

CHAPTER I

INTRODUCTION

This chapter covers the elaboration of the background of the study, research questions of the study, aims of the study, scope and significance of the study, research methodology which contains data collection and data analysis, clarification of key terms and organization of the paper.

1.1 Background of Study

Nowadays, our communication is not limited. There are many ways to communicate with other people. Communication is not only carried out through spoken or written language, but also through visual and verbal texts. This kind of communication is used by companies to sell their products. The companies use visual and verbal text to communicate and transfer their messages to the consumers. One of their communications is making advertisements. There are many advertisements nowadays. These can be seen or heard on the television, radio, the internet and print media. According to Bull (2014), advertisement is a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. It can be inferred that advertisement is made to attract people's attention by promoting and publicizing something.

Advertisements are very important in business life. These can be a powerful tool to introduce their products. Advertisements can be found everywhere and have strong influence on our decisions as consumers. As cited by Widayati (1997), advertising deals with ideas, attitudes, and values, giving them "communications designed to get someone to do something" (O'Guinn, 2006). The best advertisement shows the benefits of the products which advertised clearly and accurately. One of the ways of making good advertisements is to relate images of products to everyday life. Advertisements with a good image as a representation of product will attract consumers to buy their products.

An image of family is one of the subjects which are used as a representation in the advertisement. Representation of family in advertisement usually is used in

sanitary product. Most of product invites consumers especially families to live a healthy life. Products of soap, shampoo and hand sanitizer are examples of family products. A family product is product which usually used by all members of family. In these examples of advertisement, healthy families are represented.

This study aims to analyze more about the representation of family in the sanitary product. This study analyzes printed soap advertisements as one of example of sanitary products. Thus, the examples of printed soap advertisements are *Lifebuoy* soap, *Detol* soap, and *Nuvo* soap. The advertisements have a similarity in the way of representing product. They use an image of the family as market of products. Therefore, this study focuses to analyze representation of family in these advertisements. Moreover, the core of this study reveals the notion family in the advertisements. The representation of family is analyzed through the visual and verbal elements in the printed soap advertisements.

This study is expected to develop knowledge about semiotic especially in analyzing the visual and verbal elements in the images of advertisement. There are some previous researches that use semiotic in analyzing the image of an advertisement which is *The Shift of Beauty Concept in Lifebuoy Shampoo Commercial* conducted by Widayati (1997). The research was analyzing the representation of beauty concept in the images of *Lifebuoy* shampoo. Furthermore, the research conducted by Retnowulan (2000) entitled *The Representations of Masculinity in the ads of Lifebuoy Men Bodywash* is another example of research which uses semiotic analysis, but in this research the representation of masculinity became an object of this study. Most of research relate to the objects of representation of men or women. Therefore, this study analyzes the representation in different object. The object of family as representation in research is rarely used by other people. The images of the family in printed advertisements are representation of this study. This study sees the representation of family in printed advertisement might also contain certain linguistic features that are worth researching. One of the most salient characteristics of advertising in printed is the deployment of visual and verbal signs. This study aims to reveal the concept of family contained in the printed advertisements.

The selected printed soap advertisements in this study are *Lifebuoy* soap, *Detol* soap, and *Nuvo* soap. Moreover, in terms of practicality, the study is expected to be useful for researchers and readers in building critical awareness of the advertisement that can be seen in everyday life. Thus, this study has research questions to be a directive of this study.

1.2 Research Questions

Regarding the reasons that have been mentioned, this research is conducted to reveal the following questions:

1. How is family represented in printed soap advertisements visually?
2. How is family represented in printed soap advertisements verbally?
3. What does the representation signify?

1.3 Aims of Study

1. To investigate how the family is represented in printed soap advertisements based on semiotic analysis.
2. To investigate how the family is represented in printed soap advertisements based on transitivity analysis.
3. To seek the meaning of the representation in the printed soap advertisements.

1.4 Scope of the Study

This study concerns to analyzing how the family is represented in printed soap advertisements and what does the representation signify. This study analyzes selected printed soap advertisements as follows: *Lifebuoy* soap, *Detol* soap, and *Nuvo* soap. The building of this concern, the study analyzes the advertisements and try to reveal how these signs signify family on printed soap advertisements.

1.5 Significance of the Study

This study expects to contribute in particular field of semiotics study. Moreover, the study offers knowledge about semiotic in analyzing the advertisements. Furthermore, this study expects to enrich the data to any further research. This study also expects to enrich how people understand the meaning behind images and verbal texts.

1.6 Research Methodology

This study employs descriptive qualitative method of describing, interpreting, analyzing and criticizing the selected printed soap advertisements as follows; *Lifebuoy* soap, *Detol* soap, and *Nuvo* soap. Semiotics and transitivity used to analyze the collected data. *Orders of signification* theory by Barthes (1957) and *reading image* theory by Kress & Van Leeuwen (2006) used to analyze the visual element in this study. Moreover, *transitivity* by Gerot and Wignell (1995) used to analyze the verbal text on the selected printed soap advertisements.

1.6.1 Data Collection

The data for this study are selected printed soap advertisements which include the sanitary product. The data for this study take from downloading selected printed soap advertisement as follows: the printed *Lifebuoy* soap, the printed *Detol* soap, and the printed *Nuvo* soap.

1.6.2. Data Analysis

The data reveal the construction of family in printed soap advertisements as follows: *Lifebuoy* soap, *Detol* soap and *Nuvo* soap. This study uses several levels of visual and verbal analysis in semiotic concept. The analysis of the selected printed soap advertisements divided into two that is a visual analysis and verbal text analysis. The visual analysis rely on theory on Barthes (1957) theory *orders of signification* and Kress and Van Leeuwen (2006) theory on *reading images* which allow precise description and interpretation of visual elements. The theories reveal the representations of family in the selected printed soap advertisements. Furthermore, the investigation focuses on analyzing narration and tagline as the verbal signs. The verbal texts in the selected printed soap advertisements are analyzed by using theory of *transitivity*, Gerot and Wignell's (1995).

1.7 Clarification of terms

- Representation

Representation is something which stands for or in place of something else. Representation always involves the construction of reality. All text is constructed representation rather than simply

transparent reflect on recording, transcription or reduction of pre-existing reality (Chandler, 2002, p. 239).

- Advertisement
Advertisement is a text which attempts to attract people's attention (Goddard, 1998)
- Family
Family is a group consisting of two parents and their children living together as a unit (Bull, 2014)

1.8 Organization of the Paper

This Paper will be organized into five chapters:

CHAPTER I

This chapter contains background of the study, research questions, aims of the study, the scope of the study, the significance of the study, research methodology, clarification of the terms, and organization of the paper.

CHAPTER II

It consists of theoretical review that provides a basis for conducting the research problems.

CHAPTER III

This section contains the research methodology, discussing the steps and procedures of the study, and the data resources in conducting the study.

CHAPTER IV

In this part the result of the research will be presented. This chapter contains the research findings and discussion.

CHAPTER V

This last chapter contains the interpretation toward the result of the research in a form of conclusion and suggestion in accordance with the research.