

**A SEMIOTIC ANALYSIS ON ONLINE RUNNING SHOES
ADVERTISEMENTS**

A THESIS

Submitted as a partial fulfillment of the requirement

For Sarjana Humaniora

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**ENGLISH DEPARTMENT
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Advertisements

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“Allah will not change the condition of people until they change what is in themselves. And when Allah intends for people ill, there is no repelling it. And there is not for them besides Him any patron.”

- Ar-Ra`d (13: 11) -

I dedicated this thesis to my beloved parents, my sisters and friends

For their unconditional love, adorable attention,

and endless support.

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Jakarta, October 24th, 2014

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ABSTRACT

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ADVERTISEMENTS

This thesis applies semiotic analysis on online running shoes advertisements. The researcher uses two theories to analyze the data. First, analyzing layout elements on online running shoes advertisements based on Kenneth and Maas' theory. Second, analyzing denotative and connotative meanings based on Barthes' theory. The objectives of the research are to find out layout elements and analysis sign into denotative and connotative meaning. This research uses a descriptive method to analyze data. There are 10 data are analyzed from online running shoes advertisements. Online running shoes advertisements use some signs such as gold, the man running, construction site, dragonfly, game boy, sprinting, legs, an old woman running faster than a woman, cheetah, feather, puma, woman runs by showing her buttocks, a man and a woman running together. Those signs represents that their products are ambitious, light, stable, powerful, worthy, strong, powerful, energetic, fast, easy, durable, shapely, natural and practical. These theories support to send a message to the viewers and make the viewers understand about denotative and connotative meaning of the signs.

Keywords: semiotic, layout elements, denotative meaning, connotative meaning.

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CHAPTER I

INTRODUCTION

1.1 Background of Research

Communication is the main part of life. People deliver the message in different expressions. To show it in communication, they use some kinds of expressions to deliver, such as attitude, gestures, words, writing, pictures and others. Those things make the communication clear and easy to understand. According to Cooley (1985), “Communication is the mechanism through which human relations exist and develop all the symbols of the mind, together with the means of conveying them through space and preserving them in time”. (p. 19).

The development of communication is getting more flexible. In the digital era, people need information and it can be found easily even with small gadgets. People have various kind of information which is accessible to the public. Using the information, people communicate to each other because information is the main part of communication. Communication is more developed to the public especially in mass communication, for example: people can give some information, ideas, and arguments to mass communication.

In Journalism, good communication is needed to make the information valuable and worthwhile to public. When people need information, they can access easily in a wide choices of channels which is called as mass media. Mass media contain advertising, news, and entertainment. It is easier for people to look for information or even get their purposes by using those mass media.

Mass media is supported by advertisement. Advertisement can be transferred to public by advertising company if there is media. The advertising company is one of the media which are responsible to promote the products to the viewers. The viewers get the messages from the advertisement and interest to buy those products. Many companies compete to sell their products in many countries, but it is not easy to sell products because of many rivals in this free trade era. Therefore, companies make strategy to promote their products by advertisement.

Advertisement is aimed to attract and promote a product or service to gain profit. It includes the name of a product or service, tag line, pictures and how that product or service can persuade potential customers to purchase or to consume in particular brand. According to Gorrard (1998), (p. 10). “Advertising is not just about commercial promotion of branded products, but also can encompass the idea of texts whose intention is to enhance the image of an individual, group or organization”.

Many companies advertise their products on electronic media and printed media. According to Madjadikara (2004), “The examples of electronic advertising media are TV advertisement, radio advertisement, contextual advertisement on search engine results pages, social network advertisement, interstitial advertisement, online classified advertisement, networks and e-mail advertisement. The examples of printed media are magazine advertisement, newspaper advertisement, flyer advertisement, and ballyhoo advertisement”. (p. 11).

Advertisement applies different strategies on printed advertisement and electronic advertisement. In printed advertisement, the advertisement agency should make an interesting design, whether it is the picture, color, text to the receiver in order to buy the product. In electronic advertisement, the strategies applied are different to advertise the product, such as using emoticon, lively pictures or 3D designs. In radio advertisement, the receivers only hear the advertisement, so the advertising company using good voice intonation, clear, and fluent pronunciation to

attract the receivers. In TV advertisement, it is easier to get attention than radio advertisement because the receivers see the video clearly.

People try to choose the products easily by looking for the products on Internet. It is easier to access the products either people just see the products or buy the products in online media. Some well-known brands have their own websites to promote the products, so people around the world can see kind of products on Internet easily. In online media, there are some good pictures and artistic designs of the products in order to attract people in purchasing the products.

Advertisement of shoes has many varieties based on functions and type. Shoes are items of footwear intended to protect and comfort the human feet while doing various activities. It is not only worn for adding safety in a working environment but also to make walking or running faster, comfortable, especially on hard, rough or awkward surfaces. The design of shoes has varied enormously through time and from human civilization, with the appearance that is being tied to functions. Therefore, people wear shoes are not only for protecting their feet but also for get more benefit and their prestige.

There are different type of shoes, such as running shoes, bicycle shoes, football shoes, skate shoes, riding shoes, boots, and others. Most types of those shoes are designed for specific activities. For example, running shoes are designed for particular sports such as running, walking and jumping. Bicycle shoes are designed

for ride a bicycle to hold the pedal up. Football shoes are designed for playing football on the grass which has some grips. Skate shoes are designed for playing board which has flat sole. Boots are typically designed for heavy outdoor use.

In promoting shoes, the companies make their own way to get attention from people to see the products. They use special designs by having attractive pictures and words which have specific meanings to show the function in each type of shoes. Signs are used in shoes advertisement to attract the people to see the products. Using signs is common way to attract and persuade people to buy the products. There are some signs in advertising, such as: pictures, languages, and symbols.

Sign is not only used to attract the people to see the products, but it also has more meanings to express. Sign is also part of a language science which is called semiotic. Semiotic is a science of language that learns to the view of signs. The word semiotic comes from the Latin *semeion* which means ‘sign’. The sign itself is defined as something that is considered to representing something else. A sign can be a word, a sound, or a visual image. Sobur, (2004), (p. 95). Therefore, semiotic is a study of sign. Roland Barthes who examines about the sign notes that the primary function of sign is to generate meaning. According to Barthes (1964), “Sign has three aspects; they are the sign itself, signifier (expression) and signified (concept). The relation between signifier and signified is signification. The word ‘signification’ comes from the Latin ‘signification’ which has two basic meaning; they are ‘signum’

(sign) and 'farace' (to make)", (p. 124). Signification is arbitrary when its sign is founded not by convention, but it is in fashion. A sign is motivated when the relation between its signifier and its signified is analogy.

