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Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Bransina CTni Anggraini, Diana Niken. 2014. Semiotics Analysis in Cigarette Bilboad Advertisements on Jalan S. Parman Malang. Study Program of English Department of Languages and Literature, Faculty of Cultural Studies Universitas Universi Brawijaya. Supervisor: Ismarita Ida Rahmiati, Co-supervisor: Agus Gozali. Iniversitas Brawijaya Keywords: Semiotics, Advertisement, Billboard, Signs, Icon, Index, Symbol, Iniversitas Brawijaya Univers Codes. Advertisement is one of the most important ways to deliver messages to people by using both visual and written text as public media. The cigarette billboard advertisement does not show their product. The advertisements contain language and image. Cigarette billboard advertisements use signs, icon, symbols it as and index to deliver the messages to the reader. This study uses theory of signs by Peirce and theory of codes by Chandler to analyze semiotics signs used in some cigarette billboard advertisement on Jalan S. Parman Malang. There are two research problems of study to be solved, (1) what semiotics signs are used in some cigarette billboard advertisements on Jalan S. Parman Malang and (2) What are Stass Bl the meanings of semiotics signs used in some cigarette billboard advertisement on sitas B Jalan S. Parman Malang. This study uses qualitative approach. The researcher took document analysis because the purpose of document analysis is identifying specific characteristics of the materials which in this research are semiotics within cigarette billboard advertisement on Jalan S. Parman Malang. As the data, the writer uses the signs found from some cigarette billboard advertisement on Jalan S. Parman Malang. Then, the data sources of this study are some cigarette billboard advertisement on Jalan S. Parman Malang was taken from May 2013. The writer found that there were 29 signs in total consisting of 14sitas Brawijaya Universi (fourteen) icons, 3 (three) indexes and 12 (twelve) symbols in all three less Br advertisements. By using semiotics, the cigarette advertisement can deliver the message of the product in an effective way without losing the essence of the product itself. Then, to make the readers become more understand about the meaning of the signs in the cigarette billboard advertisements, the writer usescode Brawijaya University which is used to assist in the interpretation of the sign. The code is important to sit as Brawijaya help readers when they analyze the sign employed in the cigarette billboards as Brawijava advertisements. As a conclusion, the writer realizes that the part of semiotic signs is really important to support the advertisement. Each semiotic signs can give the power to guide the viewers to get information. Semiotic sign can persuade or influence the Brawijaya even viewers to use the products. Therefore, the writer suggests the next researcherstonians B use other method of collecting the data, like giving interview or questionnaire to the audiences or the viewers. It is hoped that the method can complete their research. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya

**Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ABSTRAK Universitas Brawijaya Universitas Brawijaya Anggraini, Diana Niken. 2013. Analisis Semiotika pada Iklan Billboard Rokok di Jalan S. Parman Malang. Program Bahasa dan Sastra Inggris, Fakultas Ilmu<sup>Sitas</sup> Brawijaya Universi Budaya, Universitas Brawijaya. Pembimbing: (I) Dra. Ismarita Ida Rahmiati, sitas Brawijaya M,Pd (II) Agus Gozali, S,Pd. Kata kunci: Semiotika, Iklan, Billboard, Tanda, Ikon, Indeks, Simbol, Code. Universitas Braklan adalah salah satu cara yang paling penting untuk menyampaikansitas Brawijaya Ilniversi pesan kepada masyarakat dengan menggunakan teks baik visual dan tulisan Re sebagai media publik. Billboard rokok tidak pernah menunjukkan produk mereka. Brawijaya Iklan berisi bahasa dan gambar. Iklan billboard rokok menggunakan tanda, ikon, simbol dan indeks dalam menyampaikan pesan kepada pembaca. Penelitian ini menggunakan teori tanda-tanda oleh Peirce dan teori code oleh Chandler untuksitas Br menganalisis tanda-tanda yang digunakan dalam beberapa iklan billboard rokok disitas B jalan S. Parman Malang. Ada dua masalah penelitian penelitian ini: (1) Apa saja semiotika tanda yang digunakan dalam beberapa iklan billboard rokok di jalan S. Parman Malang dan (2) Apa makna semiotika tanda yang digunakan dalam beberapa iklan billboard rokok di jalan S. Parman Malang. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Penulis las mengambil data analisa karena tujuan dari data analisa adalah mengidentifikasi secara spesifik karakter dari bahan yang didalam penelitian semiotika dalam iklan billboard rokok di jalan S. Parman Malang. Sebagai data, penulis menggunakan tanda yang ditemukan dari beberapa iklan billboard rokok di jalan S. Parman litas Brawijaya Malang yang telah diambil pada bulan Mei 2013. Penulis menemukan total 29 tanda terdiri dari 14 ikon, 3 indeks dan 12 simbol dari ketiga iklan billboard rokok. Dengan menggunakan semiotika, iklan dapat menyampaikan pesan dari produk dalam cara yang efektif tanpa kehilangan esensi dari produk itu sendiri. Kemudian, untuk membuat pembaca menjadi lebih sitas Brawijaya Universi mengerti tentang makna tanda-tanda dalam iklan rokok, penulis menggunakansitas Brawijaya Universi code untuk membantu ketika menafsirkan tanda. Code sangat penting untuk sitas membantu pembaca ketika mereka menganalisa tanda yang ada didalam iklan Sebagai kesimpulan, penulis menyadari bahwa bagian dari tanda-tanda semiotika sangat penting untuk mendukung iklan. Setiap tanda semiotika dapat las Brawijaya ersi memberikan kekuatan untuk memandu pembaca untuk mendapatkan informasi.sitas B Tanda semiotika juga dapat membujuk atau mempengaruhi pembaca untuk menggunakan produk. Oleh karena itu, saya menyarankan peneliti selanjutnya dapat menggunakan metode lain pengumpulan data, seperti memberikan Universi wawancara atau kuesioner kepada penonton atau pemirsa pihaknya berharapsitas Brawijaya Universi bahwa metode ini dapat menyelesaikan penelitian mereka. S Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** 

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas In order to persuade the consumers, the advertisers have to make the sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitadvertisement as interesting as possible. To be interesting, advertisements are sizes ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas usually made eye-catching, which are using a language to support the ersitas Brawijaya Universitas Brawijaya Universitas University advertisement to be well known and popular in the society. It is one of many sitas Brawijaya Universitas Brawijaya University advertisement in society. Another strategy which is used to attract public attention Sitas Brawijaya Universitis by using unique and interesting words and pictures that hopefully can attract sitas and persuade the consumers or people to buy and use the products that are Universit offered. Advertisement can be seen everywhere like in television, radio, sitas Brawijaya Universi newspaper, magazines or other printed media. Since advertisement becomes ansitas B important component in a company, many producers compete in offering their Universit products to society especially advertisement in printed media such as outdoorsitas Brawijaya media like billboards. Universitate In this research, the writer talks about outdoor media which is billboards. Sitas Brawijaya Universi Billboard is a poster in big size and designed to be seen by people who are insitias travelling through the way that has high mobility. According to the American Universi Heritage Dictionary of English Language, billboard is a panel for the display of sitas Brawijaya advertisements in public places, such as a long side highway or on the side of building. Billboard is one of media that is often uses to deliver message of a ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University product or service by company or institution to their consumers and also can besit as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya easily found in streets. As Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Based on Effendy (2013), there are many producers that use billboard as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi marketing strategy to sell their product because it has some advantages. The first strategy to sell their product because it has some advantages. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University advantage is the relatively inexpensive cost. The billboard is very valid for 1 year Universitas Brawijaya Universitas Brawijaya Universifier one time contracts or payment. And the second, scheduling or placement of its billboards is relatively flexible because it can be placed in locations that are Universi considered most appropriate for a product to be advertised. It is due to that facts less Br Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya that we can easily see cigarette billboard advertisements in the public spot. Universitas The language of billboard advertisements is created to be attractive and Universi interesting to get attention from audiences who read or see it. According to Sobursit (2009), there are verbal and non-verbal languages which are usually used in advertisement. Verbal language is common language which we know and use in daily activities; non-verbal language is the signs which are represented into colors, sound and shapes that are exposed in advertisement, not specially imitate the real Universit shapes or the reality of the object. Images used in an advertisement in the billboard are marked messages. Marks in the billboard can be seen in the use of color, which describe the visualization of images and messages that aim to convey a company. Basically, we can analyze the advertisement which is related to the meaning University using some theories in linguistics field such as syntax, pragmatics, semantics at Bra and semiotics. In this case, the writer would like to analyze the signs which are included to semiotic field. According to Eco (citied in chandler 2007, p.02) Universitas Brawijava Universitas Brawijava Universities Br "Semiotics is concerned with everything can be taken as a sign: July this mean that semiotics deals with everything that stands for something else'. Signs take the form of words, images, sounds, outdoors, flavors, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with Universitas Brameaning." Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Semiotics is one of some other linguistics fields which focuses on the study to Universitas Brawijaya Universitas Brawijaya Universit University analyze the meaning of the objects that are studied. Semiotics focuses on the signs it as that exist in social life and in human 'environment where they live. Signs cannot Universibe separated from human's life because everything that happens and exist in the Sitas Braw Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Università sign unless it is interpreted as a sign". Anything can be a sign as long as Universi someone interprets it as 'signifying' something - referring to or standing for its something other than itself. So, we can freely interpret a sign that we can then enter into a conversation that is highly associated with Semiotics. It can be Universi concluded that the advertisement is closely related to the theory of semiotic signs. Because an advertisement has the same elements with Semiotics signs, they are Universitions, symbols and indexes. Such phenomenon seems to occur in the cigarette advertisements. The cigarette advertisement is 'special' advertisement because it contains a lot of signs which can increase the curiosity of the audiences. There is a rule to make cigarette Universitadvertisements not to show their products and must include the prohibition and sitas Brawijaya the dangers of smoking to children, adolescents and pregnant women. According to Indonesian government regulation number 19 of 2003 chapter 5 section 16 and Universit17, advertising and promotion are described in detail the terms and provisions laid down cigarette manufacturer in making advertisements. So, they combined University phrases and pictures as a sign in their billboard advertisement which refers to their Sitas Brawil Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya product. It also attracts the attention from the audiences and consumers. Universitas Brawijaya Universitas Brawijaya

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rawijaya	The company or producers hope when they use the services of billboard with	Brawijay
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rawijaya	Universithe large size and perfect lighting can give attention from users of Jalan S.Parman.sitas	
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rawijaya	Universitexpectations of the functions of a billboard. rawijaya Universitas	
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rawijaya	Universitas Braw One of the strategic places or locations of billboards can be seen in Malang. Sitas	Brawijaya
rawijaya	Universit Malang is the second largest city in East Java after Surabaya. Therefore, it makes	Brawijaya
rawijaya	Universitas	Brawijaya
rawijaya	Universithe producers or advertisers place their advertisements on some streets in Malang. Sitas	
rawijaya	Universi Universi Universi	Brawijay
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rawijaya	Universitin Malang.	
