

CHAPTER I

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Advertisement is a communication method designed and intended to promote a product or services for a consumer's purchase and use (Willet, 2010, p. 4). It is a form of information that is found everywhere. When people watch television, they can see advertisements which are found in newspapers, magazines and on highways in the form of banners and backdrop and those heard on the radio. According to Hackley, industry professionals tend to regard advertisement as a powerful marketing tool, a means of persuasively communicating with millions of consumer (2005, p. 8). So in promotion, advertisements are produced to influence and motivate consumers to buy the product offered by persuading people to consume.

Magazine is one kind of mass media that contains information such as advertisements to deliver the information from a communicator to a communicant in order to get some feed back. According to Fast Facts, "consumers rate magazines as the most informative medium. Magazines influence purchase behavior early in the decision-making process, giving readers ideas of what to buy, more so than newspapers or TV" (2014, p. 3). So in comparison to other media, the magazine advertisement has the power to affect a consumer's purchase of products largely through advertisement in printed form, because the product can be seen again and again to finally give her/ him a decision to buy the advertised product or not.

Advertisers use language as an expression of verbal communication in advertisement that is considered outstanding in a product. According to Parsa “advertisements have their own particular language. Their goal is to communicate information about the company and the image they want to create to the consumers. Words are most often used in advertisements to reaffirm the impression that companies want the audience to feel. Words are frequently used to tie the images created in advertisements to the product they are trying to sell” (2005, p. 846). In doing so, language use in advertisements catch consumers attention by using persuasive sentences that make consumers decide to purchase goods and services and it is sometimes submitted to a semiotic system because language has components that would combine with other components to produce some type of communication that are often referred to as sign. Advertisement presents the pictures and language on the text that contain a sign whereas the signified and signifier are included in and they are related between denotations and connotations (Barker & GalasinÂski, 2001, p. 5).

According to Manning “semiotics as a culturally based discipline, makes a number of assumptions about social life in addition to the fundamental idea that we inhabit a world of overlapping systems of signs, signs about signs, and metacoding of such systems in such units as nation-states, cultures, and even organizations” (1987, p. 34). Manning continues to say that semiotics assumes that language is “the model for other sorts of social relations” (1987, p. 34). This gives reason that the way to understand advertisement is through semiotic means. Because of this information, the writer chooses semiotics as an approach to analyze *Indonesia Cosmopolitan* magazine’s makeup advertisements to become the main data for this thesis. This is in

accordance with one of Dukut's research findings where *Indonesia Cosmopolitan* is a women's magazine that mostly advertise makeup advertisement (2015, p. 131). For this reason, in this thesis, the focus of attention in the research data is the visual and textual analysis of makeup advertisement.

1.2. FIELD OF THE STUDY

The field of the study is focused on popular culture.

1.3. SCOPE OF THE STUDY

This study is limited to the use of semiotics to analyze the cosmetic products advertised in *Indonesia Cosmopolitan* magazine of November 2015 and 2016.

1.4. PROBLEM FORMULATION

What semiotic signs are found in *Indonesia Cosmopolitan* November 2015 and 2016 for cosmetic advertisements?

1.5. OBJECTIVE OF THE STUDY

To identify the semiotic signs contained in *Indonesia Cosmopolitan* November 2015 and 2016 for makeup advertisements

1.6. SIGNIFICANCE OF THE STUDY

This research is significant as it can help students to understand more on magazine advertisements as products of popular culture that is analyzed with a semiotic approach.

1.7. DEFINITION OF TERMS

1.7.1. Popular Culture

In her lecture, Dukut (2013) explains that, popular culture is the shared knowledge and practices of a specific group at a specific time. Because of its

commonality, pop culture both reflects and influences the people's way of life. Because it is linked to a specific time and places, pop culture is transitory, subject to change, and often an initiator of change. Petracca & Sorapure says that popular culture scholars can analyze "Advertisement, television, radio, music, journalism, sports, leisure activity, newspaper, and magazine" (1998, p. 5). Therefore, advertisement is a part of popular culture that scholars can research on.

Advertisement is a relevant media for research, because according to Reynolds (2014, p. 1) it is an "everyday culture" that may influence people's "mass consumption". Danna explains, "Advertisement is not only essential for business and commerce and the economic survival of many media entities, it is far more. Advertisement is well entrenched, and it is an integral part of our popular culture. Somehow, while we may criticize, attempt to avoid or become indifferent to advertisement, we usually see another side of it: the amusing, the entertaining, and the cultural and informative persuasive aspects" (1992, p. 19). Thus, studying advertisements will also show up a society's culture.

1.7.2. Magazine

Magazine is one kind of printing media that provides information, entertainment for readers. In magazine, "readers can read and repeat it, imagine what the other readers are probably like, and readers will come up with a desirable bloc of consumers for certain kinds of products and services" (Consterdine, 2009, p. 27). The strength of magazines in comparison to other media, such as television or radio, is the pages are not just read once but frequently on several occasions; therefore, the many pages that include advertisements are looked at repeatedly. Consterdine (2009)

continues to explain that magazine advertisement enables readers to control the timing of their exposure.

1.7.3. Advertisement

Advertisement influences consumers to think and act. According to Berkman advertisement is defined as “any paid form of non personal presentation of ideas, goods, or services by an identified sponsor” (1980, p. 325). This definition pinpoints a key feature of advertisement whose messages appear in standardized form in print and on broadcast media, that is it makes people interested to look at.

According to Terrence, there are five characteristics of advertisement; they are simplicity, unexpectedness, concreteness, credibility and emotional effects (2014, pp. 220-221). First, advertisement in having the quality of simplicity makes a reader can easily receive whatever is being transferred as the message of advertisements. Second, advertisement unexpectedly build interest and inquisitive from the consumers expectation. Third, advertisement makes concrete, reality as a fine intention for people to memorize and accept promotions. Fourth, advertisement must give credible message of facts. Fifth, advertisers create emotional worry about brands to influence people to buy the products. In support of this, Jefkins explain that “emotional need are attached to self assertion, sex, affection, companionship, self preservation, acquisitiveness, inquisitive, protected, and relieve” (1996, p. 235). As a popular culture product, the goals of advertisement in the media is to have advertisers use advertisement as a reason for (1) serving various audiences by providing information, entertainment, and enlightenment, and (2) to make money by assembling

audiences (preferably large ones) that are attractive to various advertisers (Berkman, 1980, pp. 266-267).

1.7.4. Cosmetic

Since 3500 B.C.E humans used cosmetics to beautify and help in maintaining health (Willet, 2010, p. 19). The word cosmetic originate from the Greek '*Kosmetikos*' meaning having the power to arrange and be skilled in decorating (Butler, 2000, p. 13).

According to Butler (2000, p. 3) cosmetics are products that is not applied only once on the face but also on the rest of the body from head to toe. Willet also adds the information that cosmetics are consumer products that are used to beautify, clean, or protect the body (2010, p. 69) so people apply cosmetic to remain fresh throughout the day. The purpose of using cosmetic is to make consumers feel protected and safe when they apply the products on their body and also for good looks.