"Therefore, it is possible to have system which are arbitrary and motivated and others which are non-arbitrary and non-unmotivated, namely signification". Sunardi, (2004), (p. 70). According to Barthes' (1964), (p. 129). "Semiotic theory, denotation is the literal or obvious meaning or the first-order signifying system. The meaning of an image refers to its literal; descriptive meaning. Connotation refers to second order signifying systems that additional cultural meaning can also find from the image or text".

The language and sign in running shoes advertising can be analyzed because they are used visual images, words, and symbols to convincing the viewers. There are varieties of language in advertising such as English, Spanish, German, French and Indonesian but some companies use English for their advertisements. There are three major reasons on choosing this topic for thesis. First, there are some layout elements in running shoes advertisements. Second, there are some signs on running shoes advertisements to represent their products. Third, there are some meanings of denotation and connotation on running shoes advertisements.

1.2 Statement of Problems

The problems of this research are:

1. What are the layout elements found on online running shoes advertisements?
2. What are the denotative meanings found on online running shoes advertisements?
3. What are the connotative meanings found on online running shoes advertisements?

1.3 Research Objectives

Based on statement of problems, the objectives of this research are:

1. To find out the layout elements on online running shoes advertisements.
2. To find out the denotative meanings on online running shoes advertisements.
3. To find out the connotative meanings on online running shoes advertisements.

1.4 Scope and Limitation

The Scope of this research is about the layout elements, connotative, and denotative meanings on online running shoes advertisements. Although Barthes' theory explains the denotation, connotation meaning and myth but the researcher does not analyze myth because it is related to one culture only. Meanwhile, online running shoes advertisements are not related to one culture but it is related to global culture.

There are 10 data taken from online running shoes advertisements. The data are chosen randomly from Internet, such as Adidas, Asics, Brooks, New Balance, Fila, Mizuno, New Balance, Nike, Puma, Reebok, and Skechers. First, analysis of layout elements on online running shoes advertisements based on Kenneth and Maas. Second, denotative meanings on online running shoes advertisements based on Roland Barthes' theory on semiotics. Third, connotative meaning on online running shoes advertisements based on Barthes' theory on semiotics.

1.5 Research Methodology

1.5.1 Method

This research is about the layout elements and semiotic analysis on online running shoes advertisements. The researcher uses the descriptive method to analyze the layout elements and the signs on online running shoes advertisements based on Kenneth - Maas' theory and to find out denotative and connotative meanings based on Barthes' theory.

1.5.2 Data Sources

The data analyzed in this research are based on online running shoes advertisements which are downloaded from some websites on June 2013 – July 2013.

1.5.3 Data Collection

The researcher collects 20 data and chooses 10 data randomly because the data represent online running shoes advertisements. The steps of collecting data are:

1. Searching the data on Google about running shoes advertisements.
2. Surfing some websites.
3. Choosing the data.
4. Downloading the data.

1.5.4 Data Analysis

The data are analyzed by using layout elements based on Kenneth - Maas' theory and semiotics based on Barthes' theory :

1. Analyzing the layout elements to make viewers get the message.
2. Analyzing the denotative meanings to make viewers understand the real meaning.
3. Analyzing the connotative meanings to make viewers understand the deeper meaning.

1.6 Organization of Writing

This thesis consists of four chapters. The first chapter is introduction that consists of background of the reseach, statement of problems, research objective, scope and limitaion and research methodology. The second chapter is theoretical framework that provides theories used by the researcher to analyze the problems. The third chapter is analysis, discussion and describes the process of data analysis. The fourth chapter is finding and conclusion. The researcher wraps up the thesis by reporting findings of the research and makes a conclusion of the research.

CHAPTER II

THEORETICAL FRAMEWORK

In this section, the researcher explains about the theory used to analyze data. There are two theories applied in analyzing the data. They are: advertising theory and semiotic theory.

2.1 Advertising

The word advertising comes from the Latin verb “advertere” which means “To turn toward“. It means that adverts are texts that have some kind of power to get people attention and eventually they convince them to do what the sender of the advertising wants the receiver to do (to buy, to use, to donate, and others). However,

it would not be true to say that everything that is paid attention to is advertising. A traffic sign for example, advising a speed limit functioning to drag people's attention and this cannot be perceived as advertising anything (Goddard, 1989. p. 6). According to Baudot, advertising appears in multiple forms:

2.1.1 Commercial advertising

The commercial advertising denotes advertising of goods and services by commercial enterprises. Moreover, it is directed to individual consumers or to businesses (industrial advertising). Commercial advertising may be targeted to a primary market (refers to promotion of generic products) or a selective market (means brand-name advertising).

2.1.2 Non-commercial advertising

Non-commercial advertising denotes promotion of ideas by non-profit organizations, such as government, religious, political organizations and social organization. In addition, there are several points about advertising according to Kenneth and Maas (1976), (p. 38-39).

1. To attract attention to itself.
2. To enlist the reader's interest.
3. To create desire or to capitalize on existing desire for the product or service being advertised.

4. To convince the reader that the consumer should buy the product or service or that the consumer accepts the idea being advanced.
5. To show the reader how and where consumers can buy the product or service or to direct the reader to some specific course of action.

Moreover, Kenneth and Maas noted that there are some elements that can unite the whole message of an advertisement. They appear in the form of headline, subheading, body copy, slogan, logo, and theme.

2.1.3 Headline

Headline is the most important single element in the advertisement. It explains the theme of the advertisement. The headline is usually placed at the top of the advertisements that often come in two units: first in large type and second in smaller type with more words. In a good advertisement, headline can fulfill one of these functions: reporting news about the product to the reader, giving an advice, making a promise, issuing a command, arousing curiosity or single out a segment of the audience.

2.1.4 Subheading

Subheading is the part of headline which explains more detail. It is located between the headline and the copy text, sometimes there is a sub head. According to Ali (1997), "Subheading explains or advertisement more information that is in headings, but not so much that the sub head becomes the copy text". (p. 140).

2.1.5 Body Copy

Body Copy text is the content of main text. It refers to the non-visual part of the advertisements that is the text. A body copy can take the form of a strong piece of printing, a poem, or a play - any literary form. However, copy must be produced in a limited number of words. It can be long body copy or short body copy in the concept.

2.1.6 Logo

Logo is the graphic or picture as symbol of company which represents a company label or trademark. The advertiser identifies himself with a last line buried in the copy block or with a line in display-size type set apart from the body type that is at the bottom of the advertisement.

