

CHAPTER II

REVIEW OF LITERATURE

B.1 Theoretical Framework

B.1.1 Semiotic

Semiotics or Semiology comes from the Greek word (seme), which means a translator of symbols and signs. According to Asih (2016), "semiotic or semiology is science which studies about sign system which is language, codes, sets of signals and others". Everything in this universe can be regarded as sign which need to be given meaning.

Based on Saussure, semiotic signs are consist of two levels which are related to each other, that are signifier and signified. Signifier is the sign itself and the signified is the mental concept of the sign. For instance, there is an icon sign of men and women in the toilet consist of a signifier and signified. Another example is the picture of an apple below. The object is the apple. The signifier is the whole physical attributes of the apple itself; red colored, a green leaf and its round shape. Meanwhile, the signified is the mental, spiritual, emotional, or cultural concept behind the apple fruit; freshness (the state of the apple), healthy (the benefit and nutrition of the apple), natural (the apple comes from the nature/plants), temptation (the Biblical story of Adam and Eve), Teacher's pet (in some countries students give apple to their teacher as an appreciation and respect), a corporation/a company (Apple Inc. that produces Mac, iPads, iPhones, etc).

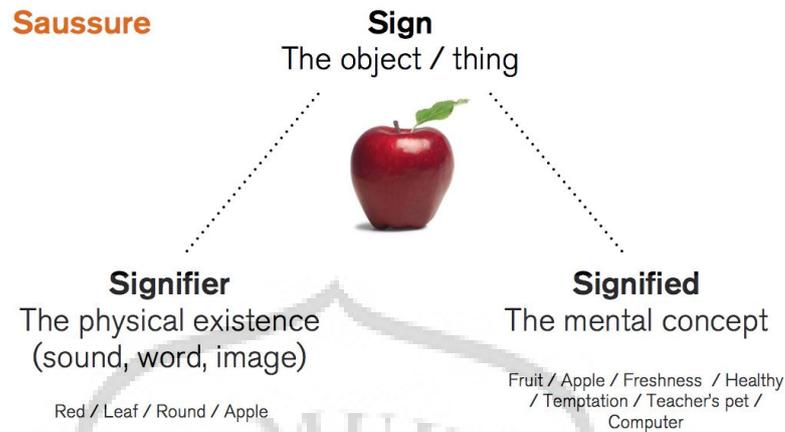


Figure 2. Signifier and signified

The signifier is the icon itself, and the signified is the mental image of that icon. The concepts of meaning according to Saussure can be illustrated as the following figures:

Sign	Signifier (Image, Sound, etc)
	Signified (Concept)

Figure 3. Saussure's concept of sign (in Asih 2016)

The correlation between physical sign emergence and concept meaning is defined as signification. The correlation of signifier and signified is arbitrary. The correlation between physical sign emergence and concept meaning is defined as signification. The correlation of signifier and signified is arbitrary which is free, either unconsciously or intendedly.

B.1.1 Roland Barthes

Roland Barthes is a French structuralist semiotician who gives a lot for the development of semiotics. He also helped to find the modern science of semiology, applying structuralist (semiotic) methods to the “myths” that he saw all around him. According to Barthes, anything in culture can be a sign and send a specific message. He argues that we need the idea of connotation to evolve semiotic approach to nowadays culture, since the language of signified is not enough.

Barthes argues that the purpose of semiology is to take any system of signs whatever their substances and limits like; image, musical sound, gesture and objects. The popular semiotic theory of Barthes is named *two order of signification*. Signification means a process which ties the signifier and signified of the sign. Signification is divided into two systems, those are arbitrary and motivated. Arbitrary signification is the relation between signifier and signified is made from unilateral decision. Furthermore, arbitrary means that natural relationship between a word and the object it is not available. On contrary motivated signification means that the relation is analogical or the relation is in their character.

