

**SEMIOTIC ANALYSIS OF FEMALE CELEBRITY'S
FRAGRANCE ADVERTISEMENTS**

A Thesis

*Submitted in Partial Fulfilment to the Requirement
For the Degree of Sarjana Sastra*

ANNE PRATIWI

06185028



**ENGLISH DEPARTMENT
FACULTY OF LETTERS
ANDALAS UNIVERSITY**

2010

ABSTRAK

Skripsi ini merupakan sebuah kajian Semiotika pada iklan wewangian selebriti wanita. Dalam skripsi ini penulis menganalisis makna tanda yang terdapat pada halaman iklan. Peirce membagi tanda menjadi tiga bagian berdasarkan hubungan penanda 'penanda' (*signifier*) dan 'petanda' (*signified*) yaitu: ikon (*icon*), simbol (*symbol*), dan indeks (*index*). Analisis ini hanya difokuskan pada simbol-simbol yang terdapat pada iklan. Tujuan penulisan skripsi ini adalah untuk memahami dan menginterpretasikan simbol pada iklan wewangian selebriti wanita. Interpretasi pada masing-masing iklan dikaitkan dengan fungsi iklan sebagai media promosi.

Data diambil dari iklan wewangian selebriti wanita yang diunduh dari internet sebanyak sepuluh iklan. Simbol yang ditemukan pada masing-masing halaman iklan dianalisis dengan menggunakan teori 'pertandaan bertingkat' (*order signification*) yang dikemukakan oleh Roland Barthes. Dalam hal ini Barthes mengemukakan bahwa ada dua sistem pertandaan bertingkat dari sebuah tanda yaitu, sistem 'denotasi' sebagai sistem 'pertandaan pertama' (*first order signification*) dan sistem 'konotasi' sebagai sistem 'pertandaan kedua' (*second order signification*). Seterusnya penulis menjabarkan hubungan antara kedua sistem tersebut dengan mengidentifikasikan makna-makna yang ada sehingga makna simbol dapat diinterpretasikan oleh pembaca.

Dari analisis simbol pada iklan wewangian selebriti wanita, ditemukan banyak variasi dalam memaknai simbol khususnya secara konotatif (*connotative meaning*). Satu simbol dapat diinterpretasikan ke dalam berbagai ide, seperti warna hitam dapat menyimbolkan, gelap, elegan, kekuatan, malam, kesengsaraan dan lain sebagainya. Pemilihan makna yang tepat sebagai acuan interpretasi dikaitkan pada fungsi iklan sebagai media promosi. Selain itu penggunaan selebriti sebagai model iklan secara langsung memperkuat daya jual dari iklan tersebut. Popularitas dan kesan seorang artis menjadi sebuah himbuan pada masyarakat bahwa menjadi seperti seorang artis dapat diraih dengan memiliki wewangian milik artis.

CHAPTER I

1.1. Background of the Study

Advertisements are known as media of communication where the advertisers deliver some messages to the reader of the advertisements. These messages are arranged in form of signs. Visualization of the advertisements has a great influence for the consumer. The visualization of advertisement lets the readers make the interpretation in order to get those messages from the advertiser. The interpretation of the readers will be different. It depends on their ability to identify the advertisement. Some of them make the interpretation based on what they have seen at glance. Paddy Whannel says "semiotics tells us things we already know in language we will never understand". This statement tells us that even people can understand anything around them, they will never get the best interpretation without using semiotics approach. Semiotics is important because it can help us not to take "really" for granted as something having a purely objective existence which is independent of human interpretation (Chandler, 2002).

Furthermore, advertisements are the things which commonly used to promote the product from the producer. In delivering their idea advertisement makers play with texts. A text is defined as assemblage of signs such as word, image, sounds and gesture. The visualization of the advertisement and the meaning for each of signs which appear on the advertisement have close relationship, it works by applying the denotative and connotative meaning to the signs in the advertisement. The usage of

the sign enables reader to catch the meaning and message which are delivered by advertiser.

Moreover, semiotics is the study of signs which leads the analyst to find the meaning of the sign. Sign is defined as something that signifies something. Anything can be a sign as long as we interpret it as "signifying" something. Semiotics concerns with meaning making and representation in many forms, perhaps most obviously in the form of "text" and "media" (Chandler, 2002). In semiotics, denotation and connotation are terms describing the relationship between the signifier and its signified, and an analytic distinction is made between two types of signified: a denotative signified and a connotative signified. Meaning includes both denotation and connotation (Chandler, 2007).

The interpretations of the advertisement can be seen in linguistic signs which appear on the text of the advertisement itself. Linguistic signs such as words, phrase, and sentences. In this study deals with the name of the artist, brand of the product and also phrases or sentences that used to tell the reader the specification of type from those female celebrity's fragrances. These linguistic signs work along with non-linguistic signs such as picture. Those signs, according to Saussure, consist of signifier and signified. The ways of making the interpretation based on the analysis of signified concept in denotative and connotative meaning.

CHAPTER IV

CONCLUSION

Semiotics is very important in order to understand the advertisements. The connectivity between the advertisers and the readers as the consumer is done by using and understanding the signs in the advertisements. Symbols are the most powerful signs which have close connectivity of the convention in the society where the messages from the advertiser can be delivered in same idea with the readers of the advertisements. In other hand, symbols also have power to persuade the readers of the advertisements. By analyzing each of symbols in the advertisement, the writer can find what the advertisers are trying to say to the reader of the advertisement in order to promote their product.

The writer uses Roland Barthes theory as the main theory in this research. The collaboration among symbols in page of advertisement is not enough to catch the real meaning and also messages from the writer. Accordingly, the writer uses the extended theory about signifier and signified as the main element of signs which also related with denotative and connotative meaning. Denotative and connotative meaning is used in form of defining the signified of the concept for signifier.

From this research, the writer has found various connotative meaning for each of advertisement. As the rule, the image of the artist such as the singer, actress, public relation, and others in public are used to emphasize for whom that fragrances are made. The advertisers play on word and also picture to strengthen what they are

BIBLIOGRAPHY

- Angir, L. (2008). *A Semiotics texts Analysis of Cleo Magazine Perfume Advertisements*. Surabaya: Christian Petra University
- Chandler, D. (2005). *Semiotic: The Basics*. New York: Routledge
- Chandler, D. (2005). *Semiotics for Beginners*. New York: Routledge
- Clare, A. (1998). A Semiotic Analysis of Magazine Ads for Men's Fragrances. Retrieved at March 15, 2010 from <http://www.aber.ac.uk/media/Students/awc9401.html>
- Cobley, Paul. Al. (1997). *Semiotics for Beginners*. Inggris: Icon Books
- Damean, D. (2008). Gazing at the Body: Semiotic Reading of Advertisement. *IADIS International Conference Computer Graphics and Visualization*. Retrieved at November 14, 2010. From www.findtoyou.com/ebook/download-gender-3204194.html.
- Dharmojo. (2005). *Sistem Simbol dalam Munaba Waropen Papua*. Jakarta: Pusat Bahasa Departemen Pendidikan Nasional.
- Eco, U. (1979). *A Theory of semiotics*. Bloomington: Indiana University Press.
- Halliday, M. A. K & Hasan. (1984). *Cohesion in English*. London: Longman.
- Hawkes, T. (2003). *Structuralism and Semiotic*. New York: Routledge
- Hornby, AS. (2000). *Oxford Advance Learner's Dictionary of Current English*. Sixth Edition. Oxford: Oxford University Press.
- Jorgen Diner Johansen and Sven Erik Larsen. (2005). *Sign in Use, An introduction to semiotics*. London and New York: Routledge