

**SEMIOTIC ANALYSIS ON TELEVISION ADVERTISEMENT
OF COCA COLA “REASON TO BELIEVE :
INDONESIAN VERSION “**

THESIS

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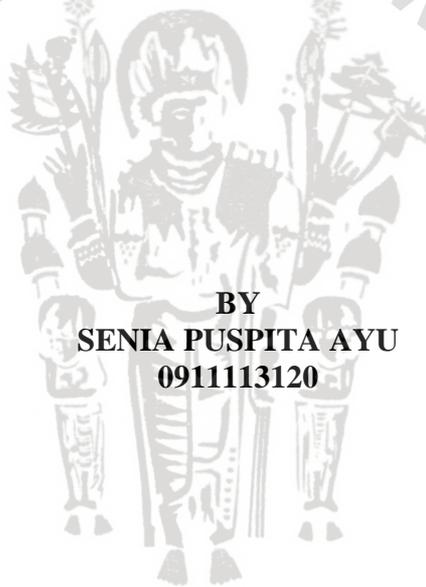


**ENGLISH STUDY PROGRAM
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2013**

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OF COCA COLA “REASON TO BELIEVE :
INDONESIAN VERSION “**

THESIS

**Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***



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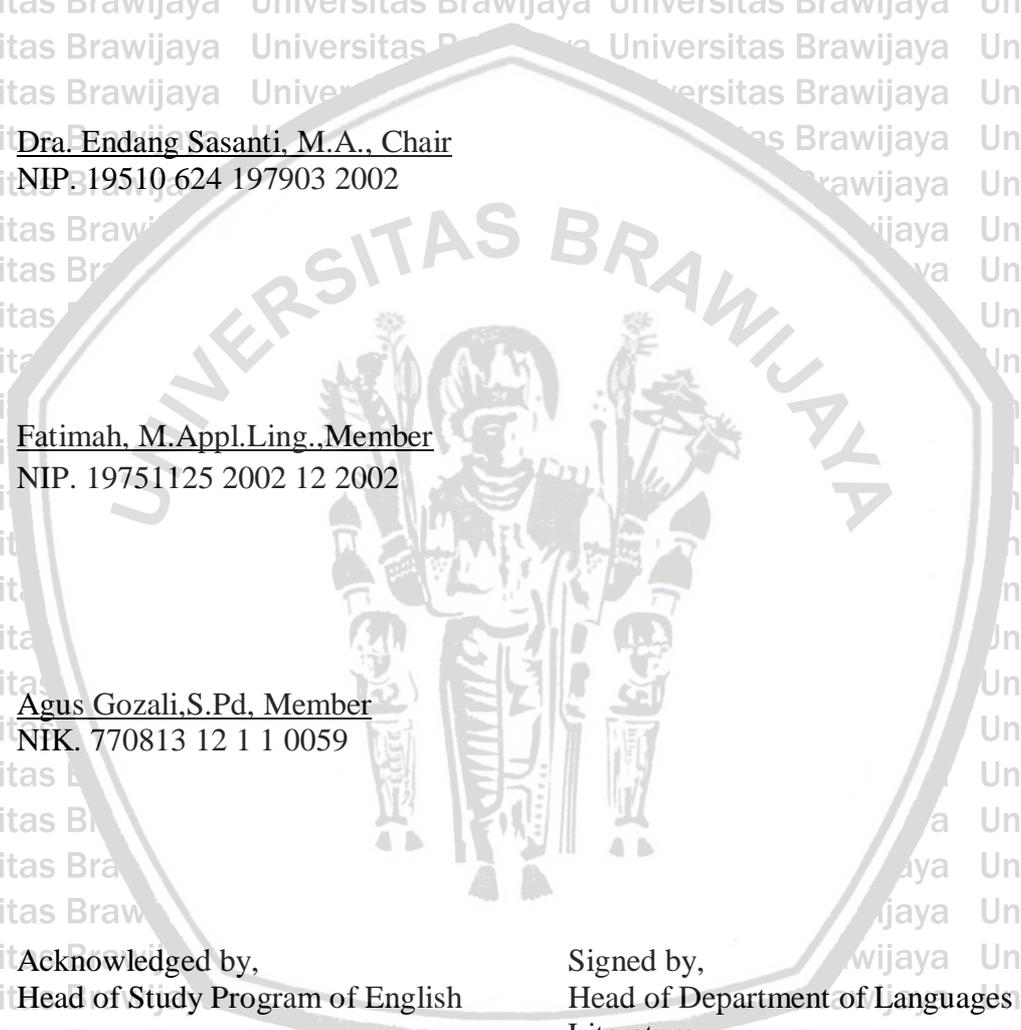
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Malang, 23 July 2013

The writer

ABSTRACT

Ayu, Senia Puspita. 2013. **Semiotic Analysis on Television Advertisement of Coca Cola “Reason To Believe : Indonesia Version”**. English Study Program, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor; Endang Sasanti; Co-supervisor; Agus Gozali.

Keywords: semiotics, sign, TV advertisement, *Coca Cola*.

Advertisement is a medium to deliver messages to people with the goal to influence them to use certain products. Semiotics is applied to develop a correlation within the element used in advertisement. In this study, the writer chooses the television advertisement of *Coca Cola “Reason to Believe:*

Indonesian Version” as the subject to be analyzed using semiotic study based on Peirce’s theory.

Semiotic approach is employed in interpreting the sign, symbol, icon, and index in television advertisements. This study aims to identify: (1) the semiotic signs found in the Coca Cola advertisement, and (2) the interpretation of semiotic signs in the Coca Cola advertisement.

This study is qualitative in the form of document analysis. The data are 20 scenes in the Coca Cola “Reason to Believe : Indonesian Version” TV advertisements. The result of this research shows that each advertisement contains semiotic signs such as symbol, icon and index. There are 20 symbols, 46 icons, and 16 index. Icon is mostly used rather than symbol and index. Text are provides as symbol in most scenes. The text use for emphasizing the condition of each scene.

Suggestion is made for next researchers to choose the signs of the advertisement from other media sources like radio, newspaper, or the internet, to obtain various results. Next researchers can also conduct further studies by seeing people’s interpretation on certain advertisements.

ABSTRAK

Ayu, Senia Puspita. 2013. **Analisis Semiotik dari Iklan Televisi Coca Cola “Reason To Believe : Indonesian Version”** Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Endang Sasanti (II) Agus Gozali.

Kata Kunci: Semiotik, Multimedia, Iklan Televisi, Coca Cola

Iklan merupakan salah satu media untuk menyampaikan pesan kepada orang lain dengan tujuan mempengaruhi agar mereka menggunakan produk tersebut. Semiotik digunakan untuk menciptakan korelasi antara elemen-elemen dalam iklan. Penulis menggunakan iklan *Coca Cola “Reason to Believe : Indonesian Version”* sebagai subjek yang akan dianalisis menggunakan studi semiotic berdasarkan teori dari Peirce.

Pendekatan semiotik yang digunakan dalam menginterpretasi tanda, simbol, ikon, dan index yang terdapat dalam iklan tersebut. Penelitian ini bertujuan untuk mencari: (1) tanda semiotik apa saja yang terdapat pada iklan *Coca Cola* di televisi dan (2) menginterpretasikan tanda semiotik yang ada dalam iklan *Coca Cola* di televisi.

Studi ini adalah studi kualitatif dalam bentuk analisa tekstual. Data dari penelitian ini adalah 20 adegan yang ditayangkan di televisi. Hasil dari penelitian ini adalah setiap iklan *Coca Cola “Reason to Believe : Indonesian Version”* mengandung tanda semiotik seperti tanda, simbol, ikon, dan index. Terdapat 20 simbol, 46 ikon dan 26 index. Ikon paling banyak ditemukan dibanding simbol dan index. Tulisan ditemukan sebagai simbol yang terdapat pada hampir di semua adegan. Tulisan digunakan untuk memperjelas kondisi di setiap adegan.

Saran ditujukan kepada peneliti selanjutnya untuk memilih tanda pada iklan, dimana iklan tersebut berasal dari sumber yang lain seperti radio, koran, atau internet sehingga dapat memberikan hasil yang bervariasi. Peneliti selanjutnya diharapkan dapat menggunakan metode penelitian yang lain guna mengetahui intepretasi orang lain terhadap suatu sumber iklan.

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CHAPTER I

INTRODUCTION

In this chapter the writer presents the background of the study, problems of the study, objectives of the study, and the definition of key terms.

1.1 Background of the Study

Semiotics is the study of investigating and analyzing how meanings are created and how they resonate with individuals and societies. Semiotics is concerned with everything that can be taken as a sign. Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stands for' something else (Eco in Chandler 2007, p.2). In short, everything can be a sign and has meaning implied.

To understand each other, people require communication tool, one of which is a sign. The sign should be interpreted correctly and appropriately, because every person has his own meaning and interpretation of the sign. Scientific signs have the same concept so that there is no misunderstandings. However, in fact the signs are not always understood and interpreted correctly and equally among the people.

We can find sign everywhere; on the streets, buildings, newspapers, also other media. There are several types of media which can be used to deliver messages through sign such as newspapers, advertisements, magazines, televisions, radios, billboards or direct e-mail. One example of media that contains signs is advertisement. People need information in life, which can be derived from

advertisement. After getting the information, there will be a process that is called the perception and interpretation. So, the communication process happens in advertising must involve a process resulted in the perception of repeated interpretation in accordance with experience and knowledge.

The primary function of advertisement is to introduce a wide range of consumer goods to the public. Commercial advertisers often seek consumers to generate increased consumption of their products or services through branding, which involves the repetition of an image or the name of product in an effort to associate related qualities with the brand in the minds of consumers. So, by looking at a public advertisement, readers will generate their ideas to interpret that kind of information. For many brands, advertising and marketing strategy are what make products distinct in the minds of consumers - a term, design, logo or feature that sets one brand apart from another (Badal, Melewar & Small, 2006).

Advertisers seek to use symbols and images to create a specific meaning for their audience.

Nowadays, television has important functions in social life. Television is labelled as a medium which has a lot of functions. Television is one of kind of media which has audio visual feature. Through this feature, television should be communicative when delivering a message through advertisement. There are many advertisements on television. The advertisers try to catch the audience's attention by making a good advertisement. Coca Cola Company does so.

Coca Cola Company is the world's largest beverage company (www.weforum.org/industry-partners/coca-cola-company) and its distributes the

product in more than 206 countries in the world including Indonesia. There are many advertisements of Coca Cola on television. Coca Cola always creates the advertisement in different ways. The advertisement of Coca Cola which is always interesting also has semiotic meaning with implied meaning behind it. Therefore, the viewers should pay attention through the Coca Cola advertisement, otherwise they do not understand it.

The writer uses Coca Cola advertisement from Indonesia entitled : “Reason to Believe : Indonesian Version” for this research because this advertisement is related to semiotic meanings. In other words the writer wants to confirm that advertisement is a good example of showing how semiotics is applied in real life.

This advertisement is related with semiotic meanings because the advertisement maker wants to deliver many messages in short a way. Not only this advertisement, but most advertisements are related to semiotic theory because the advertisement makers want to persuade the viewers to buy their products.

Therefore, they make the advertisement creatively. For example, the cigarette advertisements are very creative because they are not allowed to advertise cigarette explicitly. It happens because cigarette is considered as something negative concerning nicotine and disease. The message of Coca Cola advertisement

are not showed explicitly, but within the certain symbol which used to strenghten the image. Also, by using Sumpah Pemuda event for the theme of this advertisement because Coca Cola Company use youth to deliver the message in this advertisement, Coca Cola build and strengthen the image of Coca Cola. It is why the writer used Coca Cola advertisement in this study.

The limitation of this study is that the writer only analyzes Coca Cola advertisement produced in Indonesia entitled “Reason to Believe : Indonesian Version” broadcasted in October, 27 2012 by using semiotic theory by Peirce focusing on the icons, symbols, and indexes. The jingle are not included in this study. This study is expected to give contribution in interpreting and comprehending the Coca Cola advertisement especially “Reason to Believe : Indonesian Version”. This study is also expected to enrich the knowledge of the semiotic theory which is applied in advertisements. Theoretically this study is expected to give more insight on the study of semiotics especially when it is dealing with how to apply semiotic theory in analyzing advertisement on television. Practically, it can be used as a reference for the readers, especially the students of the Faculty of Cultural Studies, Universitas Brawijaya Malang who want to analyze advertisement sign on television.

By conducting this study, the writer can generally find out the interpretation of the advertisement. This topic is very interesting to understand the meaning, the purposes of the advertisement, and shows that semiotics can be used to analyze motion picture. Based on the above reason the writer entitles this research as “Semiotic Analysis on Television Advertisement of Coca Cola “Reason to Believe : Indonesian Version””.