Barthes named the first order of signification as denotation. Denotation is a particular meaning of a sign which is could signified picture (real). Moreover denotation is signifier explain about how signifier and signified relate in the reality. In short, denotation uses specific and objectives language. Connotation is

a signifier explains about how signifier and signified unrelated to inexplicit, incidental and uncertain meaning, connotation has subjective meaning related to someone's emotion.

In addition, the connotative level is also known as myth level. Barthes states that connotative meaning is used to define the works of three signs in the construction and step of connotative meaning, specifically connotative meaning, myths and symbols. Connotation explains how interaction happens when someone meet each other, if he uses feeling or emotion, in its use and cultural values. According to Barthes, there are important factors within connotative meaning that is signified in the first structure of Roland Barthes in the table below:

1. Signifier	2. Signified
3. Denotative sign	
4. Connotative signifier	5. Connotative signified
6. Connotative sign	

Figure 4. Map sign Roland Barthes

The table above shows that a connotative sign (6) consists of connotative signifier (4) and connotative signified (5) or usually known as "connotator". Connotator consists of signified (2) and signifier (1) of denotative

meaning. First three boxes (1,2,3) are the denotation, and the (4,5,6) are the connotation.

The table above shows that denotation is also signifier and signified meaning, denotation is connotation signifier, in Barthes map concept, sign connotation is not only has additional meaning but also contains two part of sign that will underlie its existence, which is from the mean of sign denotation (Isnaniah, 2020).

Connotation actives in a subjective level so the presence of the connotative meaning is on expected. Sign connotation not only has supplementary meaning but connotation also include two parts of sign that comprises denotative meaning to lookout to the reality. Using connotative meaning, the users will get a text that can be understood through using symbolic or figurative language that cannot be done by using denotation. According to Barthes, semiotics is a theory to understand sign system, which is why giving meaning to sign is a social phenomenon which can be interpreted as relevant sign (Barthes, 2018 : 112).

Myth is able to be defined as the begining of many metaphysic events straightly associated to human life. For instance, in human culture, myth has function in the theory that linked to world problem. Therefore, through the presence of culture we can know where it comes from. The meaning of myth is

establish by majority power that gives certain connotation to certain things consistently so in a long time it becomes cultural meaning (Halik, 2012:47).

In addition, connotation explains the relationship of the sign related to the readers feelings or emotion and the price of their culture. Furthermore connotation active on a subjective level, that is arbitrary and certain to one culture. It is possible to have some denotation in one second-order meaning because the units of connotation do not automatically have the same size as the denotation.

Connotation is arbitrary because it is specified to one culture. For example, there is a photo of a house with a yellow flag on it, from the denotative meaning there will be two aspects: the first is signifier and the second is signified of the photo. The signifier will be the photo itself of a house with a yellow flag while the signified is a family lives in that particular house is mourning. The connotation of it is deeper than just a photo of a house with a yellow flag : the yellow flag is usually represents sorrow, sadness and death. In this case, the yellow flag in that house represents that the owner of the house is currently lost one of their family members. In conclusion connotative describes how the object is photographed, and denotation describes about what is photographed.

B.1.3 Imagery of the Advertisement

Advertisements image is the overall impression about the image formed in people's minds about an advertisement. There are eight categories of image in advertisements according to Riasti (2017):

1. *Citra kenikmatan* (pleasure image),
2. *Citra maskulin* (masculine image),
3. *Citra perempuan* (women image),
4. *Citra kelas sosial* (social class image),
5. *Citra kemewahan dan eksklusif* (luxury and exclusive image),
6. *Citra manfaat* (benefit image),
7. *Citra persahabatan* (friendship image),
8. *Citra seksisme dan seksualitas* (sexism and sexuality image),

Pleasure image is a symbol of high social class. Therefore pleasure image is one of the biggest parts of luxurious and the highest social class. Social class from certain social class or low social class into the higher social class can be changed by the advertisements. It is shown on *Teh botol sosro – Semeja Berdua* advertisement that all social classes can enjoy the beverage (*teh botol sosro*), no matter who you are, where you are from, and which classes you have.

