

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Language is the way humans communicate. Human express communication in the world of language and signs. The study that discusses how language is represented by objects, signs, or gestures which ultimately form a meaning is called semiotics. Semiotics is the study of the use of symbolic communication. Semiotics can include signs, logos, gestures, and other linguistic and non-linguistic methods of communication. The word semiotics derives from the Greek word semiotics, which describes the act of interpreting signs.

Semiotics is an analysis of how meaning is created and how important to communicated. Semiotics is any activity, act, or process involving signs that is defined as communicating something, usually referred to as meaning, to the interpreter of the sign. Meanings may be intentional, e.g., B. words pronounced with a specific meaning, or unintentionally, e.g., B. Symptoms indicative of a specific medical condition. Symbols can also convey emotions (which are not usually considered meaning) sight, hearing, touch, smell, or taste (taste). Semiotics or Semiology takes out the Greek word (seme), which that letter has meant the translator of symbols and signs. Everything in this universe is a sign. According to Ukesstates (2018) signs can be, from speech, body language, and symbols to paintings, music and morse code. Signs are media to interact or communicate. Without signs people cannot interact with each other. Saussure

(1903) states that semiotic is a study of a sign as part of social life. Modern semiotics is a branch of science that studies meaning formation and different kinds of knowledge. Semiotics has a very interesting theory to study and it is used as a basis/provision for analysis. In the science of semiotics, there are three influential scientists: Ferdinand de Saussure, a linguist from Switzerland and Charles Sanders Peirce, American philosopher and logician, the last one is Roland Barthes developed Ferdinand de Saussure's ideas and tried to apply the study of signs more broadly.

Saussure's principle is taken into consideration because the proponent of the concept that "language does not imitate the original but instead constructs it" with this statement, said that no longer useful to use language or provide that means to whatever that exists within side the global of truth, however additionally to whatever that doesn't exist in it" (Chandler, 2002, p.). According to Roland Barthes, semiotic theory broke down the process of reading signs and focused on their interpretation by different cultures or societies. According to Barthes, signs had both a signifier, being the physical form of the sign as we perceive it through our senses and the signified, or meaning that is interpreted. As already mentioned in the title, Semiotic Analysis in Traveloka Apps Interface with semiotic approach as the theory, it can help the viewers in comprehending what Traveloka means through the features and promotions provided. Seeing the progress of technology where many smartphone applications offer many conveniences, such as the facility of shopping, making appointments with doctors, booking hotels, booking airplane tickets and many more. In today's digital era,

many things can be done with just an application on a smartphone. One of the important thing is, in the Traveloka interface immediately offers several conveniences for consumers who need services for booking hotels, booking airplane tickets, making vacation plans, and booking rides tickets for holidays. Of course, it is very interesting because there is no need to leave the house and queue to get what is needed. However, as wise consumers, it should be able to take advantage of mobile applications as should be. Traveloka apps interface have points features (to get more discounts), *Uangku* (a digital wallet for payments at Traveloka), Pay later (a payment facility that allows you to pay for airplane tickets or hotel purchases via Traveloka with credit within 1 to 12 months). Hasan, et.al (2014), an application is a ready-to-use program that can be used to execute commands from the user of the application to get more accurate results based on the purpose of making the application. It's important to be smart users who use the mobile application correctly to decrease problems.

The function of this analysis is to answer the curiosity about the relationship between the verbal sign and visual sign that applied in every promos. Related to the title of this research, researchers are interested to know what is the relationship between the verbal sign and visual sign in some promo design that can persuade the consumers. As an object that may be analyzed from the perspective of how each use and function is represented by existing symbols, as well as connected to each other. According to data gathered from the dream.co website (2021), Traveloka won Indonesia's Best in Future of Connectedness award for the company's capacity to reevaluate how personnel

and infrastructure are used. Additionally, operational procedures are linked together to facilitate data transfers and promote corporate performance. In addition, Traveloka was honored in Singapore with the Best in Future of Intelligence award. That's why Traveloka can create and offer helpful suggestions to support decision-making on business lines using data analytics. The winner of the IDC Future Enterprise Traveloka's city to employ data analytics and digital technologies to improve customer experience and operational effectiveness of our business is demonstrated by the awards, according to Ray Frederick, CTO of Traveloka.