1.2 Problems of the Study

Based on the background of the study, the research problems are stated as follows:

1. What kinds of sign are used in the advertisement of Coca Cola “Reason to Believe” based on semiotic analysis by Peirce?

2. What is the meaning of each sign in the Coca Cola “Reason to Believe” advertisement?

1.3 Objectives of the Study

Related to the problem of the study above, the objectives of the study are:

1. to investigate the sign used in Coca Cola Advertisement.
2. to find out the meaning of each sign in Coca Cola Advertisement.

1.4 Definition of Key Terms

1. **Semiotics**: is the study which concerns with everything that can be taken as a sign (Eco in Chandler, 2002, p.2).

2. **Sign** : is anything which stands for something else, whether in the form of words, images, sound, gestures, and object (Chandler, 2002, p.17).

3. **Icon** : is a sign when there is a topological similarity between a signifier and its denotata (Peirce cited in Sebeok 2001, p.50).

4. **Index** : is a sign when its signifier is contiguous with its signified, or is a sample of it (Peirce cited in Sebeok 2001, p.53)

5. **Symbol** : is a sign without either similarity or contiguity, but only with a conventional link between its signifier and its denotata (Peirce cited in Sebeok 2001, p.55).

6. **Television Advertisement** : is kind of advertisement which has audio visual feature through television;

7. **Coca Cola** : is the largest soft drink brand in over 206 countries

(<http://www.worldofcoca-cola.com/coca-colahistory.htm>)



CHAPTER II

REVIEW OF RELATED LITERATURE

The writer is going to review some theories related to the study in this chapter.

They are the theories of Semiotics and its approach, Multimedia, Advertisement, Coca Cola, and the Review of Previous Study.

2.1 Semiotics

This study is aimed to investigate and interpret the deep meaning of a sign which can be used to communicate among people. It is important to include the explanation about Semiotics in this study. Semiotics is the study of signs. These signs convey the information that is communicative, and signs are able to replace something that can be thought or imagined. Semiotics is a study which describes and interprets the symbol used in everyday life because it has a close relation with everything that human has created, therefore people can find semiotic easily.

Chandler (2007, p.13) stated :

Semiotics is the study of signs and symbol. Semiotics is derived from Greek words *semeion*, which means sign. Signs can take the form of many aspects, such as words, images, sounds, odors, flavors acts or the other subjects. Such things have no intrinsic meaning and become signs only when we invest them with meaning.

There are two main sources of contemporary semiotic theory. They are Charless Sander Peirce and Ferdinand De Saussure. Both of them are the main sources in semiotic theory. Peirce is the Philosopher and logician, and then

Saussure is the master of linguistic. According to Saussure (1911, p.118)

semiology or semiotics is the science that studies the life of signs within a society.

Semiotics is not limited to language. Everything that involves communication is

something that semiotics can handle. While Peirce (1907, p. 441) defined semiosis

as “action, or influence, which is, or involves, a cooperation of three subjects,

such as a sign, its object, and its intepretant, this tre-relative influence not being

in anyway resolvable into action between pairs”. So, semiosis is the process that

involves three subjects, namely symbol, icon and index. Those three subjects have

a relation to each other. It focuses on the way producers create signs and the ways

audiences understand those sign (Chandler, 2007 p. 2).

Saussure stated in his book, “Nothing is more appropriate than the study of

language to bring out the nature of the semiological problem” (Saussure 2006, p.

16). Chandler (2002, p. 14) stated “We may come to realize that information or

meaning is not “contained” in the world or in books, computers or audio-visual

media”. In the other words, Saussure wanted to say that language can be used to

explain what certain signs mean in a thing while Chandler’s statement means that

things do not carry their own meaning but people put meanings on them. So, by

learning semiotics, we can be aware the meaning behind the sign that we meet.

We learn from semiotic that we live in a world of signs. We have no way of

understanding anything except through signs and codes into which they are

organized. Through the study of semiotics, we become aware that these signs and

codes are normally transparent and disguise our task in “reading” them. Living in

a world of increasingly visual signs, we need to learn that even the most realistic

signs are not what they appear to be. By making more explicit the codes, there are signs can interpreted. According to Saussure (1961, cited in Chandler 2002, p.2),

“Semiotics is a science which studies the role of signs as a part of social life” . He

also stated that language is a system of signs that express ideas as we can see in a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formula, military signals, etc but it becomes the most important from all of those.

While Peirce (1931, cited in Chandler 2007, p.3) said that Semiotics is the formal doctrine of sign, which is closely related to logic.

The model contains three basics principal of semiotics such as the following:

1. The sign : something which is perceived, but which stands for something else.
2. The concept : the thought or image that are brought to mind by the perception of the sign.
3. The object : the “something else” in the world to which the sign refers.

From the semiotics model of Peirce above it can be concluded that the relationship between sign, object and meaning are much closer.

In short, Semiotics basically can become an appropriate theory to analyze the hidden meaning beyond the signs. Semiotic study has various discussions related to signs.

2.2 Ferdinand de Saussure's Theory

The two divergent definitions of Semiotics that are proposed by Swiss linguist

Ferdinand de Saussure and American philosopher Charles Sanders Peirce also

brought two dominant models of sign. Saussure (2006, p.66) proposed the explanation about linguistic sign as stated below:

A linguistic sign is not a link between a thing and a name, but between a concept (signified) and a sound pattern (signifier). The sound pattern is not actually a sound; for a sound is something physical. A sound pattern is the hearer's psychological impression of a sound, as given to him by the evidence of his senses. This sound pattern may be called a "material" element only in that it is the representation of our sensory impressions. The sound pattern may thus be distinguished from the other element associated with it in a linguistic sign. This other element is generally of a more abstract kind: the concept.

This Saussure's model of sign, then shown as the following figure:

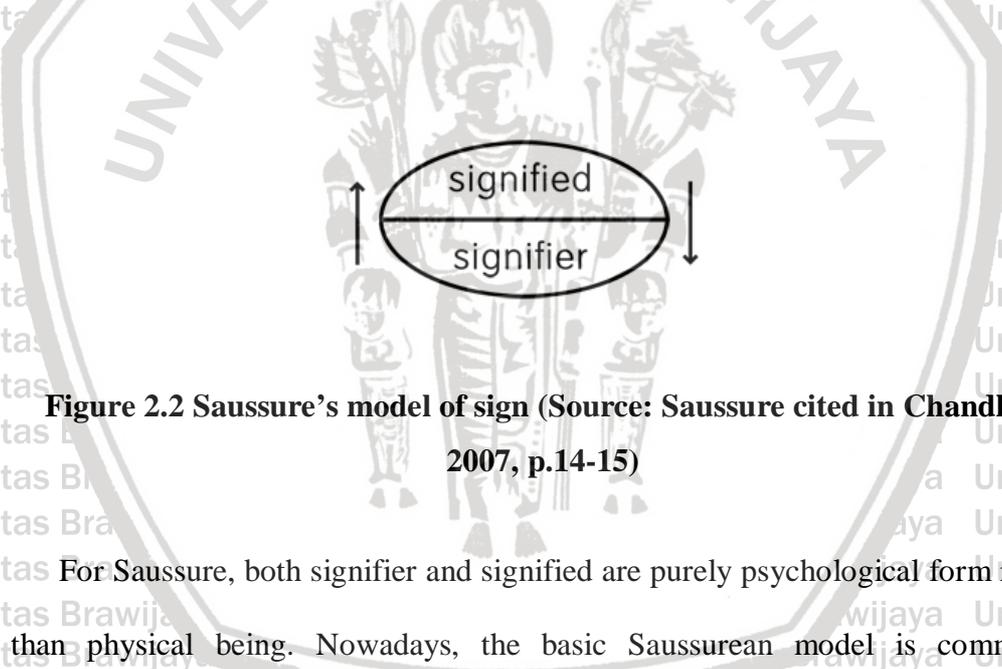


Figure 2.2 Saussure's model of sign (Source: Saussure cited in Chandler, 2007, p.14-15)

For Saussure, both signifier and signified are purely psychological form rather than physical being. Nowadays, the basic Saussurean model is commonly adopted, but it is different. In the modern one, the signifier is usually interpreted as the material (physical) form of the sign or something which can be seen, heard, touched, smelled or tasted. In other words, it can be said that the modern one is more materialistic model than what Saussure served in the first.

The sign is the result of the association of the signifier with the signified.

Then, the association or relationship between the signifier and the signified is called as signification' and in the diagram the signification is represented by the arrow.

2.3 Charles Sanders Peirce's Theory

Peirce used a different set of terms to describe sign functions, which for him were a conceptual process, continually unfolding and unending (what he termed "unlimited semiosis," the chain of meaning-making by new signs interpreting a prior sign or set of signs). Peirce (in Chandler 2007, p.29) stated :

A sign... [in the form of a *representamen*] is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the *interpretant* of the first sign. The sign stands for something, its *object*. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the *ground* of the representamen.

Then, Peirce proposed triadic model of sign consisting of representamen, interpretant, and object.

A REPRESENTAMEN is a subject of a triadic relation to a second, called its OBJECT, for a third, called its INTERPRETANT, this triadic relation being such that the REPRESENTAMEN determines its interpretant to stand in the same triadic relation to the same object for some interpretant (Peirce 2000, p.38).

The relationship between the representamen, the object and the interpretant is referred by Peirce as 'Semiosis'. In Peirce's model of sign, the

representamen is similar to Saussure's *signifier* while the *interpretant* has similar meaning to the *signified*. The *interpretant* is a sign in the mind of the interpreter. His model of sign draws as below:

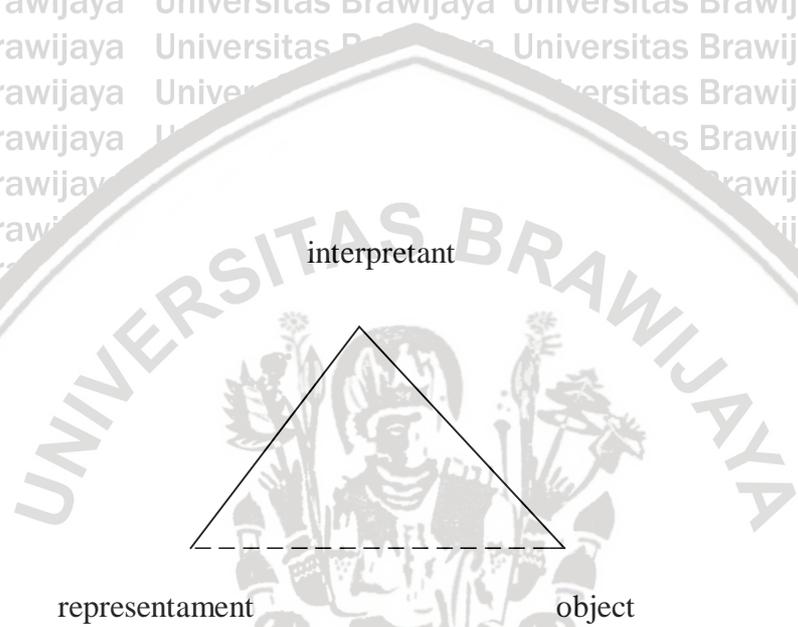


Figure 2.3 Peirce's model of sign
 (Source: Peirce cited in Chandler, 2007, p.30)

Peirce (cited in Cobley, 2001, p.31) defined his own typology of sign. The most basic classes of sign in Peirce's menagerie or the most fundamental division of sign are icons, indexes, and symbols.

- a. An icon is a sign that interrelates with its semiotic object by virtue of some resemblance or similarity with it, such as a map and the territory it maps.
- b. An index is a sign that interrelates with its semiotic object through some actual or physical or imagined causal connection, such as smoke as the index of fire.

c. A symbol is a sign whose interpretation is a matter of social convention, such as word, sentence, and traffic signs.

This typology of signs is useful to differentiate modes of relationship between sign vehicles and their referents in terms of Peirce's theory. That is the reason why the writer chose to use Peirce's theory instead of Saussure's.

2.4 Sign

Sign is anything that stands for something else. Signs can be words, images, kinds of sound, gestures or objects. The sign itself cannot be called as sign if that thing is not referring to other things or without meaning. Human makes meaning through their own creation and interpretation of sign. In other words, anything can be a sign as long as it has a meaning.