2.1.7 Slogan

Slogan is the words or phrase that usually appears at the end of the body copy or below the logo. It differs from headline because slogan stays the same from advertisement to advertisement.

2.1.8 Theme

Theme is the company's idea how to make strategy on advertisement. The advertisement stands by itself or becomes part of a series, but should be single-minded in its approach. Usually the company gives a concept to the advertiser. As the

“attention-getting device” advertising must give the best performance, like a good picture to make the message that is communicated well conveyed.

2.2 Semiotic Theory

The word semiotic comes from the Latin ‘semeion’ which means ‘sign’. The sign itself is defined as something that is considered representing something else. A sign can be a word, a sound, or a visual image. Therefore, Sobur (2002), (p. 95). "Semiotic is a study of sign".

Roland Barthes was a French literary critic, literary, social theorist philosopher and semiotician who developed Saussure's linguistic model. Barthes wrote a lot of books, one of the popular books that he had written is *Mythologies*. He studied myth and he said that communication system and the message we know daily cannot be an object, concept, or ideas. Myth is a signifier model (signification) of a form. Barthes argued that there are three levels of signification: Denotative, Connotative and Myth. Barthes who examines the sign notes that the primary function of sign is to generate meaning. Sign has three aspects: they are the sign itself, signifier (expression) and signified (concept). The relation between signifier and signified is signification. The word ‘signification’ comes from the Latin ‘signification’ which has two basic meanings; they are ‘signum’ (sign) and ‘facere’ (to make). According to Barthes, signification is arbitrary when its sign is founded not by convention, but it is in fashion. A sign is motivated when the relation between its signifier and its signified is

analogical. Therefore, it will be possible to have system which are arbitrary and motivated, and others which are non-arbitrary and non-unmotivated, namely "signification". Sunardi (2004), (p. 70).

According to Sunardi (2004), "Signification in the study of semiotic is order of significations, level of denotation and connotation". (p. 73). It means that to get denotation and connotation, the researcher must use system of signification (meaning). To get signification (meaning) of the object, first the researcher must find the signifier (expression) and then signified (concept). After that, the researcher will get signification (meaning) because signification is the relation between signifier (expression) and signified (concept). Denotation will be achieved from signifier (expression) in the first level, and connotation will be achieved from signification (meaning) itself in the second level. Barthes used the ideological of signification is depend on the shared cultural values and beliefs. Consider the use of images of countryside in advertising. Signification here depends on the myth or ideology that opposes city and country, the country is signified as more pure innocent than the urban lifestyle.

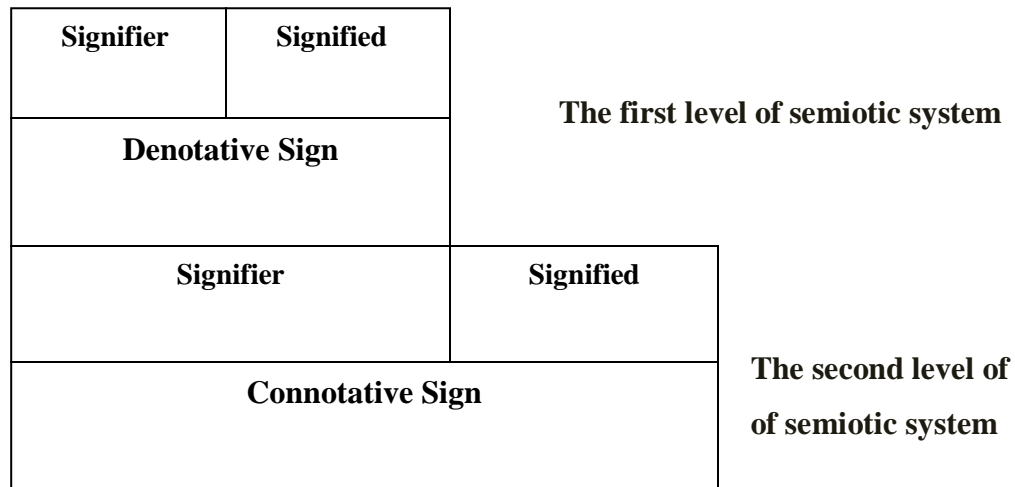
2.2.1 Denotation, Connotation and Myth.

Barthes states that there are different orders of signification. The first order of signification is called denotation. Denotation refers to the obvious, straightforward meaning of the sign. At denotative level, a sign consists of a signifier and signified.

While the second order of signification is connotation. Connotation deals with the deeper meaning a sign possesses or what can be interpreted. At a connotative level, denotative sign becomes the signifier and attaches connotative sign an additional signified. Myths are specific to certain cultures and they are arguable. 'countryside' may connote something quite different to a confirmed city-dweller. Whilst the process of signification is universal, the meanings that are generated in the process will be culturally specific. Myth is one of the second levels from semiotic system. Barthes defined it as "a type of speech". Barthes called "speech" because myth is the way of one's speaking. Myth is used for distorting or reformatting the reality (the meaning or signification of the first semiotic level). Then, the distorting or reformatting makes the myths produced stereo types about something or some problem. Myth was made by using the first level of semiotic system (denotation) as the signifier for the level of semiotic system (connotation). The new signifier was called by form and the signified was called by concept. The relation between them is signification or the myth itself. Barthes uses myth on his semiotic analysis about culture and any ideological critic. It can be found in many mass cultural products which have created the languages as the communication such as the people's myth today like magazine, television, film, advertisements and many more photographs. Barthes concerned his study about sign was the viewer role. The viewer has the significant perception to the object because the viewer can interpret the sign in various perceptions and there is no right or wrong perception.

Barthes produced his map of sign functioning to make it more understandable.

Example:



Barthes' Table of Sign Function

From the table above, the denotative sign is made from the signifier and the signified. They produce the denotative sign which is also being the connotative signifier on the second level of semiotic system. The connotative signifier must engender a connotative signified to produce a connotative sign. The connotation works on the subjective level that makes its present cannot be realized. The viewer can interpret easily the connotative meaning as the denotative fact in order to handle misreading in analysis sign. It is possible to apply the Barthesian model of signification in analyzing online running shoes advertisements.