Masculine image is the image who has some elements in that image, that are masculinity, muscle, dexterity, strength, courage, tenacity, perseverance and certain parts that show the aura of men. It is shown on *Iklan L-Men Gain Mass 2020*

- *Dream (30s)* advertisement, in this advertisement the actor wanted to have athletic body, he must work hard and motivated and consume foods with proper nutrition. The video showed a man with muscle, strength, dexterity, courage, tenacity. It showed that the ads has masculine image.

Woman image is described as the image of a figure, the image of a pillar, and the image of copulation. The image of a figure forces a woman to show her femininity from a biological point of view. It is shown on skin care advertisements, body wash advertisements, shampoo advertisements, etc. For example, in *Kondisioner Tanpa Bilas-PANTENE Perfec+On BARU!* advertisement, the woman should own and show her long hair. As a person who is providing important support of something woman has three basic image, those are: woman should has good physical figure, woman should be able to manage her family, woman as a source of knowledge for her children. In the social intercourse, women image shown as elegant and beautiful creatures.

Social class image is an image of a class that is admire by many people in a society. Many people want live in high social class. It can be seen on the *Teh botol sosro – Semeja Berdua* advertisement, in that advertisement we can see many people from different social class can enjoy *teh botol sosro*.

Next is luxury and exclusive image. In this advertisement, a luxury and exclusive element exist. It shows some people struggle to live a luxurious and

exclusive live. This image indicates a symbol of luxury. Similar image can be found on car advertisement, resort advertisement, hotel advertisement etc.

Benefit image is an image that serves purpose to the audience through the image presented. Some specific products that often use this image are medical products, governmental institutions and social services. It is shown on medical advertisement, in that ads definitely have an advantage to their consumers.

Friendship image is an image that has a relationship between two people or more, or people and their pet who are mutually productive and characterized by positive things or negative things together. It is shown on *Iklan Extra Joss Bar - Persahabatan Andi & Jaluk, Sahabat Kurban 30sec (2017)* published on Sep 7, 2017. In that ads there are a man and a cow named Jalu. They always do activities together, until Jalu should be sacrificed for Eid Al-Adha holiday.

Sexism and sexuality image,sexism which present in society is often showed by sexuality image. It can be shown on TV commercial *Segar Sari Susu Soda* starring Julia Perez, the word "*mantap susunya*", "*sampe tumpeh-tumpeh*" supported by the actress, Julia, who has a sexy body with a flirting voice. That ads clearly shown sexism by sexualizing Julia Perez's body. In that ads that words commonly refers to woman and that indicates sexism.

B.1.4 Advertisement

Advertisement is message of the certain product of company that is to introducing their product to people. In additional advertisements, it is a way forthe companies to communicate to their customers with the purpose of introducing orpromoting their product.

Nowadays, advertisements is not only a language, it can also be pictures, colours, and sounds (A' la, 2011). Advertisement is categorized into two types; comercial and non-commercial. Commercial advertishment have characteristic that the compact imagination in the process of creating image and aesthetic value in order to emphasize the message that one tobe delivered to the audience or the potential buyer about the product. Non-comercial advertisement is an advertisement that describes the social service, Riasti (2017). Therefore, it can be concluded that the higher the aesthetic value and the image of a product, the more commercial the object is.

B.1.5 Features of Advertisements

In general, advertisements are made to make people do something, commonly to buy a product and use a product or a service. According to *American Marketing Association*, to accomplish those goals, there are some features that exists in every advertisements. Those features are:

1. Adjectives, to highlight the superiority of a product or a service.
2. Pronouns to refer to the customers to make them feel involved.

3. Technical or scientific terms to convince the audience in regards or the quality of a product or a service mentioned.
4. Negative words, to compare the products that are being advertised.
5. Inclusive terms, which generalize an object to make the product or a service believable.
6. Interrogative sentences, to ask the audience about their related problems and opinion which later get to be used as a way to offer the product or the service.
7. Imperative sentences, which is a statement that could be in a form of command, order, suggestion or even instruction.

