

## **Chapter II**

### **Semiotics and Advertisement Theory**

This Chapter focuses on giving theoretical foundation of the research. The theoretical foundation is aimed to give direction on how the research should be conducted. Since the researcher concerns with a semiotic analysis on *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement by Coordinating Ministry of Human Development and Culture.

#### **2.1 Semiotic**

The study of Semiotic is one of a growing scientific approach mainly on the humanities and science communication. Semiotics becomes important to understand the various social realities of life human culture especially the various meanings and signs that live and grow in the society. According to Beny H. Hoed (2011:3) as his understanding, semiotics is a science that examines the signs in people's lives. In simple method semiotic is the science of signs. Semiotics study about the system, a rule that produce the signs meaning.

*“Menurut Sobur (2009:123) semiotika di definisikan oleh Ferdinand De Saussure (1983) di dalam course in general linguistic, sebagai “ilmu yang mengkaji tentang tanda” sebagai bagian dari kehidupan sosial. Sedangkan semiotika menurut Roland Barthes adalah ilmu mengenai bentuk (form). Studi ini mengkaji signifikasi yang terpisah dari sisinya (content). Semiotika tidak hanya meneliti mengenai signifier dan*

signified, *tetapi juga hubungan yang mengikat mereka, tanda yang mengikat secara keseluruhan.*”

“According to Sobur (2009:123) Semiotic defined by Ferdinand De Saussure (1983) in course in general linguistic, as “the science review about signs” as part of the social life. In the other side according to Roland Barthes is the study of the form. This study examines the significance that separated from the content. Semiotic is not only researching on signifier and signified, but also relationships that bind them, the sign a binding overall”.

Human uses their creativity and interpretation signs to create the meanings. According to Peirce’s statement, human can be defined as creatures who think only in signs Peirce’s (1931:58). Signs take the form of words, sounds, pictures, things, colors, acts and objects. Through semiotic approach expected this advertisement was able to be classified based on the sign, the code, and the meanings contained within. Thus can be found clarity regarding consideration of the advertisement aesthetic of relationships between signs and messages.

Semiotic in the study of sign it deals with everything that can be treated as a sign (Eco, 1976, in Chandler, 2002). It is a field of study involving many methodological tools, theoretical stances and even experts from different field. Semiotics is not only researching about signifier and signified, but the relationship that binds them, a sign that deal overall. Modern semiotic, has two expert they are Charles Sander Peirce (1857-1914) and Ferdinand De Saussure (1857-1913). They do not know each other (Zoest 1996:1). The fact that they did not know each other

causing an important distinction, especially in the implementation of the concept, including the work of the experts who used on semiotic peirce and the followers of saussure's work on the other. Zoest says that inequality is caused by the fundamental differences: Peirce philosopher and logic, while Saussure was a general linguistics.

The main task of the researcher semiotics is observed against the phenomenon and symptoms surrounding through various “sign” views. The sign is actually a representation of the symptoms that have criteria, such as: name, role, function, purpose, and desire. These sign are in human life and became the sign used as a balance in life. Therefore sign (located on the system signs) are very familiar and even attached to human life that is full of meaning (meaningful action) as contained in language, religion, art history, science Budiaonto (2001:16). Approach to the theory of expected semiotic, the researcher can find meaning contained in the advertisement.

## **2.2 Charles Sanders Peirce Model of Sign**

The philosopher Charles Sanders Peirce concluded that the system in the significance of a theory or model is presented on the practical effects of its application. Model building of the sign became very influential, and forms the most contemporary works about semiotic contemprorer (Marcel Danesi, 2010:93). Peirce mentions science building with the semiotic.

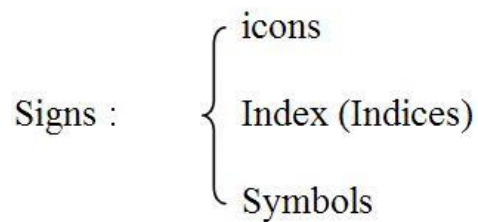
*Pierce berpendapat, seperti dikutip oleh Alex Sobur (2001:109), tanda adalah segala sesuatu yang ada pada seseorang untuk menyatakan sesuatu yang lain dalam beberapa hal. Tanda bisa berarti sesuatu bagi seseorang jika hubungan yang "berarti" ini diperantarai oleh interpret.*

Sign is something which stand to some body for something in some respects or capacities. The sign could mean something to a person if the relationship is "means" it's generated by interpret, Alex Sobur (2001:109).

The details of the relationship by peirce described as follows:

figure 2.1

icon, index, and symbols



Source : Alex Sobur (2004:158)

Basically, an icon of a sign can be described in the main characteristics of something which is there is no reference object. For example Jokowi is the photo icon of Jokowi. The index is a sign that is present in an associative relationship characteristics of reference there is a result that is fixed. For example the word "cigarette" has an index of "smoke". While the symbol in the thought of Peirce is a colloquial term that referred to the word, name, and label.