rawijaya	Universitas Based on the description above, the writer chooses some cigarette billboard	
rawijaya	Offiversita Diffversitas	Brawijaya
rawijaya rawijaya	Universitad divertisements on Jalan S. Parman Malang to find out the use of semiotics. The Universitas	
rawijaya	University writer has some reasons for taking the billboards on Jalan S. Parman Malangsitas	
rawijaya	Universitas B because it is one of the roads that have high mobility in Malang area. The speed of	
rawijaya	because it is one of the roads that have high mobility in Malang area. The speed of Universities Bra	Brawijaya
rawijaya	Universithe vehicle in the road is less than 60km/hour thus allowing the driver to see and sit as	
rawijaya	Universitas Brawiia wijaya Universitas	Brawijava
rawijaya	University pay attention to billboards installed. This road connects Malang to Surabaya sitas	
rawijaya	Besides, it is one of the congestion points. Otherwise in comparison with other Universities Brawijaya	Brawijay
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rawijaya	Universitroads, it is only on Jalan S. Parman which has the highest cigarette billboards it as	
rawijaya	Universitas Brawijaya	Brawijay
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rawijaya	Universitin details so the ideas and the deep meanings of the advertisements can be shared Sitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universito the readers. For the readers, they would get additional information related to the sitas	
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rawijaya	university meaning of signs in the cigarette advertisement by using theory of sen	niotics by	Brawijay
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rawijaya	Universit Peirce, the code used in the cigarette advertisement by using theory of	Chandlersitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya and also psychology of color theory by Maitland Graves. Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Hopefully this research can give some significances. First, the study	helps the sitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	University readers to understand well about the intended meaning of some cigarette	billboard	Brawijay
rawijaya	University advertisements. Second, the students of English Study Program on 1	linguistics	Brawijay
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rawijaya	Universit major can learn more about semiotics study in order to understand the		
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rawijaya	Universite Universite Finally, the writer entitles this research "Semiotics Analysis In	Universitas	Brawijay
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rawijaya	Universita. Problems of the study	Universitas	
rawijaya	Universitas Based on the background of the study above, the problems of the		
rawijaya	Universitas I	Universitas	
rawijaya	Universities Formulated as follow: Universities B		
rawijaya	Universi1.5 What are the semiotics signs used in some cigarette billboard adver		
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rawijaya	University 2. What is the meaning of semiotic signs used in some cigarette	billboard	Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
rawijaya	Universitas The objectives of this research are:vijaya Universitas Brawijaya	Universitas Brawijaya
rawijaya	1. To find out the semiotic signs used on some cigarette billboard adve	Universitas Brawijaya
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rawijaya	Universitas on Jalan S. Parman Malangs Brawijaya Universitas Brawijaya	
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rawijaya	Universit There are nine key terms that are related to this study. They are:	Universitas Brawijaya
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rawijaya	Universi a. Advertisement is : a notice about products (goods, services,	
rawijaya	Universit	hiversitas Brawijay
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	Universita audience (Well,2000, p.6)	niversitas Brawijaya
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rawijaya	Universitas Bra English Language, 2006)	
rawijaya	Universitas Brawn	
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rawijaya	Universitas This chapter covers the review of related literature that gives the preface ital	
rawijaya		
rawijaya	about the raised topic. The review of literature will be about the arrangement of Universities Brawijaya	s Brawijay
rawijaya	Universitheories which have been already validated and related to the research topic. Also, sitas	
rawijaya	Universitas Brawi	s Brawijay
rawijaya	Universithe review of related literature is used as the comparison for the discussion.	
rawijaya	Universities Basically, the theories will be used to lead to the right understanding about what	s Brawijay
rawijaya	Universitation	s Brawijay
rawijaya	Universi are going to be discussed in the following chapter.	s Brawijay
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rawijaya	Universitas Universitas In human's life, human communication is closely related to the marks. It is	s Brawijay
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rawijaya	Universi human life. The discussion is not related marks away from the message. Because	
rawijaya	University Brayes a sign that is the main element for the message conveyed or understood by	s Brawijay
rawijaya	Universitas Brawija Universitas Universita	
rawijaya	University humans. For example, when crossing the road will see traffic lights that are red, Sitas	
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rawijaya	Semiotics is delivered from Greek words <i>semion</i> , which mean sign. Sign can	s Drawijay s Prawijay
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Universitas Brawijaya Universitive invest them with meaning. Then according to Chandler (2007) semiotics is the Sitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya University of signs and symbols. Semiotics has two important figures whose ideas are signs ersitas Brawijaya very influential in the semiotic world. Those are Ferdinand de Saussure (1857-Universit1913) and Charles Sander Peirce (1839-1914). Iniversitas Brawijaya Universitas Braw Universitas Brawijaya Universi how to produce a sign; or in short way, it is a study of sign. According to Universitas Brawi Universitas sign" (2002, p.98). Semiotics in this manner becomes the mediator between a Universi "thing", the meaning or "thought" and the result of people's mind assitas B understanding. According to Eco (1976, p.4) stated that semiotic may involve Universit different areas of research, such as: kinesics and proxemis (including the study of sitas Braw how physical gestures or postures may contribute to communication), visual Universit communication (including the study of how photograph, drawings, maps, or sitas Brawijaya Universi diagram may function as modes of communication), text theory (including the study of literary texts), and the study of mass communication (including the study Universit of media such as television, news paper, magazine, and films). Jaya Universitas Br Chandler in his book "Semiotics the basic" stated that "Semiotic deals with meaning-making and represented in many forms, perhaps most obviously in the ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi form of "texts" and "media" (Chandler 2002, p.2) "Nothing is more appropriates as Brawijaya ersitas Brawijaya Universitas Brawijaya Univ (Saussure 2006, p.16). Semiotic is a study which describes and interprets the Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya symbol used in everyday life because it has a close relation with everything that Brawijaya Universitas Brawijaya Universitas Brawijaya Universi human has created, therefore people can find semiotics easily, rawijava Universitas Brawijaya Universitas Brawijaya Universitas It is important to study semiotic, as it is stated in Chandler (2002, p.14), niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya "We may come to realize that information or meaning is not "contained" in the world or in books, computers or audiovisual media. Meaning is not "transmitted" to us -we actively Bravereate it according to a complex interplay of codes or university ray conventions of which we are normally unaware. We learn form University semiotics that we live in a world of sign. We have no way of understanding anything except through sign and codes into which they are organized. Thought the study of semiotic, we become aware that these sign and codes are normally transparent and disguise our task in "reading' them. Living in a world of increasingly visual sign, we need to learn that even the most realistic sign are not what they appear to be. By making more explicit the codes by which sign are interpret." The term "text" usually refers to a message which has been recorded in some way (e.g. writing, audio and video recording), so that it is physically independent University of its send or receive the signs. A text is an assemblage of sign (such as words, sit as Brawijaya images, sound, and/or gesture) constructed (and interpreted) with reference to the Universitions associated with a genre and in a particular medium of sitas Brawijaya communication. The term 'medium' is used in a variety of ways by different theorists, and may include such broad categories as speech and writing or print and broadcasting or relates to specific technical forms within the mass media or sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the media of interpersonal communication (telephone, letter, fax, e-mail, videoconferencing, computer-based chat systems). Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas In short, learning semiotic sign and codes can make us understand, aware and stas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit careful in meaning and making differences between sign and code because both of sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya them have different meaning and can be more than one interpretation. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas 1.1 Signs Universitas Signs take the form, images, sound, odors, flavors, acts or objects, but such Sitas Brawijaya Universithings have no intrinsic meaning and become signs only when we invest themsitas Brawijaya with meaning. 'Nothing is a sign unless it is interpreted as a sign', declared by Peirce (1982, p.172). Anything can be a sign as long as someone interprets it as Brawijaya Universi 'signigying' something - referring to or standing for something other than itself.sitas Brawijaya We interpret things as sign largely unconsciously by relating them to familiar Universit systems of conventions. It is this meaningful use of signs which is at the heart of sitas Brawijaya rawijaya the concerns of semiotics. Universitat First of all the writer will discuss Saussure's model of sign. One of the Sitas Brawijaya Universi dominant models of what constitutes a sign is form Saussure it is well-know as it as rawijaya dyadic' or two part model of the sign. The dyadic model of sign can be seen as Universitfollowaw Signified rsitas Signifier **Universitas Brawijaya** Figure 2.1 Sausure's model of the sign awijaya Universitas (Chandler, 2007, p.14) itas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya

rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Raisignified, (signified) is the concept it represents, and a signifier sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi (Signifiant) is the form which the sign takes. The picture means any relation sitas Brawijava Universitas Brawijaya rawijaya University prefers to use Peirce's triadic model to analyze the sign found in the cigarette Brawijaya ersitas Brawijaya Universi billboards advertisement in Jalan S. Parman Malang. S Brawijaya Universitas According to Charles Sanders Peirce's triadic model for sign, the writersitas Brawijaya **Universitas Brawijaya** Universities Br Universities Brawijaya Universities Brawijaya University advertisement. The triadic model of Peirce consists of the representament, an Universi interpretant, and an Object. There are some other variants of Peirce's triadicsitas Brawijaya model which one of them is often presented as the semiotic triangle by Nort 1990, Universit which are Sign Vechicle, Sense and Referent. Another variant is stated by Ogden Sitas and Richards 1923, called as semiotic triangle, in which the terms used, are Symbol, thought or reference and referent. Universities The model of triadic model of sign can be seen as follow: Universitas Brawijaya Interpretant Universitas Brawijaya Universitas Brawijaya Object Representament rawijaya Figure 2.2 Peirce's model of the sign Brawijaya **Universitas Brawijaya** (Source: Chandler, 2007, p.30) rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya

rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The 'representament' is the form which the sign takes (not necessarily sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit material). The 'interpretant' not an interpreter but rather the sense made of the sitas Brawijava sign. The 'object' is something beyond the sign to which it refers (a referent). Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawiiava Universitas Signs can be classified as icons, symbols, and indexes based on the degree of sitas Brawijaya University physical similarity between a form and meaning. According to Peirce (cited insitas Brawijaya Chandler 2007, p.36) said that icon is a mode in which the signifier is perceived Universities resembling or imitating the signified (recognizably looking, sounding, feeling, sitas Brawijaya Universi tasting, or smelling) being similar in possessing some of the qualitative : e.g. asitas Brawijaya portrait, a cartoon, a scale, onomatopoeia, a gesture, and a sound effect in radio Universitdrama. Icons and symbols can also be classified according to how they are used. Universit They may be used to point directly to what they signify, such as a barber pole (a sitas Brawijaya Universi symbol) or rock slide (an icon). Other icons have qualities which resemble those stas Brawijay of the objects they represent, and they excite analogous sensations in the mind. UniversitThe relation between icon and sign is called Iconic Mode. According to Chandlersitas Brawijaya Universi (2007, p.40), there are three keys which can lead to confusion with the semiotic itae emversitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas BlayTober 'iconic' typically means that something or someone would besitas Brawijaya expected to be instantly recognized as famous by any fully fledged Universitas Braymember of a particular culture or subculture; sitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universities 2. An icon, on the computer screen is small image intended to signify a site Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brayparticular function to the user (to the semiotician there are 'sign' which sitas Brawijaya Universitas Bravaid function), ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya as Brawijaya Universitas Brawijaya Universitas According to Peirce the defining features of iconicity is merely perceived sitas Brawijaya resemblance. He declared that icon is representing its object mainly by its University imilarity (citied in Chandler 2007, p.40). based on this theory, icon is not sitas Brawijaya Universi necessarily visual. Peirce also decides that all the picture can be analyzed as a sitas Brawijaya icon, because the characteristic of icon is resemble, so the object should represent Universitand it can be memorized. From the icon's theory it is concluded that there is relationship between icon University and advertisement. Some part of advertisement such as a picture can be classified sitas Brawijaya Universitinto icon. Universit2.1.3 raSymbol Universitas Brawijaya Universitas According to Peirce, a symbol is "a sign which refers to the object that it it is denotes by virtue of law, usually an association of general ideas which operates to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit cause the symbol to be interpreted as referring to that object" (1982, p.249), the sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya symbol is connected with its object virtue of the idea of the symbol, without University which no such connection would exist, for example flags are symbols which sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi represent countries or organization since in the people's mind, the idea of flagsitas Brawijava rawijaya Universitas Brawijaya rawijaya

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	University Properties	awiiay
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rawijaya	Universitas Index is perhaps the most unfamiliar concept. Peirce offers various criteria for Branch	
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rawijaya	Universit dimension in semiotics. Code is procedural system of related conventions for sitas Bra	
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Universitas Chandler (2002) also has tree types of codes correspond broadly to	three keysitas	Brawijay
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3. The relationship between (1) and (2) (modality judgments)		
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to identify what codes found in an eightetic birrobard advertisement.	/	
Whereas, Roland Barthes who have aims to explore and demystify	the link that	Brawijay
oniversitation (2)	universitas	Brawijay
thematically, semioticaly, and otherwise make a literary text "work". N	Ioreover,	Brawijay
a. Hermeneutic code : it is associated with the various (formal) to	erms by	Brawijay
Drawn, and a second sec		
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is gives additional meaning over its d Universitas Brawijaya Universitas Brawijaya	enotative Universitas	Brawijay
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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universithe news and data of a product. For these purposes, advertisements must contain Stas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University both factual information and persuasive messages. Advertisement is often placed sitas Brawijava by an advertising agency on behalf of a company which has the authority and ersitas Brawijaya Universitas Brawijaya rawijaya Universitinterest of getting a large profit. To get public attention, an advertiser often uses sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya certain medium such as written, sound, or visual advertisement. Universitas According to Belch and Belch (2003, p.28), advertising classified into two sitas Brawijaya Universit kinds, they are advertising to the consumer market and advertising to the business sitas Brawijaya and professional markets: 1. Advertising to the consumer markets a. National Advertising Advertising is done by large companies on nationwide basic or in most Universifications country. It usually publishes in big mass media such as commercial sitas Brawijaya television station or broadcast station. The goals of national advertising are to Universit catch the many consumers and remind them about the products. b. Retail/Local Advertising Advertising done by retailers or local merchants to encourage consumers to Universitshop at the specific store, use a local service, or patronize specific patronagesitas Brawijaya motives such as price, hours of operation, service, atmosphere, image, or or as Brawijaya merchandise assortment. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas c. Primary-versus Selective-Demand Advertising itas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Primary-demand advertising is designed to stimulate demand for the general erst product class or entire industry. Selective-demand advertising focuses on creating translated Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi demand for a specific company's brands. An advertiser might concentrate on sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya University stimulating primary demand when, for example, its brand dominates a market and sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit will benefit the most from overall market growth iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 2. Advertising to the business and professional markets Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas la Business to Business advertising ava Universitas Brawijaya Universiting goods or services for their companies. Industrial goods are products that Sitas Brawijaya Universiteither becomes a physical part of another product (raw material or components) tas parts). Are used in manufacturing other goods (machinery), or are used to help a company conduct its business (e.g. office supplies, computers). Business services Universi such as insurance, travel services, and health care are also included in this category. b. Professional Advertising Advertising targeted to professionals such as doctors, lawyers, dentists, Universitiengineers or professors to encourage them to use a company's product in their sitas Brawijaya Universi business operations. It might also be used to encourage professionals to tas Brawijaya recommend or specify the use of a company's product by end-users. Universitas C. Trade Advertising **Universitas Br** Universitas Advertising targeted to making channel members such as wholesalers, distributors, and retails. The goal is to encourage channel members to stock, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University promote, and resell the manufacture's branded products to their customers. Universitias Brawijaya Universitas Brawijaya to guide the audience and one of them is color. Colors have different meaning Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi each other. Besides the meaning, the color of advertising also has a purpose that Stas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya University have contain with the product. Color is sure to play a key role in the success of ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya University venture. After all, it's pretty much the first thing your consumers will notice, sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya making best color and sometimes only chance to get a message across. Universitas Brawijaya Universit<sup>2.3</sup> Branchology of Color Universitas Brawijaya Universitas Color can appear because of the existence of the radiance which is caught by Universiteyes then processed by human brain. Eyes and brain cooperate to produce a color:sitas Nowadays, color is not only applied by artists in their painting, but also applied in so many designs, architectures, art work and etc. Applying color is not simple Universita