Advertisements have default structures as well to make them appear neat and in order. Starts from **orientation stage**, which is an introduction of the product, then **the body** which is the part where the ads discusses about the product that they are trying to sell, and the last is justification stage which is the closure of the advertisement. **Justification** commonly contains of a brief explanation about the product along with the information on how and why the audience should purchase the product.

B.1.6 Camera Angles

Camera angle is the area that is recorded by lens, and it has relationship with the audience (Mascelli : 1998). The shot of camera angle is used to influence the audience's perspective and reveal the information of the product. One component of camera angles is subject size which consists of several types of shots. Ablan (2010) states that there are three key shots that are frequently used, i.e. close-up shots, medium shots, and full shots. Just as illustrated below:

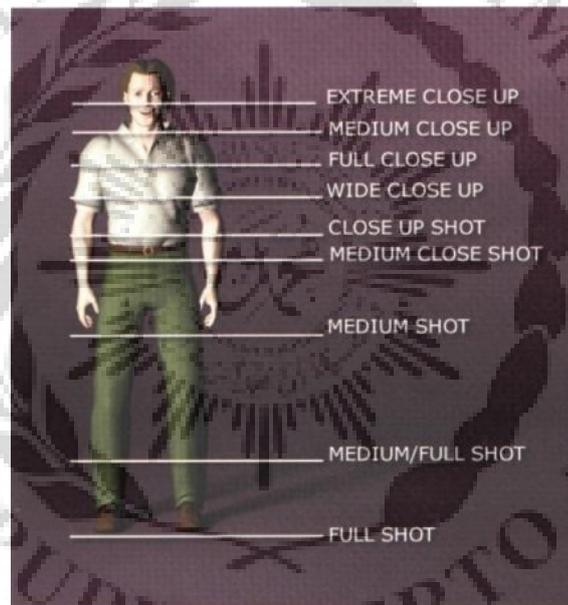


Figure 5. Types of shots

Close-up shots are used to bring the audience into action, showing the emotion of the character and the dialogue. Thus, close-up shots save the time by showing the expression of the character to tell a story. Close up shots comprise several subs, such as extreme close up, medium close up, full close up, wide close up, and the close up shot itself.

Medium shots are used to show a dialogue sequence of several people, and they still can show the emotions and body languages of the characters. The medium shots allow the audience to see the characters' movements and gestures. They are best used to show an individual or a small group of people:

Wide and full shot help to establish character in a certain location, so they can show the character, the environment and character's body language. A full shot can show awkward movement or tapping foot as to emphasize nervousness.



Figure 8. Insert shots.

For inanimate object, like shooting an image, the shot is called "inserts". According to Mascelli, (1998,p.32), "full-screen close up left letters, telegrams, photographs, newspaper, signs, poster or the written or printed matter are called inserts".

B.1.7 YouTube

Nowadays, there are several kinds of media advertising. One of them media is YouTube. YouTube is one of the famous video platform worldwide. Youtube was established in early 2005. YouTube has become one of the famous video

platform worldwide. According to X. Cheng, C. Dale, J. Liu (2008 : 229) Youtube is the most famous media among the others, with more than 100 million videos being watched everyday. Everyone can do everything in this platform. This platform creates an opportunity to people to show their creativity to the world. Youtube also opens the chance for all its users to make a living by monetizing their videos through advertisements in their videos.

B.2 Review of Related Research

Researchs about connotative and denotative have been done by some researchers. There are some supportive writings which have similar subject, concept, theory, or at least the same topic and issue.

