

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Environmental awareness advertisement is a kind of non commercial advertisement that is aimed to invite people to keep preserving the nature and keep it safe by not doing some dangerous actions to the environment. The dangerous action to the environment effects the situation in the world. Disasters are also caused by the bad manner with the environment. Earth has been damaged by our act. Some people do the illegal logging and throw the rubbish in inappropriate places without any guilty feeling. It pollutes the environment and causes disasters. For instance, flood in Jakarta; it is caused by heavy rain and the drainage which can not accommodate the water because the water has been contaminated with rubbish.

There are many ways to remind each other toward environmental awareness. It can be done through illuminations, documentary movies, or advertisements. By doing the environmental awareness action such as advertisements, people can do it as creative as possible to make people aware of what they have done to our earth. Indeed, it is filled with signs that have implied meaning.

Chandler points that the representation of meaning in semiotics is contained in text and media (Chandler, 2002: 2). In this research, the meaning is represented through the media. The chosen media is advertisement. By using people's knowledge

about sign, they can produce many interesting works including environmental awareness advertisements. So that, they can make people aware of our nature, try to heal the harm and never destroy it anymore.

Piliang says that advertisement is one of the objects of semiotics. Communication in advertisement is delivered through the message as the main element of the advertisement. There are three elements of advertisement in semiotics: they are object, context, and anchoring (text) (Piliang, 1999: 263).

Advertisement 1. WTC in the Forest



Source: <http://blog.spoongraphics.co.uk/articles/getting-the-message-across-environmental-awareness-ads> Retrieved on Saturday March 9th 2013

This is one of the data about environmental awareness advertisement. There is a text, "*for nature, everyday is 9/11*". The picture resembles World Trade Center tower in USA, the tower that got attack twelve years ago. Then, supported by the text, it is kind of satire and warning for human who always damage the forest. The two burning woods precisely resemble WTC tower when it was burning.

There are two kinds of meaning in the advertisements, denotative and connotative meaning. The advertisement does not only literally tell about fire on the two woods, but also contain some meanings. Indirectly, the advertisement gives illustration about the effect of damaging the environment. The connotative meaning is like a wish to keep safe the nature. As we know, when the World Trade Center got attacked and burned, there were so much damage, many people were died, the loss of people transaction, etc. This advertisement is purposed as the awareness for people. So, they can stop destroying the nature. Thus, it does not cause the crucial impact to people's life.

1.2 Identification of the Problems

Advertisements must have meaning and message that the writer or advertisers want to deliver through the ads. In environmental awareness advertisements, usually it will have deep meaning and using signs in delivering the meaning. In order to explore the meaning and message of the advertisements, the writer has two research questions:

1. What icons and symbols occur in the environmental awareness advertisements?
2. What are the messages implied in the environmental awareness advertisements?

1.3 Objective of the Study

Advertisements deliver some meanings in the single advertisement especially in form of picture just as found in internet. The competent advertiser will produce meaningful works and have interesting appearance. This invites the viewer to understand the meaning from each of the single advertisement.

Based on the research question, objective of the study in this research are:

1. To identify the icon and symbol that is delivered through the environmental awareness advertisement.
2. To analyze the messages implied in the environmental awareness advertisement.

1.4 Scope of the Study

The focus of this research is on the advertisement of environmental awareness which appear in internet. The data are taken from a website that provided a lot of advertisements about environment. The website is blog.spoongraphics.co.uk. The writer only takes the advertisement which has text in it.

The writer is a Graphic Designer, Chris Spooner. He has become a successful designer. His career is not around UK, but around the world. As the proof of his

successfulness, he has frequently appeared in some magazines, like Web Designer Mag #137, NET Magazine #187, Advanced Creation: Illustrator, MacUser Vol26 No02, etc. (<http://www.spoongraphics.co.uk/about.html>).

The writer analyzes the icon and symbol which occur in the advertisement by using Peirce's Theory of Sign. Then, the meaning in denotation and connotation is analyzed by using Barthes's Theory of Meaning.

1.5 Methods of the Study

The source of the data is environmental awareness advertisements. It is obtained from a well-known graphic designer site, created by Chris Spooner. He provides some advertisements which use different tactics in delivering the message of the advertisements. The writer only takes several advertisements which have text in it as the data. Methods of collecting the data are observational method and non participatory technique. The writer observes some data. After monitoring some available data, the writer determines which of the data are suitable with the research, and makes it as the object of the research.

In analyzing the data, the data of this research is analyzed based on the elements that built the advertisement, linguistic sign and non linguistic sign. The method in analyzing the data is identity method and sub method referential method. In this step, the data are related to the reality that happens nowadays. Through the reality that is appointed by the advertisement, we will be able to find the meaning of the advertisement, in denotative meaning and connotative meaning.

The end of this research the writer presents the result of the analysis. The result is presented with formal and informal method. By using informal method the analysis is presented by describing it through words. The formal method includes the using of table.