The researcher intended to find the answer to the problem of the research mentioned. This research is analyzed using semiotic approach especially Saussure's theory. This study analyzed to avoid confusing the public in understanding the message in the advertisements. The researcher also analyzes the rhetorical aspect of Traveloka Apps interface because nowadays many ways and mobile applications that interesting to be analyzing. The Traveloka apps interface has engaging features on each page and how its offer features to the consumers.

A.2 Problem of the Research

1. What is the meaning of verbal signs of the Traveloka apps interface?
2. What is the meaning of visual signs of the Traveloka apps interface?
3. How is the meaning of verbal sign and visual sign in Traveloka apps related?

A.3 Objective of the Research

Based on the problem research, the research objectives are:

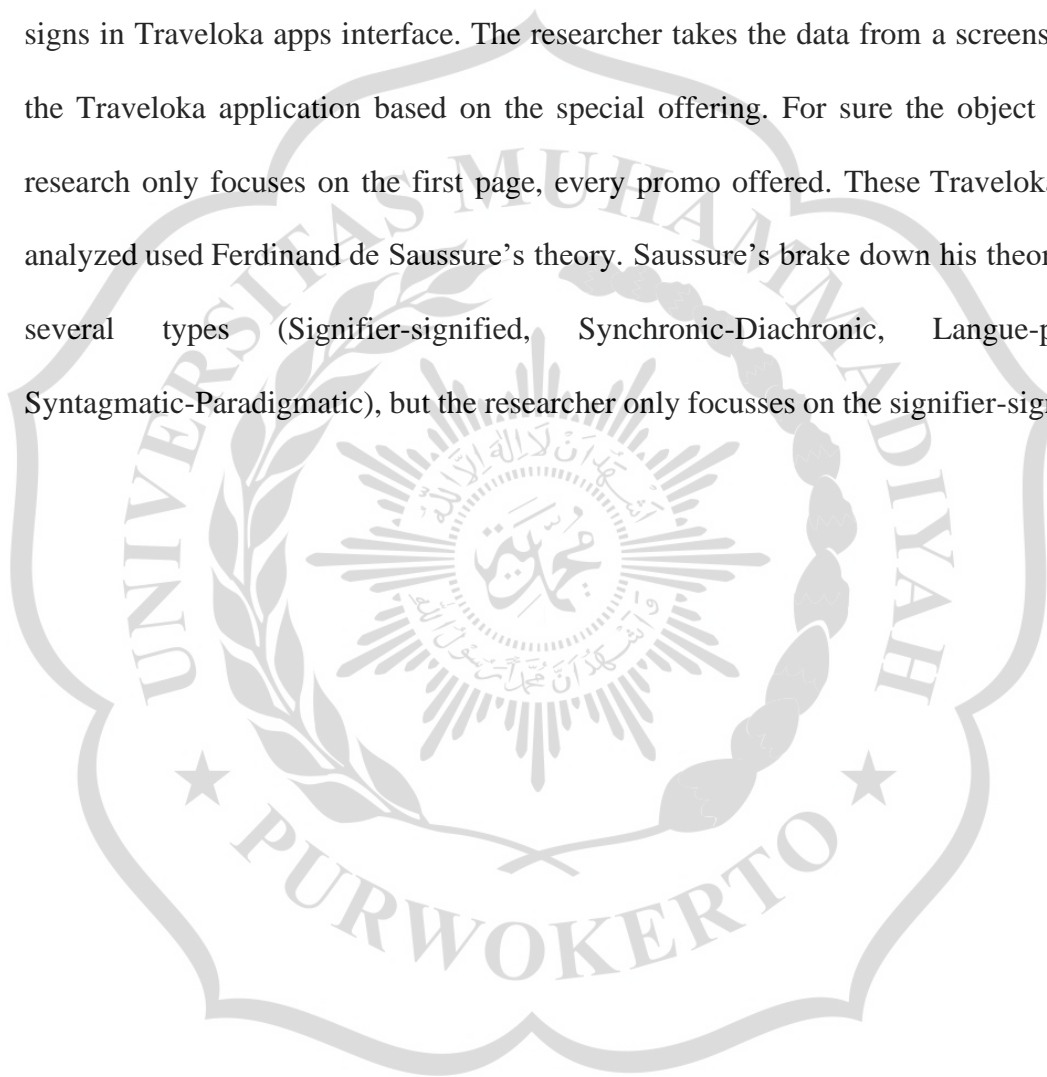
1. To find the verbal meaning in Traveloka apps interface using semiotic approach as the tool to analyzing
2. To analyze the visual meaning in Traveloka apps interface through the features and promos in that apps
3. To describe the relatedness between verbal sign and visual sign in Traveloka apps interface

