

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

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.

In all media, both electronic and print, information materials of all kinds and texts in a general sense, there is a complex network of written text accompanied by images and other non-linguistic elements, designed as coherent entities (they are often more visual than verbal) 'by the means of layout'(Kressand Leeuwen 2006: 17). Language also can be seen as a place of exchange of meaning. The message conveyed in the text will interact with readers so that the meaning produced.

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.

Life style provides an opportunity for manufacturers to compete to offer their products, they are trying to mobilize all the expertise, creativity in advertising create and use a language that is attractive and convincing in order to lure consumers. The choosing of words, colors, and images become the main point as the tool to persuade the listener and the readers to buy their product or to use their service.

Seeing from the perspective of advertisement, cigarette product also tries to persuade people to accept and purchase their product. To do so, advertiser uses linguistic aspect, pictorial aspect, music aspect and etc. This is to influence the mind of people to buy their product. According to Durant & Lambrou (2009), advertising conveys information, so that consumers know what is available, who makes it, where and how they can get it. Therefore, advertisements show audience about the information toward the product and advertisers should give complete information about the product, its usability, quality, and durability and the place of approach with name, address and telephone number etc. The readers should find convenient to purchase the product. However, cigarette advertisements are different from others. The differences of cigarette advertisement is that it does not show detail information of their product. This is because the regulation of government dealing with cigarette advertisement which is say that cigarette companies are forbid to show the package of cigarette, smoking people, smokes and even information about the product.

Advertising as referred to verse 26 are: (a). Include health warnings in the form of drawings and writings by at least 10% (ten percent) of the total duration of advertising and/or 15% (fifteen percent) of the total area of advertising; (b).

Include marking/writing “18+” in the Advertising of Tobacco Products; (c). Do not demonstrate, use, and/or display the form or forms of smoking or other designations that may be associated with a brand of Tobacco Products, (d). Do not include the name of the product in question is smoking; (e). do not describe or suggest that smoking is beneficial to health; (f). Do not use the word or phrase that is misleading; (g). Do not stimulate or advise people to smoke; (h). do not show children, adolescents, and/or pregnant women in the form of image and/or text.

Properly, cigarette advertisers in addition to supporting and obeying the laws and legal regulation pertaining to cigarette advertising, undertake to extend and broaden the application of high ethical standard specifically in making cigarette advertisement will not knowingly create advertisement that contains false or misleading statement or affluent statement either visual or verbal. It can be seen from many cigarette advertisements nowadays which do not express persuasion to the consumer visually or verbally. For the the advertisements of A- Mild cigarette that always shows attractive and various advertisements in their advertisements. There are no concrete appearance of the cigarette. There are only texts which are less related to the cigarette theme in reality. Surya PRO advertisement that describes a sharp gazeby a man with verbal text ‘Surya Pro Never Quite’.



Other example is GG MILD advertisement that describes two mens who are standing with a girl with verbal text 'GG MILD Style of New Generation'. Many viewers of the advertisement do not understand the meaning of the cigarette advertisement texts. This phenomenon is very interesting to be analyzed and it can be analyzed by using semiotic analysis.



On general, the goal of advertising is to persuade and motivate people for a good and service, give some information, or give new information about a brand. According to Solik (2014: 207) "Production and reception of advertisements is linked to characteristic processes of semiotic that are different than in case of

other types of audio-visual products. We work with an assumption that the advertising is 'full of other denotative and connotative stimuli' for the semiotic analysis".

The basis of semiotics is the concept of mark, as far as the human mind is concerned is composed over the signs, so that humans with the signs can communicate with each other. Communication relationship between sender message and receiver based on the writing and reading of messages shows the relationship "power" symbolic.

According to Bouzida (2004: 1001), semiotics is the science of signs that allowed a number of perspectives and to make reparation of the way to other cultural phenomena through its denotative and connotative meanings. Semiotics also refers to the explanation of mechanisms and functions of the text as well as visual communicators and gives us a chance of better understanding of the nature of the social processes (Solik 2014: 209).

Semiotics is a high light term describes a phenomenon that most people already know but do not know it describes a discipline in order to used for branding advertising. The use of semiotics in advertising is about signs and all other forms of symbols and imagery that offer the promise of unique customer benefits.

As Barthes (1957 : 197) stated that the meanings of advertisement are designed to move out from the page or screen on which they are carried, to shape and lend significance to our experience of reality. We are encouraged to see ourselves, the products or services which are advertised, and aspects of our social

worlds, in terms of the mythic meanings which advertisement draw on and help to promote.

Akpan (2013), in his study of the semiotic features of Nigerian print advertisements found out that there exist pragmatic, syntactic and semantic values, and also ideological interpretations in advertisements. The study generally concluded that Nigerian print advertisements are significant signifiers of the signified. However, the implications on consumers' purchase decisions were not stressed. In buttressing this observation, the copy elements were found in Akpan's work to identify the advertiser's images adequately; to rework the cultural values of the Nigerian society into ideological appeals of love, glamour, nature, professionalism, romance and luxurious lifestyles; and to rely extensively on the 'simple commonsense' level of meaning generation or understanding otherwise referred to as denotation.

The study of meaning in print advertisement also was made by Putra and Qodriani. 2017. Their study concerns on the connotative meaning in L.A. Bold cigarette TV version advertisement. The finding shows that each sign has a sign system creates connotative meaning. He found 16 connotative meanings from 7 data, they are Good Carrier, Enjoyment and Challenge, High class, Masculine and Classic, Playboy and Glamour, Metropolitan, Modern, Masculine, Sporty, Brave, Risk Taker, and not be afraid to smoke cigarette.

From the explanation above, it can be understood that this research is necessary and interested because through the semiotic meaning analysis the

construction of verbal and non verbal in advertisement can be known due to its chosen colors, the position of the picture and the text in the picture.

1.2 The Problems of the Study

In line to the background of the study, the problems of the research are formulated as the following.

1. What semiotic meanings are presented in cigarette advertisement texts?
2. How are the semiotic meanings coded in cigarette advertisement texts?
3. Why are the semiotic meanings coded in cigarette advertisement text in the ways they are?

1.3 The Objectives of Study

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

1. to investigate the semiotic meanings applied in cigarette advertisement,
2. to analyze the semiotic meanings coded in cigarette advertisement, and
3. to reason the semiotic meanings coded in cigarette advertisement in the ways they are.

1.4 The Scope of the Study

The scope of this study deals with the subject matter of the cigarette advertisement texts. The subject matter to be analyzed concerning the semiotic meaning from the Roland Barthes theory. From the two major types of advertisement, broadcast and print advertisement, this analysis is aimed at

cigarette print advertisement. In this study, the researcher investigated the semiotic meanings, analyze the meaning of cigarette advertisement text , and to reason the semiotic meanings coded in cigarette advertisement text (billboard) in Medan.

1.5 The Significances of the Study

Findings of the study are expected to be useful theoretically and practically.

1. Theoretically, the findings are expected to enrich the theory of language communication by getting information about the use of semiotics and meaning in advertisement text.
2. Practically, the findings are expected to be useful for other researchers to conduct research on the basis of SFL, especially in semiotics and meaning, in which the finding can give significant input in linguistics.