Ferdinand de Saussure and Charles Sanders Peirce brought two dominant models of sign. Saussure (1983, p.66) offered a 'dyadic' or two-part model of sign. He defines a sign consists of a 'signifier' (signifiant) and a 'signified' (signifie). The signifier is described as the form that the sign takes and the signified is described as the concept to which it refers. For Saussure, both signifier and signified are purely psychological form rather than physical being. The sign is the result of association of the signifier with the signified. According to Peirce in Chandler's book (2007, p.29): "A sign... in the form of a representament is something which stands to somebody for something in some respect or capacity".

It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign.

2.4.1 Symbolic Mode

Symbol has no logical meaning between sign and the object. The signifier does not resemble the signified. Peirce and Saussure used the term 'symbol' differently from each other. Saussure avoids referring to linguistic signs as 'symbol'. While, Peirce stated symbol is a mode in which the signifier does not resemble the signified but it is fundamentally arbitrary or purely conventional so that the relationship must be learnt. Furthermore, he proposed that a symbol is "a sign which refers to the object that it denotes by virtue of law, usually an association of general ideas which operates to cause the symbol to be interpreted as referring to that object" (cited in Chandler 2002, p.36). The interpretation of the symbol is based on the agreement of the rule or habit existing in each society (cited in Chandler 2002, p.39).

Symbol is a mark, sign or word that indicates, signifies, or is understood as representing an idea, object, or relationship. It allows people to go beyond what is known or seen by creating linkages between concepts and experiences.

"Symbol/symbolic is a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional, so that this relationship must be agreed upon and learned: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, morse code, traffic light, national flags" (Peirce cited in

Chandler, 2007, p.36). According to the explanation stated above, the picture which is stated below is an example of symbol :



Figure 2.4.1 Symbol

This image includes into symbol. Because, this flag become the symbol of country in the world. It is also related to the conventional knowledge within the people.

2.4.2 Iconic Mode

An icon is a sign that resemble/ immitate something. An icon can also be illustrative. According to Peirce (cited in Chandler 2002, p.39), icon is a mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting, or smelling) being similar in possessing some of the qualities e.g. portrait, a cartoon, a scale, a gesture, and a sound effect in radio drama, a dubbed movie soundtrack, an imitative gestures.

The relation between icon and sign is called Iconic Mode. Futhermore, Chandler (2002, p.39) said that icons included 'every diagram, even although there be no sensuous resemblance between it and its object, but only analogy between the relations of the parts of each'.

The relation between icon and symbol can be categorized based on how they are used. They can be used as direct point to what they signify i.e barber pole as a

symbol of barber shop and Eiffel tower as an icon of Paris. An Icon has no dynamical connection with the object it represents, it is suitable example based on Langer's statement (cited in Chandler 2002, p.40), the picture is essentially a symbol, not a duplicate of what it represents. According to the explanation stated above, the picture which is stated below is an example of icon :



Figure 2.4.2 Icon

This image includes into icon. Because this image is immitate from the real print machine. So, people will notice that this icon is related to print.

2.4.3 Indexical Mode

Index is a sign where there is a direct link between the sign and the object.

Index is perhaps the most unfamiliar concept. Peirce cited in Chandler 2007, p.37 stated :

An index is a mode in which the signifier is not arbitrary but is directly connected in some way (physically or causally) to the signified (regardless of intention), this link can be observed or inferred: e.g. 'natural sign', measuring instruments, pointers, recordings, personal 'trademarks', for example the majority of traffic signs are index signs as the information which relates to a location (e.g. a 'slippery road surface' sign placed on a road which is prone to flooding).

Furthermore, Peirce (cited in Chandler 2002, p.42) stated that the criteria of index should indicate something, for example "a sundial or clock indicates the time of

day”. Index refers to ‘genuine relation’ between the sign and the object which does not depend purely on the interpreting mind, index is connection, indexicality is characterized by contiguity. Peirce outlined three types of index: tracks, symptoms, and designation (Johansen 2002, p.32). Tracks often have physical cause and effect relationship, but are not simultaneous with their object for example paw prints left on the sand by an animal are tracks; the lingering scent of perfume is a track. Symptoms are continuity of the previous object and usually it may impossible to distinguish between a symptom and object. Designations point or signify while being distinct from their object such as proper names, a pointed finger, and the word “this” are all designations (Peirce 1931-58, p.109). So, compared to Saussure’s model in interpreting sign, Peirce theory in describing sign is considered more detailed. Therefore, the writer used Peirce theory in this research. According to the explanation stated above, the picture which is stated below is an example of index :



Figure 2.4.3 Index

This image includes into index. The image indicate the sky is going to rain.

The sign which the cloudy sky has the direct link with the sky is going to rain.

Index will not make the assumption within people.

2.5 Multimedia

Multimedia is the combination of at least two media inputs and outputs. Multimedia enable to build relations between the product and service with the audience. This media can be an audio (voice, music), animation, video, text, graphics and images.

Furthermore, Bhatnager et al (2002, p.4) said that multimedia has four important elements such as sounds, graphics, texts, and videos. Jingle consists of some part of music usually used to support advertisement. The impact of sound sets the moods and establishes the ambience of a presentation. As we know that there are many kinds of sound produced by human, animal or nature. Actually the sound and audio are different. Audio consists of sound that we can hear. It is one of the most appealing elements of any successful multimedia presentation. It can be used in a number of ways in a multimedia application, for example, to reinforce a message or theme, to set the mood, or to catch the interest and alert the audience. As part of audio content in a multimedia system, we may use music, sound effects, or speech to accomplish the goals of our presentation (Mc. Comick 1996).

2.6 Television Advertisement

Advertisement is a kind of communication to persuade the audience. Belch and Belch (2003, p. 15) stated that advertisement are defined as any paid form of noun personal communication about : an organisation, product, service, or idea by sponsor. Advertisement derived from the Greek's word "advertere" means "turn

toward". Advertisement is used as attention seeking devices to attract public attention for several purposes.

Based on Goddard (1998, p.21), advertising is a form of communication whose purpose is to inform target readers about goods and services and how to get and use them. Goddard (1998, p.21) stated that many advertisements aim to get profit through several brands of quality by informing or reporting the news and data of a product. For these purposes, advertisements must contain both factual information and persuasive messages. Advertisement is often placed by an advertising agency on behalf of a company which has the authority and interest of getting a large profit. To get public attention, an advertiser often uses certain medium such as written, sound, visual, and audio visual advertisements. We can find audio visual advertisement through television.

Based on Belch and Belch (2003, p.357) there are several advantages of television advertisement. The are creativity and impact, coverage and cost effectiveness, captivity and attention, and selectivity and flexibility.

1. Creativity and impact

Perhaps the greatest advantage of television is the opportunity it provides for presenting the advertising message. The interaction of sight and sound offers tremendous creative flexibility and makes possible dramatic life like representation of products and surfaces. Television commercials can be used to convey a mood or image for a brand as well as to develop emotional or entertaining appeals that help make a dull product appear interesting. Television is also an excellent medium for demonstrating a product or service. For example,

print ads are effective for showing a car and communicating information regarding its features but only a TV commercial can put you in the driver seat and give you the sense of actually driving.

2. Coverage cost effectiveness

Television advertisement, makes it possible to reach large audiences.

Nearly everyone, regardless of age, sex, income, or educational level watches at least some television. Because of its ability to reach large audiences in a cost efficient manner, television is a popular medium among companies selling must consumption products. Company with widespread distribution and availability of their products and services use television to reach the must market and deliver their advertising messages at a very low cost per thousand. Television has become indispensable to large consumer packaged-goods companies car makers and major retailers.

3. Captivity and attention

Television is basically intrusive in that commercials impose themselves in viewers as they watch their favorite programs. Unless we make a special effort to avoid commercials, most of us are exposed two thousand of them each year.

Studies of consumers' viewing habits found that as much as a third of program audiences may be lost during commercial breaks. However the remaining viewers are likely to devote some attention to many advertising messages. The low-involvement nature of consumer learning and response processes may mean

TV ads have an effect consumers simply through heavy repetition and exposure to catchy slogans and jingles.

4. Selectivity and flexibility

TV has often been criticized for being a non selective medium since it is difficult to reach a precisely defined market segment through the use of television advertising. But some selectivity is possible due to variations in the composition of audiences as a result of program content, broadcast, time, and geographic coverage.

Coca Cola Company makes advertisement in television creatively. The aim of advertisement does not change, but people think of many ideas for making advertisement, and Coca Cola Company does so. Coca Cola is well known around the world. It produces advertisements in over 206 countries with certain ideas and versions. Through this reason, the writer analyzed Coca Cola advertisement entitled "*Reason to Believe : Indonesian Version*" and revealed the meaning of each sign in the advertisement based on Peirce's theory.

2.7 Coca Cola

Coca-Cola history began in 1886 when the curiosity of an Atlanta pharmacist, Dr. John S. Pemberton, led him to create a distinctive tasting soft drink that could be sold at soda fountains. He created a flavored syrup, took it to his neighborhood pharmacy, where it was mixed with carbonated water and deemed "excellent" by those who sampled it. Dr. Pemberton's partner and bookkeeper, Frank M. Robinson, is credited with naming the beverage "Coca-Cola" as well as designing the trademarked, distinct script, still used today.

The first marketing efforts in Coca-Cola history were executed through coupons promoting free samples of the beverage. Considered an innovative tactic back in 1887, couponing was followed by newspaper advertising and the distribution of promotional items bearing the Coca-Cola script to participating pharmacies. Fast forward to the 1970s when Coca-Cola's advertising started to reflect a brand connected with fun, friends and good times. The central message of "Open Happiness" is an invitation to billions around the world to pause, refresh with a Coca-Cola, and continue to enjoy one of life's simple pleasures. The "Open Happiness" message was seen in stores, on billboards, in TV spots and printed advertising along with digital and music components. The happiness theme continued with "Open the Games. Open Happiness" featured during the 2010 Winter Olympic Games in Vancouver, followed by a 2010 social media extension, "Expedition 206" -- an initiative whereby three happiness ambassadors travel to 206 countries in 365 days with one mission: determining what makes people happy. The inspirational year-long journey is being recorded and communicated via blog posts, tweets, videos and pictures. (<http://www.worldofcoca-cola.com/coca-colahistory.htm>)

The Coca Cola Company came in Indonesia since 1927. By the time goes, the Coca Cola Company has made significant investment to build and continually improve the business including new production, facilities, distribution systems and marketing. In Indonesia now, Coca Cola Company serve more than 500.000 retail consumer in urban and rural areas around the country providing an important means of income and support for a small scale business and family,

have 1,5 million beverage outlets and have 1200 delivery trucks from over 100 distribution. Coca Cola Company currently has 9 manufacturing across Indonesia, there are Cibitung, Cikedokan, Bandung, Semarang, Surabaya, Bali, Medan, Padang, and Lampung. Related with advertisement of Coca Cola In Indonesia, since around 1970 Coca Cola have certain theme for their products and they have different advertisement in each theme. The theme of Coca Cola advertisement are (1970-2000) Minumlah Coca-Cola ; (1993-2000) Always Coca-Cola; (2000-2003) Semangat Coca-Cola; (2003-2004) Segarnya Mantap itu Coca-Cola ; (2004-2007) Segarnya Mantap ; (2007-2008) Hidup ala Coca-Cola ; (2008-2009) Brrr... Hidup ala Coca-Cola ; (2009) Brrr...ekspresi di hidup ala Coca-Cola ; (2009-2010) Buka Coca-Cola, Buka Semangat Baru ; (2010-2011) Buka Semangat Baru ; (2011- now) Segarkan Semangatmu. (http://coca-colaamatil.co.id/pdf/Factbook_The_Coca-Cola_System-v2.pdf). Reason to

Believe advertisement made in several countries in the world, such as USA, England, Greece, Pakistan, etc. All of the version has the same theme which delivering good messages by showing the contrary phenomenon. Reason to Believe : Indonesian Version included in *Segarkan Semangatmu* theme. It is show this advertisement can inspire people to spread good messages and doing good deeds for other people. It is why the advertisement maker use Sumpah Pemuda event for this advertisement.

2.8 The Meaning of Color

Color has an important role in human life because it can give some sign.

The writer uses the theory of color meaning from <http://www.sensationalcolor.com> which is proposed by Smith (2013). Smith

defines the meanings of color as follow:

1. Yellow

Yellow is color that gives human a sense of optimism, enlightenment, and happiness. Shades of golden yellow can influence human to do not get pessimistic because they can see a positive future.

2. Green

Green is the natural world because it can make an ideal in interior design because people are so used to see it everywhere.

Green is considered the color of peace and ecology.

3. Red

Red is an exciting color that is directly related to the level of energy. It can affect people such as increases enthusiasm, stimulate energy, encourages action and confidence, and provides a sense of protection from fears and anxiety, so it can make give more spirit to someone in doing activities.

