

CHAPTER II

REVIEW OF LITERATURE

B.1. Theoretical Framework

In analyzing the semiotic approach in Traveloka apps interface, the researcher needs a theory that has a relationship with the topic. In order to obtain the corresponding analysis results, the researcher falls back on Ferdinand de Saussure's semiotic theory. In this study, the researchers also analyzed how rhetoric art is related in the Traveloka apps interface

B.1.1 Semiotics

A study that explains signs is called semiotics. Lyons & John (1995) states that semiotic is the study of meaning. Semiotics is a term that comes from the Greek word *semeiotikos*, which means to interpret signals. Semiotics is the study of how humans use signs and symbols to express themselves, including how they employ metaphor, analogy, allegory, metonymy, symbolism, and other forms of visual communication. The study of communication as a whole, including the visual arts, graphic design, and fundamental visual literacy, includes semiotics. Graphic designer artists, and others involved in visual communication must take into account how the interpretation of their works is affected by symbols, signs, and colors. For instance, it is crucial for a graphic designer to make a company's logo unique and eye-catching while also conveying the image the company wants to leave on its clients. Businesses that advertise try to effectively communicate their brand essence to the targeted demographics by

learning how people from various cultural backgrounds interpret messages. Semiotics is an ideal tool that serves as a guide for the analysis of a specific group of signs, such as the discipline of studying and documenting signs, sign behavior, sign creation, and sign function, Wijaya, V., et, all (2020)

The meaning of symbols also varies depending on the circumstance. For instance, the use of the thumbs up in specific contexts, such as conversation, scuba diving, or hitchhiking on the side of the road, can have different meanings. Businesses use semiotics to communicate effectively with customers who speak different languages because images frequently translate better than text. However, semiotics can also negatively affect a business as cultural preferences can shape whether the population likes or dislikes a business based on its marketing. International organizations and companies must consider how different cultures interpret symbols and colors when creating products and marketing materials for their brands.

In the modern world, studying signs and symbols is crucial. The theories of de Saussure have significantly altered the way to see many things today. Today, there are many different ways that we can communicate. Through iconic symbols, subliminal communications have become a persistent phenomenon. Ideologies and myths. Communicate via semiotics, where saying something out loud carries the same significance as signifying it. Even though giving the thumbs up and saying "fine" don't often signify the same thing, in this situation, the thumbs up signifies agreement or support for the spoken word. The father of modern linguistics is generally

acknowledged as Ferdinand de Saussure. He contends that language is a tool for communication that uses cultural cues to convey meaning. (Saussure, 1985, p. 28) According to him, linguistic signs can be investigated in anything that has the capacity to convey meaning through language. He holds the view that traditional objects are thought of as non-linguistic although in reality they are used in communication and the signs have meaning. One of the pillars of the so-called Continental Philosophy is semiotics. No other tradition in the 20th century had more of an impact on how this tradition developed than Phenomenology.

B.1.2 The Semiotic Theory of Ferdinand de Saussure

The foundation or framework of comprehensive linguistic theory was constructed by linguist Professor Ferdinand de Saussure. According to Saussure, language is a sign. He is renowned for being the father of modern linguist. When he believed that the theory of linguistic signals should be included in a more comprehensive base theory, the sign theory in the field of linguistics began to take shape. He has introduced the term "semiology" in a few compilations of lecture notes made by his students based on lectures delivered during 1907 to 1911, which eventually have been published as a book entitled "Course in General Linguistics." He did this because he was inspired by and founded in that idea. The structuralism school of linguistics is described by Granz (2001).

Semiology (from the Greek semeion, "sign") is the study of the life of signs within society. It would fall under the umbrella of social psychology, and as a result, general psychology. What makes up signs and the laws that control them would be revealed via

semiology. No one can describe the science since it does not yet exist, but it has a right to exist because its location has already been established. Linguistics is only part of the general science of semiology. The laws discovered by semiology be applicable to linguistics, and linguistics delineate a well-defined area within the mass of anthropological facts (Leeds-Hurwitz, 1993).

He argues that language is an instrument of communication using signs of culture to convey meaning. (Saussure, 1985). He believes that anything and everything that has the potential to convey meaning through its language can be studied as linguistic sign. Ferdinand de Saussure's semiotics divides the visual into two meanings, namely denotation and connotation. Ramadhani (2021) states that connotative meaning refers to the evaluative, implied, or emotive meaning, whereas denotative meaning is the literal or common dictionary meaning. When using the same dictionary, the denotations essentially the same, but various persons interpret terms differently. The context in which a word is used and the relationship it has to another word affects it's meaning both describe the relationship between signifier and signified, although each of them describes a different meaning. If the label describes the true meaning of the marker, the connotation illustrates the meaning of the two markers. Where each of these images is linked together and explains the meaning of the whole image. Saussure's divides four theoretical concepts, namely signifier and signified, langue and parole, synchronic and diachronic, and syntagmatic and paradigmatic (Mudjiyanto & Nur, 2013). But, as mentioned in limitation of the research, the researcher only focuses on