CHAPTER III

ANALYSIS AND DISCUSSION

In this chapter, the researcher analyzes the data from online advertisements by using Kenneth and Maas' theory, also the denotation and connotation meanings based on Roland Barthes' theory of semiotic analysis. The total number of collected data is 10 data based on online running shoes advertisements. There are two steps used to analyze the data because the aims of the research are to find the element layouts and to find the meaning of sign on running shoes advertisements. First is identifying the elements in running shoes advertisements such as: headline, subheading, body copy, logo, slogan, and theme. Second is using the order of signification by Barthes' theory to find the denotative and connotative meaning.

1. Adidas¹



1.1 Element Layout

I. Headline : IMPOSSIBLE IS NOTHING

II. Subheading : -

III. Body Copy : IT'S A DREAM TO KEEP CHASING. IT'S A DREAM
TO KEEP YOU GOING. IT'S A DREAM THAT
SOMETIMES GETS PUT ON HOLD

¹ Appendix 1

IV. Logo : ADIDAS

V. Slogan : IMPOSSIBLE IS NOTHING

VI. Theme : Gold is a dream

1.2. Denotative and connotative meaning.

Adidas advertisement shows a man running on the street while wearing Adidas running shoes. He runs alone at the crack of dawn with the sunrise in the background. He wears Adidas products, such as running shoes, sport coat and sport trousers.



(Picture 1.1)

This advertisement has a theme about gold as a sign. Gold is more than a colour. It is a dream to keep chasing. This message implies that the man has a dream. He tries to keep going and chasing the dream. It is sometimes hard because there are many obstacles in that way. He keeps struggling to reach the dream because gold is never given. On the denotative level, Gold is a colour. On the connotative level, gold is a dream to keep chasing and keep going to. There is also an Adidas' logo that

shows viewers, this is an Adidas advertisement. On the denotative level, Adidas is a brand of sport products. On the connotative level, Adidas supports the runners to reach a dream.



(Picture 1.2)

The picture above shows a man running as a sign of reaching his dream. He wears Adidas running shoes and various other products supported by Adidas products. He starts doing the activities by running before doing others in the morning. On the denotative level, the picture of man running is to keep his body healthy. On the connotative level, the man running is an ambitious person, because he is awake to chasing a dream earlier when other people are asleep.



(Picture 1.3)

The picture above shows gold colour as a sign of a dream. It is irradiated a construction site from the left side. It implies to the man who has a dream. On the denotative level, Gold is a colour. On the connotative level, gold is the dream to keep chasing and keep going. It also shows a construction site as a sign of obstacle. A construction site is a place which in progress building. When constructing a building, people need some long beams, stones and land. It is as a sign of an obstacle to reach a dream. Therefore, a construction site is a sign of an obstacle. On the denotative level, a construction site is unfinished building. On the connotative level, a construction site is an obstacle for him to reach a dream, but he keeps going to reach a dream because he is an ambitious person.

The researcher states from this advertisement that Adidas running shoes support runners reaching their dreams although there is an obstacle in that way.

Sign	Denotative	Connotative
Gold	Colour	Dream
The man running	Someone exercising	Chasing a dream
Construction site	Unfinished building	An obstacle
Adidas	A brand of running shoes product	Supporting runners to reach their dreams

2. Asics²



2.1 Element Layout

I. Headline : LIGHTWEIGHT AND STABILITY FIND PERFECT
BALANCE

² Appendix 2

II. Subheading : -

III. Body Copy : THE GEL-NEO33, WE ADDED THE STABILITY OF
DUOMAX AND THE COMFORT OF GEL
CUSHIONING WITHOUT ADDING AN OUNCE OF
EXTRA WEIGHT. PROVING THAT LIGHTWEIGHT
DOESN'T HAVE TO SACRIFICE TECHNOLOGY

IV. Logo : Asics

V. Slogan : -

VI. Theme : Perfect balancing

2.2. Denotative and connotative meaning.

The Asics advertisement shows a dragonfly carrying a pair of Asics 33. The dragonfly is flying with clouds in the background. It is a fast flying insect with two pairs of transparent small wings, but it is flying and balancing even though it carries Asics 33. It looks like perfect balancing. Asics 33 are lightweight and stable shoes because it uses gel-neo 33 to make it lightweight and stable, so dragonfly can carry it. On the denotative level, a dragonfly is a fast flying insect with two pairs of small transparent wings. On the connotative level, dragonfly is unusual insect because it can carry Asics 33 by its tail.

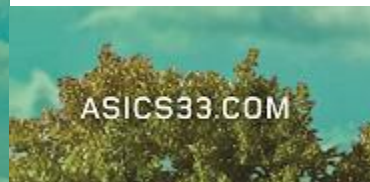


(Picture 2.1)

The message has as a theme about balancing related to the headline: lightweight and stability become the perfect balance. It is supported by the picture of Asics 33 flying above the dragonfly. Asics uses a special gel-neo 33 to add stability and comfort without adding an ounce of extra weight. It also provides the quality without sacrificing the technology. These shoes have the main benefit of maintaining balance, supporting to keep the feet stable when people running. This sign emphasizes the lightweight, stability and balance that will increase the running experience. On the denotative level, lightweight is a material weighing less than average. On the connotative level, lightweight is to make the runners run easier and faster. On the denotative level, stability is the state of being stable. On the connotative level, stability is maintaining to keep perfect balance.



(Picture 2.3)



(Picture 2.4)

Asics shows their logo on this advertisement, it implies that this advertisement made by Asics. On the denotative level, Asics is a brand of sport products. On the connotative level, Asics is lightweight shoes that can maintain runners to run stable and balanced. Asics also shows their website, asics33.com, with the purpose of supplying more information to viewers easily.

The researcher states from this advertisement that Asics 33 supports the runners to get stable run and get the perfect balance.

Sign	Denotative	Connotative
Lightweight	Weighing material less than average	To make the runners run easier and faster
Stability	State of being stable	Maintaining to keep perfect balance
Dragonfly	A fast flying insect with two pairs of small transparent wings	Dragonfly is unusual insect because it can carry Asics 33 by its tail

Asics	A brand of the sport products	Lightweight shoes to maintain running and keep the perfect balance
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3. Brooks³

3.1 Element Layout

I. Headline : FLOAT LEVEL ACHIVED

³ Appendix 3

II. Subheading : ENERGY and ADRENALINE

III. Body Copy :-

IV. Logo : Brooks

V. Slogan :-

VI. Theme : Running likes playing game boy

3.2. Denotative and connotative meaning.

Brooks advertisement makes an illustration between wearing Brooks GTS 13 and playing a game boy. The advertisement shows several players trying to reach the highest level. The prize is Brook GTS 13. They run as fast as possible to get additional bonuses, such as a clock, a banana, a cell phone, and a calendar to boost energy and adrenaline. They try to be the first reaching the goal. On the denotative level, game boy is a video game. On the connotative level, the game boy is used to compare Brooks GTS 13 to playing a video game.