4. Purple

Purple can affect people like feels uplifts, calms the mind and nerves, offers a sense of spirituality and encourages creativity.

5. White

White projects purity, cleanliness, and neutrality. It can affect people like, aids mental clarity, encourages us to clear obstacles and give a good beginning during our activities.

6. Black

Black represents a lack of color, emptiness, so that black is perceived as the symbol of sorrow. It can affect people like makes one feel inconspicuous, provides a restful emptiness.

Based on the explanation stated above, it means that color can be a sign which represent many things such as an emotional situation of someone. It can affect people's interest in doing some activities.

2.9 Youth Pledge of Indonesia (*Sumpah Pemuda*)

Sumpah Pemuda (Youth Pledge of Indonesia) commemorate in every October

28. It is started when Indonesian youth gathered and battled for change Indonesia into better future, no more oppression from the colonist. Then, when October 28, 1928 Indonesian declared *Sumpah Pemuda* (Youth Pledge of Indonesia).

The First Congress of Indonesian Youth was held in 1926, and the future leaders of Indonesia discussed the national language issue. Two years later, at the second congress, October 28 1928 Indonesian (*Bahasa Indonesia*) as the new name of language was introduced, and the question of which language would be the national language was settled with no debate. The second congress was where the Youth Pledge (*Sumpah Pemuda*) was proclaimed, which formed the basis for

Indonesian nationalism and gave impetus to the fledgling independence movement. The text of the pledge was as follows:

Kami putra dan putri Indonesia (We, the sons and daughters of Indonesia),
mengaku bertumpah darah yang satu, tanah tumpah darah Indonesia.
(declare that we belong to one nation Indonesia)

Kami putra dan putri Indonesia (We, the sons and daughters of Indonesia),
mengaku berbangsa yang satu, (declare that we belong to one people,
bangsa Indonesia. the Indonesian people),

Kami putra dan putri Indonesia , (We, the sons and daughters of Indonesia
menjunjung tinggi bahasa persatuan, bahasa Indonesia. (Vow to uphold the
nation's language of unity, Indonesian)

(Pauw, 2009, p.3)

The position of Indonesian in the nationalist movement was further solidified when the first language congress for Indonesian was held in 1938. This congress marked the start of formal language planning activities for the development of the Indonesian language (Pauw, 2009, p.4).

2.10 Previous Studies

In this part, the writer presents two previous studies about semiotics. These two studies are presented to give a brief comparison of analyzing semiotics. Here, the writer chose two studies written by Nadia Karina Prithasari (2011) and Widhya Arief Dewanto (2012).

The first previous study was conducted by Nadia Karina Prithasari (2011) "Semiotic Analysis on Television Advertisement of A *Mild Cigarette*". In her

research she focused on the sign used in three versions of *A Mild Cigarette* and the meaning through Peirce's theory. The results show that the triadic model by Peirce are related to each other. Then the color and jingle also have meanings behind it.

The next previous study is entitled "A Semiotic Study on Axe 'Dark Temptation' Fragrance's TV Advertisement" by Widhya Arief Dewanto (2012).

In his research he focuses on the sign used in television advertisement. He analyzed three modes of sign: icon, index, and symbol and meaning of each sign used. The result showed that within the advertisement, the semiotics elements are used to deliver the information and generate the messages through meaning of signs even there are no text or dialogue to emphasizing the meaning of the advertisement.

In this study, the object of this study is different from those two previous studies. Prithasari used *A Mild* advertisement in her research and Dewanto used *Axe* advertisement. The writer wants to find out the semiotic signs used in *Coca Cola* Advertisement. Compared to the two studies conducted previously, this study is intended to help audience understanding the message implied by *Coca Cola* advertiser. This is important because *Coca Cola* has a lot of message through its advertisements and it is unfortunate when the good messages cannot be understood by people. This study can contribute useful regarding the application of semiotic in advertisement on television for the future researchers and the students of Study Program of English. In addition, the benefit of using two previous studies for the writer is that the two previous studies can give an

additional references since the two previous studies have different aspect which are cigarette advertisement, perfume advertisement and the writer use beverage advertisement for analyzing the subject using semiotic approach.

CHAPTER III

RESEARCH METHOD

This chapter deals with the method that apply in this study. It compares type of research, data sources, data collection and data analysis.

3.1 Research Design

Qualitative methodology is a research procedure that bears descriptive data either written and oral expression of people or their behavior. Based on Ary (2002, p.442), there are some possible methods in dealing with qualitative research such as case studies, document analysis, phenomenological studies, ethnography, or grounded theory research. The writer take document analysis because the purpose of document analysis is identifying specific characteristics of the materials in which it deals with semiotics within television advertisements of Coca Cola "Reason to Believe : Indonesian Version". This research applied content or document analysis since the data in this research were from advertisements.

This study is a descriptive qualitative research and intended to analyze the use of semiotics in television advertisement of Coca Cola on TV. Then, the writer would analyze sign based on Peirce's theory.

3.2 Data Sources

This study is about semiotic in the audio visual advertisement which is broadcasted in television. The source of the data is the advertisement on television which is published in Indonesia entitled "Reason to Believe : Coca Cola Indonesia". This advertisement was broadcast on television since October 2012 and uploaded in Youtube on October 27, 2012 with the link <http://www.youtube.com/watch?v=1OKGyDlxn4I>. This advertisement's duration is 1:29 minutes. The writer was interested in conducting this study using television advertisement because the advertisement has relationship with interpreting the sign in meaning through the study of semiotics and shows that semiotics can be use to analyze motion picture on television and apply semiotic rules.

3.3 Data Collection

In this research, the main instrument is the writer as the researcher. The method of collecting data is document analysis. Then, the data of this research

was collected by downloading the video in YouTube. The reason to download the video from Youtube is that YouTube is the one of growing video sites in web and YouTube has risen to the top in term sites visited, number two after Google search engine and become trusted media to upload video (<http://dailyinfographic.com/a-brief-history-of-youtube-infographic>). The data downloaded in YouTube with the link <http://www.youtube.com/watch?v=1OKGyDlXn4I>. The writer needed to keep this video as the data source and the writer needed to watch the video many times.

3.4 Data Analysis

Data analysis includes data collection, data analysis, and conclusion. The jingle in this advertisement was not included in the analysis. The writer only focuses on the types of sign by Peirce in each scene. The writer gathers and analyze the data using following steps :

1. Cutting the video based on scene.

After downloading the video, the writer cut the video based on scene using application windows movie maker on computer, because every scene had different setting of place, activity, context, or theme.

2. Classifying.

The researcher classified the data of semiotic signs based on Peirce's theory.

3. Describing each scene.

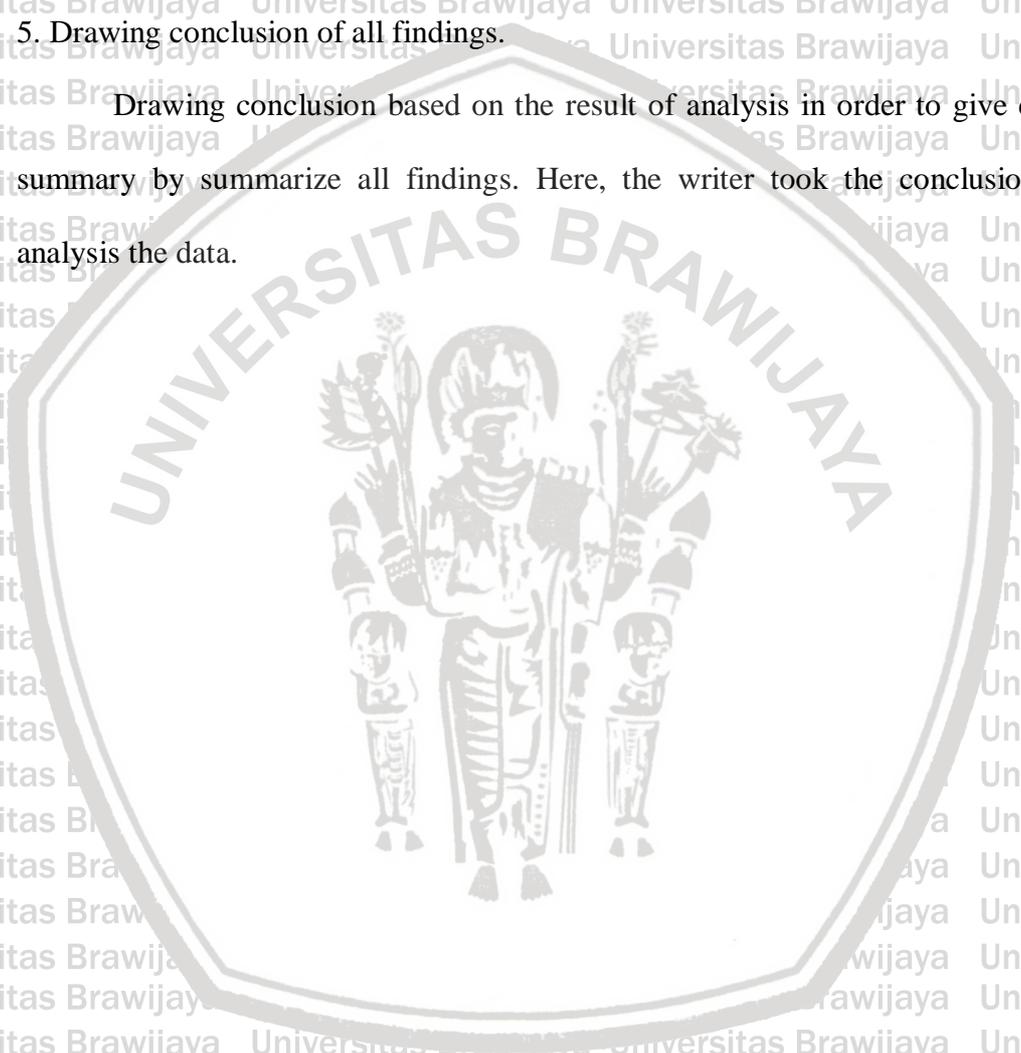
This step was conducted in order to know the condition or situation of each sentence and describing to make clearer in meaning for each scene.

4. Analyzing the meaning of each sign.

The sign would be analyzed by using the topology of sign defined by Peirce. The writer would analyze the symbol, index, and icon based on Peirce's theory.

5. Drawing conclusion of all findings.

Drawing conclusion based on the result of analysis in order to give clear summary by summarize all findings. Here, the writer took the conclusion of analysis the data.



CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer presents the findings of the study which the objects are Coca Cola advertisement entitled “ Reason to Believe : Indonesian Version “. There are several findings that are explained in order to answer the problems of study. Those findings consist of the analysis of sign found and the classification of sign based on the form of sign by Peirce which are classified into iconic, symbolic and indexical modes.

4.1 Findings

The data were the signs found in Coca Cola advertisement entitled “ Reason to Believe : Indonesian Version “. The writer analyzed the semiotic signs used in Coca Cola advertisement entitled “ Reason to Believe : Indonesian Version “ and categorized them into form of signs proposed by Peirce. The writer also interpreted the possible meaning of the signs used in the advertisement. The writer found 2 elements in this advertisement, there are motion picture and jingle.

The writer did not analyze the jingle of this advertisement because the writer

found no relationship between the meaning of the jingle and the scene. The writer also found feature like number in some scene. There are numbers that the writer can not be found in Coca Cola website and any source.

4.1.1 Data Description

In describing the data, the writer found 20 scenes. There are 3 scenes that contained only text and 17 scenes provided picture and text. Each scene would be analyzed separately. In analyzing the data, the writer directly analyzed and interpreted them into one discussion.

4.1.1.1 Analysis on scene 1 Reason to Believe : Coca Cola Indonesia

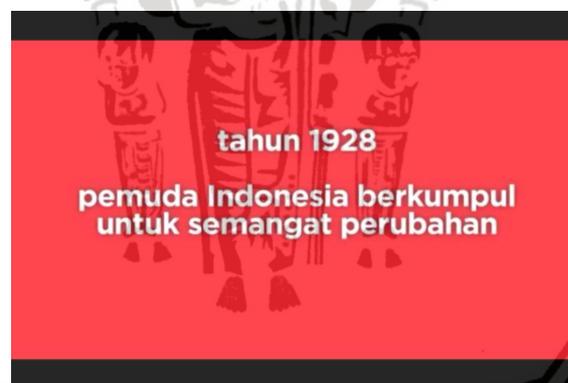


Figure 4.1.1.1 Scene 1 of Reason to Believe : Coca Cola Indonesia at 00:01

In the first scene in this advertisement, there was a text “*tahun 1928 pemuda Indonesia berkumpul untuk semangat perubahan*” (in 1928 Indonesian young generation gathered for spirit of change).