analysis the signifier-signified in promo design Traveloka apps interface. In more detail, the researcher explains the meaning of signifier-signified below:

a) Signifier-Signified

The two fundamental parts of a sign are known as signified and signifier (French: signifié and signifiant) in semiotics. Signified refers to the "plane of content," while signifier refers to the "plane of expression." One of the two semiotics founders, Swiss linguist Ferdinand de Saussure, initially put forth the concept in his writings. In this research using the theory of Ferdinand De Saussure to find out how the relationship between symbols in each feature in attracting consumer interest. Signifier-signified can be used as a tool to analyze the meaning of signs and signs in the promo that is in effector that is being offered. According to Saussure's theory of signs, signifier and signified are composed of signs.

A sign consists of both a material form and a mental concept. The signifier is the material form. something that can be heard, seen, smelled, touched, or tasted, while the signified is the mental concept associated with it. The signifier-signified in this study are used to examine the visual images on the Traveloka Apps Interface, in line with Saussure's theory. The signifiers in the Traveloka apps interface can be used when analyzing the visual design of each promo offered, it can also be used as a tool to analyze the relationship between symbols and meanings.

The signifier and the signified appear to be separate entities from the sign, as though the sign can tell the difference. However, the signifier and the signified are

merely two terms that can be used to indicate that becoming a sign requires two independent needs. The signifier and signified are always present together, and their relationship are known as important (Chandler, 2007). Thus, the signifier/signified dichotomy is clearly used by Saussure in his linguistic realm. A sign is formed by the combination of a signifier form and a concept or signified. (Kress, 2005) defines a signifier as "those features (both social and cultural) or characteristics that already signal the meanings of the signified.

B.1.3 Traveloka Apps

As previously mentioned, in today's digital era there are many platforms that offer several attractive offers to make it easier for us in our daily life. In this research discussed about Traveloka apps interface. Traveloka is a lifestyle super app in Southeast Asia that allows users to find and order a variety of travel products, local services and financial services. The advantage that Traveloka has is that we can order hotel flight tickets, flight and hotel ticket bundling, train tickets, and various other features as a one-stop shopping application where all your travel needs can be fulfilled. In this research, the researcher understood how the semiotic aspect gives an impact to the reader or the users, and how the rhetoric aspect is used in the Traveloka apps. Traveloka apps provide offer some unique design in each promo or features, the characteristic of Traveloka apps is seen by the color design that often use blue and white color, Traveloka uses the dominant color blue where blue is a symbol of productivity. White is synonymous with purity, friendliness, and cleanliness. That example, the white hue represents things that

show the truth and have no mystery. Furthermore, the color white represents majesty and transcendence. Traveloka often use blue and white color as the dominant color in every promo design that offered to the consumers. The unique design from the Traveloka is seen from the data that selected in chapter IV, the design is unique because consist of verbal sign and visual sign to convey the meaning to the consumers.

Traveloka coming with the meaning from travel (English: travel) is the movement of people between distant geographic locations. Travel can be made by foot, bicycle, car, train, boat, bus, plane, ship or other means, with or without luggage. The word "travel" in English can usually be interpreted as "traveling". While, Loka Sanskrit word meaning "world", "dimensional", "full" and so on. Meanwhile, according to KBBI, Loka means world; place. Traveloka itself has meaning that Traveloka focus on serve the consumer to meet the needs of booking accommodation, hotel bookings and other conveniences offered to consumers. Traveloka is the leading travel platform in Southeast Asia, Traveloka provide access for you to find and buy various types of travel needs, local attractions, and financial service products. Ardhiyanto, P, et.al (2019) this type of advertising is product advertising and can lead to charitable advertising as well. The products offered by Traveloka are in the form of public services. The researcher analyzes Traveloka apps that explain in each paragraph following the guidance of the semiotics approach. Each promo and feature that contains verbal and visual has a different purpose to the object or the users. Effectiveness in promos depends on the clever use of the visual and verbal sign and how the Traveloka deliver the meaning by the sign that provides in Traveloka apps interface. Leech (1974)

conducted an analysis of the meaning and purpose based on the pertinent theories; the theory of signals that Leech (1974) used to explain is the theory put forward by Chandler (2001). The aspects of colors were then examined in light of Chapman's (2010) theories.

B.2.1 Review of Related Research

Research about semiotic analysis using Saussure theory have been done by some researcher. In this chapter there are the similar subject, concept, theory or at least the same issue and topic also the curiousness of the researcher.