(Picture 3.1)

There is a statement, "Float level achieved". It is shown by several players who are trying to get the prize. The statement shows that float level achieved is the highest level of the game and the player has reached the top. There are two power meters, energy and adrenaline. The players receive more bars automatically if they get a clock, a banana, a cell phone, and a calendar. The energy bar is equal with the adrenaline bar. They get more power to become a winner if the players get more bars. Brooks ADRENALINE GTS 13 is the prize for the winner. It designed to boost energy. On the denotative level, energy is required for sustained physical or mental activity. On the connotative level, energy is the power to be the winner supplying by Brooks GTS 13. On the denotative level, Adrenaline is a hormone secreted by the adrenals glands in stress condition or increasing rates of blood circulation. On the connotative level, Adrenaline is Brooks GTS 13 that supports the runners to get more adrenaline.



(Picture 3.2)

Brooks shows their product, Adrenaline GTS 13. These shoes designed for runners to boost energy and adrenaline to become the winner. There is also a Brooks' logo on the right corner which indicates that Adrenaline GTS13 was made by Brooks. On the denotative level, Brooks is a brand of the sport products. On the connotative level, Brooks is running shoes products with the energy and adrenaline features. Brooks also shows their website and some social media on the left side such as Facebook, Twitter, Youtube, and Pinterest. It makes it easier for the viewers to get more information.

The researcher states from this advertisement that wearing Brooks Adrenaline GTS 13 is running like playing game boy to become the winner.

Sign	Denotative	Connotative
Game boy	A video game	Wearing Brooks GTS 13 like playing game
Energy	The strength required for sustained physical or mental activity	Brooks GTS 13 gives power to be the winner

Adrenaline	A hormone secreted by the adrenals glands in stress condition or increasing rates of blood circulation	Brooks GTS 13 gives an adrenaline to runners.
Brooks	A brand of sport product	Running with Brooks GTS 13 like playing a game boy and get the energy, adrenaline to be winner

4. Fila⁴



4.1 Element Layout

I. Headline : THERE IS A LOT TO RUN AWAY FROM AND
A LOT WORTH RUNNING FOR

II. Subheading : -

III. Body copy : WHAT MAKES YOU RUN BETTER?

IV. Logo : Fila

V. Slogan : Sport. For life

⁴ Appendix 4

VI. Theme : Run Better

4.2. Denotative and connotative meaning.

The Fila advertisement shows a woman and a man starting to sprint in opposite directions while wearing Fila running shoes. Sprinting is powerful technique in running because it needs more power and full speed. Fila states “THERE IS A LOT TO RUN AWAY FROM AND A LOT WORTH RUNNING FOR. WHAT MAKES YOU RUN BETTER?” The statement signifies that there is a lot ways to run, such as sprint, marathon and triathlon. Those are better types of running than jogging because there are many advantages, such as burning more fat and making the body healthier. Fila asks the viewers to run better. It implies that Fila supports the viewers in the ways to run, making it worthwhile by wearing this product. On the denotative level denotation, sprint is running at full speed over a short distance. On the connotative level, sprint is running in a better way for a better life.



(Picture 4.1)

Fila also shows their logo on the right corner. It implies that this advertisement is made by Fila. On the denotative level, Fila is a brand of sport products. On the connotative level, Fila supports runners to run better. From the analysis above, the sign that appears from the picture of a man and a woman,

sprinting in opposite directions is that Fila gives the viewers some options to run better.

The researcher states this advertisement that wearing Fila running shoes can help the runners to run better.

Sign	Denotative	Connotative
Sprint	Run at full speed over a short distance	Run in better way for life
Fila	A brand of sport products	Support runners to run better

5. Mizuno⁵



5.1 Element Layout

I. Headline : MIZUNO PRO RUNNER 15

II. Subheading : -

III. Body copy : ONLY WE STUDY YOUR BODY SO THOROUGHLY
BEFORE MAKING A RUNNING SHOE

IV. Logo : Mizuno

⁵ Appendix 5

V. Slogan : Never settle

VI. Theme : Mizuno Pro Runner 15 is a good shoes

5.2 Denotative and connotative meaning.

Mizuno pro runner 15 advertisement shows the new product that has the main function of strengthening muscles. The advertisement shows leg muscles of a person, which are ready to run. He is deliberately stretching in order to make the muscles flexible and strong. The muscles are automatically strong and healthy when the person runs. On the denotative level, the illustration of the legs signifies strong muscles and powerful. On the connotative level, the illustration of the legs signifies Mizuno pro runner 15 makes the leg muscles strong and powerful.



(Picture 5.1)

The advertisement also shows a statement. It implies Mizuno studied the human body to make excellent shoes before production. These shoes make runners strong, not only the body but also the legs especially, by wearing these shoes. On the denotative level, Mizuno Pro Runner 15 is a type of running shoes made by Mizuno. On the connotative level, Mizuno Pro Runner 15 is excellent shoes because it can make leg muscles strong and powerful.



(Picture 5.2)

This advertisement also shows a Mizuno's logo and slogan in order this advertisement made by Mizuno. On the denotation level, Mizuno is a brand of sport product. On the connotation level, Mizuno is an excellent brand because they study the human body before making running shoes.

The researcher states this advertisement that Mizuno Pro Runner 15 is an excellent shoe because they study of the human body to make legs stronger and powerful.

Sign	Denotative	Connotative
The illustration of the legs wears Mizuno Pro Runner 15	The strong leg muscles wearing Mizuno Pro Runner 15	Mizuno pro runner 15 makes the legs stronger and powerful
Mizuno Pro Runner 15	Type of running shoes made by Mizuno	Making the legs stronger and powerful

Mizuno	A brand of sport products	A good running shoes because they study human body before making running shoes
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6. New Balance⁶

6.1 Element Layout

I. Headline : IF MY KIDS TRY TO PUT ME IN A HOME THEY
BETTER FIND ONE WITH A QUICK STAFF

⁶ Appendix 6

- II. Subheading : 2011 BOCA RATON GERIATHLON PRESENTED BY
NEW BALANCE
- III. Body copy : -
- IV. Logo : New Balance
- V. Slogan : FOR LIFE RUNNERS
- VI. Theme : An old woman runs better for her whole life

6.2 Denotative and connotative meaning.

New Balance advertisement shows an old woman. It is focusing on their running shoes although the product does not appear in detail. New balance shows an old woman running on the beach. She runs stronger and quicker than a girl who lags behind. The girl feels exhausted. She cannot keep up with an old woman. An old woman is not like an ordinary old woman who usually cannot run faster and stronger than a girl can. On the denotative level, old woman is old woman. On the connotative level, an old woman is an extra ordinary old woman because she runs faster and stronger than a girl can.