The text showed Indonesia’s history about Sumpah Pemuda in 1928 when the entire young generation of Indonesia gathered and wanted to reach Indonesian

independence. This scene only provided text and red background. The red background showed the color of Coca Cola brand.

The Semiotics types of sign used in scene 1 is symbol : text and red color background.

In this first scene of advertisement, there is no icon or index. The writer found two signs namely symbol. The first is the text as a symbol. The words "*tahun 1928 pemuda Indonesia berkumpul untuk semangat perubahan*" (in 1928 Indonesian young generation gathered for spirit of change). The text in this scene is a symbol because through this text, the audience knows that the idea of the advertisement is related to Sumpah Pemuda in Indonesia. The audience can get the point of the theme of this advertisement which is Sumpah Pemuda.

The second symbol is the red color in the background of this scene. Red is the color of Coca Cola brand. Coca Cola always dominated their advertisements with red color for background and white color for the text. In relation to the theme of this advertisement which is Indonesian history, the red color in the background and white text have a very close meaning with Indonesian flag. This can be a propaganda to show that Indonesia and Coca Cola have a close relation. Through this color, the audience will realize this is an advertisement produced by Coca Cola Company without text, picture or logo of Coca Cola. Therefore, red color can also interpret with affect people to increases enthusiasm, indicate brave, stimulate energy, encourages action and confidence. So it can make give more spirit to the audience in doing activities.

4.1.1.2 Analysis on scene 2 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.2 Scene 2 of Reason to Believe : Coca Cola Indonesia at 00:04

In the second scene, there was still only a text and red color in the background. The text “*hingga kini semangat dan harapan itu terus menyala*” (up to now the spirit and hope are still alive) is the continuing sentence from previous scene.

The Semiotic types of sign used in scene 2 is symbol : text and red color background.

In the second scene of this advertisement, the writer found no icon and index. The writer found 2 symbols in this scene. First is the text “*hingga kini semangat dan harapan itu terus menyala*” (up to now the spirit and hope are still alive) means that since the time of Sumpah Pemuda in 1928 the Indonesian young generation still keep on their spirit to change Indonesia into a better future.

Although Indonesia has had its independence already, up to now the young generation still struggle to change Indonesia into a better country in terms of wealth, politics, economics, sports, education, the future of the citizen, etc.

Next, the second symbol is the red background. The red background still represents Coca Cola Company which is the maker of this advertisement and Indonesian flag. Therefore, red color can also interpreted with affect people to increases enthusiasm, indicate brave, stimulate energy, encourages action and confidence.

4.1.1.3 Analysis on scene 3 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.3 Scene 3 of Reason to Believe : Coca Cola Indonesia at 00:07

This scene shows children of “Sanggar Anak Akar” singing “Reason to Believe” which is actually the jingle of Coca Cola accompanied by acoustic guitar in remembrance of Sumpah Pemuda event. The children seem enthusiastic and happy. This can be seen through their facial expression. In the below of this scene, there is a inserted text “Sanggar Anak Akar untuk semangat Sumpah Pemuda”. They look the man who lead the guitar seriously.

Semiotic types of sign used in scene 3, as follows :

a. Icon : children and the room

In this scene, the writer found 2 icon, the children and room. The children in this picture are the members of "Sanggar Anak Akar". They are singing happily and enthusiastic. They represent the young generation who has a spirit to change their country into a better future. It is also related with Sumpah Pemuda event which is the theme of this advertisement. The room in this scene refers to informal place to shows that the children who comes from different age, culture, and background gather in one place. It is indicate that they are in harmony. This scene also show the children wear clothes in many colors. The many colors of their clothes show that Indonesia has varieties of ethnics and cultures, then in this scene show those differences in the young generation can mix in harmony and togetherness.

b. Index : children expression

The children's expression is categorized as an index. The facial expression is the emotion expression used for non verbal communication. Their expression show that they are very happy, enthusiastic and full of spirit to be involved in this advertisement. They participated by singing the jingle for sharing happiness, inspiring people, and delivering good message to other people through this advertisement.

In details the icon and index of advertisement can be analyze :

This scene provide 2 icon which are the children and room. The children sing Reason to Believe jingle very enthusiastic and seriously. In can be seen

through their facial expression which known as an index. Their many color clothes and the room shows that they come from many differences in age, culture, gender but they can sit together and sing in harmony. Index and icon are related each other.

4.1.1.4 Analysis on scene 4 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.4 Scene 4 of Reason to Believe : Coca Cola Indonesia at 00:10

This scene shows about Indonesian National Football team supporters. The Indonesian football team supporters watch their national team with sad expressions. In the picture there is the words “ *di setiap tangis kekalahan tim Indonesia* “ (in every tear of the defeat of Indonesian team) . The text is provided to emphasize the condition in this scene.

The Semiotic types of sign used in scene 4 are :

a. Symbol : text

This scene there is 1 symbol found. This is the text “ *Di setiap tangis kekalahan tim Indonesia* ”(in every tear of the defeat of Indonesian team). The text shows the condition of the picture. This is also related to the reality from Indonesian football team which experienced many conflicts and lacked of

achievement. Through this text, the audience can understand that so many Indonesian were sad and even cried whenever Indonesian team was defeated.

b. Icon : people, stadium, shawl, red costume

There are 4 icons found in this picture. First is the people as supporters. They are considered as an icon because they represent people who are in the stadium to watch their national football team and cheer for them. The stadium is categorized as the second icon and their shawl as the third icon, because the audience will know that this scene is about football game. The supporters are wearing their national team's shawls which represents the costume of Indonesian team which white and red color. The audience can see that they are supporters from Indonesian football team from their costume.

c. Index : people sad expression

This sad expression of the supporters was categorized as an index. Through this index, the audience can understand and realize what happened in this scene. The sad expression in their face, no smile, head down which is the image for sadness. The audience can understand that the supporters of Indonesian National Football team watch their national team lose. This index reveals the disappointment of the Indonesian supporters in their national football team.

In details the icon, index and symbol of advertisement can be analyze :

The writer found text "*di setiap tangis kekalahan tim Indonesia*" (in every tear of the defeat of Indonesian team) as the symbol. Through this symbol, the audience can realize what is this scene tell about. Also, this symbol can emphasizing the condition in scene 4. Then, people as the supporters of

Indonesian national football team who wear red costume and using shawl are categorized as an icon because they refers to the people who cheer for their national football team by using shawl and red costume which is represent the costume on Indonesian team., which is red and white colour. Next stadium as the place for held the Indonesian match also categorized as an icon. The audience can notice that they are watching the live match. The supporters watch the match with sad expression which is they are no smile and hanging their head down it can be represent for the image of sadness. The sad expression known as an index, which reveals dissapointment the Indonesian supporters. So, symbol, icon and index are related each other.

4.1.1.5 Analysis on scene 5 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.5 Scene 5 of Reason to Believe : Coca Cola Indonesia at 00:15

This scene shows about boys playing football and waving their hands with happy expressions. They play football with their team in the court and make a goal. The text “ *10.000 anak bangsa bersemangat jadi juara*“ (10.000 children that are eager to be champions) is also provided to emphasize the condition in this scene.

The Semiotic types of sign used in scene 5, are as follows :

a. Symbol : text

In this picture there was only one symbol found. It is the text “ 10.000 anak bangsa bersemangat jadi juara” (10.000 children that are eager to be champions). This sentence emphasizes the contrary condition between the previous scene about sport in Indonesia. This symbol represents young generation keep on their spirit to become good athletes who bring pride to Indonesian children internationally. This scene is related to the previous scene which shows the defeat of Indonesia team. This scene shows the young children will pay back all of the dissapointment. They will be good athletes for future and reach achievements internationally.

b. Icon : children , field, costume

Three icons are found in this picture. They are children, field and costume.

The children represent Indonesian children who practice and try hard to be good athletes. They can reach achievement and make Indonesia proud.

Then, field and costume are categorized as icons because the field emphasizes that they are practicing football. The audience will realize that these children are young football players. Also, their costume shows yellow color which means in this scene the children are very happy, optimism, enlightenment, and happiness. It can be seen through their happy expressions and their waving hands.

c. Index : smile expression , waving hand and clench hand

Three index are found in this scene. They are their smile expression, waving hand and clench hand. This index shows that the children are very happy, keep their spirit high, never give up and always do their best for Indonesia. The boy who clench his hand show his spirit and show that he can make a goal in the match. Through this non verbal communication, the audience can feel their high spirit, and believe that the young generation can be relied on by their achievement.

In details the icon, index and symbol of advertisement can be analyze :

The text “ *10.000 anak bangsa bersemangat jadi juara* ” (10.000 children that are eager to be champions) is categorized as the symbol of this scene. This symbol is emphasizing the condition of this scene. the audience can get the point of this scene through this symbol. This symbol also strengthen by the picture of this scene which provide picture when boys practice football in the court, then they are making a goal, waving and clenching their hand. It is show that the boys keep on their spirit high to become good atheletes. This scene is related to the previous scene which shows the defeat of the Indonesian team. This scene show the contrast of the previous scene. The young children will be the successor of Indonesian team and will be a good athlete in future. Their smile expression waving hand and clench hand are known as the index which refer to that the children are very happy, never give up and keep their spirit for the better Indonesia. In this scene, icon consist of children, field and costume. Those icon emphasizes that the children are practicing football on the court and they wear yellow costume which means they are optimistic, happy and enlightenment.

4.1.1.6 Analysis on scene 6 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.6 Scene 6 of Reason to Believe : Coca Cola Indonesia at 00:20

In this scene, children sing Reason to Believe jingle with a man leading with a guitar. The children seem they sing very serious.

The Semiotic types of sign used in scene 6, are as follows :

a. Icon : children, the room, and guitar

The picture of the children, room and guitar are categorized as an icon.

They are the member of “ Sanggar Anak Akar” who participate in this advertisement and sing a song. The guitar is the instrument which used by the man for leading the the song. The guitar used in this scene because guitar is one

kind of instrument which popular in society and represent togetherness. The children represent young generation who spread the spirit and gather in the hope to change the country into better future of Indonesia. Their many colors clothes still represent togetherness.

b. Index : people's expression

Their expressions are considered as an index. They are singing seriously and pay attention to the man who lead the song. The children are very enthusiastic in their involvement in this advertisement. They can be a part of youth who inspire people for changing Indonesian into a better future.

In details the icon and index of advertisement can be analyze :

Icon and index are related each other. The icon of children, the room and guitar tell about the children who sing a song Reason to Believe jingle in a room with guitar instrument. They sing seriously through their facial expression which known as index and also their many color represent togetherness.

4.1.1.7 Analysis on scene 7 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.7 Scene 7 of Reason to Believe : Coca Cola Indonesia at 00:20

This scene shows people run and chase something in front of them. They also bring stick and tools for their action. The text “*sementara tawuran pelajar terus terjadi* (while the students’ riots do exist)” is also provided to emphasize the condition in this scene.

The Semiotic types of sign used in scene 7 are as follows :

a. Symbol : text

The writer found the text “*sementara tawuran pelajar terus terjadi* (while the students’ riots do exist) ” which represents the condition of the scene related with the phenomenon of student who tend to brawl lately in Indonesia especially by high school students. From the word “*pelajar*” (student) the audience noticed that this scene is done by student. Without the text as a symbol, the audience can not realize who is the doer of the brawls. The audience will realize the phenomenon of student’s brawls in Indonesia which brings a negative sight of education in Indonesia.

b. Icon : road and people

The icons here are the road and people. The road and the people shows that the students were brawling at the time. This activity were done by Indonesian students, then the audience would know that this activity happened in the road.

c. Index : people running

The index in the scene is activity of people running. They are chasing something in front of them with the stick in their hand. Their activity represent the

students in Indonesia. Even not all students in Indonesia are rude and negative, but through this index the audience probably thinks that Indonesian students are rude and give a negative image. This picture is used for emphasizing the contrast between this picture and scene eight.

In details the icon, index and symbol of advertisement can be analyze :

The text “*sementara tawuran terus terjadi*” (while the students’ riots do exist) as the symbol in this scene. They refer to the condition of the scene with the phenomenon of student who tend to brawl in Indonesia. Without this symbol the audience can not noticed what is happen in this scene. This symbol use for emphasizing the condition of this scene. This scene also provide the picture of road and people as the icon and the activity of people running as the index. Those sign are related each other to build the interpretation of this scene.