Universi because color has characteristic which can affect emotion and can symbolize a According to Darmaprawira (2002, p.30), the fundamental color was founds tas Brawijaya by Leonardo da Vinci in 15<sup>th</sup> century, those were red, yellow, blue, black and University white. And he also divided color into two categories, namely warm color and cold sitas Brawijaya Universicolor. Warm color is color which tends to be warmth, passionate, motivated, simulate, fun and fresh. The colors which include into warm color are red, orange Universitand yellow. Whereas, colors which include into cold color are blue, green, purplesitas Brawijaya because these colors tends to be dark so it has characteristic which are serene, seduce, calm, and depressed. In addition, based on research by Maitland Graves in Universithe book entitled The Art of Color and Design as cited in Darmaprawira (2002, sitas Brawijaya Universitas Brawijaya Universitas Brawijaya p.33) defined: Universitas Brawijaya Universitas Brawijaya Universitas Br<sub>1.</sub> Warm color ersita: Yellow, Orange, Red sitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Braw Characteristics Sita: Positive, aggressive, active, stimulate. Va Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Cold color iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw Characteristics sita: Negative, retreat, calm, excluded, secure. Universitas Brawijaya rawijaya University experience. Each culture also has different perspective of color. Universitas Brawijaya University one, as follow: University Universitas Brawijaya Universi one of fundamental color, so it is personally related with other colors. Insitas Brawijaya www.sensatinalcolor.com it is explained the first used of red term is by Proto-Universi Indo-European from the word reudh-. This color is conspicuous because of thesitas Brawijaya bright impression of red, so it can easily attract other's attentions. Universital Based on Darmaprawira (2002, p.37), red color can interprets some Sitas Brawijaya Universi characteristics, such as love, strength, bravery, passion, primitive, danger, sin, sitas Brawijaya rawijaya sacrifice, and vitality. Smith stated that red influences human body with positive Universiteffects such as stimulating enthusiasm and energy, and encourage action and sitas Brawijaya Universit confidence by increasing the blood pressure, heartbeat, pulse rate and respiration Brawijaya of human body. People may catch different perspective toward red based on their Universitas Brawijaya Universitown experience toward it. In some cultures, red symbolizes many different things sitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya For example in China and India, red shows about fortune and good luck. It can be seen that traditional uniform of China is in red color. Different with Singapore, Stas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Singapore tends to use red as a symbol of joy. Some restaurants use red as their stas Brawijava Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universit logo's color or brand's color because red can increase appetite. In conclusion, red Sitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya University give symbols of bravery, strength, confidence, courage, action and appetite. Iniversity Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas23raOrange Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universit word Naranga from Sankrit which was the ancient language of India which was sitas Brawijaya s Brawijaya Universitas Brawijaya Universitused to describe familiar citrus fruit rather than a color. Manny ancestors from sitas Brawijaya tas Brawi other country often called *Naranga* in different terms such as ancestors of sitas Brawijaya modern-day Iranians were used to use the term Narang in Persian and when the Brawijaya Universi word Narang came to French or Spanish, the English called it as orange. Based on Marian L. David (1987, p.135) in Design in Dress as cited ... \_\_\_\_\_ Universi Darmaprawira (2002, p.37), orange depicts warmth, young spirit, attractive. This sitas Brawijaya color gives positive impact to the user or surrounding. Physically it can affect Universithuman spirit by stimulating activity, stimulating appetite and encouraging Sitas Brawijaya **Universitas Brawijaya** Universi socialization. Based on www.sensationalcolor.com, orange is used as symbols of Brawijaya warmth, excitement, enthusiasm, and caution. In some countries, orange color Universit symbolizes many things. For examples are in America, American Indians relatesit as Brawijaya Universithe orange with kinship and in Japan and China use it as symbol of love and Brawijaya happiness. So, actually orange is a color which depicts warmth, spirit, happiness ersitas Brawijaya Universitand kinshipaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Braviljaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Pink is the cheer full color likes yellow, but pink has a power like a red. Pinksitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya gives power, strength, energy but rather passive than red. It is also stated in Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya University, www.sensationalcolor.com that pink has the same energy with red and it is full of sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya passionate but not too aggressive. Soft pink depicts exiting, fun, and youthful. In Universities general, pink depicts love, romance, fun, energy and passion. Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Yellow was the oldest color word in English language was taken from Brawijaya **Universitas Brawijaya** Universi wasghelwo in Proto-Indo-European. At that time, the experts used Sherlocksitas Brawijaya Holmes detective to find the origin of the word wasghelwo to investigate and Universit some experts speculated that the word yellow taken from Proto-Germanic word, sitas Brawijaya rawijaya Universit<sup>gelwaz</sup>. Universitat Yellow depicts brightness, wise, cheerful, agility, cowardice and treason sitas Brawijaya Universit based on Darmaprawira (2002, p.37,47). Yellow is used to describe the color of stas Brawijaya sunshine and yellowness that depicts happiness, enlightenment and optimism. UniversitYellow has great effect for human body because it can stimulate nervous system, sitas Brawijaya Universit mental process, encourage communication, active memory and increase energy sitas Brawijaya and optimism. The brightness and cheerful impression of this color, yellow gives Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita promise of bright future. So, yellow symbolizes cheerful, brightness, optimism, sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya enlightenment and gives a promise of bright future.
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Experts believed that the term blue came from word bhle- from Proto-Indo-sitas Brawijava Europeans to show everything that has light color. On order hand, other experts rawijaya Universi believed that bhle- may have meant yellow. In a modern era, English speakers it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya suspect that origin of blue was bleu which was taken from Old English borrowed Universition Old French. Universitas The term blue is often to describe the color of water and sky or the feelingsitas Brawijaya such as depressed or mourn rather than to describe the blue color itself. Blue symbolizes dependable, committed, trustworthy and blue gives calm, sedate, stas Brawijaya Universi serene, cool impression. While according to Darmaprawira (2002, p.46) also it as Burnaya and Darmaprawira (2002, p.46) also it defines blue as a color that has gives impression of lonely, cold and make a gab, Universit separate. So, it symbolizes a hilliness hope and peaceful, dependable, committed, sitas Br calm yet lonely. Universitas6. Green The same as the other color, the green's term was firstly used by Proto-Indo-Universi Europeans which came from word gro-. Proto-Indo-Europeans used the word gro-sitas Brawijaya to mean grow for their agricultural matters. For West Germanic people, the term gronja was used to mean it and by the time, the word has changed become grene. ersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya – Universitas Brawijaya Universities Based on the history of the original word of green above that write insities Brawijaya Universitas Brawijava one, grow or it can be conclude as a relaxed, calm and tranquil. The natural sense Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit which is brought by green also represents a new life, balance, harmony, health, sitas Brawijava Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University relaxed and helps to decrease a depression, stress or anxiety. According to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi Darmaprawira (2002, p.46), green is passive color because it tends to be natural sitas Brawijava and relaxed which depicts contemplation, belief (religion). And eternity, "Green rawijaya Universi shows a freshness, light, raw immature, life, hope, grow and fertility". In order it as Brawijaya Universitas Brawijaya University symbolize by antagonist fictional characters which represent bad matters such as Sitas Brawijaya s Brawijaya Universitas Brawijaya Universi illness, hate, toxic, and jealousy. So, it can be concludes that green gives two sites Brawijaya symbolizations. Positively, it represents freshness, relaxed, new life, peace, health, nature and harmony but in negative side, green depicts a bad influence such as Universi hate and jealously. niversitas Brawijaya 7. Purple Semites (Hebrewa, Arabs, and Poenicians) was the first group that used the University original word of purple. In Greek, the term used was porphrya which meant sitas Brawijaya Universi shellfish, while purpura was used by the ancient Romans, and Anglo-Saxons called it *purpul* and finally English speakers called it purple around the end of 13<sup>th</sup> Universit century and the beginning of 14<sup>th</sup> century. Universitas Darmaprawira (2002, p.46) defined that the characteristic of purple is almost the same with blue color, it depicts cool, negative, backward, gloomy, surrender, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitsorrow, holy and religious symbols. Furthermore, purple is a mystic color and sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas depicts spiritual sense, wisdom, wealth, success and royalty because many kings Universitused purple color. In conclusion, purple has a spiritual and royal sense such as Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University wealth, wisdom, success and prosperity and Universitian Brawijava rawijaya Universitas Brawijaya rawijaya

	SILITOTOREGO DIGITIZAÇÃI SILITOTOREGO DIGITIZAÇÃ SILITOTOREGO DIGITIZAÇÃI SILITOTOREGO	
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B	Brawijay
rawijaya	Universitas [According to Smith, the black word came from tribes whose name was it as [	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B	Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B	Brawijay
rawijaya	Universit Greek. In modern English term, Proto-Germanic used the blak- word to men black sitas I	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas B	Brawijay
rawijaya	Universitas Brawijaya Universitas B	
rawijaya	Universitas Black color is defined as giving strong emotions, power and authority, butsitas E	
rawijaya	Universities Brawi Universities shows emptiness and a lack of color. This color can make people feel sites in	Brawijay
rawijaya	Universitias Br	Brawijay
rawijaya	Universitinconspicuous because of the lack of color in black. The other hand, sites	
rawijaya	Universitas I	
rawijaya	Universi Darmaprawira (2002, p.48) defines that black gives positive and negative itas [	
rawijaya 	Universi impression. Positively, black symbolizes firmness, formal and solid. Yet, iversitas l	Brawijay
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rawijaya	University negatively black is often used to describe disintegration, darkness, mistakes, Sitas	
rawijaya	University	Brawijay
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rawijaya rawijaya	Universities In conclusion, black is mysterious color because it is often used to Universities I	
rawijaya Irawijaya	Universitas European Sumbolize power, authority, mystery and sorrow.  Universitas European Sumbolize power, authority, mystery and sorrow.	