(Picture 6.1)

From the above sign, an old woman implies that she still energetic although she is already old. She is not like an ordinary grandmother who usually just stays at home with a nanny. She says to her kids, better find quick staff to take care of her if her kid wants to put her in a rest home.



(Picture 6.2)

On the right corner, the advertiser shows the logo of New Balance with the slogan for lifetime runners. This advertised an event in Boca Raton's, Florida, in 2011. Boca Raton is an annual international running event with the length 5 k or 10 miles. New Balance sponsored this event. On the denotative level, New Balance is a brand of sport products. On the connotative level, New Balance keeps the runners running better into their old age, still being energetic and able to run fast.

The researcher states from this advertisement that New Balance advertises its event in Boca Raton, with the purpose to build a good reputation as a sponsor of a good running shoes. It is shown by the picture of old woman running faster and stronger than a girl can.

Sign	Denotative	Connotative
Old woman	Old woman	An extra ordinary old woman because she runs faster and stronger than a girl
New Balance	A brand of sport products	Keeping the runners running better into their old age, still being energetic and able to run fast

7. Nike⁷

7.1 Element Layout

I. Headline : What's the secret of speed?

II. Subheading : Ask the master

III. Body Copy : -

IV. Logo : Nike

V. Slogan : -

⁷ Appendix 7

VI. Theme : Running like a master

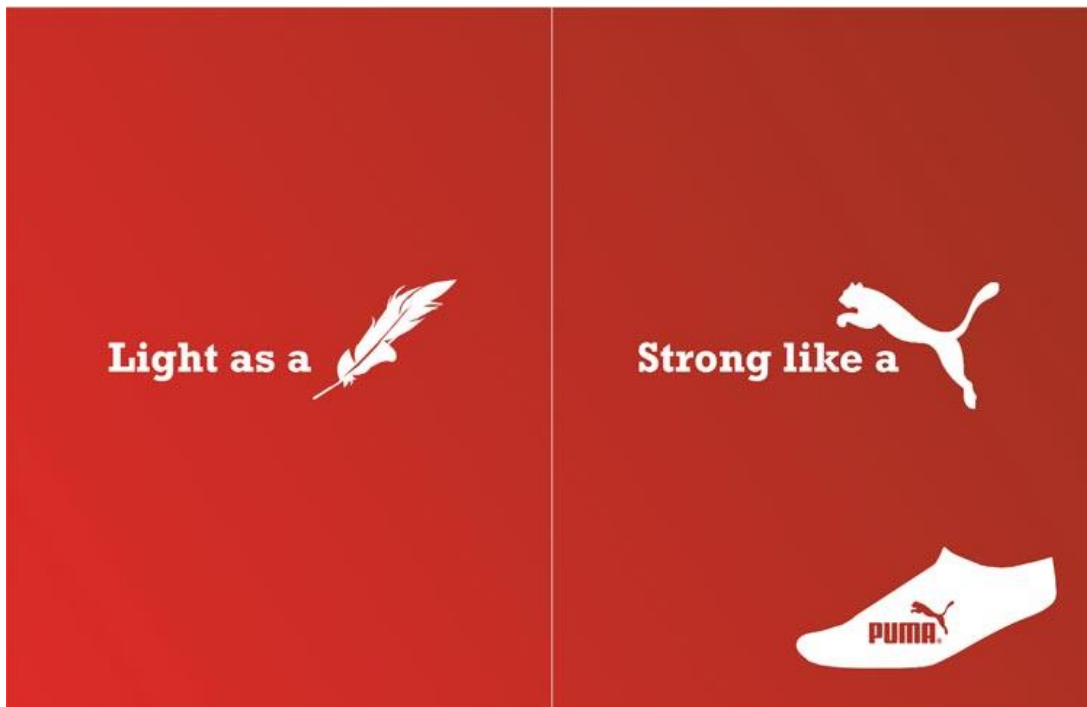
7.2 Denotative and connotative meaning.

The Nike advertisement shows a cheetah running very fast as the master of running. Cheetah is a wild animal with the spots on its body. They run very fast and live in wild, grassland, tropical jungle, and desert areas. It is the master of running in the wild. Nike shows their logo on Cheetah's body as a representation of its speed. Therefore, if the viewers want to become a master they have to wear Nike running shoes. Although the advertisement does not show Nike's product, it can be assumed that Nike advertise running shoes. On the denotative level, cheetah is the wild animal with the spots on its body, which runs very fast. On the connotative level, cheetah is the master of speed. On the denotative level, Nike is a brand of sport products. On the connotative level, Nike is the master of speed.

The researcher states from this advertisement that Nike advertises their images as the master of speed like a cheetah. It is shown by Nike's logo on cheetah's body. Nike enables runners to run fast, energetic, and powerful like a cheetah.

Sign	Denotative	Connotative
Cheetah	The wild animal with the spots on its body and run very fast	Master of speed

Nike	A brand of sport products	Master of speed like a cheetah
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8. Puma⁸

8.1 Element Layout

I. Headline : Light as a (feather) strong like a (puma)

II. Subheading :

III. Body Copy : -

IV. Logo : Puma's logo

V. Slogan : -

VI. Theme : Puma is light and strong shoes

⁸ Appendix 8

8.2. Denotative and connotative meaning.

Puma advertisement shows the symbol of feathers and a puma. Feathers are the thing that covers a bird. It keeps birds warm and protects them from injury. In most kinds of birds, feathers help them to fly. Feathers are very light. Therefore, Puma state this symbol as light as their running shoes. On the denotative level, feathers are the things that covered a bird. On the connotative level, feathers are symbol of lightness like a Puma running shoes.

Puma is a wild animal that runs very fast. They live on grassland, tropical jungle, and desert areas. They are carnivore. They usually hunt at night and they jump or run fast to catch their prey. They live and hunt alone because they are very strong and very brave. Therefore, puma shows this symbol as durable running shoes. On the denotation level, puma is a wild animal that running very fast. On the connotation level, puma is the symbol of strong animal of Puma running shoes.



(Picture 8.1)

Puma shows their logo on the right corner as the sign of this advertisement made by Puma. On the denotative level, Puma is a brand of sport products. On the

connotative level, Puma running shoes are brand of light shoes like feathers and durable shoes like a puma.