4.1.1.8 Analysis on scene 8 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.8 Scene 8 of Reason to Believe : Coca Cola Indonesia at 00:28

This scene shows students who graduate from college. They are in the graduation ceremony. The text is also provided to emphasize the condition in this scene.

The Semiotic types of sign used in scene 8 are as follows :

a. Symbol : text

In this scene the writer found one symbol. It is the text “ *lebih dari 400.0000 calon pemimpin lulus dari bangku kuliah*”. This text explains that around 400.000 students graduated successfully and reached the bachelor degree as future leaders. This statement emphasizes a contradictory condition with the previous scene where students brawl in Indonesia. The audience would compare the two sights of Indonesian students. When some students are busy with their brawls, ruin public facilities, and hurt each other, on the other side students can pass their education well and successful in getting their academic title. This is very contradictory of situation.

b. Icon : people, hall and clothes

The writer found 3 icons in this scene. They are the people, hall and clothes. People represent the students who graduate from their college. The people here are also as an icon of the students. Then, hall here represents that they gather in the graduation ceremony. Next, the clothes with gown and graduation hat which are worn by the students also found as icon. They used academic gown which is used by student who graduate their school in graduation event. Their clothes explain that they are in a graduation ceremony. When they gather in one place together without their graduation costume, the audience will not understand that this scene is about students in their graduation event. Those three icons are built the image of students who attend graduation event.

In details the icon, index and symbol of advertisement can be analyze :

The symbol of this scene is still on text. "*Lebih dari 400.000 calon pemimpin lulus dari bangku kuliah*" (more than 400.000 students graduated successfully and reach the bachelor degree as future leaders) show the contrast of scene 7 which provide the phenomenon of brawl in Indonesia the audience would compare this scene and previous scene which some students doing bad activities by brawl ruin the public facilities and hurt each other side show the picture that the student can pass their education and get the academic title. This scene also provide the icon in picture of people, hall and clothes. Through this icons, the audience can notice that the people in this scene are in the graduation ceremony. They use the clothes with gown and graduation hat which refer to they in graduation event.

4.1.1.9 Analysis on scene 9 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.9 Scene 9 of Reason to Believe : Coca Cola Indonesia at 00:34

This scene shows a lot of cars, public transportation, and motorcycle stuck in the traffic jam. The text "*untuk waktu yang terbang percuma di jalan raya*"

(for the wasted time in the street) ” is also provided to emphasize the condition in this scene.

The Semiotic types of sign used in scene 9, are as follows :

a. Symbol : text

The writer found one symbol in this pictures. The text “*untuk waktu yang terbuang percuma di jalan raya*” (for the wasted time in the street) shows the condition in the some places in Indonesia that the people waste most of their time on the road. This phenomena still become common issues in Indonesia, and has no solution yet. The word “*terbuang*” (waste) used for showing the contrast between this scene and scene 10. In the scene 10 their time is used for something useful which is gardening movement. So, the word “*terbuang*” (waste) used fo showing the contrast.

b. Icon : car, motorcycle, bus in a row

Cars, motorcycles and buses are icons in this scene. They are categorized as an icon of transportation in Indonesia. Cars in a row, buses quieng, and motorcyles are going in the between the rows of car show that they are stuck in traffic jam for some time.

c. Index : traffic jam

Cars, motorcycles and buses in a row are indicate that thet they are stuck in traffic jam. Traffic jam is a common phenomenon in Indonesia. It shows the impact of increasing number of citizen. The index here show that they are stuck in the traffic jam. The audience probably thinks that this scene is an image from the capital city of Indonesia, Jakarta. This phenomenon becomes common issues in

Indonesia and many other countries. Jakarta becomes the seventh rank of city which has the worst traffic in the world. (<http://forum.kompas.com/nasional/98040.html>).

In details the icon, index and symbol of advertisement can be analyze :

The writer found text "*waktu yang terbuang percuma di jalan raya*" (for the wasted time on the street) as a symbol. Next, the car, motorcycle, bus in a row are categorizes as the icon, then the traffic jam as the index. The text still become the symbol because this symbol refer to the phenomenon of traffic jam in Indonesia. After look at the picture and read the text, the audience can realize that traffic jam is waste their time, because they spend their time with nothing to do. The row of cars, buses, and motorcycle are indicate that they are stuck on the street.

4.1.1.10 Analysis on scene 10 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.10 Scene 10 of Reason to Believe : Coca Cola Indonesia at 00:39

This scene show people in gardening activity. People plant seedlings for saving the world from global warming. The global warming is the common issues in the world because through global warming the world can be ruined. The text

“14.388 pemuda semangat mendukung gerakan berkebun (14.388 youth highly support the gardening movement)” is also provided to emphasize the condition in this scene.

The Semiotic types of sign used in scene 10, are as follows:

a. Symbol : text

The text “14.388 pemuda semangat mendukung gerakan berkebun” represents the youth who support the spirit of gardening movement in Indonesia.

This text becomes a symbol in this scene. It also emphasizes the contradictory condition from the previous scene which is showed traffic jam. The audience will compare this scene with the previous scene. The traffic from the previous scene has a bad impact on this earth because of the pollution and this scene shows that some people care about this earth and start to implement gardening movement.

b. Icon : people, hand, plants

People, plants and hand were categorized as icons. They show the gardening activity done by people who care about the earth. The icons show real activity of planting. It is the reason the writer defined them as icons.

In details the icon and symbol of advertisement can be analyze :

Scene 10 provide the picture of people, hands, plants as the icon and text (14.388 youth highly support the gardening movement) as the symbol. The symbol showing the contrast of scene 9 which is showing traffic jam phenomenon. Because scene 9 provide the word “terbuang” (waste) and compare with symbol in scene 10 indicate that their time is used for something useful.

Then the picture of people, hand, and plants are completing the symbol, since the symbol is used for emphasizing the condition of the scene.

4.1.1.11 Analysis on scene 11 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.11 Scene 11 of Reason to Believe : Coca Cola Indonesia at 00:45

In this scene, children sing and cheer up. It can be seen through their facial expressions and their clench hands. They put their hands up and seem to be enthusiastic when they sing the "Reason to Believe" jingle.

The Semiotic types of sign used in scene 11 are as follows :

a. Icon : children and the room

The writer found the children and the as icon. They represent the member of "Sanggar Anak Akar" who were involved in this Coca Cola advertisement.

Also, they represent Indonesian young generation who care about their country and inspire people to leave their bad habit and start good activities for a better Indonesia. Their many colors of their clothes still shows the happiness, and varieties of ethnics which can together in harmony. The room as the place that make their differences become one in togetherness.

b. Index : children expressions, clenched hands

In this scene the children's expressions and their clenched hands are the index that they feel so enthusiastic and are full of spirit in their involvement this Coca Cola advertisement production. They sing with their heart, keep their spirit high and enjoy their roles.

In details the icon and symbol of advertisement can be analyze :

This scene provide only the children as icon and their facial expression and their clenched hands as the index. Those sign are related each other. The index shows that they enjoy and full of spirit singing the song.

4.1.1.12 Analysis on scene 12 Reason to Believe : Coca Cola Indonesia

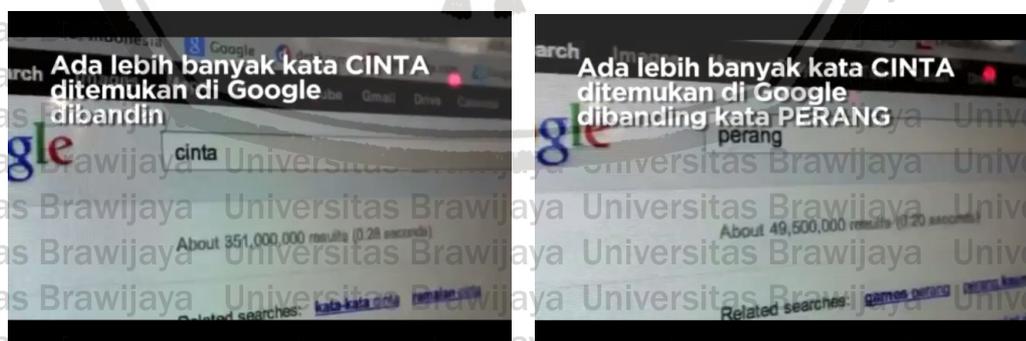


Figure 4.1.1.12 Scene 12 of Reason to Believe : Coca Cola Indonesia at 00:47-00:52

This scene, shows the word “*cinta*” (love) and “*perang*” (war) in the Google search engine. This scene shows the text “*ada lebih banyak kata CINTA ditemukan di Google dibanding*” (there are found the word love more than) then, it is followed by the next scene “*kata PERANG*” (the word war). In the scene also provides the result of the searching of the word “*cinta*” and “*perang*”. The word “*cinta*” (love) shows about 351.000.000 results and “*perang*” (war) shows about 49.500.000 results.

The Semiotic type of sign used in scene 12 are as follows:

a. Symbol : text and the result of searching.

The writer found 2 symbols in this scene but there was no index. The first symbol is the text. The text “*ada lebih banyak kata CINTA ditemukan di Google dibanding*” (there are found the word love more than) and “*kata PERANG*” (the word war) show that in the Google search engine there are more of the word “love” found than word “war”.

The second symbol is the result of the searching. It also provides the result of the searching of two words. The word “*cinta*”(love) has about 351.000.000 results and “*perang*” (war) has about 49.500.000 results. From this result, the audience can notice the evidence of the text which is provided in the scene. The audience will know that in Google search engine there are more of the word “love” found than the word “war”. The possible meaning of the symbol is the advertisement maker wants to prove that in the society there are more social phenomena related to love, affection, peace, togetherness, and good relationship than the word “war” which is related to violence, harsh, criminal, and damage.

This scene also implies a good message for the audience that people should not solve the problem with harshness, and violence. Without those things, we can live better and surrounded by peace.

b. Icon: Google search engine

The writer categorized Google search engine in this scene as an icon.

Google is very well known and most visited site (<http://dailyinfographic.com/a-brief-history-of-youtube-infographic>). People who wants to get information in the internet usually go to Google. It is why the advertisement maker uses Google in the scene.

In details the icon and symbol of advertisement can be analyze :

This scene provide the result of love and war in Google search engine. The result of searching shows that there are more the word “love” found than the word “war”. It is become the symbol of this scene. it is show that people still has the sense of love and highly regard love. So, they prefer love than war.

4.1.1.13 Analysis on scene 13 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.13 Scene 13 of Reason to Believe : Coca Cola Indonesia at 00:55

In this scene, shows people who demonstrate in front of a building. The people are angry because many people corrupt in Indonesia and harm poor people.

The text is also provided to emphasize the condition in this scene.

The Semiotic type of sign used in scene 13 are as follows:

a. Symbol : text

The writer found three symbols in this scene. The first is the text "*saat sekelompok orang memperkaya diri dengan korupsi*" (when people enrich themselves by doing corruption) which shows the phenomenon that in Indonesia some people enrich themselves by doing corruption. It is a common issue in Indonesia and it spreads. This phenomenon was very usual in Indonesia. It is ironic because a big problem like corruption becomes very common in Indonesia.

b. Icon : people, building, flag, banner

People, building, flag, and banner in this scene are known as icons. The flag here shows that the demonstration happened in Indonesia in front of building and the banner shows that they are in the demonstration activity. The audience will realize what happend in this scene through the banner and flag. Those objects illustrate the crowd, demand, and demonstration.

In details the symbol and icon of advertisement can be analyze :

The text "*saat sekelompok orang memperkaya diri dengan korupsi*" (when people enrich themselves by doing corruption) emphasizing the condition of this scene, also supported by the picture of people, building, flag and banner as the icons. This sign showing the demonstration activity by people in front of building.

4.1.1.14 Analysis on scene 14 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.14 Scene 14 of Reason to Believe : Coca Cola Indonesia at 01:01

This scene shows a box, with the pouches of blood, and the text “2 juta orang rela mendonorkan darah untuk membantu orang lain” (two million people donate their blood to help the other).

This scene is related to humanism aspect. This picture shows how people help and care about other people. The text is also provided to emphasize the condition in this scene.

The Semiotic type of sign used in scene 14 are as follows:

a. Symbol : text

The text “ 2 juta orang rela mendonorkan darah untuk membantu orang lain” is known as a symbol. From this statement the audience realize the fact that about two million people donate their blood for other people. This statement shows a contradictory situation from the previous scene. When so many people in Indonesia destroy other people’s life by doing corruption, in the other side there are many people who care about other people by donating their blood to give

people life. It shows that some people in Indonesia still care about other people's life, not only harm other people's life.

b. Icon : hand, blood, box

The writer found hand, blood and box as an icon. They represent Indonesians who care about each other and help them. Then, blood and box show that this picture is about blood transfusion and relate to humanism aspect.