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rawijaya	Universitas There is no written evident to find the origin term of while, but experts it as	Brawijay
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rawijaya	believed that the origin term of while came from the word <i>kwintos</i> which was Universitas Brawijaya	Brawijay
rawijaya	Universitfirstly used by Proto-Indo-European. In Proto-Germanic the word kwintos becames it as I	
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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Over the world, the symbol of white has the same perspective that is Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitcleanliness and purity although not in all culture. In addition, Darmaprawirasitas Brawijaya (2002, p.47) mentioned are characteristics of white that are positive. Simple purity rawijaya University sincere honestly bright and holiness is the meaning of white color. White colors as Brawijaya Universitas Brawijaya Universit and moeslem who do prayer always in white which mean come back to the purity Sitas Brawijaya s Brawijaya Universitas Brawijaya Universitand cleanness. Smith defines white as symbols of purity, cleanliness and sitas Brawijaya neutrality. White brings human to the purity of soul, thought and action. So, white represents holy, purity and cleanliness of the soul, thought and action. 10. Grav Gray includes into the neutral color besides black and white. The blending of sitas Brawijaya black and white can produce this color, gray. Darmaprawira (2002, p.48) argued Universithat "Gray often symbolize as a mediator in a conflict because it is neutral color". Sitas Brawijaya UniversitYet in some culture, gray symbolizes negative thing. In conclusion, gray symbolizes negative thing. Universitas Brasses symbolizes knowledge, wisdom, intellect, serenity, politeness, Universi conservative authority and dignified. Universita 2.4 Previous Studies versitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya University analyzing the research. The research was conducted by Prithasari (2011) entitled sit as Brawijaya "Semiotic Analysis on Television Advertisement of *A Mild Cigarette*". In her University research she focused on the sign used in three version of A Mild Cigarette and the Sitas Brawijaya rawijaya Universitas Brawijaya rawijaya

**Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya University meaning through Peirce's theory. The result shows that the triadic model by ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Peirce are related to each other. Then the color and jingle also have meaning it as Universitas Brawijaya Universitas Brawijaya Universities Another previous study was conducted by Hazrina (2010), entitled "A Universitas Brawijaya Universit Commercials." She focused on 1) the meaning of slogans and pictures based on Sitas Universitriadic relation by Peirce, 2) the possible reason of the advertisement maker insitas designing the slogan and picture for the advertisement. She found that 1) each slogan and picture have different representament, interpretant, and object, 2) the Universi interpretation of each advertisement always has relationship with the theme of celebration, 3) the pictures have more dominant aspect in the advertisement that Universi the slogans, 4) the relationship between the slogan and the picture of the online slogans. commercial is not less important, 6) each element describes and support each Universit others. Hazrina's research has difference with this present study. The difference is in University point of analysis. The writer focuses on the icon, symbol, index and their sitas Brawijaya interpretation, but Hazrina focused on the meaning of slogan, pictures and the reason of the designs. On the other hand, the writer found some similarities Universi between these two researches. First, the writer and Hazrina used printed advertisement as the object. Second, the writer used semiotics as the subject of the Universil research. Third is the writer used of the theory of signs by Peirce in analyzing the sign and analyze the uses of codes and comparing the analysis by using Chandler's theory. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Based on the previous studies above, the writer chooses to investigate the rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitsemiotics signs such as icons, symbols, indexes, and their meaning on cigarettesitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya billboard advertisements on Jalan S. Parman Malang. The writer uses Peirce Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitheory to identify the sign, to interpret the meaning by combining all signs, and to sit as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitidentify what kinds of codes that are used to give framework for the signs to star Brawijaya rawijaya Universities the meaning. Besides, two theories above, the present study also uses Brawijaya rawijaya rawijaya Universi color theory to analyze data more comprehensively. This topic is interesting to itas Brawijaya tas Braw analyze because these advertisements contain many signs and every brand or rawijaya rawijaya rawijaya University product has different manner in making the cigarette billboard advertisement. Iversitas Brawijaya niversitas Brawijaya hiversitas Brawijaya rawijaya rawijaya rawijaya niversitas Brawijaya Universit rawijaya rawijaya rawijaya Universitas Brawijaya rawijaya rawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Peirce's theory, analyze the uses of codes and compare the analysis by using Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya UniversitChandler's theory Universitas Brawijaya Universit3.2 BraData and Data Sources Brawijaya Universitas Brawijaya University advertisements. There were three cigarette billboard advertisements which were sitas Brawijaya es Brawijava Universitas Brawijay Universitanalyzed in this thesis, namely A Mild, Clas Mild and U Mild. The type of thesitas Brawijay data is some aspect in cigarette billboard advertisements that is closely related to the theory of semiotic signs. The data are symbols, icons, and indexes found in Sitas Brawijaya Universi cigarette billboard advertisements. The data source of this research is taken from all cigarette billboard Universitadvertisement that is put on Jalan S. Parman Malang. The writer only takes thesitas Brawijaya advertisement from May until July 2013 because according to the writer's Universit observation from May to August, billboard made in May to July was the first Sitas Brawijaya Universi publication in 2013. While billboards are published in August to Desember was it as changed into different designs. In addition, at the end of July many places empty Universi billboard for new billboards unpublished. Based on the fact that that manysitas Brawijaya products make billboard advertising but only Jalan S. Parman has 3 different cigarettes billboards advertisements. ersitaš Brawijaya – Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya Universitas The researcher has criteria to select object of the research is the vertical sitas Brawijaya Universitas Brawijaya 10m of the size. The researcher choose, the vertical advertisement because the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University advertisement was on site of middle of the way, so the driver can see clearly it as Brawijava Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** University without looking toward by turning the head. The data are signs found in the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit cigarette billboard advertisement on Jalan S. Parman Malang. Cigarette billboardsitas Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya advertisements have different ways to persuade and deliver their messages to their Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universit audiences. Moreover, in the cigarette billboard advertisements, the researcher cansitas Brawijaya Universitas Brawijaya rawijaya Universities becomes the reason to choose the data in this research. Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawi Universitas Brawi Universitas Brawi **Universitas Brawijaya** Universitas The main instrument of this research is the writer as the researcher. The Sitas Brawijaya Įniversitas Brawijaya Universi method of collecting data is document analysis. Furthermore, the data of this sitas Brawijaya research were collected through the following steps: rawijaya rawijaya Universit 1. Capture the billboard advertisement. Universit The writer took all the pictures of cigarette billboard advertisement on Jalan rawijaya S. Parman Malang. There are 3 cigarette billboard advertisements on Jalan S. Sitas Brawijaya **Universitas Brawijaya** rawijaya Parman Malang Universitas Classify the signs Universitas The researcher classified the data based on Peirce's theory. The data aresitas Brawijaya Universitas symbols, icons, and indexes found in cigarette billboard advertisements on sitas Brawijaya Universitas Jalan S. Parman Malang. **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas The writer used document analysis to study the data of the research s	so that the sitas Brawijay
rawijaya 	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya writer can get the result of the study. Besides, the writer analyzed the curiversitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universithe Peirce's theory of semiotics, Chandler's theory and theory of	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	1. Analyzing the types of signs found in cigarette billboard advertisem	ent using Stas Brawijay
rawijaya	Universitas Brawijaya Universitas the Peirce's theory. Analyzing the signs which are used in each	
rawijaya		
rawijaya rawijaya	Universitas Braw' Based on a triadic model of signs, there are representations, interpre	Universitas Brawijay <sup>tants</sup> , and Universitas Brawijay
rawijaya	Universitas objects. To interpret the signs found in cigarette billboard advertiser	ments, the sitas Brawijay
rawijaya	Universita	Universitas Brawijay
rawijaya	Universi writer also used the theory of color based on theory of color by Darn	naprawira <sub>sitas</sub> Brawijay
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rawijaya	Universi (2002). In the analysis, to make it wen structured the researcher put	Thiversitas Brawijay
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rawijaya	Universitas Brawijay.  Analyzing the codes used in each cigarette hillboard advertisen	Universitas Brawijay