A.4 Significance of the Research

The researcher supposes that the research gives benefits to the readers in understanding semiotic and rhetorical approach through this research, the researcher also hopes that it can be a reference for the others to understand the meaning of semiotics and rhetorical aspect more easily, especially the semiotics approach in the Traveloka application by the promo design as the data of this research.

A.5 Limitation of the Research

The focus of this research is to analyze the verbal meaning and visual meaning in Traveloka apps interface and also to find the relatedness between verbal and visual signs in Traveloka apps interface. The researcher takes the data from a screenshot of the Traveloka application based on the special offering. For sure the object of the research only focuses on the first page, every promo offered. These Traveloka apps analyzed used Ferdinand de Saussure's theory. Saussure's brake down his theory into several types (Signifier-signified, Synchronic-Diachronic, Langue-parole, Syntagmatic-Paradigmatic), but the researcher only focusses on the signifier-signified.



A.6 Definition of Key Terms

a) Semiotics

Semiotics examines how meaning is produced and how decisively it is transmitted. Its foundations are found in academic studies of the ways in which linguistic and visual sign and images deliver meaning. It is a way of looking at the world and understanding how our environment, culture, and way of life have a significant impact on how we see and perceive the world. Our unconscious actions and ideas are more frequently represented by a series of cultural conventions and pacts and depend on our ability to translate them instantly and intuitively. The semiotic approach that used from Ferdinand de Saussure's perspective

