

CHAPTER I

INTRODUCTION

1.1 Background of research

The advertisement is any paid form of nonpersonal presentation and promotions of ideas, good, or services by an identified sponsor. “In simple words, advertising means of informing and communicating essential information” (Kotler, 2008). Advertising is also one of the marketing strategies to promote products to consumers. The advertising is available offering interesting advertising packages. Media plays an important role in displaying the good and the bad to the audience. Sometimes messages which the ads conveyed are confusing. The image in ads usually have a different

meaning with the product, that's why consumers very curious about what the ads mean, so from that consumers really attention with the ads. The emergence of new technologies and the demand from the audience has internationalized local media. "The result of the research shows that customers are more influenced by internet advertisement followed by commercial advertising, TV and print advertisement" (Hadadi and Almsafir, 2013).

Analyzing an ad to discover its true meaning is important to understand its intended impact and intention. In advertisement, usually, there is a simple text and the picture of the product, so that the companies use text and pictures to deliver the message and to form the image of the product. According to Hicom (2013), the image causes consumers to see or buy products is offered. "As the aim of the written advertisement is to persuade the consumers to buy the product, the text of the advertisement should have a persuasive power. The advertiser should use some strategies to engage potential consumers. Generally, the advertisers should consider the elements in making the advertisement such as color, picture, and format" (Wittaningsih, 2016).

A persuasive ad has a function to persuade the customers that s/he needs to buy a product, use a service, support a cause, or take the specific action. The ads appear in all forms of media: television, radio, cinema, print (newspaper, magazines, billboards, outdoor hoarding) and on the internet. In this thesis, the research object is the mascara ads shown in printed media, especially magazines,

brochures, and posters. Persuasive ads exist in society. Persuasive ads are shown everywhere.

This research is using C.S Peirce semiotic analysis theory to find out the interpretant of the ads. “A word or phrase to mean something different from the literal meaning” (Cruse, 2004, p.198). Recently, a trend seems to have emerged in which many cosmetic and beauty companies are portraying their products like fruit, animal, food, etc. in their print advertisements. For example: a brand of shoes using a picture of the woman who wears shoes as her phone in its ad. In the picture woman as though calling someone by her phone. The interpretant of this ad is this brand is for self-confident women. Probably, when woman who is wearing shoes from this brand, a woman is going to hear lots of compliments and attract people’s attention.

The printed advertisement becomes an important part of informing and persuading people to buy the product. It certainly becomes the appropriate media to attract the interest and curiosity of the people. Moreover, it can also give important information about the product. The printed advertisement has a lot of signs such as verbal and visual signs as well as the meaning and messages realized by those signs. By paying attention to the signs which have to be shown in the advertisement, companies make the message more understandable to the target. Consumers who see the sign in the advertisement will find out what the company’s expectations are.

Consumers may consider the product to be purchased from the advertisement because it gives some information about the product they look for. People will see and understand what is conveyed from the advertisement by the symbol, colors, slogan, etc. and the consumers may interest to buy the product by the design of the advertisement. Consumers can learn every detail information by advertising, such as color, words, and pictures.

Through semiotics, consumers can interpret everything in the picture, text, or color. According to Hoed (2011), the science that studies the signs or the study of signs in human beings is known as semiotic. Daniel Chandler (2007) defines semiotics, as signs which take the forms of words, images, sounds, gestures, and objects. Every existing thing in life is looked at as a sign that is something that has meaning. As long as someone interprets the sign as “signifying”, consumers can conclude that anything can be a sign. Sign is something that referring to or standing for something other than itself.

To support this thesis, these are three examples of previous research which are similar to the topic. The first example is from a journal titled “A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce’s Semiotic Theory” by Alfian Asyraq P (2018). This thesis is focus on the analyzing of the signs that exist in the John Wick 1 film in several scenes. There are three signs according to Peirce’s semiotics theory, including icons, indexes, and symbols. The research results show that the triadic concept of Peirce can be used to explain the meaning of the signs that were contained in the John Wick 1 film.

The second example is from a journal which titled “Pierce’s semiotic analysis of icon and symbol on perfume advertisement” by Audia Eriana (2015) this thesis is focused on icon and symbol to identify in perfume and its meaning. The semiosis process which occurs on the advertisement of perfume happened in three steps described by Pierce’s triangle. The third example is from a thesis which titled “A semiosis process analysis on KFC advertisement posters” by Hanifah Putri Lestari (2016) this thesis is focused on the icons and symbols of KFC advertisements to know the semiosis process and the interpretation of icon and symbols based on Peirce’s Theory.

1.2 Statement of problems

1. How does the semiosis process in mascara printed advertisements?
2. What is the meaning of icon and symbol in mascara printed advertisement?

1.3 Research objectives.

1. To know the semiosis process formed in the mascara printed Advertisements.
2. To find out the meaning of icon and symbol in the mascara printed Advertisements.

1.4 Scope and limitation.

This research uses the semiotic theory by Charles S. Peirce. The source of advertising is only limited to the type of cosmetic ads, more precisely mascara

ads from several brands with the aim that consumers feel that is not too complicated to understand the advertisement.

1.5 Methodology.

This research is to avoid confusion of the public in understanding the message in the advertisements. This research uses the qualitative research method. Qualitative research is descriptive.

1.5.1 Data Source.

The 5 data in this research are based on mascara advertisements which are downloaded from <https://www.google.com/> on May 12, 2020.

1.5.2 Data Collection.

The step of collecting data are:

1. Searching the data on Google about the mascara advertisement.
2. Choosing 5 data from <https://www.google.com/>. There are many mascara ads, but only 5 are selected which most unique to be analyzed.
3. Download the data.

1.5.3 Data Analysis.

This research is using C.S Peirce semiotic theory to know the semiosis process and analyze the icon and symbol. Then the writer finds

the meaning of the mascara's advertisement by analyzing the icon and symbol.

1.6 Organization of Writing

This research consists of four chapters. The first chapter consists of background of the study, statements of problems, research objective, scope and limitations, and research methodology. The second chapter consists of the theories that support the research and a framework that are used as a guidance in this thesis. The third chapter is the analysis of the data using theory from C.S Peirce theory. Finally, the fourth chapter consists of the results of the research that can be outlined into a conclusion.