1.2 Problems of the Study**

From the background above, this study has two problems of the study as discussion:

1. What verbal and visual signs are used in Lancôme Paris advertisements?
2. What are the meaning of verbal and visual signs in Lancôme Paris advertisements?

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

Based on the problem above, this study has two objectives to be achieved, as follows:

1. To find out verbal and visual signs which contain in Lancôme Paris advertisements.
2. To analyze the meaning of verbal and visual signs in Lancôme Paris advertisements.

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

In this study, the scope of discussion in a wide range area. In order to avoid overlapping the discussions, it is necessary to limit the discussion on a certain topic. The limitations of this study were only focused on analyzing the verbal and visual signs as well as the meaning of verbal and visual sign in Lancôme Paris advertisements. Besides, the scope of discussion was supported by theory of

Saussure (1983) was used to determine the verbal and visual signs. Then, the second is by Barthes' (1964) theory of meaning and theory of color by Cerrato (2012) with the title of the book "The Meaning of Colors".

## **1.5 Significance of the Study**

This study's significances divided into two categories, namely theoretical and practical significances.

### **1.5.1 Theoretical Significance**

The author hopes that the findings of this study could aid readers in gaining information and understanding about the signs seen in advertising and their significances. Furthermore, the author hopes that readers were appreciated the importance of semiotic analysis in understanding a sign in an advertisement.

### **1.5.2 Practical Significance**

The writer expected the findings of this study would inspire and serve as a resource for readers who decide to conduct research on the same topic in the future. Furthermore, the author hopes that this study can be utilized as a guide to deciphering the indications and meanings contained in advertisement.

## **CHAPTER II**

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

This chapter discusses and explains certain aspects of sign analysis. It is separated into subchapters and includes a survey of related literature, concepts, and theories. As a review of related literature, three previous study were used. The next subchapter discusses advertisement and semiotic topics that are relevant to this research. Theories define the theories from experts that are applied to data analysis.

#### **2.1 Review of Related Literature**

The author provided two theses and an article which related to this study. First, the writer used a thesis written by Solihatun (2018) entitled “A Semiotic Analysis in Clear Shampoo Commercial Advertisements”. The aimed of this study is to describe and investigate the denotative and connotative meaning in Clear shampoo commercial advertisements by using the theory of meaning stated by Barthes 1964 in his book entitled “Elements of Semiology”. The writer discovered there were 25 verbal and 47 visual signs from Clear shampoo super fresh apple, Clear shampoo herbal fusion, Clear shampoo sakura fresh, Clear shampoo ice cool menthol, and Clear shampoo complete soft care. Furthermore, the writer revealed 16 denotative meaning in both verbal and visual signs, and 17 connotative meaning contained in verbal and visual signs of five Clear shampoo commercial advertisements. The difference between this study and previous study was previous study used images as data sources; meanwhile this study used three

videos. Furthermore, the similarities were both studies examine the verbal and visual signs contained in advertisements and used the similar theory by Barthes (1964) in his book entitled “Elements of Semiology” to reveal the denotative and connotative meaning.

The second thesis entitled “A Semiotic Analysis on Dagadu T-shirt” written by Hasanah (2010). The study in this thesis focused on explores the meaning of signs on T-shirts of Dagadu Product and describe their linguistic symbols. The writer used a semiotic theory from Pierce (1834-1914). The researcher found that Dagadu combines a traditional topic about Jogja province and its products with a recognizable iconic theme such as Jogja culture, distinctive dishes, Jogja Kingdom (keraton), and tourism, according to the writer's interpretation. Another finding in the Dagadu design reveals a link between language and graphic symbols. Both are separate attempts to educate viewers about Jogja's culture and the city as a whole. The difference between the two studies is that previous study employed Pierce theory (1834-1914) to investigate the meaning of signs, but this study used Barthes theory (1964). Meanwhile, the similarity is the both studies have comparable goals in terms of analyzing semiotic signs such as symbols, images, and colors.

The last literature review is from Rakanita, et.al (2016) entitled “Verbal and Non-Verbal Signs in Garnier Product Advertisement”. The purpose of this study is to analyze the meaning of verbal and non-verbal signs ncontained in an advertisement for a skin care product brand Garnier. The writer used three theories, they were theory of semiotic from Chandler (2001), Leech (1974) in his book entitled “Advertising as Communication” and supported by theory of colors by

Cerrato (2012). The results of this study indicate that verbal and non-verbal signs are interrelated because the advertiser's writing is a verbal sign that corresponds to the advertiser's nonverbal sign the conceptual meaning and informational function surface the most when assessing the meaning and function of advertising. Cerrato's color theory (2012) used in these both study. Meanwhile, the difference is previous study only used one product advertisement in the form of a picture used as a data source. Meanwhile, this research employed three commercial videos as the data sources.