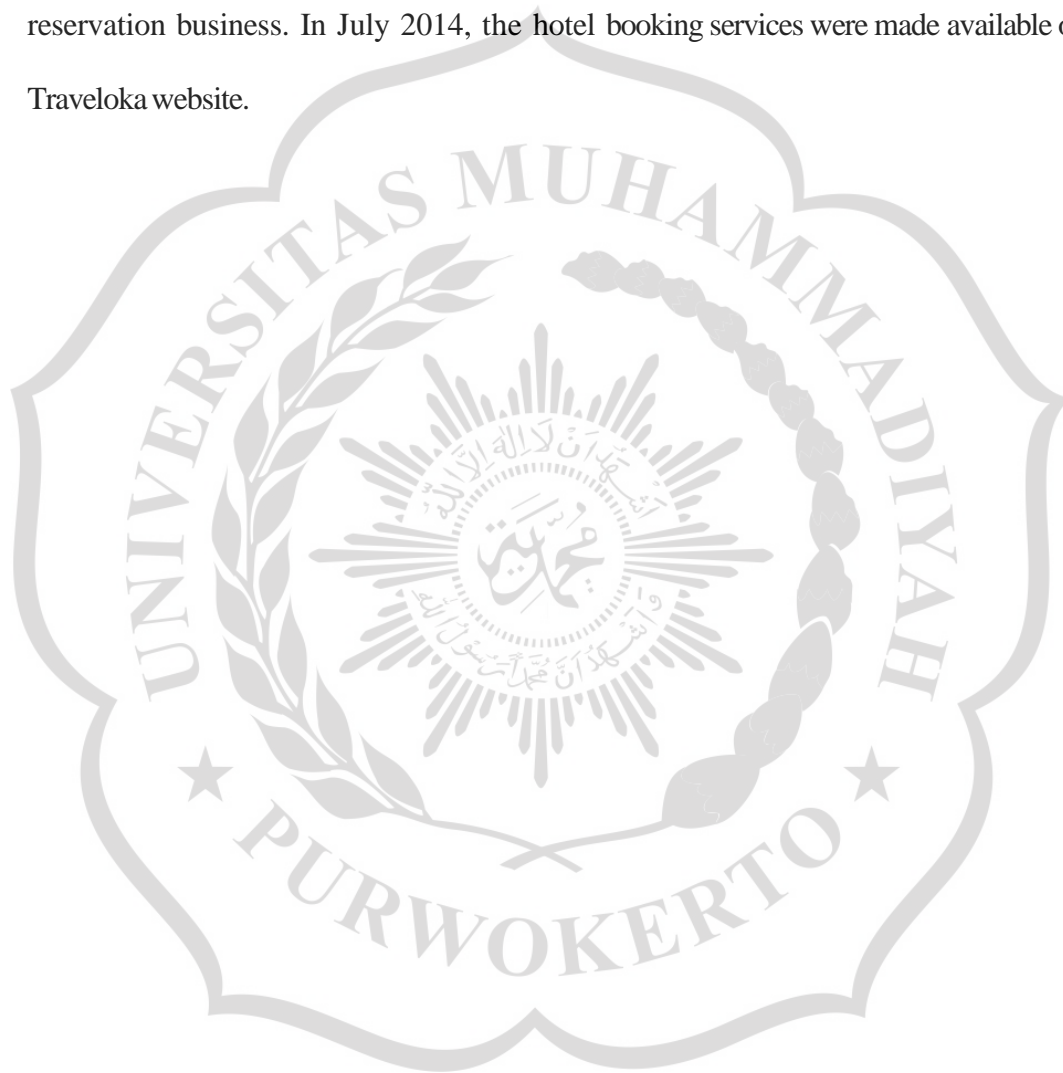
b) Smartphone Apps

A computer program designed to run on smartphones. Usually refers to simple programs that perform specific functions on the smartphone or mobile app is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. As modern era, in now days many smartphone apps that provide offers a variety of conveniences for consumers

c) Traveloka apps

Traveloka is an application used to find and purchase various types of travel needs, local attraction, and financial services products. This service available at Traveloka are E-Products and E-Service. At the beginning of the concept, Traveloka functioned as a search

engine to compare flight ticket prices from various other sites. In mid-2013 Traveloka turned to an airplane ticket reservation site where users can make reservations on the official website. In March 2014, Ferry Unardi states that Traveloka would soon enter into the hotel room reservation business. In July 2014, the hotel booking services were made available on the Traveloka website.



A.7 Organization or the Research Report

This research that consists of five chapter in total, as follows:

1. Chapter I is the introduction. Chapter I consists of the background of the research, problem of the research, objectives of the research, significance of the research, limitation of the research, definition of keyterms, and organization of the research report
2. Chapter II is the review of literature that has a similar theory framework and also deals with the theories that are related and used to analyze and review of related research.
3. Chapter III deals with method of the research, which consist of type of the research, data and source of the data, method of collecting data, technique of collecting data and method of analyzing data
4. Chapter VI is data analysis which consist of data description, findings and discussion. This chapter elaborate and discuss further about the topic of the research specifically which is the analysis of verbal sign and visual sign and how relatedness both signs in Traveloka apps interface
5. Chapter V is a chapter of conclusion and suggestion. This final chapter aimed to sum up the entire discussion and analysis. It consists of the conclusion of the whole research and a few suggestions.