Pratama et.al (2022) *A Semiotic Analysis in Downy Collection Advertisement* mentions that the signs also have a specific meaning to convey the message of the product or service. The purpose of this study is to describe the verbal and visual signs and to analyze the type of verbal sign and visual signs found in Downy Product Advertisement. The analysis used the theory proposed by Saussure (1983:65) to analyze and describe verbal and visual signs, and to analyze the meaning of verbal and visual signs of advertising used Barthes' (1967) theory on the Theory supported denotative and connotative meaning of color by Wierzbicka (1996). Through the analysis, the researcher found that there are 72 data of verbal and visual signs, divided into 38 connotative meanings and 34 denotative meanings. The denotative meaning in this research consists of the name of the products, ingredients, and functions of each product. On the other hand, the connotative meaning consists of the statement in the advertisement, the color, the background, and also the model used in every

advertisement that has a hidden meaning. Advertising has a unique and short language and in addition, advertising has a character that needs to be deciphered. In advertising the included mark must motivate, persuade and attract people to try or buy the product. The advertising producer should be creative to get people interested in the product in the advertisement.

Meanwhile visual signs in the form of images and gestures or without saying a word in advertising. Some verbal and visual signs must be used in an advertisement. The signs also have a specific meaning to convey the message of the product or service. The objectives of this study are to describe the verbal and visual signs and to analyze the type of meaning of verbal and visual signs found in Downy product advertisements. The study was conducted by observation method to obtain detailed promo information. The method used in the analysis of this study is the descriptive qualitative method. The analysis used the theory proposed by Saussure (1983:65) for analyzing and describing verbal sign and visual signs and analyzing the meaning of verbal and visual signs in advertising, which used Barthes (1967) on denotative and connotative meaning supported by the color theory from Wierzbicka (1996). Through the analysis, the researcher found that there are 72 data of verbal and visual signs, divided into 38 connotative meanings and 34 denotative meanings. The denotative meaning in this research consists of the names of products, ingredients, and functions of each product. On the other hand, the connotative meaning consists of the statement in the advertisement, the color, the background, and also the model used in every

advertisement that has a hidden meaning. it is different with this research that has different analysis models and objective research that has different analysis models and objective.

Tsotra, et.al. (2004) found that semiotics is a powerful tool for revealing concealed meanings in Internet marketing. Semiotics deals with symbols in the form of text and pictures, and also with their underlying meaning. Internet marketing use of symbols in order to affect product awareness and cultural meaning. Semiotic analysis of the elements and signs of a website advertisement shows that individuals belonging to different cultural groups create meaning in different ways. Semiotics can help Internet marketers develop appropriate communication strategies and design communication channels with a certain degree of cultural sensitivity. The study was an introduction to semiotics as a research method in this area. Hence, since Internet marketing makes extensive use of symbols in order to affect product awareness and cultural meaning, semiotics is a very effective and efficient tool for interpreting online marketing. This paper analyzes two examples of Internet marketing and explains how potential consumers with different cultural backgrounds perceive the advertised product. Internet marketing campaigns not only create product awareness, but also reflect a generation of advertising with benefits such as self-selectiveness, interactivity, full integration of various media and marketing capabilities targeted towards specific individuals, countries or cultures (Wehling, 1996). The fact that Internet marketing can be targeted to specific cultural groups is significant because different groups may react differently

to the presence of the same stimulus. Furthermore, manifestations of culture, such as values, heroes, rituals and symbols, offer insight in the way Internet marketers can organize effective Internet advertising campaigns. Especially in cases of different cultures, different symbols can activate different schemas, depending on the linguistic and cultural background of the group. Consumers' cultural background comes into play during the design of Internet advertising strategies because it allows for adaptation to local cultures. By including culture as an important design factor, "cultural congruity" becomes essential for effective Internet websites.

Often, concepts and attitudes about specific items are "culture specific." Even though their meaning might be readily available, the Internet marketer does not know the range of its possible truths until he/she adds the extra dimension of cultural background. *Marketing on the Internet Semiotics*, which constitutes the "linguistic turn" in human sciences, is a particularly powerful tool for uncovering concealed meanings of Internet marketing, due to the fact that online marketing involves symbols, such as written words and pictures. In addition, semiotics examines how people form perceptions that are products of the surrounding culture in which respondents live and participate. Culture, as far as semiotics is concerned, is the way people communicate, both consciously and unconsciously, through cultural aspects, such as visual images and language. This article analyzes the figurative and cultural elements of two distinct Internet advertisements. This is accomplished by examining elements of background, color, and form so as to obtain understanding and creation of reality in spatially

restricted settings, such as the computer screen. It demonstrates that semiotics can be effectively applied to both traditional and Internet marketing and can benefit designers who want to create aesthetically pleasing and effective advertising promotions. Semiotics Umberto Eco (1976) states that "semiotics concerns everything that can be perceived as a sign."

