

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Technology is the relationship between society with its tools, crafts and to what extent society can control its environment. Technology has also a historical context that traces the evolution of early humans from a period of very simple tools to complex, large-scale networks that influence the most of contemporary human life. In the early technology, humans had begun to use fire and to make a variety of tools, including pear-shaped axes, scrapers, knives, and other instruments of stone, bone, and other materials. They had also begun to use tools to make clothing and build shelters for protection from inclement weather. In middle age technology, human had begun to use metal tools. They know the advantage of copper tools over stone, bone and wooden tools. Now in modern technology, they use more complex machines such as the clock, the engine, computer, electric generator, electric motor, radio and television.

Nowadays, all the television channels broadcast advertisements. The advertisers should pay some money to them. It becomes the biggest income to them. First, advertisement in television, its text and picture are monochromatic (black and white), but now the picture is moving image, not like upon before television is found, a picture is something on canvas, paper or other surface,

produced by means painting, drawing, engraving, photography and represented in colors. But now picture is everything that can be on every surface.

On television, the picture presents on screen. The picture is moving, even the animation picture can be made in moving image. This is the result of technology. The advertisers have high creativity to create attractive ones, so it invites the curiosity of the viewers to see all the advertisements.

The exertion in seeing the advertisement actually refers to the commercial value by broadcasting the product in television. But the duration of the advertisement will cost more expensive. The advertisers try to make it as shorter as possible, but of course it is interesting and attracts the public's attention. Unfortunately not all the viewers are the expert viewers, means not all the viewers understand the meaning of the advertisement, although the language used is very short. The viewers' way to understand the meaning in advertisement is usually by seeing the picture only. Usually the meaning obtained is in different interpretation. In general the different interpretation is based on the viewers' schemata. Because of they have different interpretation, so the result of the different interpretation is called connotative meaning.

Connotative meaning refers to the emotional and psychological associations a word carries with it. The connotative meaning of a word goes beyond its strict meaning to express the feeling, thought and images the word suggests or evokes. There are three types of connotative meaning (Cruse: 1997), namely Positive, Negative, and Neutral of connotative meaning. Sometimes viewers are difficult to

get the connotative meaning in advertisements, they don't understand the meaning what the advertisements want to convey. Based on the researcher experience, she is more difficult to get the meaning in advertisements with only consist of text (headline, subhead, and slogan) and picture than the advertisements consist of body copy. Body copy is to explain the benefit of the product directly, and the basic concept is informative and persuasive prose that sells the product. For example in advertisement *Teh Sisri*, it has body copy. *Rasa baru dari teh sisri, teh sisri blackcurrant, tehnya nikmat, rasa blackcurrantnya bikin semangat, seger, coba yuk, Teh sisri blackcurrant.* In this advertisement, the meaning or the message has been obtained only from the text. It has delivered the benefit of the product directly to the viewers. So it doesn't create different interpretation to the viewers.

But if compared with "Absolute Mild" (cigarette product)", the text (headline) says "*Let your mind go for a walk.*" To see the advertisements and the product can be very confusing. The picture shows the man plays skate board in his hand, jumping down and playing in a snow glass accessories, and also discussing in his office. If looked at from the picture and the product, they are not related. It is difficult to get the meaning from the advertisement. The different interpretation or connotative meaning will be created from the viewers.

To minimize the different interpretation of the connotative meaning the researcher is very much interested in analyzing the relation between text and picture in order to get the connotative meaning in advertisement on television.

1.2 The Problem of the Study

The problems of the study are formulated as the following.

What types of connotative meaning are found in advertisements on television?

What is the dominant type of connotative meaning found in advertisements on television?

Why is the dominant type of connotative meaning found in advertisements on television?

1.3 The Objective of the Study

In relating to the problems, the objectives of the study are

- 1) to investigate the types of connotative meaning in advertisement on television program.
- 2) to ascertain the dominant type in advertisement, and
- 3) to contextualize the use of the dominant type.

1.4 The Scope of the Study

The study is limited to addressing the connotative meaning relating text to picture in advertisements on television. Connotative meaning can be found in many types. The researcher focused the study in Evaluative of connotative meaning, namely Positive, Negative, and Neutral. Texts in advertisements also can be found in some types, namely headline, subhead, slogan, and body copy. She

only limited in headline, subhead, and slogan. Body copy is avoided in this research because it has explain the benefit, the reason, and the message of the advertisements through the utterance or dialogues directly, so it seems to be telling the denotative meaning and didn't make the interpretation in people's mind anymore.

1.5 The Significance of the Study

It is expected that findings of the study will be useful and relevant theoretically and practically. The results of this study are relevant to the needs of the students who want to understand more about semiotics and the role of semiotics in communication. The students who learn semiotics and semantics need to comprehend the type of connotative meaning to enable and enrich their knowledge to communicate better than before. For teachers, it can provide some inputs in teaching semiotics and semantics. For readers, the findings of this research can be used as a guide to understand the meaning and the role of text and picture in advertisement. The advertisers can use the findings of this research to help them in making good advertisements.