The researcher states from this advertisement that Puma advertises their shoes as light as feathers and durable shoes like puma.

Sign	Denotative	Connotative
Feathers	The things that covered a bird body	Symbol of lightness of Puma running shoes
Puma animal	Wild animal that run very fast	Symbol of durable like Puma running shoes
Puma	A brand of sport products	Light and durable shoes

9. Reebok⁹

9.1 Element Layout

I. Headline : Reetone

II. Subheading : TONING TECHNOLOGY NOW FOR RUNNING:
RUNTONE

III. Body Copy : TONE YOUR BUTT AND LEGS MORE WITH
EVERY RUN, ALSO AVAILABLE: TRRAINTONE

⁹ Appendix 9

FOR WORKING OUT AND EASYTONE

FOR WHEREEVER YOU DO.

RUNTONE.TRAINTONE.EASYTONE .

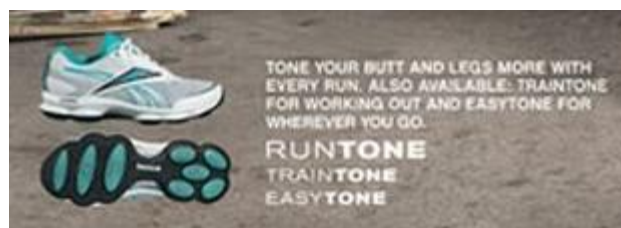
IV. Logo : Reebok

V. Slogan :

VI. Theme : Runtone shape the legs and buttocks

9.2. Denotative and connotative meaning.

The Reebok has a theme of shape the legs and buttocks. This advertisement shows a girl running by wearing Runtone shoes. The girl runs alone on the street. There is a dog next to her. The dog wears a bowtie. The bowtie colour is blue, the same as the sole of Runtone. The picture of the girl does not show her full body but only the part of buttocks and legs. It is because this advertisement focuses only for the girls to shape buttocks and legs. The girls usually worry about their weight, so Reebok make Runtone to make viewers confident about themselves.



(Picture 9.1)

On the picture above, Reebok advertises three new products that show Runtone as their main advertisement. The products are Runtone, Traintone, Easytone. The first is Runtone, made with toning technology and it is good for buttocks and legs with every run. It designs to shape buttocks and legs. Second is Traintone, for people who are working out. Some people often do the activities outside. They need shoes to support their activities. This type of shoe is recommended for them. Third is Easytone, for people who like to do everything. This type of shoe is flexible for people who are always changing some activities, such as running and walking. On the denotative level, the picture of the girl running while wearing Runtone is the girl just running on the street to keep her body healthy. On the connotative level, the picture of the girl who runs by wearing Runtone is shaping her buttocks and her legs by Runtone.



(Picture 9.2)

Reebok also shows their logo on the left corner in order that Runtone, Traintone, Easytone are produced by Reebok. On the denotative level, Reebok is a brand of sport products. On the connotative level, Reebok is special running shoes for girls to shape buttocks and legs.

The researchers states from this advertisement that Reebok advertises their shoes to shape buttocks and legs.

Sign	Denotative	Connotative
The girl	The girl runs on the street	Shaping legs and buttocks
Reebok	A brand of sport product	Special running shoes for girls to shape legs and buttocks

10. Skechers¹⁰

skechers
GORun

Skechers GORun elevates the natural running experience, allowing you to interact with and respond to practically any surface, while offering the additional benefit of real world protection.

MID-FOOT STRIKE

HEEL STRIKE

GOimpulse sensations

Mid-Foot Strike
The Way You're Supposed to Run
skechers.com/gorun

MEN'S
6.9 oz

WOMEN'S
4.9 oz

10.1 Element Layout

I. Headline : GORun

II. Subheading : 1. MID-FOOT STRIKE 2. HEEL STRIKE

III. Body Copy : MID-FOOT STRIKE

Skechers GORun elevates the natural running experience, allowing you to interact with and respond to practically any surface, while offering the additional benefit of real world protection. MID-FOOT STRIKE.skechersGORun features smartshoe technology for a mid-foot strike and

¹⁰ Appendix 10

GOimpulse sensors for enhanced sensory feedback. HEEL STRIKE. Traditional cushioning deadens sensory isolation, making it difficult to readjust for maximized efficiency. This can lead to lazy running and habitually bad form.

IV. Logo : Skechers's logo

V. Slogan : -

VI. Theme : Smart shoes made by Skechers

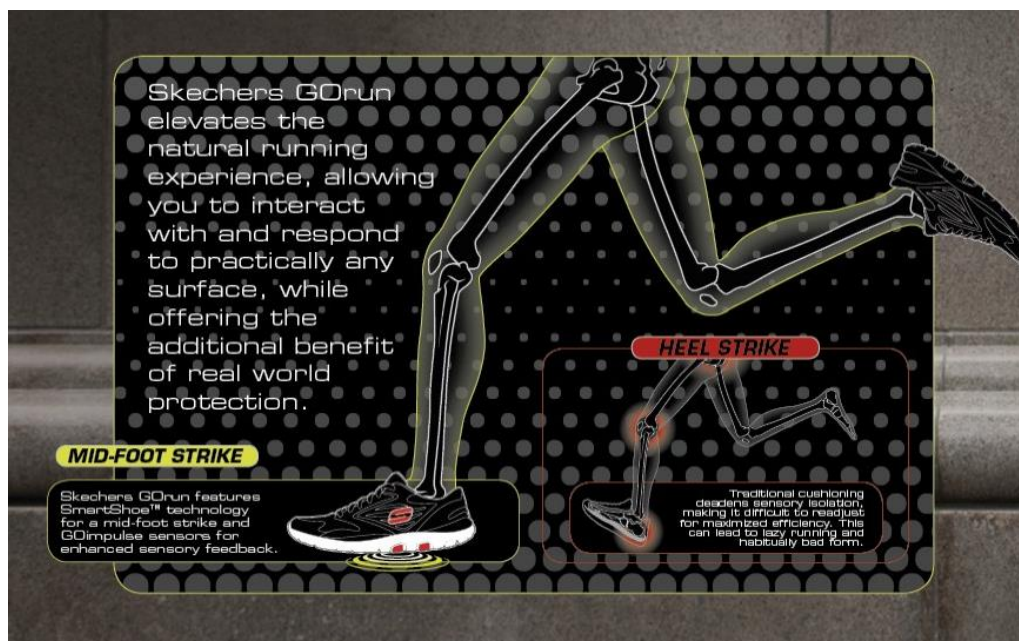
10.2. Denotative and connotative meaning.