Signs constitute printed and spoken words, images, sounds, gestures, and objects. Individuals interpret signs as "signifying something." According to Peirce (1894), "nothing is a sign unless it is interpreted as a sign". This interpretation process occurs by relating a sign to familiar systems of conventions and, hence, the sign becomes part of an organized collective of interactions and cannot exist outside such a collective. Interpretation and understanding of signs involve physical elements of objective existence (e.g., American stop sign), which lead to some type of common understanding (i.e., stop the vehicle). This type of common understanding is usually derived from socially accepted norms and rules. Consequently, as Internet marketing makes use of text and graphics, we decided that semiotic theory was the proper method for our analysis. Marketing on the Internet in summary, semiotics, by studying signs, deals with the construction and maintenance of reality so as to avoid reverting to a t of mere physical artifacts -solely described in terms of rules, forms, shapes, sounds and colors. Furthermore, semiotics posed a semiotic model in the form of a dyad, comprised of a signifier and a signified. A stop sign exemplifies these ideas -the sign includes a hexagon, white letters, and red background as signifiers, whereas the driver obtains the

signified in the form of the obligation to stop the vehicle. Other research by Agustia (2021) "*Semiotic Analysis of Hotel Advertisement*" found that the study aims to align the problem of conveying a meaning in advertisement promotion that have statements often not understood by tourist targets. Semiotic science variables can be added in the design of a hotel advertisement so that it provides an illustration of the suitability between semiotics and hotel marketing practices. This study examines (1) the segmentation of advertisements, (2) the interaction between markers and signs in hotel commercials, and (3) an overview of recommendations for the right meaning's function in advertisements for hospitality. This study's researcher used a qualitative design to gather data from study participants in the form of hotel advertisements from promotional advertisements (hotel brochures or websites) in Bali.

Data collecting on hotel advertisements in relation to the commercials being pushed is the first step in the study stage. The connections between the symbols and meanings employed in a hotel promotion campaign are the results attained. In order to demonstrate the compatibility between the use of semiotics and the hotel marketing strategies as described in the commercial, semiotic science variables can be included to the design of a hotel advertisement. To prevent misunderstandings between the hotel and the target market, it is possible to develop the correct match between the desires and the meaning to be transmitted. The "nature" of the hotel industry's marketing, in which hotel sector resources heavily depend on the social and representational universe of a location, appears to be the main question under test. Without an extraordinary

socio-social living place, the hotel industry's products and businesses are seldom even imaginable. Simply said, the hotel business field offers impressive highlights in the effort to promote social development. This analysis shows that the country's hotel sector advancement methodology typically included theoretical resources, which are typically illustrative, to boost financial advantages. Simply said, the hotel business field offers impressive highlights in the effort to promote social development. Potential tourists must complete this overall portrayal using assets from the hotel industry (movies, hotel guides, photos, banners/flags, brochures, web journals, articles, and so forth). Both theoretical and solid properties are present in a visual or audio entity.

The communication between signs and images, as such markers and markers, orchestrates dynamic features. This investigation is an attempt to depict the ways in which Indonesians challenge the emblematic rivalry. It has been established that the engineering of the hotel industry depends on compromises with western qualities, for example innovation, comfort and eastern qualities: neighborhood, eternal status, exoticism and so on. This type of development, always seen as the unmistakable and unstable structure of the hotel industry, has some disadvantages in times of representative rivalry. The material to be examined needs to be improved by the contribution of the authorities. When tags and markers are well synchronized, these aspects can provide a good overall understanding of the meaning and purpose of the ad. This study found out how the hotel best and most extensively designed its advertising in order to make an unforgettable impression on potential guests and their

guests. How the hotel has put together various images in words and pictures to give a deep impression to its guests and potential guests. In addition, the application of semiotics is very helpful in hotel advertising. Wahyu, et.al. (2022). "*A Semiotic Analysis of Public Service Advertisement*". The aim of this study was to find out and describe the meaning of the verbal and visual signs in public service advertisements. The data was taken from the internet containing the verbal and visual signs. The data collection process was an observational method. Through the analysis, it was found that verbal and visual signs have important rules to make attractive and good advertising. In terms of the verbal sign, these ads consist of the text that has excellent wording to capture the reader's interest.

Meanwhile, from the visual mark, these ads present a unique image intended to support the verbal mark to make it easier for the reader to understand the context of an ad. Overall, the use of verbal and visual cues in the ad is really important to share the message of the ad and also to grab the attention of the readers. In advertising, the verbal mark is the word like a slogan and the entire word seen in the advertisement, and the visual mark is an image that can be seen in our mind. The nonprofit advertising aims to educate the community about important issues such as environmental protection, education, physical and mental health, substance abuse, crime, driving safety, and other issues that people in the neighborhood may be facing. Public service advertising involves the collective interest of the community and aims to spread awareness.