According to Peirce, stated that signs related to similar objects into existence have causal relationship, with signs or conventional bonds with sign in it. He uses icons for similarities, the index for the relationship because the result of the symbols for conventional Association. To know more clearly about the difference icon index from symbol can be found through the following table:

**Tabel 1.2**

***Perbedaan Ikon / indeks / simbol***

| <b><i>TANDA</i></b>                  | <b><i>IKON</i></b>   | <b><i>INDEKS</i></b>   | <b><i>SIMBOL</i></b>                               |
|--------------------------------------|--|--|--|
| <i>Ditandai dengan contoh proses</i> | <i>Persamaan (kesamaan) gambar-gambar, patung-patung tokoh besar foto reagen dapat dilihat</i> | <i>Hubungan sebab akibat asap / api, gejala / penyakit, bercak merah campak dapat diperkirakan</i> | <i>konvensi kata-kata isyarat harus dipelajari</i> |

Source : Alex Sobur (2004:34)

| <b>SIGN</b>                               | <b>ICON</b>   | <b>INDEX</b>  | <b>SYMBOL</b>                                |
|---|---|---|--|
| marked with<br>examples of<br>the process | quation (equality)<br>pictures, statues of<br>public figure<br>photo reagent can<br>be seen | Causal relationship,<br>smoke/fire,<br>symptom/disease,<br>measles blotches can<br>be estimated | cue words<br>Convention<br>should be studied |

Source : Alex Sobur (2004:34)

According to Peirce (in Zoest 1996:43) an analysis of the essence of the sign toward on verification that each sign is determined by the object. First, by following the nature of the object, when human mentions the sign of an icon. Second, become a reality and existence related to individual objects, when human mention the sign of an index. Third about the estimate of signs that it is in the interpretation as objects in denotative as consequence and a habit when human call sign a symbol. Peirce adds, an act, an influence, or the cooperation of three subjects, namely sign, influence, and interpretant.

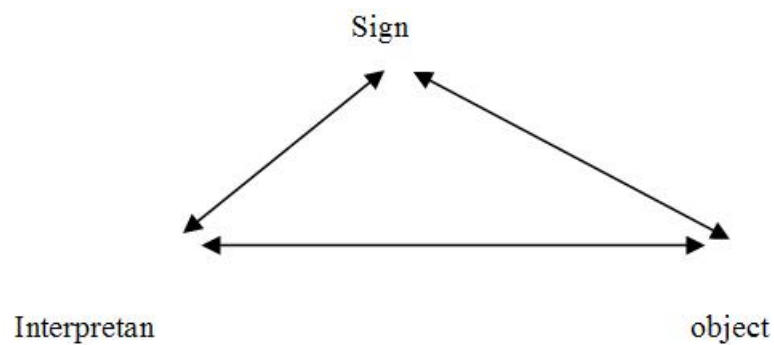
Pierce suggests the theory is triangle meaning, consisting of Sign, object, and interpretation. According to Pierce (in Sobur 2001:115) one form of the signs is the word. While the object is something referred to a sign. While interpretan is a

sign that there is in the mind of a person about an object that is referred to a sign. If the third element of meaning in the mind of someone is interacting, then comes the meaning of something that is represented by the sign. This model answered the question of how meaning emerges from a sign when the sign that people use to communicate in.

The triangle meaning relationship Peirce describe as follows:

Figure 2.2

**The triangle meaning elements by Peirce's**



Source: Alex Sobur (2002:115)

### 2.3 Advertisement

The mass media has a variety of forms, one form of mass media is the advertising. Essentially every advertisement shows the product to attract consumers to use it. Advertising is a communication means that carries information about a

product or service to consumers in a visually or verbally attractive way in order to promote it and later sell it. Advertising is using persuasive techniques to explain perspective customers what is the best for them.

*According to KBBI iklan adalah berita atau pesan untuk mendorong, membujuk khalayak ramai untuk tertarik pada barang dan jasa yang ditawarkan. Dari definisi diatas, terdapat beberapa komponen utama dalam sebuah iklan yang mendorong dan membujuk. Dengan kata lain sebuah iklan harus memiliki sifat persuasi.*

It means, Advertising is news or messages to encourage, persuade the general public to be interested in the goods and services offered. From the definition above, there are several major components in an advertisement that encourages and entices. In other words, an advertising must have the characteristic of persuasion.

The function and purpose of advertising on the fact is one form of communication. It can be seen from the definitions advanced by Arens as cited in Rendra Widyatama (2005:13) that advertising is the structure of information and non-personal communication arrangement that is usually financed and non-persuasive about the products (goods, services, ideas) by the sponsor identified, through a variety of media. The definition explains that the advertising has the primary function of delivery information about the product to the society (non-personal). The advertisement became a Messenger of structured information, which uses verbal or non verbal elements.



