

## CHAPTER 1

### INTRODUCTION

This chapter encompasses background of the study, the reasons for choosing the topic, scope of the study, research questions, aims of the study, significance of the study, populations and sample, method and procedure of the study, organization of the paper, and clarification of key terms.

#### 1.1. Background of Study

"Many ads are designed with a rational approach of psychology so that through their imaging they won't be a captain of industry anymore than a captain of consciousness."  
--Ratna Noviani, the author of "Jalan Tengah Memahami Iklan"

Nowadays, advertisements are not an unfamiliar thing for many people. According to Williamson (2007:1), an advertisement becomes an unavoidable part of everyone's life: 'even if you do not watch a television or read a newspaper, every image that surround the urban setting are unavoidable things'. An ad also becomes an unavoidable part of people's life because it is simply a form of a communication. In fact, the original word of 'advertisement' derives from a Latin word *ad-vere* which means conveying thoughts and ideas to others (Klepper, 1986 in Widyatama 2005:14). This shows that advertisement has a similar meaning with communication.

An advertisement as one form of communication has an essential part, that is, a message. An advertisement without a message will be an unformed advertisement "... therefore, an advertisement in a television media that has no

message will be an imageless and voiceless advertisement” (Widyatama, 2005: 17).

A message in an advertisement can be delivered to the audience both in verbal and non-verbal form. These forms of message are intended to bring information about a product: how to use it and obtain it. However, since advertisement consists of a paid message, thus the given message is not only characterized as informative but also persuasive message; theoretically persuasive is defined as an effort of someone or a group of people to persuade or change other’s perspective or opinion. Dunn and Barban (Dunn, 1978 in Widyatama, 2005: 15) state that advertisement is a communication activity which is delivered through media by paying the used space in order to give a persuasive message.

Furthermore, advertisement is an important part on daily consumed media, i.e. newspaper, television, internet. According to Burton (2008), advertisement gives a supporting income for all media. Since the media reaches a large number of people it also can be used to control people. Eriyanto (2001) says that media can be used by the dominant group as an instrument of ideology, where the values of the dominant group are planted, the elite group is benefited, and the lower level of society is marginalized.

According to Larrain (1979) there are two types of ideology: the positive and negative meanings. Ideology with positive meaning refers to a system of opinions, values and knowledge which are connected with certain class of interests and whose cognitive value may vary. In the negative meaning, ideology

is perceived as a false consciousness, i.e. a need to do the fraud by distorting understanding of other concerning social reality.

To conclude, advertisement as an inseparable part of controlled media not only can be used in showing an ideology of a dominant group (system of beliefs) but also in showing how the ideology of the dominant group is accepted by marginalized group as a truthfulness and naturalness (false consciousness).

Therefore, an analysis tool that could find the hidden meaning in the message of an advertisement is needed in order to identify the ideology which is used in the advertisement. Since the advertisers have used the various signs in their attempts to create a particular meaning, therefore semiotics as the study of signs is, indeed, a proper tool of analysis in this study.

Rayner (Rayner et.al, 2001:32) affirms that:

Semiotic analysis is a useful tool in deconstruction of texts as it helps to reveal the underlying meanings that are 'suspended' within a text. You can then take this analysis further and consider the ideologies that underpin texts and their construction.

This study uses semiotics as a tool for analyzing "Axe Chocolate" advertisement, which is a brand of male perfume, because in a perfume advertisement the presence of an image is very essential to exchange the real information of the product, that is, the fragrance. According to Stokes (2006:76), semiotics is the appropriate tool of analysis for revealing a meaning of an image.

The term semiotics, known as semiology derives from the Greek word *semeion* meaning 'sign'. A sign is basically anything that has a meaning "anything can be as sign as long as someone interprets it as standing for

something other than itself” (Chandler, 2002:17). According to Saussure (1974 in Chandler, 2002), a sign consists of signifier (a material form) and signified (its meaning). Aforementioned, an advertisement has a meaning, then it also can be considered as a sign. An advertisement, like a sign, consists of a signifier (the ad itself, i.e. the images that are used in the advertisement) and signified (the meaning from those images). The meaning, specifically which is used in an advertisement, contains two levels of meaning. Barthes calls the first level of meaning of an advertising image as the denotative or what it says explicitly on the surface and the second level as connotative or what it says implicitly below (Edwards, 2003).

This second order-sign or connotation is the sign at the level of myth. According to Barthes (1972 in Chandler, 2002:144) myths are the dominant ideologies of our time. Therefore, the myths are intentionally created by the dominant group to control the society through media like advertisement.

A semiotics analysis has been used before in the previous study which is also investigating the ideology of an advertisement. Jumirah (2002) uses semiotics analysis in her paper entitled *The Ideology of the Cigarette Advertisements*. In her study, she uses the work of Saussure and Barthes reference point for the semiotics analysis in order to find the hidden meaning in every image that shows up in the advertisement. Then, finally it could be used to reveal the ideology that works in the advertisement. However, her study only arrives at the positive meaning of ideology. Thus, this present study not only tries to reveal the positive meaning of ideology but also the negative meaning of ideology.

In addition to this Bahktin (1990, in Wuryanta, 2009) links ideology with semiotics:

Everything ideological [...] is a sign; without signs, there is no ideology. The domain of ideology coincides with the domain of signs. Wherever a sign is present, ideology is present too. Everything ideological possesses semiotic value.

