

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Advertisement is one of form of media communication in the world which can share much information that is needed by people. It can be found in newspaper, magazine, internet, radio, and also television with many variations. All of them we can use for searching information about life style, politics, economy, gossip, news and so on. Usually advertisement is used to promote a new product of one company and to make it as good as possible to make people interested and buy that product.

Cover is the crucial part in magazine because from the cover the reader will know about the content inside. Fashion magazine always uses a famous celebrity who has good taste in fashion to become an icon for that magazine's cover. Thus, it makes the reader more interested to buy that magazine by looking at the cover. Here, the writer took some examples of fashion magazine cover especially Allure magazine from January 2012 until February 2013 for the data. Then, the writer wills analysis the linguistics sign and non-linguistics sign of those covers.

Here, the writer provides an example of allure magazine cover edition February 2013 and try to analyze the cover with using linguistics sign and non-linguistics sign of that cover. Look at the example:

Figure 1.1 Allure magazine cover February 2013 edition



Source is downloaded and taken from:

<http://www.allure.com/allure-magazine> on ↑ Tuesday, ↑ January ↑ 29, ↑ 2013,
↑ ↑ 5:27:51 PM (February 2013 edition)

This is one of the examples of an *Allure magazine* cover which is published in February, 2013. Here the writer analyzes Linguistics signs and non-Linguistics signs that focus on the words which talk about hair. Here we found the phrase “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS”. From the cover above, the writer separated the linguistic sign and non-linguistics sign. The linguistics sign of this cover is a phrase of “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES,

AND EDITOR-TESTED FRIZZ FIGHTERS”. The phrase “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS” is a sign which consists of a signifier ‘AWESOME’, ‘CURLY’, ‘HAIR’, ‘BOUNCY’, ‘CUTS’, ‘BEAUTIFUL’, ‘STYLES’, ‘AND’, ‘EDITOR’, ‘TESTED’, ‘FRIZZ’ and signified: ‘AWESOME’ signifies as adjective which means to say that something very impressive or difficult and perhaps rather frightening, ‘CURLY’ as an adjective means that something having curl, ‘HAIR’ as a noun means substance looks like a mass of fine threads growing on the head, ‘BOUNCY’, ‘CUTS’ means style in which hair, ‘BEAUTIFUL’ as an adjective means very pretty or attractive; giving pleasure to the senses, ‘STYLES’ means quality of being fashionable and elegant, ‘AND’ as conjunctive used between repeated words to show that words is repeated or continuing, ‘EDITOR’ as noun means person who edits a newspaper, book, etc. ‘TESTED’ come from the word ‘TEST’ which is means check how well the works or examination abilities, ‘FRIZZ’ as an adjective of hair means having small tight curls. The non linguistics sign is the picture of Carrie Underwood with her pose fold her hands and loose curly hair struggling. The signified concept of the sentence “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS” is to show the kind of hair style in February 2013 allure magazine version. After dividing into linguistics sign and non linguistics sign, the phrase an analyzed by using Roland Barthes model. The Barthes model helps us to find out denotative meaning and connotative meaning.

Magazine is one of mass media which presents in written form and using unique picture to make it more interesting. Magazine is a tool to deliver the news, to communicate, to inform and also to influence the readers. As we know there is much information about life style, politics, economy, gossip, news and so on that we can be find in magazine.

The writer is interest to analyze the cover of *allure magazine* because cover is the important part of one magazine to make the reader know what happen inside the magazine by looking at the cover. Allure magazine always talk about hair style every month to inspire the other woman to have the same and look fashionable.

1.2. Identification of the problem

This paper is expected to provide information to the reader of the meaning that contains in the signs of allure magazine cover. The usage of sign in Allure magazine cover helps the allure magazine editors in conveying his thoughts, and pour in a unique shape so that its readers can interpret the meaning with their own ideas. The writer makes the analysis by following these research questions:

1. What are the linguistics sign and non linguistics sign that occur in Allure magazine cover?
2. What are the denotative meaning and connotative meaning of the signs used in Allure magazine cover?

1.3. Objective of the study

Here, the writer focuses on signs that is found in Allure magazine because sign is the basic unit of meaning and sign is a meaningful unit which is interpreted as “standing for” something other than itself (Chandler 2002:2).

After analyzing the sign in the cover of that magazine, the writer can catch the message from the editor and make some interpretation about it and share to the other who can't apply the semiotic analysis.

1.4. Scope of the study

Allure magazine is one of the top ten fashion magazine in the world edition 2013, It is published once a month and always uses popular celebrity to become a model for their cover. I took the data from January 2012 until February 2013 because the data are still fresh and easy to be found the data in that year. Allure magazine always talks about hair inspiration every month that can make woman more interested to read it because they have some hair inspirations that are needed by woman. It used a famous celebrity who has a good hair style and made them as the cover of that magazine to become hair inspiration for the other women.

This research uses theory which is proposed by Roland Barthes. In Barthes perspective, the data are analyzed signifier and signified and also distinguish between denotative and connotative meaning of the data. The limited of the study is analyses the relationship between the signs that are found in Allure magazine cover to find out their linguistics sign, non linguistics sign, denotative meaning, and connotative

meanings. Here, the writer focuses on the words related to hair that found in Allure magazine cover.

1.5. Methods of the research

1.5.1 Collecting the data

The data have been collected by downloading the Allure magazine cover edition January 2012 until February 2013 in the internet. The writer use observational method and non participant observational technique in collecting the data. Observational method is a way in which the subject is watched and recorded and has direct contact (Sudaryanto, 1993:134). There are some steps that the writer does when collecting the data. First, the writer enters the website of Allure magazine <http://www.allure.com/allure-magazine> and then collects the entire cover edition January 2012 until February 2013 and selecting them based on their content or inappropriate attire that they use for the entry into the study because most of the clothing used by the magazine model is not feasible to display in this study. After collecting and selecting the data, I get 8 data that I will analyze:

Figure 1.2 The phrase related to hairstyles in allure magazine cover

No	Month	Year	Data
1	February	2013	Awesome curly hair; bouncy cuts, beautiful styles, and editor-tested frizz fighters
2	October	2012	Millionaire hair; thick, shiny, totally luxurious
3	September	2012	Amazingly shiny hair; 14 easy gloss boosters
4	July	2012	Look hot, feel cool; Breezy, blow dryer-free hair styles
5	June	2012	Frizz-free hairstyles; 1 minute, 1 amazing hair product
6	May	2012	Victoria's secret hair; Sexy, glossy, bombshell styles
7	February	2012	Powerful hair straighteners; Long lasting result at home
8	January	2012	Whoa! Sexy haircut; And it works on everyone

1.5.2 Analyzing the data

The data are already collected and classified them into linguistics sign and non linguistics sign. After that the data are analyzed their denotative meaning and connotative meaning. The writer uses the distributional method and referential method to analyze the data (Sudaryanto, 1993:13). The distributional method is used to explain the form and meaning of cover and referential method is to figure out context and function of cover. The writer applies Barthes's theory to analyze the

linguistics sign to find the denotative meaning and connotative meaning. Then, Peirce's theory of triangle diagram also attempts to analyze the non linguistics sign to support the analysis of Barthes theory.

1.5.3 Presenting the result analysis

The last step is presenting the result analysis. There are two ways in presenting the result (Sudaryanto, 1993:44). The first one is writing way in the formal descriptive text and the second one is the result of analysis is presented in the form of oral way/verbal language. Here the writer uses formal and informal ways to presenting the result of the research.