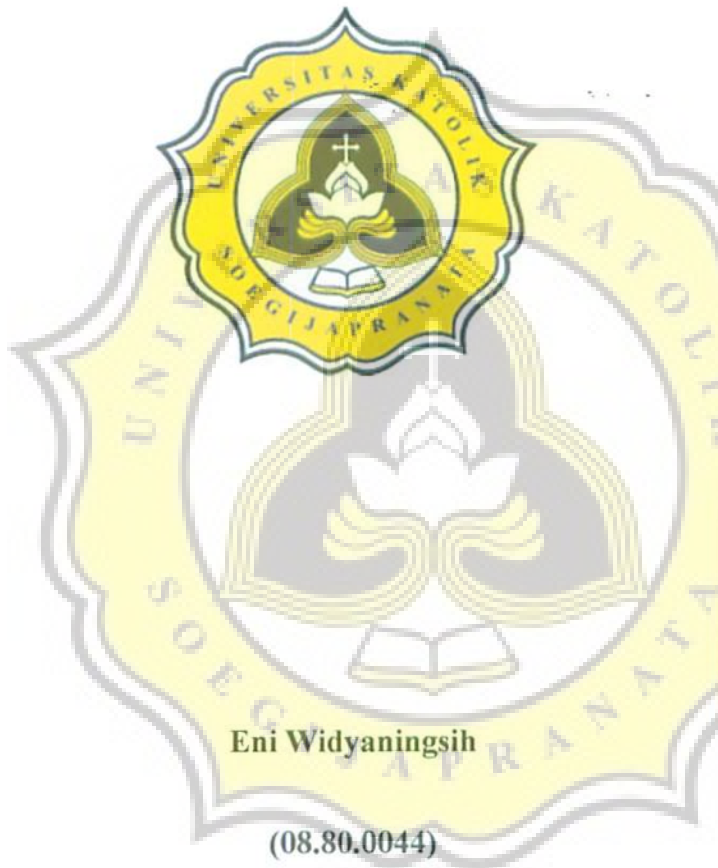




THE SEMIOTIC CODES OF ROLAND BARTHES IN WHITENING

ADVERTISEMENTS ON TV



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SOEGIJAPRANATA CATHOLIC UNIVERSITY

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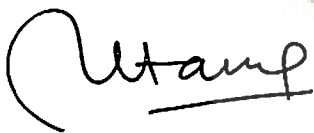
A THESIS ON
THE SEMIOTIC CODES OF ROLAND BARTHES IN WHITENING
ADVERTISEMENTS ON TV

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BOARD OF EXAMINERS

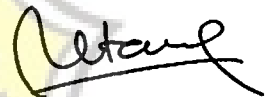
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MOTTO

“Why put off for tomorrow what you can get done today? Live each day to its fullest. “There is no tomorrow!”

“Do the best. Be the Best. Being Second is not motivating”

“Everyone has his burden. What counts is how you carry it.”

“It is better to conquer yourself than to win a thousand battles. Then the victory is yours. It cannot be taken from you, not by angels or by demons, heaven or hell. “

“The big secret in life is that there is no big secret. Whatever your goal, you can get there if you’re willing to work.”

“You may fall so many times, but always stand up!”

“EAT BETTER THINK BETTER & DREAM BIG.”

“Think big and dream bigger”
Ready, set, pulls the trigger

“Do your own thinking independently. Be the chess player, not the chess piece.”

“Do your absolute best, and have a good time!”

“Where there’s a will, there’s a way.”

“It is in your moments of decision that your destiny is shaped”

“Learn from yesterday; live for today; hope for tomorrow.”

“All things are possible to him who believes!”

“Ever onward, ever upward! It is the choices that you make today that count.”