According to Rhenald Kasali (1995:67), *secara garis besar iklan memiliki beberapa tujuan:*

- a) *Periklanan menjalankan sebuah fungsi informasi. Iklan mengkomunikasikan informasi produk, ciri-ciri dan iklan memberitahukan konsumen tentang produk baru.*
- b) *Periklanan menjalankan fungsi persuasif. Iklan mencoba membujuk para konsumen untuk membeli merek-merek tertentu atau mengubah sikap mereka terhadap produk atau perusahaan tersebut.*
- c) *Periklanan menjalankan sebuah fungsi pengingat. Iklan terus-menerus mengingatkan para konsumen tentang sebuah produk, sehingga konsumen akan tetap membeli produk yang diiklankan tanpa memperdulikan produk pesaingnya.*

(Based on Rhenald Kasali (1995:67), advertisement has some big purpose. Those are:

- a) Advertising run an information function. Advertising communicate product information, features and advertisements tell consumers about new products.
- b) Advertising running a persuasive function. Advertisements try to persuade consumers to buy certain brands or change their attitude towards the product or the company.

- c) Advertising runs a reminder function. Advertising constantly reminded consumers about a product, therefore consumers will keep buying the advertised product regardless of the products of its competitors.)

The broadcasting of advertisements on television can be categorized in three forms of advertising including:

- i. Sponsorship: the party that made the advertisement completely finance a television program while the fee to be paid on the television. If the cost incurred is too expensive then main sponsor advertising will collaborate with partners or advertise other products.
- ii. Participation: the real form of this type of advertisement serving is to insert between one or several events either fixed or not fixed. The approach of using this form of advertising will further ease the choosing of target audience and reach a wider audience as well as the provision of budget available.
- iii. Spot announcements: the broadcasting of advertising on every turn of the tv program.
- iv. Public service announcements: The advertisement is broadcasted generally at the request of the community or certain institutions. The purpose of these advertisement is more directed at raising

community solidarity, or about an important issue that must be known to the public.

Advertisement on television also has unique advantages compared with advertising in print media. Television advertising work effectively because it puts a message in the form of verbal and non verbal at once. As a signified, the advertising system at the same time be a representation. The advantages of television advertising allows receipt of the three powers, namely the narration, sound, and visual. Advertising displays on television always involves signs and codes. Every piece of advertising has ever become a sign that basically means something that produces meaning.

#### **2.4 Gerakan Nasional Revolusi Mental Ayo Berubah Advertisement**

*Gerakan Nasional Revolusi Mental* is one of the Government programs the period 2015-2019 as an effort to improve the quality of human resources. This movement to raise awareness that Indonesia has great power for high achievers, productive, and has the potential to become a developed country and modern. Practice in everyday life is done by changing the viewpoints, thoughts, attitudes, and behaviors through the values on each individual, family, society, and social institutions (*revolusimental.go.id*).

The main value of a mental revolution is integrity, work ethic, and mutual. Integrity means having the value of honest, trustworthy, have a characteristic, and responsible. Work ethic means capable of empowered, optimistic competitiveness,

innovative, and productive. Mental revolution is not only a slogan, but also involves an action. Through its website (*revolusimental.go.id*) and the public service advertisement will be a place to interact together nationally, to communicate creative ideas, to create an action that could encourage people to change bad habits and replace them with positive, creatives, and useful.

The public service advertisement used by the government in socialize *Gerakan Nasional Revolusi Mental* contains social message or as a social campaign in response to the onset of the crisis of values and character, reign of the crisis, and the crisis of social relations which became Indonesia worries about the character of the nation in the next generation. Mental revolution is needed to enhance the character and have a high fighting spirit.

Coordinating Ministry of Human Development and Culture as initiator of *Gerakan Nasional Revolusi Mental Ayo Berubah* Advertisement purely invites the people to revive the spirit of the revolution of mental through television media. This advertising is packed with atmosphere life of Indonesian society. In *Gerakan Nasional Revolusi Mental Ayo Berubah* public service advertisement, it has some versions, including:

- 1) *PNS* version (30 second): in *PNS* version tells about the government employees in office environment. The advertisement tells the story of government employees are disciplined and comply with regulations.

- 2) Soekarno version (30second): in Soekarno version shows the strong voice of soekarno in giving oration, and the visual tells about Indonesian people's life.
- 3) *Gotong Royong* version (29 second): in *Gotong Royong* Version tells of a traffic jam problems, caused by a stalled car. In this version, appear a men trying to push his car, and in the end everyone helps working together to move the car.
- 4) *Petani* version (29 second): in *Petani* Version tells the story of man who works as a farmer. The lives of farmer whose the salary slightly but he remains eager to work for the happiness of his son.