rawijaya	University. Analyzing the codes used in each cigarette billboard advertisen	
rawijaya	researcher puts the codes into column to make it easier in analyzing	g deeper. Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
rawijaya	Universitas The codes which are found in the each cigarette billboard advertise	
rawijaya	Universitas Brawiiay analyzed using Chandler's theory of codes. There are social code	Universitas Brawijay es, textual
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rawijaya	Universities codes and perceptual codes. The columns are showed below.	Universitas Brawijay
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Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita. The analysis of *A Mild* billboard Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universi PT. HM. Sampoerna Tbk. A Mild billboard shows a man standing on the buildings it as Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya with his arms outstretched and a lot of hands hold his body. This man wears white rawijaya Universite and jeans. The picture of the man is placed in the center part of the sitas Brawijaya grsitas Brawijaya Universitas Brawijaya rawijaya Universi billboard. On the bottom left of the advertisement, there is a phrase TERIKAT sitas Brawijaya White State (Bound by Freedom) GO A HEAD. The phrase uses 2 colors, they Universitäre white and red. The logo of A Mild is placed on the right of the billboard. The Sitas Brawijaya rawijaya **Universitas Brawijaya** Universit background of this advertisement is a less bright cloud. Įniversitas Brawijaya niversitas Brawijaya Universi hiversitas Brawijaya niversitas Brawijaya rawijaya Universit niversitas Brawijaya rawijaya Universit niversitas Brawijaya rawijaya riversitas Brawijava sitas Brawijaya rawijaya versitas Brawijaya sitas Brawijaya MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BraFigure 4.1 A Mild Billboard wijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas In this billboard advertisement, the researcher found semiotic signs	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitategorized into icon, index and symbol.aya Universitas Brawijaya	Universitas Brawijay
rawijaya	University A. There are 2 iconic signs found in this advertisement:	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitals Icon of a man who is wearing a white shirt and jeans as Brawijaya	Universitas Brawijay
rawijaya		Universitas Brawijay
rawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Licon of hands holding on to the male's body.  Universitas Brawijaya Brawijaya	Universitas Brawijay
rawijaya		Universitas Brawijay
rawijaya	University B. There are 4 symbolic signs found in this advertisement: "awijaya University Braw" ijaya	Universitas Brawijay
rawijaya	Universitals Braw Universital Braw	aning the sitas Brawijay
rawijaya	Universitas	Universitas Brawijay
rawijaya	Universita image.	Universitas Brawijay
rawijaya	Universi 2. A phrase <i>GO AHEAD</i> as the theme.	niversitas Brawijay
rawijaya	Universi	niversitas Brawijay
rawijaya	Universi 3. A Mild as the cigarette logo.	hiversitas Brawijay
rawijaya		KANKER, sitas Brawijay
rawijaya	Universit 4. A warning sentence MEROKOK DAPAT MENYEBABKAN I	ANKER, Sitas Brawijay I Iniversitas Brawijay
rawijaya	Universita SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEH	
rawijaya	Universitas	Universitas Brawijay
rawijaya	Universitas Universitas  DAN JANIN. (Smoking can cause cancer, heart attack, impotential control of the control	ence and Universitas Brawijay
rawijaya	Universitas disorders of pregnancy and embryonic).	Universitas Brawijay
rawijaya	Universitas Bl	Universitas Brawijay
rawijaya	Universitas Bra	Universitas Brawijay
rawijaya		Universitas Brawijay
rawijaya	Universitation 1.1.2 The finding of Signs in A Mild Billboard Universitation 1.1.2 The finding of Signs in A Mild Billboard Wijaya	Universitas Brawijay
rawijaya	Universitas The researcher presented the finding of the signs in the first advertis	
rawijaya		
rawijaya	Universities Brawileye A Mild. The finding signs are presented in the table which is displayed	ed on the Universitas Brawijay
rawijaya	Universita Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
		Universitas Brawijay
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	

rawijaya Universitas Brawijaya Universitas - <i>Kebebasan</i> (Freedom) is aaw ijaya Universitas state or condition of a Brawijaya Universitas	Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay
Universitas Brawijaya	Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay
universitas Brawijaya	Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay
Universitas Brawijaya	Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay
Table 4.3 The Finding of Signs in A Mild Billboard Universitas Brawijaya Universitas Bra	Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay
Table 4.3 The Finding of Signs in A Mild Billboard University Signs   REPRESENTAMENT   INTERPRETANT   Signs   REPRESENTAMENT   INTERPRETANT   Signs   TERIKAT   (Bound) and KEBEBASAN (Freedom)   Freedom)   Signs   Condition that arises because of a certain limit.   Signs   Condition of a state or condition or a state	Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay
Table 4.3 The Finding of Signs in A Mild Billboard University Signs REPRESENTAMENT INTERPRETANT OBJECT  TABLE 4.3 The Finding of Signs in A Mild Billboard University Signs REPRESENTAMENT INTERPRETANT OBJECT  TERIKAT KEBEBAS (Bound) and KEBEBASAN (Freedom) of a certain limit.  This verbal signs refers to the icon of this advertisement.  This verbal signs refers to the icon of this advertisement.  The verbal sign of TERIKAT (Bound) is a condition that arises because of a certain limit.  The verbal sign of TERIKAT (Bound) is a condition that arises because of a certain limit.  The verbal signs refers to the icon of this advertisement.	Brawijay Brawijay Brawijay Brawijay Brawijay Brawijay
TERIKAT KEBEBAS AN (Freedom)  Terikat (Bound) is a condition that arises because of a certain limit.  **Terikat (Bound) is a state or condition of a state or condition or co	Brawijay Brawijay Brawijay Brawijay Brawijay
TERIKAT KEBEBAS AN (Freedom)  AN (Freedom)  REPRESENTAMENT INTERPRETANT OBJECT  INTERPRETANT	Brawijay Brawijay Brawijay Brawijay
TERIKAT (Bound) and KEBEBAS (Freedom) (Freedom	Brawijay Brawijay Brawijay
TERIKAT KEBEBAS (Bound) and KEBEBASAN (Freedom)  AN (Freedom)  TERIKAT (Bound) is a condition that arises because of a certain limit.  - Kebebasan (Freedom) is a state or condition of a	Brawijay Brawijay
rawijaya Universit KEBEBAS (Bound) and KEBEBASAN (Greedom) (Freedom) (Freedo	Brawijay
rawijaya Universitas Brawijaya Universitas B	
rawijaya Universitas Brawijaya Universitas Programma (Freedom) is advertisement.  - Kebebasan (Freedom) is advertisement.    State or condition of a   State or condition or c	
rawijaya Universitas Brawijaya Universitas state or condition of a Brawijaya Universitas	
person who does not have a	
rawijaya Universitas Brawijaya Universitas burden or problem s Brawijaya Universitas	
rawijaya Universitas Brawijaya Universitas	
rawijaya Universitas Brawi (Bound by freedom) can be interpreted in this ad-free, va Universitas	
but he's someone who has a	
rawijaya Universitas Universitas Universitas	
rawijaya Universita Universitas that made him can't be free. Universitas	
Than The signs of the man with signs of man can be seen the signs of a	Brawijay
wearing a short hair posture straight skirt and jeans	Brawijay
white shirt shoulder width, and hip size refer to the	Brawijay
advantigement	Brawijay
rawijaya Universit	
rawijaya Universita description of someone who freely where he does not	
rawijaya Universitas need to make such neat	
rawijaya Universitas buttoning buttons. White is the color of purity	
rawijaya Universitas E and cleanliness have a Universitas	
rawijaya Universitas BN	
rawijaya Universitas Braya Universitas	
rawijaya Universitas Braw portrait of an independent thought or action can be universitas	
rawijaya Universitas Brawijaya Universitas done by men who became Mijaya Universitas	
rawijaya Universitas Brawijay icons of this advertisement. Wijaya Universitas	
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya Universitas Brawijaya Universitas Brawijajeans, jeans were made forawijaya Universitas	
rawijaya Universitas Brawijaya Universitas Braw ijagold miners to be as Braw ijaya Universitas	
rawijaya Universitas Brawijaya Universitas Brawijayorkilgiversitas Brawijaya Universitas	
rawijaya Universitas Brawijaya Universitas B	
dawijaya Oliversitas Brawijaya Oliversitas Brawijaya Comortable and Iree. awijaya Oliversitas	
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	OTTOTOTION DIGITAL				COTTON DE L'ONTENER
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rawijaya	Universitas Brawija		jaya Universitas Braw		rsitas Brawijay
rawijaya	Universitas Brawija		jaya Universitas Braw		rsitas Brawijay
rawijaya	Universitas Brawija		jaya Universitas Braw		rsitas Brawijay
rawijaya			jaya Universitas Braw		rsitas Brawijay
rawijaya	Universita Table Con Universitas Brawii	iinuea			rsitas Brawijay
rawijaya	Universitas Brawija	The signs of man looked up	The position of the head up	The gesture	rsitas Brawijay
rawijaya		to the sky.	to the top depicts a man who is breathing air and feels the	looked up the sky of the man	
rawijaya	Universitas Brawija		freshness of the air. In	who wears a	
rawijaya	Universitas Brawija		addition the position of the	white shirt and	rsitas Brawijay
rawijaya	Universitas Brawija		head up to the top with the hand supine position may		rsitas Brawijay
	Universitas Brawija		reflect a person who felt a		rsitas Brawijay
rawijaya	Universitas Brawij	aya Universitas	freedom iversitas Braw	ijaya Unive	
rawijaya rawijaya		The signs of man flung out	Flung out position of the	The gesture	
rawijaya rawijaya	Universitas Brawija	his hands	hand which is the expression of self that wants	flung out hands of the man who	rsitas Brawijay rsitas Brawijay
rawijaya Irawijaya	Universitas Brawi		to be free.	wears a white	
rawijaya Irawijaya	Universitas Braw	CITAS	The fingers are open also to express freedom and not		rsitas Brawijay rsitas Brawijay
rawijaya	Universitas	, 23	being laid hold of or holding		rsitas Brawijay
rawijaya	Universita		something.		rsitas Brawijay
rawijaya	Universit	The signs of hands are	Wrapped around the body	The signs of	rsitas Brawijay
rawijaya	Universi	wrapped around the man body.	can be interpreted as a strap or barrier.	hands are wrapped around	
rawijaya	Universit		(CO)	the man body	rsitas Brawijay
