

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

In the era of globalization, the media has a very important role in conveying news, general description, general description, and various information to the wider community. As a conveyor of information, advertisement has the ability to play a role in shaping public opinion and can be seen as a determining factor in the change process. The most important function of Mass Media according to Muis (2000: 111) "is an indication of the members of society with values and the main symbols of society that notice". Media content is controlled by the producers in certain ways to transmit messages. In order to make it easier, these events serve symbolic form and the communicator's choice of the symbol set above will affect the meaning of events for the recipient. Every symbol comes together with an ideology, thus the choice of a set of symbols, intentionally or not, is a choice of ideology. This process is described by Littlejohn, 1996: 236), as follows:

... to be intelligible event must be put into symbolic form ... the communicator has a choice of codes of sets of symbols. The one chosen affects the meaning of the events for receivers. Since every language – every symbol – coincides with an ideology, the choice of a set of symbols is, whether conscious or not, the choice of an ideology (1996: 236).

Basically, media content is the result of reality construction with language as the basic tool. The use of language (the words chosen) expresses the choices, attitudes, tendencies of the communicator which are meant to channel both the sender and the recipient of the message.

In advertisements, language is used as a means of exchanging messages and become a means of communication between producers and consumers. Through images or photos and words or text, an advertisement produces a sign in which there is a signifier and a signified which form a denotative meaning, namely an explicit meaning which is only the delivery of information and connotative meanings involving feelings, emotions and cultural values. All of these form a communication process that has important power as a marketing tool in the form of persuasive information.

The communication process that occurs between senders and receiver, involves the element "power" built by the sender of the message. By positioning itself higher than consumers, the producer as the sender of the message can use reward power or impose a penalty if the suggestion is not followed (coercive power). Power can also be formed as a means of self-legitimacy (legitimate power), party who understand more about something (expert power) or referring self to certain situations or figures and groups (referent power).

For the media, language can also be seen as a place to exchange meanings. The message conveyed in the text will interact with the reader so that meaning is produced. Essentially, advertising is a sign signaled by producers to consumers to be observed, considered and subsequently used as material for consideration in making a decision to buy or not a product.

The increasingly consumptive lifestyle of society provides opportunities for producers to compete to offer products; they try to exert all their expertise, creativity in making advertisements as a means of communication and using interesting and convincing language in order to attract consumers. In this society, objects of consumption are seen as self-expression or externalization of consumers. According to Piliang, (2003: 148): "Consumption provides a certain opportunity for the creative power, like a toy in which all the parts have been determined, but the combination is multiplied".

Here consumption becomes a phenomenon of language and sign which is included in the semiotic area. Semiotics is the science of signs, so it is a discipline that investigates all forms of communication that occur by means of 'sign'. The basis of semiotics is concept about the sign, which is related to the human mind entirely consisting of signs, so that humans by means of signs can communicate with each other. The communication relationship between the sender of the message and the recipient of the message which is based on writing and reading messages shows a "power" relationship, symbolic between producers who have linguistic capital and

consumers who obtain certain symbolic benefits. Realizing that there is communication between the authors of messages through the advertisements and readers, ready to drink milk producer used advertisement as a sign (means) to offer its products by seduction.

Advertising can be perceived and interpreted from various points of view because humans have an extraordinary capacity to see things in various ways. A brand can be understood according to the terms of reference used and this refers to past traits or experiences. After all, advertising is a collection of signs that are independent of descriptions. The resulting image can be positive or negative or both, because symbols in principle are arbitrary or arbitrary.

There are various interesting television commercials in Indonesia; one of them is the Bear Brand milk television commercial. The ad that is classified as Above The Line (ATL) tells about milk, which is known for its purity. However, Bear Brand television commercial is unique in its design, namely disunity, in the television advertisement there is a white dragon which is not included in the packaging. The existence of disunity in Bear Brand makes his visual identity unclear. Besides that, the interpretation of the use of animal characters becomes a problem. Because there are problems in the use of visual identity, it makes the delivery of messages in advertisements very abstract. Below are cutting scenes from a bear brand commercial that aired in 2009:



Disunity in Bear Brand can be seen from the polar bear in the logo and the use of a fantasy dragon character in the advertisement. Dragon represents different meanings in Europe and Asia. In Asia the dragon represents wisdom; kind; and strength, whereas in Europe the dragon represents strength. In the case of this Bear Brand advertisement the message to be conveyed in the ad is very abstract, because Bear Brand is pure milk, but in using visual signs in the advertisement, there is no visible visual depiction of what Bear Brand milk is. In addition to the abstract depiction of the visuals in this advertisement, the use of visual identity disunity in Bear Brand also influences the delivery of messages in advertisements.

Visual identity is a visual display and verbal articulation of a brand including all relevant design applications such as letterhead, business cards, packaging, and many possible applications. With unity in several designs it can show visual identity. A visual identity describes a brand, so it must be different and strategic communication must be detailed, so that it can be understood by the target who can also add value to a brand (Landa, 2013: 244-255).

A related study by 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 which 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.

The power of visual and verbal of advertisements are considered to activate visual images and provide verbal confidence so that they can influence feelings and beliefs. In many cases the meaning of a message is conveyed implicitly or

connotatively, thus the meaning cannot be interpreted as what is evident in the text or denotatively. The disunity in Bear Brand's visual identity is interesting to study. Why is there a disunity in the television advertisement of its products in Indonesia, what message does the advertisement want to convey. Therefore, the authors want to analyze these ads.

1.2 The Problem of the Study

Based on background, the problems of the study are formulated as the following.

1. What signs are used in ready-to-drink milk product advertisements in Indonesian television?
2. How are the signs realized in ready-to-drink milk product advertisements in Indonesian television?
3. Why are the signs realized in ready-to-drink milk product advertisements in Indonesian television in the ways they are?

1.3 The Objectives of the Study

With reference to the problems above, the objectives of this study are.

1. to identify the signs found in ready-to-drink milk product advertisements in Indonesian television.
2. to investigate the realization of signs in ready-to-drink milk product advertisements in Indonesian television.
3. to explain the reasons in the used of signs in ready-to-drink milk product advertisements in Indonesian television in the ways they are.

1.4 The Scopes of Study

The scope of this study deals with the subject matter of the ready-to-drink milk product advertisement texts. This analysis is aimed at four advertisements of Bear Brand Sterilized Milk Product which has been published on television since 2009-2015. In this study, the researcher was focused on identifying the types of sign found in visual and verbal elements of ready-to-drink milk product advertisements in Indonesian television by using Pierce theory, investigating signs' realization of visual elements through visual grammar by Kress, verbal elements through linguistic devices by Leech, and explaining the reasons in the used of signs by using Tarry.

1.5 The Significance of the Study

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

1. Theoretically, the findings of the study are expected to enrich the theory of language communication by getting information about the use of semiotics in advertisement and able to develop the theory of semiotic.
2. Practically, the findings of this study are expected to provide an overview of the meaning of the message which contained in "ready-to-drink milk product advertisement in Indonesian television" through the signs contained therein.

Findings of this study also useful for other researchers to conduct a new research, especially in semiotics and the finding can give significant input in linguistics.