## **1.2. Reasons for Choosing the Topic**

Ideology in a controlled media like advertisement is commonly unnoticeable. However, ideology in the advertisement has the power to take the audience into the values of life; the values which are similar with the values of life of dominant group. Therefore, this study tries to reveal the ideology that works in the “Axe Chocolate” advertisement.

“Axe Chocolate” television commercial advertisement has been chosen as the object of this study for its presence in television “... watching television is the common activities on our society today” (Storey, 2007:11), and also for the frequency projection of women figures instead of men figures in the advertisement, whereby the product is targeted for men.

## **1.3. Scope of the Study**

Giving a limitation topic to this study is an important thing, because it makes the study stay in the directed direction. The study merely focuses on “Axe Chocolate” television commercial advertisement which has been performed since the middle of 2009.

Scope of the study is the investigation of the ideology both in positive and negative meaning through semiotics analysis on linguistic message (all the words in the ad), coded iconic message (the connotation in the advertising image), and non-coded iconic message (the denotations in the advertising image or the content of the image).

#### **1.4. Research Questions**

Problems of the present study are formulated in the following questions:

1. What is the ideology of the “Axe Chocolate” advertisement?
2. In what way is the ideology illustrated?

#### **1.5. Aims of the Study**

Considering the issue examined in this study, it is aimed:

1. To reveal the ideology in “Axe Chocolate” advertisement.
2. To explain the way of illustrating the ideology in “Axe Chocolate” advertisement.

#### **1.6. The Significance of the Study**

The study contributes to the development of the language analysis, primarily in the investigation of the ideology in the advertisement. Since many people watch television, this study helps them to understand more about image and concept making in “Axe Chocolate” advertisement on television media.

## **1.7. Research Methodology and Procedure of the Research**

### **1.7.1. Research Methodology**

Based on the limitation of the study and the research questions presented previously, this study uses the qualitative-descriptive method because the study mainly centered in describing, interpreting, and analyzing the ideology in the advertisement. Bogdan and Bigden, as quoted by Sugiono (2005:9), said that the data collected in the qualitative method is in the forms of words or picture rather than number.

### **1.7.2. Procedure of the Research**

In carrying out the study, the following procedures were followed:

#### **1. Data Collection**

The data was obtained from the website [www.youtube.com](http://www.youtube.com). This website provides variety of video that could be downloaded easily. An extensive library research related to the topic was also done to find out the relevant theory. A number of the previous studies related to this study are consulted as well.

#### **2. Data Analysis**

The data analysis is based on a semiotic analysis, which utilizes the process of signification. It attempts to reveal a relationship between two terms: signifier and signified, which are equivalence. Barthes (1982 in Larrain, 1979), moreover, observed that signification consists of a plane of expression (also called signifier) and a plane of content (also called signified), and that the signification is the

relation of the two planes. He calls the first system of signification as the plane of denotation. Denotation tends to be described as the definitional, literal, obvious, or commonsense meaning of sign (Chandler, 1997). At the second level, the previous relation between signifier and signified becomes the plane of expression or the signifier of the second system (Larain, 1979: 133). The second level signification calls as the plane of connotative (mythology). Barthes emphasized that the ideological level always refers to the connotative aspect of the messages. This study uses the semiotic analysis in order to reveal the ideology that lies in the advertisement.

### 3. Interpretation of the Data and Conclusions

The data are interpreted by relating them to the data taken from the library research to find out the ideology, both in negative and positive meaning, that work in the “Axe Chocolate” advertisement and in what way the ideology reflected in the advertisement.

## 1.8. Organization of the Paper

This paper consists of five chapters. Chapter one is the introduction that includes background of study, reasons for choosing the topic, limitation of the study, research questions, the aims of study, the significance of the study, methodology, organization of the paper, and clarification of key terms. Chapter two presents theoretical foundation of the relevant issues. It provides extensive



explanation about advertisement, ideology and semiotics. Chapter three is the methodology of the study. Chapter four discusses the findings and discussion. Chapter five subsequently draws the conclusion and recommendation for further study.

### 1.9. Clarification of the Terms

- ☛ Advertisement: is a process of communication that aimed to persuade people doing something profitable for the advertisers (Nuraeni: 2008).
- ☛ Connotation: is the meaning of a sign which is arrived at through cultural experiences a reader brings to it (Rayner: 2001).
- ☛ Denotation: is what an image actually shows and is immediately apparent, rather than the assumptions an individual reader may make about it (Rayner: 2001).
- ☛ Ideology: in the positive meaning refers to a system of opinions, values and knowledge which are connected with certain class interests and whose cognitive proficiency may vary. Ideology in the negative meaning is perceived as a false consciousness, i.e. a need to do the fraud by distorting others understanding of social reality (Larrain: 1979)
- ☛ Mythology: described as a third order of signification (Barthes, 1972 in Chandler: 1997).
- ☛ Sign: is the whole that results from the association of the signifier with the signified (Saussure, 1974 in Chandler: 1997).

- ☛ Signified: is the concept the signifier represents (Saussure, 1974 in Chandler: 1997)
- ☛ Signifier: is commonly interpreted as the material (or physical) form of the sign – it is something which can be seen, heard, touched, smelled, or tasted (Saussure, 1974 in Chandler: 1997).
- ☛ Signification: is the way in which a sound impression (signifier) invokes an abstract concept (signified)