Riasti Tri Anggit (2017) entitled “Semiotic Analysis on Cigarette Advertisement Billboard”. The research is about describing verbal and visual description that is contained in cigarette advertisement billboards, and explain the relation between verbal and visual description on the cigarette advertisement billboard. This research uses qualitative research in semiotic study. The source data in this research is cigarette advertisement billboard which is located in some places in Purwokerto. In this study each cigarette advertisements billboard has different verbal and visual content from one another, because each cigarette producer has a way and a different purpose in delivering product information to the public. The verbal and visual description are related to each other. However, in every cigarette advertisements has a similarity, that is a warning about the dangers of smoking to health.

Nugraha, Sukarini and Savitri (2019) entitled “Verbal and Visual Signs of the Greenpeace Advertisements”. This journal is intended to identify the verbal and visual sign presented in Greenpeace advertisement, to find out the messages conveyed in Greenpeace advertisement, and to analyze the relations between verbal and visual signs in Greenpeace advertisement. The data in this study were taken from three Greenpeace advertisements in adso.ftheworld.com. This study was using documenting method to collect the data and qualitative method to analyze the data. The data were analyzed based on the theory proposed by Barthes as cited in MacEachren (1995), in the two systems of signification which formulates that a sign is a system consisting of expression (E) which relates (relation –R-) to the content (C), the theory proposed by Leech (1972) which focuses on the standard component of press advertisement, and the theory proposed by Halliday and Hassan (1985) in the three features of context of situation. The result of analysis shows that the verbal signs appear as the texts, words, or sentences in the advertisement. On the other hand, visual signs appear as a picture on the advertisement for the message conveyed can be seen from the denotative and connotative meaning of the advertisements. Therefore, verbal and visual advertisements support one another in presenting the message of the advertisement itself.

Asih (2016) entitled “A Semiotic of the Advertisements of *Bukalapak Compared to Tokopedia and Elevenia*”. The purpose of this research is to find out the meaning of denotative meaning, connotative meaning and the message

derived by "iklan Bukalapak" so that people will interested in accessing it. the researcher analyses advertisements which are showed in 2015 until 2016, they are *Bukalapak edisi Batu Akik dan Paket*, *Tokopedia edisi Isyana vs Gangster* and *Elevenia edisi Raisa ketemu Preman*. The method used in analysing the advertisement is interpretative qualitative. Analysis is done by interpreting each advertisement using the semiotics theory of Ronald Barthes. the results shows that people are more interested in accessing website that gives secure concept than accessing website which provides many choices of stuffs or cheap price.

Sofiyah (2019) entitled *Semiotic Analysis on Fast Food Restaurant Advertisement*. This research was used Roland Barthes theory. The researcher uses descriptive qualitative approach to concern the description and interpretation of fast food restaurant advertisement through Semiotic theory. The researcher choose 5 fast food restaurant who become most popular in this world. They are KFC, McDonald's, Pizza Hut, and Subway. There are 95 signs, 48 verbal signs and 47 non-verbal sign. this study in the conclusion that most of the restaurants used some sign in the advertisement to attract reader attention, inform the information, persuade the reader to buy the product indirectly and also uses certain color to give psychology effect to the readers. Most restaurants use certain color as the dominant color in their advertisement because the color is an important factor to build their brand popularity. Not only that, the perception of people about fast food restaurant always as consumerism,

capitalism and obese behind that the restaurant only want to show that they are only a restaurant that sold many food products.

Syahdini (2019) entitled "Semiotic Analysis of L'oreal Paris Advertisement". This research analyzed connotation in that advertisement. The data is from L'oreal Paris Advertisement from 2013, 2014 and 2018. The researcher categorizes the signs into 3 kind. There are picture, utterance, and body language. This research used descriptive and qualitative research by describing the collected signs. In this reseach, the researcher found that the connotation in that advertisement is affected by the concept of beauty in France. The result from this research are, beauty is shaped by society, the aspects of beauty that attached to French women, and also the preference of Frence women about makeup and the products they prefer. Furthermore the products that show in the ads is not only advertise natural looks makeup but also the colourful, luxury, and pierce makeup. It shows that L'oreal Paris does not only represent the French culture but also the difference in beauty preference in various countries.