

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

Semiotics is the study of sign and symbol and their meaning, especially in the writing or method to analyzed the sign. The signs are the devices that we use in an attempt to find our way in this world, in the mindst of human and together with human. In semiotics, a sign is something that can be interpreted as having a meaning, which is therefore able to communicate information to the others interpreting or decoding the sign.

Language plays an important role in human life to communicate, to express the ideas, feeling and desire even spoken and written individually, nationally, and universally. The essence of language is human activity-activity on the part of one individual to make himself understood, and activity on the part of the other to understand what was in the mind of the first. The fundamental function of language is a means of communication.

As a form of mass communication, advertising is closely link with the world of commerce and marketing. Advertising, therefore, is a powerful tool for the flow of information from sellers to buyers. It does not only influence and persuade people to act or believe but also reflects certain aspect of the society's value and structure. In this case, mass media, like newspaper, megazine, television, radio, internet, etc, is used to reach the mass amount of


people. Advertising, or illegitimate, is often popular, even very popular as a form of entertainment and a source of information offering in the market, but advertisements are also often suspected and even hated (Tinarbuko, 2009: 2).

Essentially, advertising is a sign that implied by the producer to the consumer to be, considered and subsequently taken into consideration to make a decision to purchase (use) or not a product. Keraf (1992: 3) states that a way of using language as an art, both oral and written, is based on a well structured knowledge for the purpose of influencing the attitudes and feelings of others

As we know at this time that several countries are experiencing a corona virus pandemic or in other words Covid-19. Permadi (2021) said The most important thing in life is health. But what is happening now is the rise of the Covid-19 disease caused by the corona virus which is capable of causing death. One of the countries that is currently being hit by the corona virus is our country Indonesia. And as we also know that many Indonesians have been exposed to the virus, many have died or are still under medical treatment. Although at this time a vaccine has been found to cure people affected by covid-19, it is still in trials


The Indonesian government, based on Presidential Decree No. 11 of 2020 concerning the Determination of the Corona Virus Disease 2019 (Covid-19) Public Health Emergency, has declared Covid-19 as a public health emergency that must be taken care of. And now, to maintain health so as not to contract the corona virus, the government has established several health

protocols that must be implemented in daily activities. Some of these protocols are using mask, washing hands frequently, keep the distance, social distancing and there are still some health protocols we need to do in this moment. And researchers will discuss what symbols are contained in health protocols at this time. The purpose of this study is to analyze or describe the meaning of the protocol. So that people can also find out about this and be able to implement it in their activities during the Covid-19 pandemic.

	<b>Representamen</b> : Stethoscope
	<b>Object</b> : Medical Tools
	<b>Interpretant</b> : To Check The Heart Beat

**Figure 1.1. Sthetoschope**

The stethoscope is an acoustic medical device for auscultation, or listening to internal sounds of an animal or human body. It typically has a small disc-shaped resonator that is placed against the skin, and one or two tubes connected to two earpieces. A stethoscope can be used to listen to the sounds made by the heart, lungs or intestines, as well as blood flow in arteries and veins. In combination with a manual sphygmomanometer, it is commonly used when measuring blood pressure.

	<b>Representamen</b> : P3K Box
	<b>Object</b> : Medical Tools
	<b>Interpretant</b> : Box Of Medicine

**Figure 1.2. First Aid Box**

Box P3K (First Aid Box) is a tool that must be provided in each house and car. As the name implies, the purpose of procuring a first aid kit is to anticipate and treat early injuries or wounds. Injury can occur suddenly and treatment must be fast to prevent further complications. That's why a P3K box is so necessary. Put a box of this drug in a place easily accessible by adults, but it is far from the reach of children. Make sure the box is also P3K locked securely and in a cool, dry place.

The writer inspired by the phenomenon and by the previous study, this research was to analyze the symbol and the meaning of Covid-19 protocol in youtube advertising. This study used the semiotic theory by Charles Sanders Peirce's to carry out the meaning of symbol in Covid-19 protocol.

As the previous study was conducted by Arihta (2015) found that there were some symbols which were used in child fostering ceremony of Karo. There were *kain perembah* (wrap shawl) which was a symbol of wraparound baby carrier, *kain ndawa (ulos)* which was a symbol of the protection for the baby, and the last was money which was the symbol of taking care so the baby grows healthy and

also the symbol of announcement that the baby was officially as the family members of the foster parents.

Berampu (2017) in her research about “Analisis Simbolik Pada Upacara Pernikahan Adat Pakpak (Kajian Semiotik)”, found 17 symbolics forms used at the Pakpak traditional wedding ceremony which were symbols of respect for family members and the symbol of having carried out a large traditional ceremony.

### **B. The Problems of the Study**

Based on the background of the study above, the problem of this research are formulated as the following :

1. What symbols were used on Covid-19 Protocol in Youtube Advertisement ?
2. What are the meaning of symbols that used on Covid-19 Protocol in Youtube Advertisement ?
3. Why the symbols of Covid-19 protocol should be implemented in daily life ?

### **C. The Objectives of the Study**

In references to the research problem, the objectives of the study are :

1. To find out the symbols used on Covid-19 Protocol in Youtube Advertisement.

2. To describe the meaning of the symbols used on Covid-19 Protocol in Youtube Advertisement.
3. To explained the symbols of Covid-19 protocol implemented in daily life.

#### **D. The Scope of the Study**

The scope of this study only focused on the symbols and meaning on Covid-19 protocol in youtube advertisement. This study identifies the symbols and meanings on Covid-19 protocol in youtube advertisement. This research is conducted to describe the semiotic meaning of each symbols on Covid-19 protocol in youtube advertisement.

#### **E. The Significances of the Study**

Findings of this research are expected to give contribution both be theoretically and practically :

Theoretically, , this study was expected to be useful for English and Literature students in order to enhance their knowledge about semiotics.

Practically, this study is supposed to be usefull for student of English Department to explore their knowledge about semiotic, and it can be a new references for the next researcher who are interested in conducting the similar study about symbols and meaning. This study is also expected to be as a source of information about symbol and meaning on Covid-19 protocol in youtube advertisement.