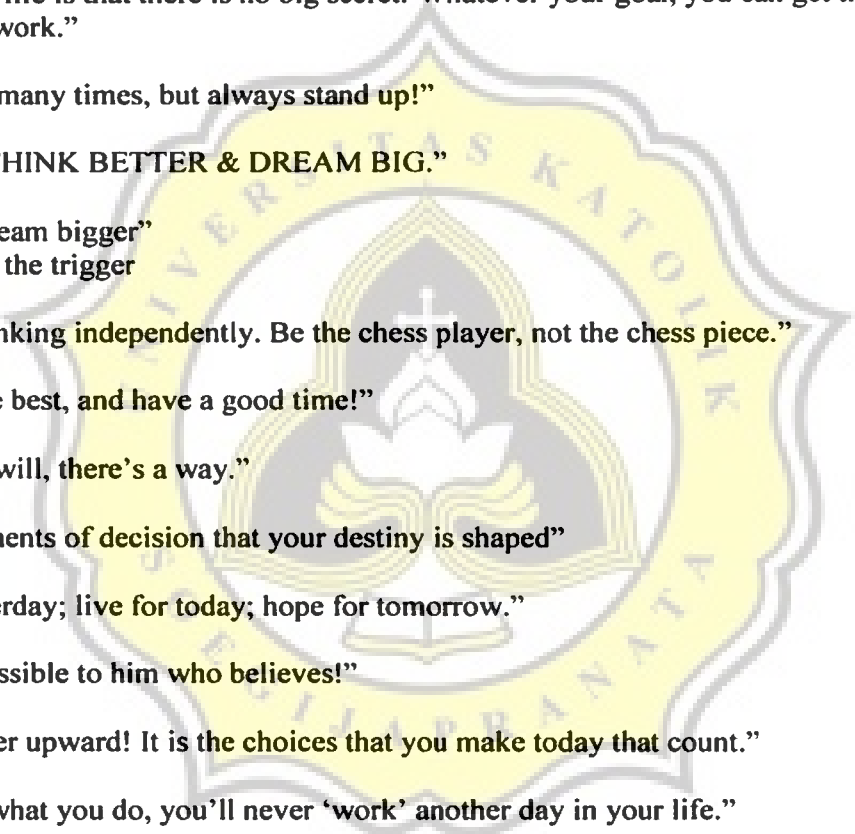
“When you love what you do, you’ll never ‘work’ another day in your life.”

“Every Action has an Equal and Opposite Reaction”

“The only time you should spend time complaining is when you are dead”

“Live with passion today and everyday!”

“Wealth is the product of man’s capacity to think!”



**“Success or failure is irrelevant. Do what makes you happy, and do it a little better every day.
...and don't forget to breath!”**

**“Do the best you can do in whatever you're trying to do and never give up. Success is not by
Chance it's by Choice.”**

“NEVER GIVE UP!!!!!!”

“Just do it”

(<http://motto.biz/list-of-life-mottos-to-live-by>)



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First of all, I would like to express my thankfulness to Allah SWT the creator of the universe, for blessing and guidance that Allah has given to me. Thank you Allah for showing me the way and never let me give up. I am nothing without you. I also would like to thank the following people who have given their time and support.

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I hope this thesis would contribute some benefits to the readers.

Finally, the witer realizes that this thesis has shortcomings. Therefore, any comment, suggestion, and criticism are welcome.