## **2.2 Concepts**

The concept in this research is divided into four concepts, namely the concept of verbal and visual sign, the concept of advertisement, and the Lancôme Paris.

### **2.2.1 Verbal Sign**

According to Chandler (2001: 5) verbal sign is the a term of text typically refers to convey a message that is recorded in several way such as writing. It is anything that deals with the word and text. Meanwhile Dyer (1982) claims that words not only describe things, express sentiments, associations, and attitudes, but also deliver ideas to our minds.

### 2.2.2 Visual Sign

According to Chandler (2001: 10) visual sign is something that is shown as an image that describes a company's logo, products, etc. A visual sign usually an image or object that combines arts and symbols that carries implied meaning, it is a sub-domain in semiotics study that analysis the way visual signs communicate a message, which is a construction of signs and through interpretation it produces meaning .

### 2.2.3 Advertisement

According to Kotler (2002), advertising is economic activity that promotes an idea to provide interesting information to people who see, hear, or read it. Usually in the form of goods and services paid for by partners who have collaborated through media such as magazines, newspapers, television, or radio. The purpose of advertising is to arouse the curiosity of buyers and generate demand for the product.

### 2.2.4 Lancôme Paris

Lancôme Paris is a high-end perfume and cosmetics company founded in France that distributes its products worldwide. Lancôme is a high-end skincare, perfume, and cosmetics brand owned by L'Oréal Luxury, the business's parent company. It began as a fragrance company, formed in France in 1935 by Guillaume d'Ornano and his business partner named Armand Petitjean. Then, the name "Lancôme" was chosen by Guillaume's wife named Elisabeth d'Ornano. It was inspired by the Lancme forest in the Indre valley located in the Brenne region of France. The flowers in the region inspired the company's logo, which is a single



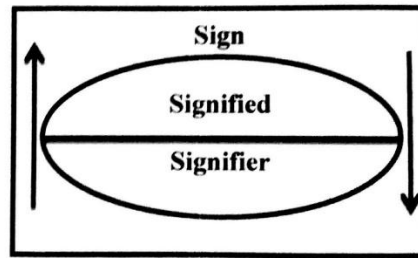
gold rose. Lancôme introduced its first five perfumes at the World's Fair in Brussels in 1935, followed by Nutrix, its first "multipurpose healing cream" in 1936, and cosmetics, make-up, and skin care products in 1937. Lancôme was purchased by L'Oréal in 1964 and subsequently became part of the company's luxury products business.

### **2.3 Theories**

The semiotic theory of Saussure (1983) was used in this study to determine the verbal and visual signs. The second is Barthes' (1964) theory of meaning, and supported by Cerrato's (2012) theory from his book entitled "The Meaning of Colors".

#### **2.3.1 Semiotic**

Semiotic is the analysis of signs or the study of the function of sign system. It is concerned with how the people use signs in making meaning. According to Saussure (1983: 67) a signifier being the item observed in a sign in the form of images, symbols, etc. Moreover, a signified being the concept, idea, or meaning of the sign the signifier. A sign can be classified into a signifier and signified. For instance, consider the following.



**Figure 2.1 Dyadic Diagrams by Saussure**

From the diagram above, it can be seen that the sign is a result of the association between signifier and signified.

- 1) A “signifier” takes in physical reality or the material sign of the language, and used to represent what the speakers/writers want to convey.
- 2) A “signified” is the concepts, idea, or meaning of the signifier. It shows how it is interpreted by its viewer. It is an abstract concept of what the signifier means.

### **2.3.2 Theory of Meaning**

In advertising, meaning is really essential. Its goal is to convey messages to the reader while also achieving the company's goals. Barthes (1964) used two essential concepts called denotation and connotation to describe the amount of meaning inherent in cultural signals.

A sign's denotation is its precise or literal meaning; for example, a picture of a home implies a house. From this perspective, denotation might be viewed as a naturalization process rather than just a connotative 'natural' meaning. It leads to the strong illusion that denotation is a purely literal and comprehensive meaning that is not ideological. According to Barthes (1964) the definitional literal, evident,

or common sense interpretation of a sign is referred as denotation. In the case of linguistic signals, the dictionary attempts to offer the denotative meaning.

Connotation, on the other hand, is the cultural value attached to allusions, such as the home connoting family life or monetary abundance. According to Barthes (1964) defined as a term that is used to refer to the personal and socio-cultural associations which is ideological and emotional, that is taken from a sign. It is a context-dependent and indeed appears most obvious to the individual interpreter.

### **2.3.3 Meaning of Colors**

In addition to the two primary ideas, the author was incorporated a supporting theory from Cerrato (2012)'s book "The Meaning of Colors" in this study. He explained the meaning of each hue in his investigation. This theory was used to analyze the advertisements in this research.

