CHAPTER I

INTRODUCTION

1.1 Background of the study

In daily life, there are many media of advertisement such as billboard, magazines, newspaper, television, and internet. Many companies use the media to promote their products. Since promotion is important for companies, they will use advertisement methods that can persuade society to choose and buy the products (Nugroho, 2003) Advertisement had some power to affect people perception.The characteristic of ads are to persuade people.

Shimp,(2003,p.4) said Advertisement is one of marketing products as the most effective method since; it will give more detail about the products to prospective customers about the image, product variety, and product's price. Advertisement meaning as process of delivering a message from the communicator or messenger to the communicants or message receiver through a media in order to make the communicant to choose and buy. Advertising is not only about information of product (ideas, services and goods) but they have the nature of "push" and "persuade" to make people like, and purchase it. There are commercial purposes (for profit) in the display of ads.

In connection with the world of advertising, some elements discussed in Semiotics are widely used by advertisers in the ads execution. Semiotics is the study of sign which usually appear in advertisement.(Hoed 1994) semiotics is the study of signs and texts within society. Initiated by the study of signs by Ferdinand De Saussure in 1916, it introduces the idea of finding our own meanings from and constructing codes that build layers of meaning.

According to Winarni (2009,p.3) advertising capabilities in affecting the people's perception have brought various social and cultural changes. It can be drawing from example of beauty products ads. The standards concerning female beauty are part of the ideals that have been successfully transformed by ads and have become a uniform system as a whole. In period of 1960-70s, ads had show that an ideal standard of the beautiful women was a woman who has a slim body, black, and wavy hair. But in the late 80s, this perception had changed the standard of beauty, that a beautiful woman is the woman that has a smooth and soft skin. In the 90's ads make a new standard that someone who has a beautiful body ideal (with obvious curves), white, and not just smooth and soft, and the standard was changed with glowing skin that makes the standard of beauty to be more complicated. Explicitly, ads have formed an ideology about the meaning of lifestyle image and appearance of the concept of beauty especially for women. It is clear that ads delivered through the mass media play a very large role in producing and constructing the meaning of lifestyle with the beauty as the big idea.

Many popular semioticians in the world such as Julia kristeva, Roman Jacobson, Charles sander pierce, Jake Balkin and Roland Barthes. Actually there are 88 semiotician but the author will use semiotic theory By Roland Bathes because the author want to use five semiotic codes which conscious and unconsciously use by advertisement television creator. (www.wikipedia.com)

One characteristic of Barthes's style is that he frequently uses a lot of words to explain a few. He provides detailed analyses of short texts, passages and single images so as to explore how they work.Another trait of his work is his constant systematisation. He draws up schemes for categorising the signs and codes with which he works, which can be applied to divide a text, a narrative or a myth into

different parts with different functions. He draws up something like a blueprint of the areas of discourse he studies, showing how the different parts hold together. (Barthes, 1967, p.7)

Survey held on November 2003 by Femina magazine (page 20) showed that whitening product's ads were in the top position. (Iswara, 2004) Now, whitening products become popular and top ads in Indonesia. It creates images to Indonesian women that beauty is related with having white skin. These perceptions resulted into an opportunity for the whitening product's company.

Television advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have seen it. They have to be readable in a very short time. Thus there are usually only a few words, in large print, and a humorous or arresting image in brilliant color. (www.wikipedia.com)

Based on what has been explained above, the writer is interested in analysing three whitening ads (Citra, Nivea, Shinzui) which appear in 2012. The writer analyzes these three whitening ads by applying five Semiotic codes. Thus, make some table and find the result of Codes which mostly use by whitening Advetising. Also find the similarities and differences of these three whitening ads in delivering messages.

1.2 Field of th Study

The field of the study in this thesis is Semiotics

1.3 Scope of the Study

This study has scope of semiotic research, by examining three whitening ads video showed in television. The author will download the three advertisements from internet as the data. In the field of whitening ads, there are many kinds of whitening ads, but the author will only take 2 sample whitening ads of each brand which appear at 2012:

1. Citra   :1. Citra whitening body lotion school photo session edition

                     : 2. Citra combine bengkoang and milk edition

2. Nivea   :1. Nivea whitening body lotion women and men edition

                     : 2. Nivea night whitening milk edition

3. Shinzui   : 1. Shinzui whitening soap bar women and building edition

                     : 2.Shinzui whitening body scrub women dancing edition

1.4 Problem Formulation

Many studies on woman's magazines and television ads related with beauty have been done, but this study will underline and analyze beauty in whitening ads television to know the customer interest using semiotic theory. Since the broad aspects and subjects to discuss, this study has Limitation. Based on the fact, the author will limit the subject as follows:

1. What kinds of Semiotic Codes are mostly uses in the three whitening ads?

2. What are the similarities and differences of those three whitening ads in delivering messages to the audience?

1.5 Objective of the Study

1. To know the kinds of Semiotic Codes which are mostly used in the three whitening ads.

2. To find out the similarities and differences of those three whitening ads in delivering messages to the audience

1.6 Significance of the study

The author wishes this student thesis useful to all parties (author, reader, advertisers)

1. Author: it can apply Semiotics theory by conducting this student thesis

2. Reader: it will give Information about the Semiotics theory that usually used by the company to gain customer interest

3. Public: it get the right way to Gaining the meaning of ads

1.7 Definition of Terms

1. Advertising: Advertising is a form of communication for marketing and used to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering

2. *Citra,Nivea,Shinzui*: Name of whitening product in Indonesia, such as Body scrub ,Body lotion, Soap Bar, Body cleanser.

3. Semiotics code: Roland Barthes in his book S / Z group these codes into five codes, the Hhermeneutic (the articulation of the various ways questions, puzzles, response, enigma, suspension response, ultimately leading to the answer), Semantic (it is a code connotation marker level), Symbolic (it deals with psychoanalysis, antithesis, ambiguity),Narrative, (is code contained in a story, sequence, narrative or anti-narrative), Cultural (it consists of voices that are collective, anonym, unconscious, myth, wisdom, knowledge, history, moral, psychology, literature)