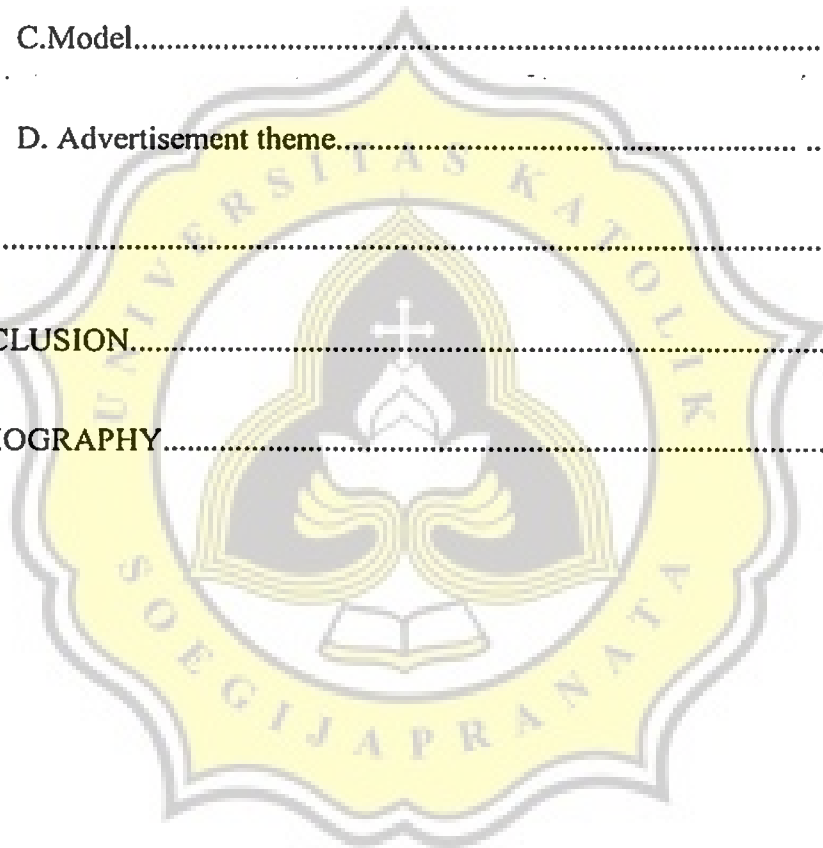
Eni widyaningsih

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ABSTRACT

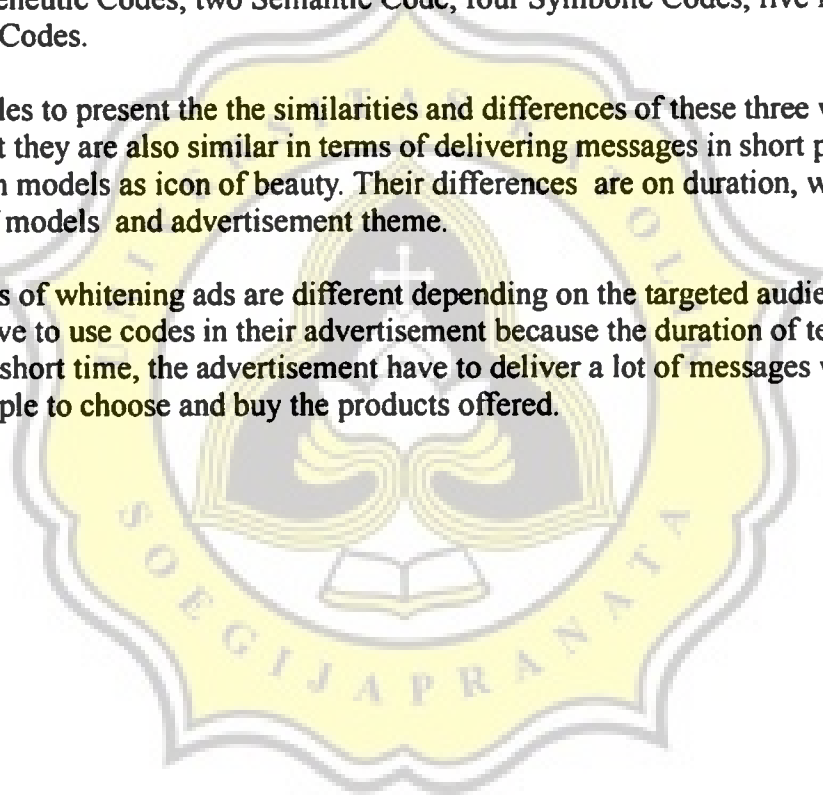
Television is one of information sources in this modern era. One example of information source provided by television is advertisement. People can see and hear the latest information of product from this media. In television advertisement, people might get to know the details of particular products.

This research is done to investigate semiotic codes mostly used by whitening advertisement creators. The examples of whitening advertisement in this research are Citra, Nivea, Shinzui. This research is also intended to find the similarities and differences of those three whitening ads in delivering message to the audience.

The outcome of the research is obtained from analysis of each whitening advertisement. When a table is made to calculate the total numbers of semiotic codes in those ads. The result shows that there are three Hermeneutic Codes, two Semantic Code, four Symbolic Codes, five Narrative Codes, and four Cultural Codes.

There are also tables to present the the similarities and differences of these three whitening ads. The result shows that they are also similar in terms of delivering messages in short period of time, and of using women models as icon of beauty. Their differences are on duration, whitening substances, the gender of models and advertisement theme.

The characteristics of whitening ads are different depending on the targeted audience. Whitening ads creator have to use codes in their advertisement because the duration of television ads are very short. In the short time, the advertisement have to deliver a lot of messages which are expected to persuade people to choose and buy the products offered.



ABSTRAK

Televisi adalah salah satu sumber informasi dalam era modern ini. Salah satu contoh sumber informasi yang diberikan oleh televisi adalah iklan. Orang-orang dapat melihat dan mendengar informasi terbaru dari produk dari media ini. Dalam iklan televisi, orang mungkin mengenal rincian produk tertentu.

Penelitian ini dilakukan untuk mengetahui kode semiotik banyak digunakan oleh pencipta iklan pemutih. Contoh iklan pemutih dalam penelitian ini adalah Citra, Nivea, Shinzui. Penelitian ini juga dimaksudkan untuk menemukan persamaan dan perbedaan dari ketiga iklan pemutih dalam menyampaikan pesan ke penonton .

Hasil penelitian yang diperoleh dari analisis setiap iklan pemutih. Kemudian tabel dibuat untuk menghitung jumlah total kode semiotik dalam iklan tersebut. Hasil penelitian menunjukkan bahwa ada tiga kode hermeneutik, dua Kode Semantic, empat Kode Simbolik, lima Kode Narasi, dan empat kode Budaya.

Ada juga meja untuk menyajikan persamaan dan perbedaan dari tiga iklan pemutih ini. Hasilnya menunjukkan bahwa mereka juga sama dalam hal penyampaian pesan dalam waktu singkat, dan menggunakan model perempuan sebagai ikon kecantikan. Perbedaan mereka adalah pada durasi, zat pemutih, jenis kelamin model dan tema iklan.

Karakteristik pemutih iklan berbeda tergantung pada pemirsa yang ditargetkan. Pencipta iklan pemutih harus menggunakan kode dalam iklan mereka karena durasi iklan televisi sangat pendek. Dalam waktu singkat, iklan harus memberikan banyak pesan yang diharapkan dapat membujuk orang untuk memilih dan membeli produk yang ditawarkan.