#### **1) Red**

Red can signify power, energy, strength, war, and love in addition to being connected to blood and fire. When it comes to arousing strong emotions, red is a potent color. Due to its exceptional visibility, red is frequently painted on stop signs, traffic signals, and firefighting equipment. Numerous country flags have the color red, which is considered to symbolize courage (Cerrato, 2012: 04). Red is frequently used to denote danger signs, such as signs of traffic lights, high voltage, etc. This color can be used to promote products related to sports and physically demanding activities as well as energy drinks, cars, video games, and video games. Red is generally thought of as being attention-getting.

#### **2) Orange**

Orange is a color that mixes the colors red and yellow, which stand for vitality and happiness, respectively, according to Cerrato (2012: 06). The color orange stands for enthusiasm, joy, glamour, creativity, willingness, interest, boost, and success. In psychology, the color orange is linked to exploration, optimism, self-assurance, and sociability. Orange is physiologically linked to dynamism, inspiration, and passion.

### 3) Yellow

Yellow is the color of sunshine, that represents intelligence, joy, and strength. Taxis are painted in this color because it is a striking, pure yellow. In symbolism, the color yellow stands for devotion and dignity. Yellow can also be used to evoke positive emotions like happiness and cheer. According to psychology, this color symbolizes optimism, as well as uplifting and enlightening the soul (Cerrato, 2012: 07).

### 4) Green

According to Cerrato (2012: 09), green is the color of nature and is connected to growth, serenity, freshness, harmony, and fertility. Green is a vivid, evocative color that is linked to safety. The human eye finds this to be the most calming color. Green is a color that can improve vision as well as stand for endurance and stability. This color is frequently linked to luck, humility, and fertility. The psychological balance and harmony of the mind, body, and emotions are associated with the color green. Green has a physiological function that helps to balance emotions and promote calmness.

### 5) Blue

Blue is the color of the sky and the sea, and it symbolizes balance and depth. The color blue stands for truth, faith, knowledge, wisdom, loyalty, and paradise. The color blue is said to be good for both the human body and mind. In heraldry, the color blue stands for truth and purity. In addition, the color blue symbolizes loyalty, dependability, and trust. Blue has a relaxing physiological effect that reduces tension and anxiety (Cerrato, 2012: 11).

6) Purple

Purple is a combination of the colors red and blue, which stand for power or energy and harmony, respectively. Purple is a color that represents royalty (Cerrato, 2012: 13). It also stands for strength, style, aspiration, and majesty. Among other things, the color purple is linked to power, independence, originality, wisdom, enchantment, and mystery.

7) White

White is the color of perfection, according to Cerrato (2012: 14), since it stands for light, innocence, kindness, safety, cleanliness, and purity. Dark contrasted with white typically conveys a positive message. White can represent the beginning of anything positive. In heraldry, white symbolizes faith and purity. White is associated with coolness and purity in advertising since it is the color of snow.

8) Black

The color black is connected with power, death, crime, formality, elegance, and mystery. Black is a mysterious color that represents fear and ignorance (black hole). Black is frequently connected to negativity. In symbology, the color black

represents grief. Black is a somber color that evokes strong feelings and boosts power and self-assurance (Cerrato, 2012: 15).

9) Pink

The color pink evokes emotions of love, passion, and adoration. Pink is energizing, cozy, and welcoming, expressing hope for the future in gentler hues. In gentler tones, it represents femininity and youth (Cerrato, 2012: 17). Pink has a physiological meaning of calming and relaxing emotional energy, which relieves anger, aggression, resentment, abandonment, and neglect-related sentiments. Pink is a color connected with women's needs, including romance, beauty, fashion, and cosmetics.

10) Gold

In psychology, the color gold is linked to inner wisdom, excellence, and wealth. This color signifies a pricey and exclusive good or service and is linked to distinction, luxury, and material wealth. Contrarily, feelings of extreme dread and fear can also be evoked by this color (Cerrato, 2012: 18). Giving, spending, money, and enthusiasm are all connected with the color gold. Gold is frequently used as a medal for winners since it is the color of success. Purple and gold are associated with high-end luxury items and can represent both beauty and wealth. Honesty, reliability, and success are all represented by dark blue. The use of the color black exudes a lot of sophistication, wealth, and luxury.

11) Brown

Because of its sturdiness, trustworthiness, longevity, and pragmatism, brown is a color that most men in the workforce find appealing (hides dirt). Except for

those who are involved in agriculture or outdoor sports, women do not generally appreciate chocolate. The light brown color is related to neatness, openness, approachability, and friendliness. Brown is often connected with nature, wholesome food, and agricultural products. Dark brown is perfect for fashionable and business-appropriate men's things when matched with gold or beige, especially when it comes to the meaning of color in business (Cerrato, 2012: 20).

