

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

Many people use not only sound as oral language and text as written language to communicate or to convey their ideas, opinion, message, feelings, and purpose to other, but also they use pictures and videos. Pictures and videos are visual language that can say or convey something if arranged well. Moreover, the visual language is now also widely used not only for personal use to convey messages, but are often also used by companies in order to attract consumers to know and even to buy their products. It's not easy to capture the meaning contained in the image without text even sound or words. But it feels quite powerful. In addition to creativity, visual language is also more attractive in appearance. So it's not just about the language of the sound is played through the mouth and ears, but also can be made and seen by the eye.

In the world of television which is audiovisual media, all that displayed are the combined language from spoken, written and visual pictures. Combination of those three can be seen when watching movies, news, or just advertising. In the movie, all three languages definitely should be combined together to support one another. Meanwhile, in the news, is a widely used language in the form of words spoken language of the presenter. While in the advertisement or TVC (Television Commercial), which incidentally has a limited duration of about 15 – 60 seconds, visual language is very often used. In the video only lasted a short, advertisers typically display certain symbols which is the intent of the ad and able to be digested

by the audience or consumer. For example, in one scene of soap ad, a woman looks into the limelight after a shower by using the soap. Meaning in this scene is the soap is very fragrant and was able to invite the attention of those around us. That's why the visual language as a medium for the delivery of ideas, feelings, messages and thoughts as a promotional medium that is easily understood and highly favored.

Advertising and semiotic (sign) on the television takes an important role in identifying the meaning to express the object. Since the object is one of the types of semiotic. Thus semiotic analysis should be relevant to the object as the subject matter. Little John (1996) in Sobur (2009:16) said that signs is the basic of all communication. It is to say that the researcher himself is quite interesting to conduct or analyze the subject matter, since, in the social life the study of semiotic (sign) in relation to the advertisement is having a dual role. Thus academically, the strong reason for the researcher to choose this kind of study is motivated by knowing much more the science of semiotic in the field of linguistic.

Advertisement that initially only to attract consumers to rely on product excellence, are now beginning to look up the visual language play as an attraction. This is because television advertising is "distraction" and not the main menu offered if we watch television. Spectators can just change the channel they like without having to watch all the advertisement that are running. This is a visual language of advertising is featured as the attention of television viewers that they are interested in watching the advertisement. After watching them, unconsciously they will also understand the advertisement and capture its meaning.

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

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

1. What kind of semiotic that used in the TV Commercial entitled “A Mild Go Ahead”?
2. What is the meaning of semiotic in the TV Commercial entitled “A Mild Go Ahead”?
3. What is the dominant types semiotic in the TV Commercial entitled “A Mild Go Ahead”?

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

The scope of study is limited to the analysis of semiotic in mass media electronic, especially in the TV commercial entitled “A Mild Go Ahead”.

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

Based on the problem of the study, the objectives of the study are:

1. To describe the kinds of semiotic that used in the TV commercial entitled “A Mild Go Ahead”.
2. To describe the meaning of semiotic in the TV commercial entitled “A Mild Go Ahead”.
3. To find out the dominant types of semiotic in the TV commercial entitled “A Mild Go Ahead”.

## E. The Significant of the Study

The findings of the thesis will be useful for:

1. The English Department students to develop the science of Semiotic in communication in the field of linguistics, through the mass media electronic in the TV commercial.
2. Those who are interested in this kind of research or subject matter.
3. Giving contribution in the teaching of English using Semiotic as a means of communication in interpreting the meaning of semiotics.