rawijaya	Universit		7 hands with different colors can be interpreted if the	refers to the different strap	rsitas Brawijay
	Universit	A F VU	strap or barrier or barriers	on bonnion	rsitas Brawijay
rawijaya	Universita	The second	that different.	/ /	rsitas Brawijay
rawijaya	GO	The verbal signs of GO	Writing this sentence using	It refers to the	roitos Proviliov
rawijaya	Universitas	AHEAD	the red color which symbolizes strength,	messages and the theme of	rsitas Brawijay
rawijaya	Universitas L		courage, passion, danger. It		rsitas Brawijay
rawijaya	Universitas Bl	迎 137	also gives a positive effect to such stimulating	advertisement.	rsitas Brawijay
rawijaya	Universitas Bra	4.5	enthusiasm and energy, and		rsitas Brawijay
rawijaya	Universitas Braw	4	encourages action and confidence by increasing		rsitas Brawijay
rawijaya	Universitas Brawij		blood pressure, heart rate,		rsitas Brawijay
rawijaya	Universitas Brawija	av	pulse rate and respiration of the human body.		rsitas Brawijay
rawijaya	Universitas Brawija		In addition to motivating,		rsitas Brawijay
rawijaya	Universitas Brawija		red color is used to capture the attention of people who		rsitas Brawijay
rawijaya	Universitas Brawija		look and emphasis on the		rsitas Brawijay
rawijaya			message of the sentence.  This slogan made with size		rsitas Brawijay
rawijaya	Universitas Brawija	C	that can be interpreted to the	logo of the	
rawijaya	Universitas Brawija		strength of the company.  The use of red in the	product which has this	rsitas Brawijay
rawijaya	Universitas Brawija		company logo can give		rsitas Brawijay
rawijaya	Universitas Brawij		more attention from those who see.		rsitas Brawijay
rawijaya	Universitas Brawija		ijaya Universitas Braw	ijaya Unive	rsitas Brawijay
rawijaya	Universitas Brawija		ijaya Universitas Braw		rsitas Brawijay
rawijaya	Universitas Brawija		ijaya Universitas Braw		rsitas Brawijay
rawijaya	Universitas Brawija		ijaya Universitas Braw		rsitas Brawijay
rawijaya	Universitas Brawija		ijaya Universitas Braw		rsitas Brawijay
rawijaya	Universitas Brawija		ijaya Universitas Braw		rsitas Brawijay
	universitas Brawii	aya Universitas Brawl	jaya Universitas Braw	njaya Unive	rsitas Brawilav

	Ulittoloitao Biattijata Ul	ITOTOTEGO DIGITILATO. OTILITOTOTEGO DIGITILATO. OTILITOTOTEGO DIGITILATO
rawijaya	Universitas Brawijaya Ur	niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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rawijaya	Universitas Brawiiava Ur	niversitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universit Icon Small bui	ldings are visible Images of small buildings It refers to the
rawijaya	Hom arai	provide interpretation where position of the position of the position of the position of icon in the top sitas Brawijay
rawijaya		parallel and over the top of building.
rawijaya		niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya		niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya		of codes in A Mild Billboard versitas Brawijaya Universitas Brawijaya
rawijaya		niver (ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya		ented the finding of the codes in the first advertisement of Asitas Brawijay
rawijaya	Universitas Brawijay	rawijaya Universitas Brawijaya
rawijaya		odes is presented in the table which is displayed on the table sitas Brawijay
rawijaya	Universitas Bran	ya Universitas Brawijaya
rawijaya	Universitas Universitas	Universitas Brawijaya
rawijaya		ng of Codes in A Mild Billboard Iniversitas Brawijaya
rawijaya	Universi	hiversitas Brawijaya
rawijaya	Univers SOCIAL CODES	ANALYSIS Rrawijay
rawijaya	Universi	Verbal Language     Verbal Signs:
rawijaya	Universit	- TERIKAT KEBEBASAN (Bound by Freedom) - GO AHEAD niversitas Brawijaya
rawijaya	Universit	A Mild niversitas Brawijaya
rawijaya	Universita	- MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN
rawijaya	Universitas	DAN JANIN (Smoking can cause cancer, heart attack, versitas Brawijay)
rawijaya	Universitas	impotence and disorders of pregnancy and embryonic).  Bodily Codes  Brawijaya
rawijaya	Universitas L	Gesture: the hand muscular, short hair, posture straight, ersitas Brawijaya
rawijaya	Universitas Bl	shoulder width, and hip size is not too feminine,.  - Posture: looked up to the sky, flung out the hands, hands are
rawijaya	Universitas Bra	wrapped. Aya Universitas Brawijaya
rawijaya	Universitas Braw	Commodity codes: the clothing of man wears a white shirt and
rawijaya	Universitas Brawija	jeans. wijaya Universitas Brawijaya
rawijaya	Univers INTERPRETATIVE CODES	Visual Perception codes: the advertisement gives perception toward the Brawijaya
rawijaya	Universitas Brawijaya Ur	reader about we can do everything that we want to do even if we is not free condition.  Brawijaya  Brawijaya  Brawijaya
rawijaya		niversitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas Brawijava Un	niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya the meaning of semiotics signs in <i>A Mild</i> Billboard Iliversitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Ur	niversitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas In the analysis of	of the sign of the A Mild version of TERIKAT KEBEBASAN it as Brawijay
rawijaya	Universitas Brawijaya Un	niversitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya		n) GO AHEAD of Sampoerna is deliberately designed to
rawijaya	Universitinfluence consumers	or cigarette users to use the product, namely A Mild. In Brawijay
rawijaya	Universitas Brawijaya Ur	niversitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas Brawijaya Ur	niversitas Brawijaya Universitas Brawijaya Universitas Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya University advertisement of A Mild version TERIKAT KEBEBASAN (Bound by Freedom) Sitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universit GO AHEAD, the creative team of the advertising is very clever in using sentences it as containing solicitation or persuasive and also the picture. The word TERIKAT KEBEBASAN (Bound by Freedom) is a verbal signs in the social codes, other than 100 Brawllay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya that included in the ideological codes. Luniversitas Brawijaya Universitas Brawija Univer University KEBEBASAN (Bound by Freedom) is a condition or state of a person who sitas Brawijay Universitas
Universitas
Universitas to the inversitas to the inver arising from a limitation. So, we can conclude that if the condition is not actually Universi free. The use of capital letters in the word to clarify the message to be delivered sit as Brawijaya by the manufacturer, while the white color which can be interpreted as the Universit cleanliness of the soul, thought and action. The purpose of the word TERIKATSITAS KEBEBASAN (Bound by Freedom) is helping to translate the message of the picture and also has linkages with the sentence below that is GO AHEAD. Universitas Brawijaya GO AHEAD is written in capital letters so that consumers can see clearly the message to be conveyed. The use of red color portrait of courage, strength, Stras Brawii Universit passion and danger aims to provide emphasis, motivation and to get the attentions it as Brawijav of those who see. An emphasis of the phrase GO AHEAD is the actual destination Universitor the message to be conveyed from the advertisement. The message from the Sitas Brawli Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya advertisement to audience is go ahead regardless to whatever is constraint. There is also the element of the spirit motivating consumers to go ahead despite the University many obstacles in front of the eyes or obstacles. And also give motivation for the sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

rawijaya Universitas Brawijaya	versitas l	
rawijaya Universitas Brawijaya	versitas l	
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univ rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univ	conclusion 1	Brawijay
	versitas	Brawijay
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	versitas l	Brawijay
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univ	versitas l	Brawijay
rawijaya Universit advertiser or the company to move forward in developing creativity and glo	ersitas l	Brawijay
	versitas l	
rawijaya Universit competition. By using the color red in this sentence, people who see t	thissitas	Brawijay
rawijaya Universitas Brawijaya	versitas l	Brawijay
rawijaya Universitos Brawijaya Brawijaya Universitos Brawijaya Uni		
	versitas l	
Two sentences in this advertisement are very closely related to convey		
	versitas I	Brawijay
sometimes freedom is not realized if in fact we are not so free as we are su	versitas   ure.	Drawijay Prowijov
There are no obstacles in front of of obstacles to initial as in acine, ing freed	versitas l	
rawijaya Universitud not should not hesitate to do so still go ahead. That is the message of t		
rawijaya Universit	versitas l	
advertisement A Mild.	versitas l	
rawijaya Universit	voreitae	
rawijaya Universit	des	Brawijay
rawijaya Universitassociated with bodily codes, writer found the icon in this ad is a man. The n	nansitas l	Brawijay
rawijaya Universita (a) (a) (b)	versitas l	Brawijay
rawijaya Universithas short hair. In accordance with the codes visible bodily gestures and posture		
rawijaya Universitas the advertising icon like the shape of the body, muscular arms, broad should	versitas l lers	Brawijay
	versitas l	
rawijaya Universitand hip size are not feminine. The man in the advertisement looked up to the	•	
and spread his hands. The position of look up the head of a person who felt	versitas   the	Brawijay
rawijaya Universitimagery or breathing fresh air, while stretching his arms to reflect condition to the condition of the cond	ons <sup>sitas</sup> i versitas i	Brawijay Brawijay
rawijaya Universi loose and relaxed. Looks relaxed because palms are not in a state of clenching		
rawijaya Universitas Brawijaya Universitas B	ved	Brawijay Brawijay
	versitas l	
S and a second s	versitas l	
rawijaya Universitas B. The man who became the icon of this advertisement wears a white shirt a		
rawijaya Universitas Brawijaya Universitas B	and versitas l	Brawijay
rawijaya Universitjeans. The meaning of wearing a shirt is free which the man does not need		
	versitas	
	versitas l	
july a control of the property of the control of the contr		Brawijay

