

# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND

To understand more about language, symbol or sign, it can be found in a study of semiotic. Curtin (2014:51) asserts that semiotics is concerned with meaning; how *representation*, in the broad sense (language, images, objects) generates meanings or the processes by which we comprehend or attribute meaning. For visual images, or visual and material culture more generally, semiotics is an inquiry that is wider than the study of symbolism and the use of semiotic analysis challenges concepts such as naturalism and realism (the notion that images or objects can objectively depict something) and intentionality (the notion that the meaning of images or objects is produced by the person who created it).

Furthermore, Eco (1976) in Curtin (2014:51) stated that semiotics can offer a useful perspective on formalist analysis (the notion that meaning is of secondary importance to the relationships of the individual elements of an image or object). Semiotic analysis, in effect, acknowledges the variable relationship[s] we may have to representation and therefore images or objects are understood as *dynamic*; that is, the significance of images or objects is not understood as a one-way process from image or object to the individual but the result of complex inter-relationships between the individual, the image or object and other factors such as culture and society. To introduce the language used in discussions of semiotics; it

can be said that semiotics is the study of signs and signifying practices. A sign can be defined, basically, as any entity (words, images, objects, advertisements etc.) that refers to something else. Semiotics studies how this *referring* results from previously established social convention. That is, semiotics shows how the relationship between the sign and the 'something else' results from what our society has taught us. Semiotics is concerned with the fact that the reference is neither inevitable nor necessary. The image of the swastika, for example, can have radically different meanings depending on where and how it is viewed.

As the explanation, it can be seen that semiotics can be found in words, images, objects or advertisements. Advertisements is the part of media which used to introduce brands or products etc. from a company. Thumason(1996) in Chandler (2007:13) stated that each advertisement have an implicit meaning, through the relationship between the sign, signifier, signified lead to the hidden meaning. Semiotic is study of meaning that is symbols and sign and also study about the internal structure of linguistics as well semantics is the poorly understand component grammar and difficult areas of linguistics. Semiotics is study of sign with object which constitute application form of design. The meaning of signs in this case rising up by the human such as verbal and non verbal sign.

Advertisement is any kind of media used to inform people about something important, which is normally intended to inform people to do something or buying certain product. One of the divisions of advertising media is "soap

advertisement". Soap advertisement is still an incredibly important part of soap's marketing technique. The aim of a soap advertisement is to gain interest in the soap. There are different forms of language, symbol or sign used in advertisement. According to Ogilvy(1988) stated in Juliantari (2018:1)that the language, symbol or sign is usually informal, use simple and short sentences and interactive words, because the purpose of advertising language is to persuade the audience to do something and make the audience easier to understand the message of the advertisement.

Advertisements is presented in various media such as television, radio, movie, magazine, newspaper or internet. In line with the growth of technology, television becomes the most attractive media since it involves audio and visualization. Television advertisements often presented various issues in entertaining visualization especially for product like soap advertisements.

Soap advertisements is created as attractive as possible by its company to get a lot of costumers' attantion to use the product. In the soap advertisement, it can be found that, there are many sign, symbol and short massage given to attract audiences' attantion to buy the product. The soaps like Give soap, Lifeboy soap, Detol soap and there many soaps which use sign/symbol and short massage to edvertise their product. The picture bellow show the use of sign, symbol and short massage in each soap;



Based on the picture it can be seen that there are many symbol can be found in the each soap, for example the symbol of red cross in the lifeboy, many flower in the Shinzui soap, flower in Give soap, foam in Lux soap then sword in dettol soap. Those symbols have a hidden meaning which ones have special masesges to costumers to be understood.

The writer is interested to conduct a study on soap advertisement because she want to find out the meaning of every sign, symbol or short massage that found in each shop. Generally people just use the soap but they do not understand what the meaning of sign/symbol or short massage in each soap. Concerning with the problem states, the writer conduct a study entitled “**Semiotics Analysis Of Bath Soap Advertisement Found On Television**”.

## **1.2 Research Problems**

Based on the research background, the research problems are reformulated as following:

1. What are the symbols and short messages that found in soap advertisements?
2. What are the meanings of the symbols and short messages that found in soap advertisements?

## **1.3 Aims Of Study**

The aim of this study of the study are

1. To find out the symbols and short messages that found in soap advertisements.
2. To find out the meanings of the symbols and short messages that found in advertisement.

## **1.4 Significance Of Study**

Expected benefit consists of implication and application as follows:

### **1.4.1. Implication**

Moriarty (1995) in Adham(2012:14) asserts that semiotics is a philosophical approach that seeks to interpret (visual) messages in terms of their signs and patterns of symbolism. Semiotics is the science of the sign, a fusion of form/signifier and meaning/signified.

### **1.4.2. Application**

This study is would give practical benefits to several stale holding:

- a. The students who want to make research with the same title or have task which resemble with this thesis, they can get some informations from this thesis.
- b. For the lecturers who want know about language advertisement they can find some informations about it in this thesis.
- c. To every students can use this study as a reference or a source for further research relating to the title.