The Skechers advertisement has a theme about smart shoes. This advertisement shows a man and a woman running together while wearing Skechers GO run shoes. The man wears yellow shoes and the woman wears red shoes. The yellow shoes are designed for man because it used 6.9 oz radically lightweight based on their features. The red shoes are designed for woman. It used 4.9 oz radically lightweight based on their features.



(Picture 10.2)

The picture above shows Skecher's logo in order that this advertisement is made by Skechers. Go run is the type of running shoes with using some technologies. It explains based on picture below. On denotative level, Skechers is a brand of sport product. On connotative level, Skechers is smart shoes brand because they use some technologies to protect the feet.



(Picture 10.1)

On body copy, there are two examples of this. The first example is elevating the natural running experience. The second example is allowing the runner to interact with and respond to practically any surface of real protection. Skechers offers the runners about their new benefits. First, MID-FOOT STRIKE is the features of Skechers for a mid-foot strike and for enhancing sensory feedback. They state that

these are smart shoes because it made by using Skecher's smart shoes technology. On the second subheading, Second, HEEL STRIKE shows that Traditional running deadens sensory isolation, making it difficult to readjust for maximized efficiency. This can lead to lazy running and habitually bad form. Go impulse sensors and Mid-Foot Strike are their technologies. The viewers will get the way they are supposed to run. On the denotative level, a man and a woman running by wearing Skechers running shoes signifies comfortable. On the connotative level, a man and a woman running together wearing Skechers shoes look like they are running perfectly because they wear smart shoes with many benefits, such as eliminating lazy running, run naturally and practically on any surface with real protection.



(Picture 10.3)

This advertisement also puts some signs. First, Go impulse sensor. Second, Mid-Foot strike. Third, the website: skechers.com/gorun. Fourth, the weight of the product is 6.9 oz for Men's and 4.9oz for Women's. Fifth, Quick Respond, by visiting the website via smart phone.

The researcher states from this advertisement that Skechers advertises smart shoes because they use Go Impulse sensor and Mid-Foot Strike to make excellent shoes.

Sign	Denotative	Connotative
A man and a woman running	A man and a woman run together	Perfect running because they wears smart shoes with many benefits, such as lead lazy running, run naturally and practically on any surface with real protection
Skechers	A brand of sport product	Smart running shoes brand with Go Impulse sensor and Mid-Foot Strike to protect the feet

CHAPTER IV

CONCLUSION

This research is aimed to find out the layout elements based on Kenneth and Maas' theory and to find out denotative and connotative meaning based on Roland Barthes' theory on online running shoes advertisements. Online running shoes advertisements use some layout elements and some signs to represent their products in order to make interesting in deliver the message and the viewers will buy their products. The advertisers use some layout elements as signs to persuade the viewers, such as headline, subheading, copy text, logo, slogan, and theme. Layout elements are part of advertising. There are also some pictures on online running shoes advertisements as signs which have denotative and connotative meaning.

The researcher is able to describe the finding and the conclusion after analyzed 10 data on running shoes advertisements. First, the researcher found that all online running shoes advertisements use headline in their advertisements. Some online running shoes advertisements use subheading in their advertisements, such as Brooks, New Balance, Nike, Reebok, Skechers. Some online running shoes advertisements use body copy in their advertisements, such as Adidas, Asics, Fila, Mizuno, Reebok, Skechers. All online running shoes advertisements use logo and theme in their advertisements. Some online running shoes advertisements use slogan in their advertisements, such as Adidas, Fila, Mizuno, New Balance. Second, the researcher found that online running shoes advertisements use some signs to advertise their products, and it can be interpreted as denotative and connotative meanings. On the denotative level, showing the picture of running shoes is the way to sell the products. Third, on the connotative level, showing some signs are interesting to get attention from the viewers which have the deeper meaning and it is related between the texts and the pictures.

Finally, it is concluded that online running shoes advertisement use the layout elements to deliver a message to the viewers and use some signs to persuade the viewers which has meanings that their brands are ambitious, light, stable, worthy, strong, powerful, energetic, fast, easy, durable, shapely, natural and practical.

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12/Mizuno-Pro-Runner-15_021.jpeg.html](http://www.gutewerbung.net/wp-content/uploads/2012/12/Mizuno-Pro-Runner-15_021.jpeg.html)

APPENDIX

Appendix 1:



Appendix 2:

LIGHTWEIGHT AND STABILITY FIND PERFECT BALANCE.


 THE GEL-NEO33: WE ADDED THE STABILITY OF DUOMAX[®] AND THE COMFORT OF GEL[®] CUSHIONING WITHOUT ADDING AN OUNCE OF EXTRA WEIGHT. PROVING THAT LIGHTWEIGHT DOESN'T HAVE TO SACRIFICE TECHNOLOGY.



asics33.com



Appendix 3:

ENERGY  5:23

ADRENALINE  x3

FLOAT LEVEL ACHIEVED!!!

ADRENALINE GTS 13
brooksrunning.com/adrenaline13

©2012 Brooks Sports, Inc.
f t y p

BROOKS

The advertisement features a pixelated game interface. At the top, there are two meters: 'ENERGY' with a green bar and a clock showing '5:23', and 'ADRENALINE' with a yellow bar and a power-up icon labeled 'x3'. The central text reads 'FLOAT LEVEL ACHIEVED!!!' in a large, pixelated font. A character in a red shirt and white hat stands on a cloud. Below, a cityscape is visible with various icons: a robot, a calendar showing '11', a mail icon with '21', a stroller, a mobile phone, and several birds. Three conveyor belts with wheels are shown, with characters and icons on them. At the bottom, a large, detailed image of the Brooks Adrenaline GTS 13 sneaker is shown, which is white with red and black accents. The Brooks logo is in the bottom right corner.

Appendix 4:



Appendix 5:



Appendix 6:



Appendix 7:

What's the secret of speed?



Ask the master.



Appendix 8:



Appendix 10:

skechers.
GORUN

Skechers GoRun features elevated, cushioned, fractional lining suspension allowing you to interact with any surface, while offering the additional benefit of real world protection.

MID-FOOT STRIKE
Skechers GoRun features elevated, cushioned, fractional lining suspension allowing you to interact with any surface, while offering the additional benefit of real world protection.

GOimpulse
sensors

Mid-Foot Strike
The Way You're Supposed to Run
skechers.com/gorun

MEN'S
6.9 oz

WOMEN'S
4.9 oz