

**A STUDY OF SEMIOTICS OF AIRLINES ADVERTISEMENTS IN TIMES
AND NEWSWEEK MAGAZINES**

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APPROVAL PAGE

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ABSTRAK

Penelitian ini menerapkan kajian Semiotik pada praktek-praktek bahasa (*linguistic*) dan gambar (*non-linguistic*) pada iklan penerbangan. Analisis ini bertujuan untuk menemukan makna konotasi dari tanda yang bersifat manipulatif dan kemungkinan efek atau reaksi yang ditimbulkan dari penggunaan tanda tersebut oleh si pembuat iklan untuk membujuk atau mempengaruhi persepsi konsumen dengan menghubungkannya pada konteks pelayanan servis penerbangan. Data iklan tersebut diambil dari majalah *Times* dan *Newsweek* edisi 2000-2007 yang beredar di Indonesia.

Dalam penelitian ini penulis menggunakan metode kualitatif. Pemilihan data dilakukan secara purposif, yaitu berdasarkan kriteria yang sudah ditetapkan. Data yang digunakan sebanyak lima iklan penerbangan. Analisis makna dalam penelitian ini menggunakan teori (*order of signification*) yang dikemukakan oleh Barthes.

Sejumlah makna tanda ditemukan dalam penelitian ini. Makna tersebut dihasilkan dengan menghubungkan tanda linguistik dan non linguistik terhadap konteks iklan penerbangan. Dari makna-makna yang muncul akibat penggunaan tanda yang bersifat manipulatif tersebut, ditemukan bahwa iklan-iklan penerbangan tersebut memiliki ciri khas atau keistimewaan masing-masing dalam mempromosikan jasa atau servis. Ciri khas tersebut adalah: data (1) servis atau pelayanan royal dan mewah, data (2) perjalanan aman, lancar dan global, data (3) fasilitas kenyamanan (istirahat), data (4) pelayanan eksklusif dan fasilitas elit atau modern dan data (5) servis ekstra sebelum keberangkatan (spa mewah, ruang baca yang nyaman, fasilitas bisnis dan bar). Dari penggunaan bahasa dan gambar yang bersifat manipulatif pada iklan-iklan penerbangan tersebut memiliki kemungkinan-kemungkinan tersendiri dalam hal menarik perhatian konsumen serta mempengaruhi persepsi sesuai dengan tingkat pemahaman mereka terhadap jasa yang dipromosikan. Pada akhirnya proses ini juga bertujuan untuk membangun citra positif dimata konsumen terhadap perusahaan-perusahaan penerbangan tersebut.

Key words: Semiotik, tanda linguistik, tanda non-linguistik

LIST OF ABBREVIATION

CM: Connotative Meaning

DM: Denotative Meaning

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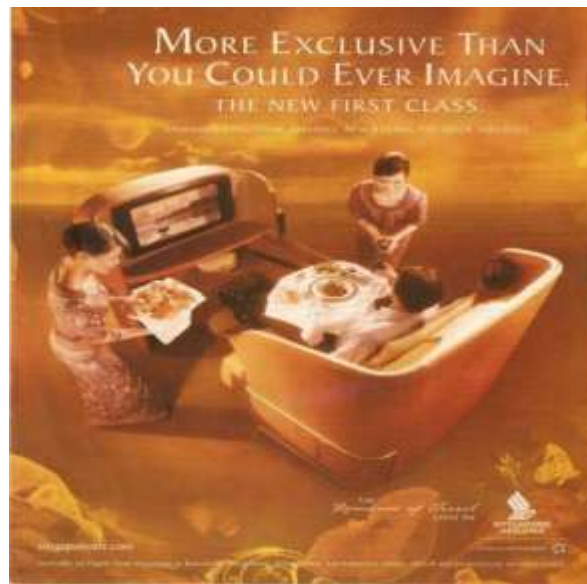
CHAPTER I

INTRODUCTION

1.1 Background of the Research

Advertisement is the instrument for promoting various products and services that uses languages, symbols, pictures and sounds in attracting the consumers. Therefore, in accordance with the industrial interests, advertisements often tactically manipulates the use of language and symbols in order to reconstruct the social perception of the consumers which later influences their willingness to buy the products and services. Thus, the reconstruction of the perception, affects the forms of willingness to buy the products and the services that are promoted through the advertisements. As Chandler (2002: 2) said, beside a study about sign or anything that 'stand for' something else, semiotic is concerned with meaning-making and representation in many forms, perhaps most obviously in the form of 'text' and 'media'. It means that semiotic can be the basis of an analysis of advertisement. Winfried Noth (1990: 476) said that advertising was an area of research in a field lying between the two seemingly unrelated academic disciplines. They are economic and semiotics; for economics, advertising is a factor in the process of the exchange of *goods*, for semiotic, advertising is a process of the exchange of *messages*. That is why advertisement or advertising becomes the data of semiotics research. Thus, the writer tries to use semiotic analysis to reveal the messages or the meanings and the influences of language practice in airlines advertisements.

