

INTRODUCTION

Mass media is an important part of human life. Mass media provides information to people not only information it also gives message. Mass media designs information that helps to persuade people to buy or accept goods, services or ideas. People can get information about what they want, can connect and can communicate with other people easily. A mass media is used for a promotion from a product often is called advertisement. Companies make an advertisement and publish it in mass media in order to make people buy their product.

In daily life, people cannot be separated from advertisements. The media of advertisement is various since it employs many ways to convey a message, starting from print media such as newspapers, magazines, posters and etc. To electronic media such as television and YouTube. Advertisement is used to inform the products and services from the producers to their potential customers to purchase or to consume more of particular brand of product or services. Although advertising does not directly affect purchase, advertising is a means to help effective marketing to establish communication between companies and consumers in their efforts to deal with competitors. Advertising serves an easy and attractive form of mass communication for many people. Advertisement provides information that is interesting to see and watch.

Advertising is a part of communication because advertising is the process of delivering messages, where the message contains information about a product, both goods and services and used to help selling products and services. Advertising is

delivered in a persuasive manner and aims to influence the audience, so advertising is usually delivered through mass media, both print and electronic so that it can be accepted by a wide audience simultaneously. Advertising produced for the audience contained with a certain message. A message created with a many codes aimed to the audience for understanding it. The code appears directed to influence the audience to buy the product advertised.

Nowadays many people, especially teenagers, often know there are some new products and buy the products which are aired from social media. Therefore, advertisement is one of the ways to sell products. Advertisement can be presented in many types such as print advertisement, online advertisement, video advertisement, television advertisement, and outdoor advertisement. However, this research focuses on outdoor advertisement. Outdoor advertisement is the advertising that published in outdoor area. The example from outdoor advertisement is poster, banner, and billboard. This research analyzes three poster advertisements from Sprite products. Sprite is the soft drink colorless, lemon and lime-flavored created by The Coca-Cola Company. Sprite always serve ads with unique slogans for people can easy to remember the products.

This research analyzes the sign in Sprite advertisement using posters based on semiotic analysis by Peirce's theory. According to Peirce, Semiotic is a relationship among a sign, object, and a meaning. Peirce makes a triadic model of a sign, an object, and an interpretant. Based on the object, a sign consists of an icon, an index, and a symbol. Generally, semiotics is a branch of science which is examined a sign or

symbol and the procedure of signaling system. The word of semiotics itself is from Greece Semion, *seme*, means sign interpretation, (Paul, 2002 quoted by Eriana, 2015)

There are some previous studies related to this study. The first previous study was conducted by Eriana (2015). The study used by Peirce' theory which focused on semiotic analysis of icon and symbol on perfume advertisement. The methodology used in this research is descriptive analysis which was to describe and analyze the meaning of the signs and investigate its semiotic process using Peirce's theory. The results in this study the researcher found that the picture of the advertisement gave the first impact to the researcher in getting the meaning. The icon gives a direction for getting the meaning of the advertisement to the researcher. The icon can be the initial cause in catching or getting the meaning of the advertisement and then the symbol is as the effect of the icon in interpreting sign.

The second previous study was conducted by Hasanah (2010). This research used semiotic analysis by Peirce's theory. This study is concerned and explores the meaning of signs on T-shirts of Dagadu Product and wants to find out the meaning of their linguistic symbols. The results in this study the researcher is to find out the meaning of the linguistic symbols used on the Dagadu product and the relation between the linguistic symbols and pictorial symbols.

The third previous study was conducted by Rifa'i (2010). This study used a Peirce's theory. This research concerns the meaning of sign in semiotic signification, meaning in connotation and denotation level and focuses on images of Coca-Cola

advertisement. There are similarities of sign system appeared in all advertisements of Coca-Cola. The usage of pictorial elements, texts, and color, especially the usage of red color used to symbolize every advertisement and as brand mark signifies to Coca-Cola's drink products as general. The results in this study the researcher found a meaning of denotation and connotation meaning. This denotation meaning supports an idea about capital system and people habit as cultural which describes a connotation meaning. The researcher found a symbolic code, narrative code and cultural code in Coca-Cola advertisements.

Based on the research gap, this study investigates analysis the data using Peirce's theory and the three data are taken from Google. The difference between this studies from those previous studies is that this data analysis uses the interview method of the 20 participants to analyze the pictures of the semiotic process or see the advertisement from the audience's point of view.

Research objectives in this study are to find out the meaning of icons and symbols in Sprite advertisements. Additionally, it is to investigate the object found in sprite advertisement. The last one is to find out how semiotic process in sprite advertisement.

Peirce considers semiotics to have three aspects. The triadic model of Peirce. He refers to them as the interpretant, object, and the sign itself (representamen). These subjects is known by Peirce as semiosis. Peirce (1905) quoted by Eriana (2015). He made a triangle meaning model to understand a sign. The triangle

meaning consists of three major elements; sign, object and interpretant, Sobur (2003) Quoted by Hasanah (2010). Here is an example of Peirce's theory.

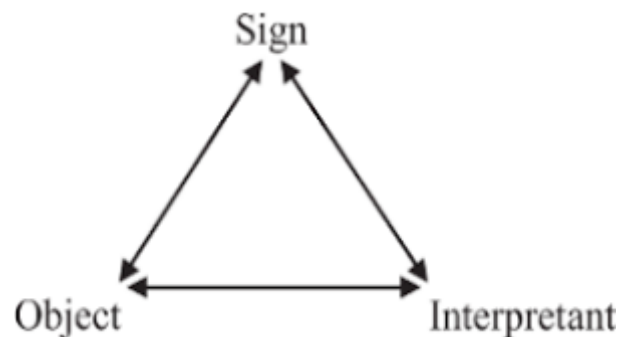


Diagram 1. Triangle meaning (Peirce, 1857)

According to Peirce offered his semiotic theory model as triangle meaning that consists of sign, object, and interpretant. It means that those sides (Representament, Object, Interpretant) is something which should always together. Representament is the line itself. Object is a social context which becomes reference from a sign or thing which it refers to. Interpretant is a concept of thinking from the people who use a sign and give it a special meaning or meaning that people have in their minds about an object which is referred by the sign.

Peirce preferred used a term of Semiotic and defined the object sign into three categories. Icon is a picture in the form of linguistics or image form. This icon is sign that contains a resemblance which can thus be recognized by the wearer. In the

icon, the relationship between the representament (R) and the object (O) because it similarities. Icon can be a linguistic sign or a sign in the form of an image. For example a map and picture has an iconic relationship with the object to the extent that there is a similarity between the two. Index is the nature of the relationship between the sign and its object because causalities and effect. For example, Smoke caused by a fire, a knock on the door is the index of a visitor. Symbol is the connection between sign and object because the convention on the social agreement. For example, flag, a traffic code.

METHOD

This study is about semiotic analysis on Sprite poster advertisement. This study use qualitative research method to analyze the icon, symbol and semiotic process on Sprite poster advertisement based on Peirce theory. Qualitative research is a term given to the research paradigm which is primarily concerned with meaning and interpretation. Qualitative research is framed in terms of using words (Creswell, 2014). This means that all data are in the form of images and text are in accordance with qualitative methods. On the other hand, qualitative methods are not suitable for analyzing data in the form of numbers.

The three data in this research are taken from Sprite advertisement uploaded in Google source. The data for this study are collected from three Sprite advertisements in the form of posters. Picture 1 “Feel the Freshness”