In details the icon and symbol of advertisement can be analyze:

The picture of people, blood and box categorized as icon. This sign shows The blood transfusion activity . Then, the sign of the text “ 2 juta orang rela mendonorkan darah untuk membantu orang lain” (two million people donate their blood to help each other) strengthen the icon and emphasizing the condition of this scene. Through this symbol, the audience can notice that there are some people that still care about other people's life by donate their blood not only harm other people's life by doing corruption. So, the symbol related to the icon in this scene.

4.1.1.15 Analysis on scene 15 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.15 Scene 15 of Reason to Believe : Coca Cola Indonesia at 01:06

This scene show the activity of election time in Indonesia. This scene also provided the text “ *di saat orang mempermasalahkan siapa yang akan memimpin* ” (when people questioned who will be the future leader).

This picture shows when the voter finished writing his choice. This scene shows the voter put the ballot into the box in the election time.

The Semiotic type of sign used in scene 15 are as follows:

a. Symbol : text

The writer found one symbol in this scene. The text “ *di saat orang mempermasalahkan siapa orang yang akan memimpin* ” (when people questioned who will be the future leader) shows the condition in the election time in Indonesia many people questioned who would lead the country as a president. It also becomes evidence that Indonesians were doubtful with their future leader. It is because people has different ideas ask who will be the future leader.

b. Icon : people, hand, box and paper

People, hand, paper and box are found as icons. Through this icons, the audience will realize that it happens in the election time. Those icons emphasizing that this scene in the election activities. Then, paper as a ballot with the picture of vote box and *Garuda Pancasila* shows that it is the election time. The ballot is used by the voters to choose their leader. The audience can see in this scene that is the election time from the ballot.

In details the icon and symbol of advertisement can be analyze :

This scene showing the activity of election time in Indonesia. By the sign of the text “ *disaat orang mempermasalahkan siapa yang akan memimpin* ” (when

the people questioned who will be the future leader. The text known as the symbol. Then, the sign of people, hand, box and paper show when the voter put the paper into the box when the voter finished writing their own choice. The symbol is related to the icon. They related each other.

4.1.1.16 Analysis on scene 16 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.16 Scene 16 of Reason to Believe : Coca Cola Indonesia at 01:10

This scene showed four men and Coca Cola truck in the beach. People gathered and cleaned the beach from garbage. The text “ *ribuan relawan menyisihkan waktu membersihkan pantai*” (million of volunteers take their time for cleaning the beach) is provided to emphasize the condition in this scene.

The Semiotic type of sign used in scene 16 are as follows:

a. Symbol : text

“Ribuan relawan menyisihkan waktu membersihkan pantai” (million of volunteers take their time for cleaning the beach) known as symbol. It shows that thousand volunteers take their time to clean the beach from the garbage. It is very contradictory with the phenomenon in the election time in Indonesia where people has different ideas who will be the future leader and even people give their vote in the election time but their activity showed something not sure. Therefore, the four men cleaning the beach is the activity showed that they are sure to do their activity.

b. Icon: man, beach and Coca Cola’s truck

The writer found two icons in this scene. First is the people. The people represents the young generation who did good activity and shows that they care about their environment.

Second icon is the beach. The beach is one of the popular tourism objects place in Indonesia. But, there are many beaches in Indonesia looks dirty. It also has bad impact for the tourists. It is why the advertisement maker shows the beach in this scene.

Third icon is Coca Cola’s truck. This icon can be the symbol of the advertisement because there is a logo of Coca Cola. The audience will be sure that this advertisement is produced by Coca Cola. It becomes the medium to show the brand of Coca Cola, and also to build the image that the Coca Cola Company cares about the environment.

In details the icon and symbol of advertisement can be analyze :

This scene provide the picture of man, beach and Coca Cola's truck as icon it is show that this scene tells about the people who did good activity and they clean the beach because they care about their environment. Also the Coca Cola's truck provide to make sure the audience that this advertisement made by Coca Cola Company. It is show to the audience that Coca Cola care about Indonesia by clean the beach. The sign of the text show the contrast of the previous scene which showing election time in Indonesia.

4.1.1.17 Analysis on scene 17 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.17 Scene 17 of Reason to Believe : Coca Cola Indonesia at 01:15

This scene shows the time when people are angry by damage a car and fence. The people look very angry and do not care about the car. The text "*ketika ada yang masih percaya kekerasan bisa menyelesaikan masalah*" (when people still believe that violence can solve problems) is also provided to emphasize the condition in this scene.

The Semiotic type of sign used in scene 17 are as follows:

a. Symbol : text

“Ketika ada yang masih percaya kekerasan bisa menyelesaikan masalah”
(when people still believe that violence can solve problems) is a symbol of the people’s belief in Indonesia when they still believe that violence can solve problems. They do not care about the law or police, they just do what they want to do. They are the judge by themselves .

b. Icon : people, car, fence

Car and people are categorized as icons. The people show their protest by damaging the car and fence. Then, car and fence are the medium from people who deliver their emotion by damage the car and fence. The aim of this activity is the people want to be the center of attention and show their anger.

c. Index : damage action

The damage action of people are known as index. This scene showed a group of people who damage the car and fence. It indicate that they are angry. It also emphasizes that they believe violence can solve problems. They damage the car and make the problem more complicated.

In details the icon, index and symbol of advertisement can be analyze :

This scene show when people are broke the car and fence. This scene provide the picture of people, car and fence as an icon. Those icon strenghtened by the text which known as the symbol. It is showing the anger expression of people by broke the car and fence. The damage action is known as the index which indicate that they are angry. The symbol, icon and index are related each other.

4.1.1.18 Analysis on scene 18 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.18 Scene 18 of Reason to Believe : Coca Cola Indonesia 01:19

Some people gather and give a bottle of Coca Cola by showing a smile and happy expression. The text “ *Jutaan orang menyebarkan pesan kebaikan di botol Coca Cola*” (million of people spread messages of kindness in Coca Cola bottles) is also provided to emphasize the condition in this scene.

The Semiotic type of sign used in scene 18 are as follows:

a. Symbol : text

The statement in this scene “ *jutaan orang menyebarkan pesan kebaikan di botol Coca Cola*” (million of people spread messages of kindness in Coca Cola bottles) shows that the aim of the advertisement is to make people share and spread all kindness through coca cola. The audience will realize the purpose in this scene.

b. Icon : the woman

Second, the woman is categorized as the icon. This scene provided two generation which is young and elder generation. The young generation showed give the Coca Cola bottle into the elder. The woman represent as the old

generation who get good spirit from the young generation. Clothes that worn by the woman is purple. Purple is the color of good judgement and peace of mind (<http://crystal-cure.com/purple>). It is also related to the word “*pesan kebaikan*” (message of kindness) in the text.

c. Index : smile expression

Smiling expression is found as an index. It shows that they are happy because they receive Coca Cola bottle from other people. It is also evident that Coca Cola can share and spread the happiness for others. The maker of this advertisement wants to emphasize the aim of the advertisement.

In details the icon, index and symbol of advertisement can be analyze :

This scene provides a woman who smile with hold a bottle of Coca cola. She smile because someone give her bottle of Coca cola. It is related to the text as the symbol in his scene. She smile because she receive Coca cola bottle from others and smile expression known as the index that indicate the happiness. It is also reveal the aim of the advertisement which is Coca cola can spread the happiness for others.

4.1.1.19 Analysis on scene 19 Reason to Believe : Coca Cola Indonesia



Figure 4.1.1.19 Scene 19 of Reason to Believe : Coca Cola Indonesia at 01:25

This scene shows children ends their song then applause happily by standing up. The children seem very satisfied with what they did. They enjoy their involvement in this advertisement.

The Semiotic type of sign used in scene 19 are as follows:

a. Icon : children and the room

The children in this scene is categorized as the icon. The children show as the members of “Sanggar Anak Akar” who involved the Coca Cola advertisement and sing the Reason to Believe’s jingle. The room make the children can sing together in one place and they can sit in harmony whereas they have differences among them.

b. Index : children laughing, clapping hands, and standing up

In this scene the writer found children’s laughing, clapping hands and they stand up as an index. It shows that they feel happy because they were succesful in finishing their song and this scene becomes the ending of Coca Cola’s jingle.

Their many colors of their clothes still shows the happiness, and varieties of ethnics which can together in harmony.

In details the icon and index of advertisement can be analyze :

The icon and index in this scene are related each other. Those sign can built the interpretation of this scene. The children as the icon and their index show

that they feel happy because they become the part of this advertisement which has good messages for deliver into the audience.

4.1.1.20 Analysis on scene 20 Reason to Believe : Coca Cola Indonesia

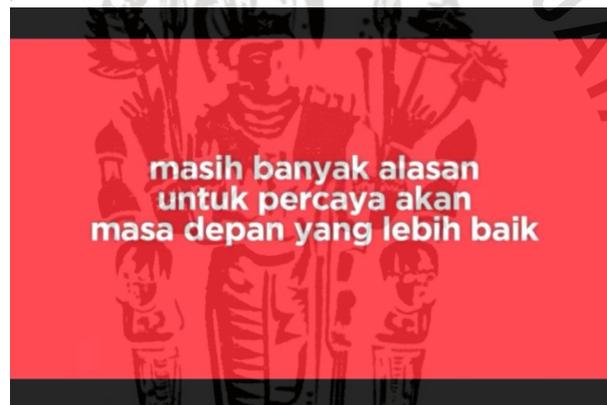


Figure 4.1.1.20 Scene 20 of Reason to Believe : Coca Cola Indonesia at 01:27

The text “*masih ada banyak alasan untuk percaya akan masa depan yang lebih baik*” (there are many reasons to believe in a better future) is provided to emphasize the aim of this scene.

The Semiotic type of sign used in scene is symbol : the text and red color background.

The text “*masih banyak alasan untuk percaya akan masa depan yang lebih baik*” (there are many reasons to believe in a better future) means that there

are many reasons in believing a better future. In this last scene shows the aim of the advertisement. The advertisement maker tend to provide two sights of the phenomenon which is bad sight and good sight. This is aimed to spread the spirit and inspiration to the audience.

The second symbol is the red background which is the Coca Cola's brand. Coca Cola always dominate with red color and white in the text. The audience can also interpreted those symbol into Indonesian flag.

4.2 Discussion

From those 20 scenes on the Coca Cola "Reason to Believe" : Coca Cola Indonesia advertisement, it can be seen that there are three semiotic signs that always support advertisements such as icons, symbols, and index. By supporting each other, it can build interpretation of advertisement for audiences. The goals of advertisement are to catch the market target and to attract people's attention then to persuade them to buy or use the product. This study confirmed Peirce's forms of sign theory as an effective way to study the relation between signs and meaning. In order to deliver a meaning, first we have to understand the function of each sign whether it is in an iconic, symbol, or indexical mode. After analyzing the data, the writer found that semiotic theory is appropriate to use for analyzing television advertisements.

The first semiotic sign aspect found in the 20 scenes in Coca Cola advertisement Reason to Believe : Indonesian Version is symbol. In the 20 scenes of Coca Cola advertisement there are two kinds of symbol. There are the text and

the color of the background. Most of the 20 scenes provide text as the symbol to emphasize the condition of each scene. For example in scene 4 there is a text “ *di setiap tangis kekalahan tim Indonesia* ” (in every tear of the defeat of Indonesian team) which shows the picture how people in the stadium watched Indonesian team match with sad expressions. Through the text, the audience will notice what the scene tells about.

The text plays an important role to be used in interpreting each scene, for example, in the scenes 5, 8, 10, 14, 16, and 18 mentioning the number of the doer.

Scene 5 explains 10.000 children that are eager to be champion, scene 8 shows more than 400.000 future leaders graduated successfully, scene 10 tells about 14.388 of youth keeping their spirit high in the gardening movement, scene 14 shows two million people donate their blood to help others, scene 16 explains a thousand volunteers taking their time to clean the beach and scene 18 shows that a million people spread the kindness of message through the Coca Cola bottle. The number is mentioned in the scene when the young generation as the doer did good activities except in scene 7 which shows student’s brawls. It is aimed to explain to the audience that there are more good deed in the world than the negative ones.

Therefore, only the positive activities are provided with numbers. Related with the meaning of number which mention in those scene, the writer can not be found in the Coca Cola website or any source.