The advertisements are designed based on the manipulations of the use of language, symbols, pictures, etc. The aspect of manipulation of using lingual sign, non lingual sign and the influence of manipulative language or picture toward the consumers' perception are the core problems to investigate in this research by using semiotic analysis. Below, the writer presents one of airline advertisement that is appropriate to be analyzed in this research.



*Singapore airline advertisement
Source: Times Magazine, February 2002*

The data of this research are taken from airlines advertisements in Times magazines and Newsweek magazine. Those advertisements are chosen as the object of this research because they reflect the process of perception manipulation like the use of language practices and symbols to influence and persuade the consumers. Therefore such advertisements meet the criteria of the data for this research and are appropriate to be investigated or analyzed.

1.2 Identification of Problem

The core problems to investigate in this research are:

1. What are the connotative meanings used in airline advertisements?
2. What are the possible effects of using manipulative signs or languages and pictures in airline advertisements toward the perception of the consumers?

1.3 Objective of the Research

The main objective of this research is to investigate the connotative meaning from the linguistic and non linguistic signs that are used manipulatively by the advertisers by using order of signification analysis. This research is also intended to reveal the possible effects of using manipulative signs toward the consumers' perception of airlines advertisements services.

1.4 Limitation of the Research

This research is focused on investigating the connotative meaning and also to reveal the possible effects or reactions toward the consumers' perception of using manipulative signs from these advertisements. In this case, the effects or reactions are investigated from the substances or the linguistic and non linguistic signs that can influence the consumers' perception. So that, the meaning intentions or orientations of language practices is also investigated in this research. This research applies the theory of semiotic proposed by Barthes (*order of signification*) to find out the connotative

meaning. The sources of the data are taken from Times and Newsweek magazines that present airline advertisements. The data consist of five airline advertisements from the year 2000 to 2007 of edition.

1.5 Method of the Research

In conducting this research the writer uses several steps that proposed by Miles and Hubberman, by Patton and also by Sudaryanto. Furthermore, the explanation can be seen below.

1.5.1 Collecting Data

In this research, the data is in the form of airline advertisement taken from Times and Newsweek magazines. Qualitative samples tend to be purposive than random, said Kuzel and Morse in (Miles and Hubberman, 1994: 27). Thus, in collecting the data the writer uses purposive sampling technique. Purposive sampling means that, the data are selected based on the characteristics or criteria from the writer (Patton, 1990). So, in this case the writer has three criteria in choosing or collecting the data. First, the advertisement has particular forms of linguistic and non linguistic practices. Second, linguistic and non linguistic practices or signs reflect manipulative forms or using manipulatively that can influence the consumers' perception. The last criteria are the advertisement reflects the pleasantness, luxuriousness and about exclusiveness. There are five airlines advertisements, such as; Emirate airlines, Thailand airlines, Singapore (business class) airlines, Singapore (first class) airlines

and Cathay airlines. The reason of only choosing these five airlines advertisement is because these advertisements have already represented the criteria of collecting data.

1.5.2 Method of Analysis

After collecting data, the writer uses “describing and exploring” method (Miles and Hubberman, 1999: 90) in analyzing the data. Describing is the explanation of component to analyze, such as linguistics and non linguistics that have manipulative form. Exploring is revealing the component by using the theory. In this research, the writer analyzes the signs from the data by using Barthes’ theory of order signification in semiotics, or which is called as denotative and especially the connotative meanings. This analytical method is concerned with revealing the connotative meaning as well as the possible effects of using language and picture manipulatively toward consumers’ perception.

1.5.3 Presenting the Result of Analysis.

The form of reporting the results of this research is informal and formal method (Sudaryanto, 1993: 145). The analysis in this research is described based on the order of signification and the explanations with the verbal statement (informal method). The writer uses the table to clearer the explanation in the result of analysis or finding of the analysis (formal method).