

CHAPTER I

INTRODUCTION

This chapter presents an introduction of this paper which explains general information of the study. It begins with the background of study which contains the research question and the aim of the study. Afterward, the research methodology is also included in this chapter which explains about the concepts related to the study to clarify the relation of the data analysis within certain scopes. Finally, the organization of the paper ends this chapter.

1.1 Background

In order to promote the product, the producer needs some good ideas or strategies to get the attention from the consumers to buy their product. An effective strategy frequently used today is by an advertisement. Advertisement is the most persuasive sales messages that are directed to the most potential consumer for specific products or services at low cost (Jeffkins, 1996, p. 5). Advertisement provides information or messages that can influence consumer. This usually worked successfully in changing the consumers' behavior to meet their needs.

The advertisement that has worked successfully to influence people is cigarette advertisement. There are a lot of cigarette advertisements in Indonesia that show character of the product. This is in line with Wernick (1991, p. 32) who

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argues that advertisement plays as the media of culture promotion and advertisement also have role as the media of the ideology expression and symbolic expression of cultural. Because the advertisement plays in sign and language world, advertisement can be a discourse in society.

There are a lot of familiar cigarette advertisements in Indonesia. This study focuses on the figure of man in cigarette advertisements especially in term of masculinity of man. The advertisements namely *Marlboro*, *Gudang Garam*, *Surya 16*, *A Mild*, *X Mild*, and *Star Mild* are chosen because they always show a man as a figure in each advertisements. The consideration in choosing the topic is on the idea that such kind of the advertisements often appear in mass media and become well-known in the society. *Surya 16*, *Marlboro*, *Gudang Garam*, *A Mild*, *X Mild*, and *Star Mild* are the print advertisements that are assumed as the representation of social issue which occurs in Indonesia especially the issue of man in cigarette advertisements especially in term of masculinity. The figure of man through visual signs from visual elements in the cigarette advertisements consists of the color selection in the elements of the performer such as wardrobe and background. Therefore, in order to interpret the content of the image, this research employed the theory of *semiotics*.

Semiotics is a subject of study concerning many different academic stances and methodological tools. It is concerned with meaning-making and representation in many forms of text and media (Chandler, 2002, p.2). Particularly, this study focuses on the semiotic analysis of advertisement to

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analyze the representation. Semiotic analysis is concerned with meaning in texts and that meaning stems from relationships, in particular, the relationship among signs (Berger, 2004, p. 7). This idea of connection between representation semiotics further refers to a concept developed by Roland Barthes who formulates a sign into two elements, the signifier and the signified. The former means as image that is shown in advertisement while latter is the mental concept which is constructed in the mind of the receiver when connected with the signifier or in this case the advertisement. The contribution of the original signifier is suggested by the influence of advertisement meaning (Barthes, 1985, p. 19-20, cited in Chandler, 2002, p. 100).

The visual elements of the advertisements which figure of man in cigarette advertisements will be analyzed to reveal the explicit meaning (denotation), especially the implicit meaning (connotation) on each of them. This analysis of denotative and connotative meaning is known as the characteristic of Barthes' *orders of signification* analysis. Specifically it is focused on the *first order of signification* (denotation) and the *second order of signification* (connotation) of a sign. Denotation refers to the real (literal) meaning of a sign which can be found in the dictionary, while connotation is the personal interpretation of the sign which depends on each individual's socio-cultural background.

Therefore, this paper attempts to analyze how the color selection represent a man in print advertisements of *Surya 16*, *Marlboro*, *Gudang Garam*, *A Mild*, *X Mild*, and *Star Mild*. This Barthes theory is useful in discovering the denotative

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meaning on the visual elements of the advertisements and revealing the advertisements implicit meaning of the figure of man in those advertisements. Hopefully, this paper could be useful for those who are interested in semiotics and would improve knowledge primarily in semiotics field. In addition, the study is also expected to be an additional reference.

1.2 Significance of study

This study hopefully could give some contributions to the development of image analysis, especially to investigate the representation in advertisement. This research aims to provide a better understanding of the representation in advertisement and could be used as references for those who interest to conduct the same issues.

1.3 Scope of study

This study specifically examines the representation of man in cigarette advertisements such as *Marlboro*, *Gudang Garam*, *Surya 16*, *A Mild*, *X Mild*, and *Star Mild*. In order to analyze the advertisement of cigarette in mass media, this study employs the semiotic analysis. This study investigates the image of the visual representation of the advertisement. Furthermore the focus is on social interaction aspects which are intrinsically used in advertisement, especially to reveal the image representation.

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1.4. Research question

Based on the previous explanations, the study attempts to reveal the following question:

“How is man represented in masculinity of man in *Surya 16*, *Marlboro*, *Gudang Garam*, *A Mild*, *X Mild*, and *Star Mild* cigarette advertisements through the color selection?”

1.5 Aim of the study

This study aims to investigate the representation of man through the color selection in cigarette advertisements namely *Surya 16*, *Marlboro*, *Gudang Garam*, *A Mild*, *X Mild*, and *Star Mild* by semiotic analysis point of view.

1.6 Research methodology

The current research largely uses qualitative method to interpret the message in mass media, specifically in advertisement. The method is chosen because it is considered to be an appropriate one to conduct a research about advertisement.

The descriptive method is also used in this research that enables to analyze the data in supplying methods to describe the research about advertisement and answer the unanswered question where in case the other methods cannot answer

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the question. The descriptive method is considered as the most appropriate method because descriptive method is useful in describing the image in the advertisement.

The present study is based on the semiotic approach which analyzes the image in advertisement particularly by using visual analysis. It is expected that the discussion of this study may help the readers to understand how man is portrayed in cigarette advertisement by the color selection. The data will be analyzed by using Bathes' *second order of signification* in semiotic analysis framework to reveal the meaning of the image in advertisement.

1.7 The Clarification of Key Terms

The following terms are used in this paper that needs to be clarified:

1. *Semiotics* is a field of study involving many different theoretical stances and methodological tools. Semiotics is concerned with meaning-making and representation in many forms, perhaps most obviously in the form of 'text' and media. (Chandler, 2002, p. 2)
2. *Advertisement* is the most persuasive sales messages that are directed to the most potential consumer for specific products or services at low cost (Jeffkins, 1996, p. 5).
3. *Representation* refers to the structure in any medium (especially *mass media*) of aspects of 'reality' such as people, places, objects, events, cultural identities, and other abstract concepts (Chandler, 2002, cited in Signes, 2007, p. 1).

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4. *Semiotic analysis* is concerned with meaning in texts and that meaning stems from relationships, in particular, the relationship among signs (Berger, 2004, p. 7).

1.8 The organization of the paper

This paper is divided into five chapters. Chapter 1 describes the background of the study, significance of the study, the scope of the study, research questions, purpose of the study, research methodology, and the organization of the paper. Chapter 2 deals with the theoretical framework of the study that reveals the meaning of image in advertisement. Furthermore, it discusses firstly about semiotics, role of the color in advertisement, and masculinity of man. Chapter 3 discusses the research methodology applied in this research. It is functioned to find the answers of research question confirmed in chapter one. It contains research methods, data collection, and data analysis. Chapter 4 presents the discussion and interpretation of the results. This is describes the result of analysis including the analysis of the data using theoretical framework. Chapter 5 presents some conclusions of the study and suggestions for further research. It describes some points as a part of chapter five. Meanwhile, the conclusion and suggestion are taken from the analysis data in the previous chapter.



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