In this advertisement, only 3 scenes provide both symbols, namely text and red color background. They are scenes 1, 2, and 20. In those scenes, the red background is categorized as a symbol. The red background can be defined as the

representation of Coca Cola. Coca Cola brand is always dominated by red color background and white color text. It also becomes the propaganda. Not only for the symbol of the Coca Cola brand, but also related to Indonesia in which Indonesian flag is red and white, too. It also has a very close meaning with the theme of this advertisement which is about Sumpah Pemuda event.

The second semiotic sign aspect found in the 20 scenes in Coca Cola :

Reason to Believe advertisement is icon. Iconic is a mode in which the signifier is resembling or imitating the signified. In this research the writer found the picture of people, stadium, costume, shawl, children, field, road, hall, car, motorcycle, bus, hand, plant, Google search engine, building, pouch of blood, box, and the beach as icons.

Icon is also an important element in delivering the message in the advertisement. For example the picture of people is the icon that is used in almost all the scenes in the advertisement. Those are in the scenes 3, 4, 5, 6, 7, 8, 10, 11, 13, 14, 15, 16, 17 and 19. In those scenes, people is interpreted as an icon, to represent the doer of the activity. This advertisement provides two generations of people in those scenes. Scenes 3, 4, 6, 8, 11, 15, 16, 19 provide the young generation whereas scenes 4, 11, 13, 15, 17 provide the old generation and in scene 18 there are both generations provided. The two generations are provided to emphasize the aim of the advertisement which is to show that the young generation can spread their good spirit to others except in scene 7 which show students' brawl. The evident is that the 20 scenes in this advertisement are made with two contradictory scenes. The advertisement maker wants to show that when

some people do something bad such as being greedy, harm other's life by doing corruption, other groups of people do something useful to change their country into a better future. It is related to the phenomenon of media which published most of the negative issues in society. The advertisement maker wants to show the audience that behind the negative sight there are more positive sights. The advertisement maker can persuade the audience to do something good and useful.

For example in scene 15 and scene 16. Scene 15 tells about the doubt of the citizen about their future leader and they keep questioning who will be the next leader in the election time in Indonesia. Then, scene 16 provides the picture of four young men cleaning the beach from the garbage. Scene 15 represents the old generation who have different idea and still not sure about their future leader and scene 16 represents the young generation as volunteers who care about their environment and they did something sure. These two scenes provide a contrast; the sight of the two generations are also provided in other scenes.

In this advertisement also provides color in certain scenes. There are colors which dominant in some scene. Scene 1, 2, and 20 dominated with red color as the background and white in the text. Red and white color can represent Coca Cola brand which always dominated with those color. Also, can be represent Indonesian flag. The red color represent brave, encourages action, and energy, therefore white color represent purity. It is why red and white color are used in those scenes. Then, scene 3, 6, 11, 19 show the children who wear many colors in their clothes. It is shows that Indonesia has varieties of ethnics, culture, and other differences but they can together in harmony. Next, all scenes in this

advertisement use white color for the text. The white color represent purity, cleanless and neutrality. The white color can also represent Coca Cola brand since Coca Cola always use white color in the text.

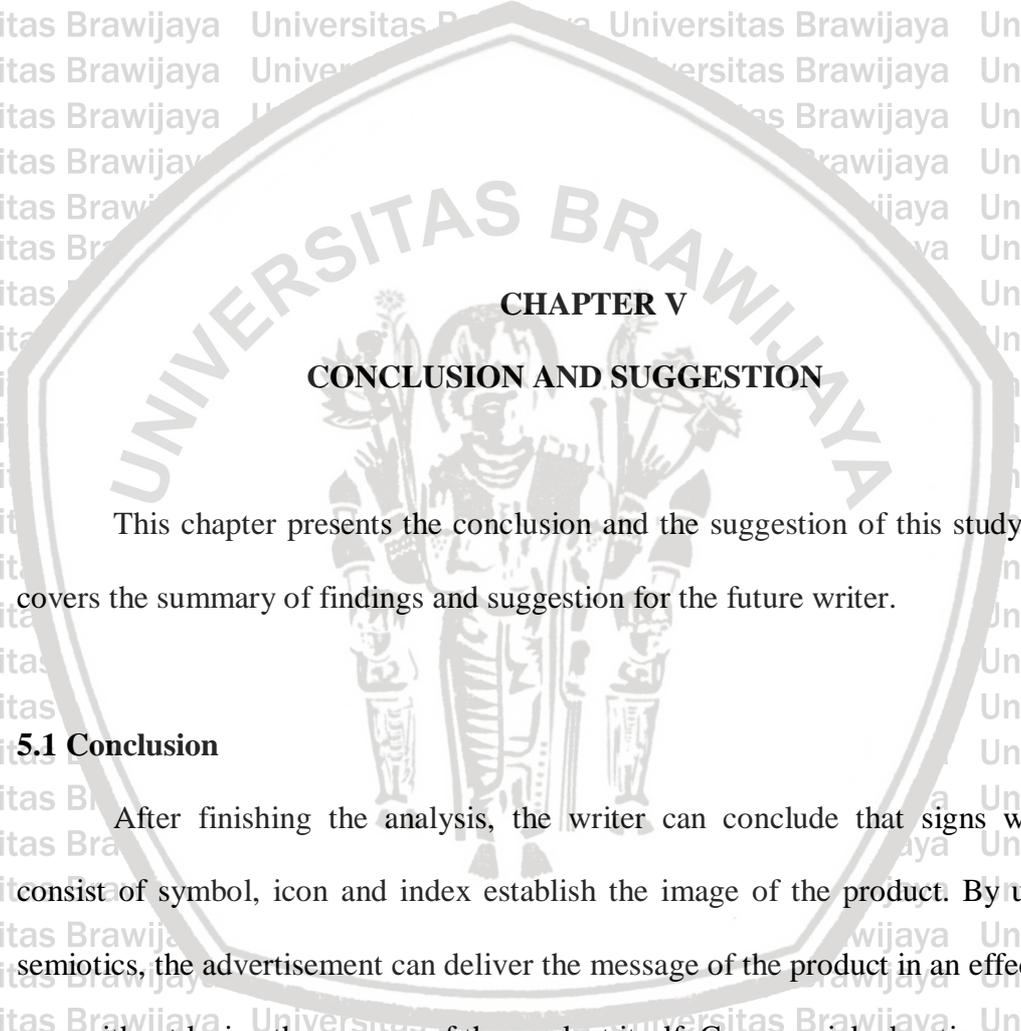
The third semiotic sign aspect found in Coca Cola “Reason to Believe: Indonesian Version” advertisement is index. Index is a mode where there is a direct link between the sign and object. The writer found facial expression, waving hand, clench hand and the traffic jam as the index in this advertisement.

Waving and clench hand are the gesture that indicates their spirit. A facial expression refers to the nonverbal communication with the face and emotion expression. In this advertisement the facial expression is an index in scenes 3, 4, 5, 6, 11, 17, 18, and 19. Through the facial expression the audience can notice what happens in the scene. For example scene 4 shows the supporters of Indonesian national team watching the match with sad expressions, no smile, and hanging down head. The audience can get the point that the supporters feel sad and are disappointed of the defeat of Indonesian team. Then, the traffic jam found as an index in scene 9. The traffic jam known as an index because from the picture of the rows of cars, queing buses which are stuck in the road for some time the audience will notice that it is traffic jam. The non moving vehicles is the indication of the traffic jam.

This advertisement brings different themes from one scene to another. Scenes 1 and 2 are about the Sumpah Pemuda event. Scenes 4 and 5 bring the theme about the sport in Indonesia, scenes 7 and 8 are about the education theme, scenes 9 and 10 bring the spirit of green movement. From scenes 13 until 16 the

theme is about politics and the last are scenes 17 and 18 which are about humanism. All of the scenes bring different themes which become the common issues in Indonesia.

The differences between the writer's research and the two previous studies, Prithasari (2011) in her research "Semiotic Analysis on Television Advertisement of *A Mild Cigarette*". and Dewanto (2012) "A Semiotic Study on Axe 'Dark Temptation' Fragrance's TV Advertisement" are in the data, and the content of the result. Both Prithasari and Dewanto did not find the text which becomes the symbol emphasizing the condition of each scene in the advertisement. Prithasari (2011) used *A Mild* television advertisement in her research, and she found the symbol, icon, and index in the tagline, jingle, color, and expression. Dewanto (2012) in his research found the symbol, icon and index in the television advertisement too, but in his data source there are no text emphasizing the condition of each sign, there are only the text of the logo and tagline. The audience can get the point in the motion picture not only from the symbol, icon, and index but also from the relation of previous scene and the whole scenes.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and the suggestion of this study that covers the summary of findings and suggestion for the future writer.

5.1 Conclusion

After finishing the analysis, the writer can conclude that signs which consist of symbol, icon and index establish the image of the product. By using semiotics, the advertisement can deliver the message of the product in an effective way without losing the essence of the product itself. Commercial advertisement in this thesis is Reason to Believe : Indonesian Version which successfully gets audience's attention by using symbol, icon and index in a certain way to deliver the message to the audience. By placing this concept, indirectly the audience can get the point by the important role of the young generation to keep their spirit high

to change Indonesia into a better future. Also, this advertisement emphasize that Coca Cola is concerned about the future of Indonesia which is related to Sumpah Pemuda event and the audience will be reminded that Coca Cola still exists, because in this advertisement Coca Cola Company did not introduce or promote their new product, but only proves that they still exist and invites the audience to buy Coca Cola. Then, show that Coca Cola care about society by doing good activities.

5.2 Suggestion

For the future research the writer suggests the next researchers who are interested in choosing semiotics as their topic to take data from other sources like radio, ballyhoo, banner or newspaper. By using different sources of data, they can get new variety of results in the semiotic research.

The next researchers can use other methods of collecting data through questionnaire to the audience or listeners, and ask them about the interpretation of the advertisement. By using these methods, the researchers do not only get more information based on their own interpretation, but also get people's interpretation of the advertisement. The next writers can also use theory which proposed by Saussure in order to enrich the results of the data analysis.

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UNIVERSITAS BRAWIJAYA

APPENDICES





KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN

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| 2. | 4 Maret 2013 | Pengajuan BAB I - III | Pembimbing I | |
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| 4. | 25 Maret 2013 | Revisi BAB I - III | Pembimbing I | |
| 5. | 10 April 2013 | Pengajuan BAB I - III | Pembimbing II | |
| 6. | 15 April 2013 | Revisi BAB I - III | Pembimbing I | |
| 7. | 16 April 2013 | Revisi BAB I - III | Pembimbing I | |
| 8. | 26 April 2013 | Revisi BAB I - III | Pembimbing II | |
| 9. | 29 April 2013 | ACC Seminar Proposal | Pembimbing I | |
| 10. | 1 Mei 2013 | ACC Seminar Proposal | Pembimbing II | |
| 11. | 10 Mei 2013 | Seminar Proposal | Pembimbing I & II | |
| 12. | 16 Mei 2013 | Pengajuan BAB I - V | Pembimbing I | |
| 13. | 20 Mei 2013 | Revisi BAB I - V | Pembimbing I | |
| 14. | 24 Mei 2013 | Revisi BAB I - V | Pembimbing II | |
| 15. | 5 Juni 2013 | Revisi BAB I - V | Pembimbing I | |
| 16. | 7 Juni 2013 | Revisi BAB IV - V | Pembimbing I | |
| 17. | 7 Juni 2013 | Revisi BAB IV - V | Pembimbing II | |

| | | | |
|-----|----------------|------------------------------|-------------------|
| 18. | 11 Juni 2013 | Revisi BAB IV – V | Pembimbing I |
| 19. | 12 Juni 2013 | Revisi BAB IV – V | Pembimbing I |
| 20. | 14 Juni 2013 | Revisi BAB IV – V | Pembimbing II |
| 21. | 24 Juni 2013 | ACC Seminar Hasil | Pembimbing I |
| 22. | 27 Juni 2013 | ACC Seminar Hasil | Pembimbing II |
| 22. | 5 Juli 2013 | Seminar Hasil | Pembimbing I & II |
| 23. | 6 Juli 2013 | Revisi BAB I – V | Pembimbing I |
| 24. | 8 Juli 2013 | Revisi BAB I – V | Pembimbing II |
| 25. | 10 Juli 2013 | ACC Ujian Skripsi | Pembimbing I |
| 26. | 11 Juli 2013 | ACC Ujian Skripsi | Pembimbing II |
| 27. | 23 Juli 2013 | Ujian Skripsi | Pembimbing I & II |
| 28. | 26 Juli 2013 | Revisi setelah ujian skripsi | Pembimbing I |
| 29. | 29 Juli 2013 | Revisi setelah ujian skripsi | Pembimbing II |
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