**Universitas Brawijaya** Universitas Brawijaya Universit make such neat tight buttons. A person wearing a shirt can look relaxed and Universitas Brawijaya Universitas Brawijaya Universitinformal. White is the color of purity and cleanliness having a reflection of the sites Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi soul, thought and action. The use of a white shirt can be a portrait of an Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Universi independent thought or action undertaken by the icon of advertising. While the sites Brawijaya Universitas Brawijaya University and free when working. So using pair of jeans in the pictures interpret the models sites Universiteel comfortable and free. Universitas Braw Universitas Brawijaya Unive Universi man's hand. The hands wrapped around the body interpret a barrier or obstacle. For instance, even two people are hugging the one hand of the person that will be Universi in the other parts of the body. So, some hand wrapped around the body and thesitas Brawijaya man's hand is interpreted as a barrier or obstacle. Interpretation of the seven Universit different hands can be interpreted that a barrier or obstacle freedom of man is Universit different. Universitas B There is letter of A in red attached. It gives the identity of the advertisement sitas which is A Mild. The logo of A Mild made with a large size on the right to use the Universit color red as well as the immediate background of the advertisement is the cloud. Sitas Brawijay Universi Imaging of A Mild logo is greatness or strength of producer A Mild and the nature stras Br of courage, strength, and spirit of the company owned in the competitive market is Universit described from the use of red color. In addition, the use of large size aimed at Universitas Brawijaya Universitas Brawijaya getting the attention of those who see and also give function to give more marks in customer's mind to keep remembering the company. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Depiction of a man standing on the building to make sense of courage that Standing on the building to make sense of courage that Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University no men to get a freedom of self. The man in the advertisement who are still youngsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Can be seen from the posture and the courage to stand up on the building and the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universituse of t-shirts and jeans which is portrait of a young man. So, the producer of this sitas Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya advertisement has a target to deliver the message to the youth to venture forward. rsitas Brawijaya - Universitas Brawijaya Universitas BAn appeal that smoking can cause impotence and heart attack cancerous itas Brawijaya Universities Brawii average disorders of pregnancy and fetal is written with the small size placed at the bottom Universit of the advertisement. This sentence is a verbal call sign in social codes. The use of Sitas Brawijaya University small font sizes can hardly be read clearly by consumers who see this ad. It means that the call is not too stressed to be delivered to consumers. However, Universi manufacturers still have to convey the danger of smoking because of the states it as Brawijaya laws set to include an appeal of the dangers of smoking to consumers. Universit 4.1.2 Analysis of Clas Mild Universitas PT. Nojorono group located in Central Java has a flagship product that is Classitas Brawijaya Mild, in making the billboard advertising that uses the theme TALK LESS DO MORE. Manufacturers create advertisements with logo of the product on the left Universithere is a male model that stands holding a jacket in his left hand and his rightsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya hand was on his head. The man wears a striped red and white shirt, blue jeans and a black jacket. This man standing alongside a road that is not traveled around the Universitas Brawijaya Universitas Brawijaya University vehicle and also no settlement there is only a broad expanse of land beside each sit as Brawijaya Universitas Brawijaya side of the road. Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Right in the middle there is the sentence BERHENTI MENGUKUR it as Brawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit MASALAH a MULAILAH a MEMBANGUN a LANGKAH a (Stop w measuring in the sit as Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya problems start building the step) with white and blue sky background. Under the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universities entence message contained the phrase ACT NOW!. The letter C uses blue and the sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya University others are red. On the lower right with a white background the words CLAS is Brawijaya University blue and MILD is red. For writing, the theme Talk Less Do More is placed under Stas Brawijaya rawijaya Universithe logo (Clas Mild) in a blue and white font color. Universitas Brawijaya Universit rawijaya Universitas Brawijaya Universitas Brawijaya Universi niversitas Brawijaya hiversitas Brawijaya niversitas Brawijaya rawijaya rawijaya Universit rawijaya Universit rawijaya Universitas BI Universit Universitas Braw Universi Figure 4.2 Clas Mild Billboard Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit4.1.2.1 Signs Categories sitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitategorized into icon, index and symbol, aya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya rawijaya Universitas. Icon of a man who wears a red polo shirt and jeans. as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** 

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Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya	Universitas	Brawijay
Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya	Universitas	Brawijay
Universitys There are 5 s	symbolic signs found in	this advertisemen	Brawijaya	Universitas	Brawijay
Universitas Brawijaya	Universitas Brawij	ava Universitas	s Brawijaya	Universitas	Brawijay
Universital. A sentence	Berhenti Mengukur I	Masalah Mulailah	Membangun	Langkah	Brawijay
Universitas Prawijava	ring the problems start	building the step)	s Brawijaya		
Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya	Universitas	Brawijay
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Universitas Brawijay		W-D4B4# 35	rawijaya	Universitas	Brawijay
Universitas Branch	JANTUNG. IMPOT	ENSI DAN GAN	GGUAN KEH	IAMILAN	Brawijay
Universitas	学 等	差		Universitas	Brawijay
Universita DAN JANIN	V. (Smoking can cau	se cancer, heart	attack, impot		
disorders of	nreanancy and embryo	nic)	7,		
Ulliversi	pregnancy and emoryo	inc).			
			Y		
				/	
	ng of Signs in Clas Mi	aa Biliboard			
	SILE AND		/		
	resented the finding of	the signs in the s	econd advertis		
Clas Mild. The f	inding signs are presen	ated in the table w	hich is display	ed on the	Brawijay
	72 1615		a		
	4 1				
Table 4.5 The fire	nding of Signs in Clas	Mild Billboard			
	REPRESENTAMENT	INTERPRETANT	OBJEC	т	
	Universitas Brawii				
	,	3			Brawijay
red polo shirt and	who wears polo shirt	person standing who	Rray who	wears red	Brawijay
Universitas Brawijaya	and jeans. Universitas Brawij			int refer to	Brawijay
Universitas Brawijaya	Universitas Brawij		s Brawadvertis	sement.versitas	Brawijay
Universitas Brawijaya	Universitas Brawij	aya Universitas			
Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya	Universitas	Brawijay
Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya	Universitas	Brawijay
Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya		
Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya		
Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya		
Universitas Brawijaya	Universitas Brawij	aya Universitas	s Brawijaya		
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	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijuya	Universitas Brawijaya Universitas Universita	Universitas Brawijaya	Universitas Brawijaya Universitas Universitas Universitas Brawijaya Universitas Brawijaya Universitas Universitas Brawijaya Universitas Universitas Brawijaya Universitas Universitas Universitas Drawijaya Universitas Universitas Universitas Drawijaya Universitas Universitas Universitas Brawijaya Universita

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijaya rawijaya - unlike the hip size feminism. Universitas Brawijaya rawijaya **Universitas Brawijaya** Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Polo shirt is a shirt which is shaped like a ravijaya rawijaya Universitas Brawijaya Universitas Brawijaya shirt collar, but there is a vijaya Universitas Brawijaya Universitas Brawijaya rawijaya seemed relaxed but rawijaya Universitas Brawijaya Universitas Brawijaya vijaya formal. Polo shirt can be used in formal and Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya informal conditions Universitas Brawijaya Universitas Brawijaya vijaya because its shape is like a shirt but has a collar Universitas Brawijay Universitas Brawijaya vijaya like a shirt. Polo shirt **Universitas Brawi** Universitas Brawijaya rawijaya that is used icon has 2 Univers tas Br Universitas Brawijaya rawijaya colors, namely red and white as the dominant rawijaya **Universitas** Universitas Brawijaya line. The use of red color Iniversitas Brawijaya can be interpreted courage, strength, niversitas Brawijaya passion and reflection niversitas Brawijaya white purity and cleanliness of the soul, hiversitas Brawijaya rawijaya thought and action. hiversitas Brawijaya rawijaya Universi The man wears jeans. niversitas Brawijaya rawijaya Universi According to the history Iniversitas Brawijaya rawijaya Universi of jeans, jeans made by Levis, he often saw rawijaya Universitas Brawijaya **Universita** pants miners at the time Universitas Brawijaya rawijaya Universitas' it was always easy to tear. So Levi's makes Universitas Brawijaya rawijaya Universitas jeans to gold miners for Universitas Brawijaya Universitas Bl comfort when working and not afraid to tear. In rawijaya Universitas Brawijaya Universitas Bra these ads can be linked if Universitas Brawijaya rawijaya Universitas Braw jeans have a meaning that the icon could do Universitas Brawijaya Universitas Brawija the job or activity that **Universitas Brawijaya** Universitas Brawijay can feel comfortably and Universitas Brawijaya not worrying a problem rawijaya vijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya	Universitas Brawijaya	<b>Universitas Brawij</b>	aya Universitas Brav	vijaya	Univers	itas	Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawij	aya Universitas Brav	vijaya			Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawij	aya Universitas Brav	vijaya			Brawijay
rawijaya	Universit Table Continued.		aya Universitas Brav				Brawijay
rawijaya	Universitas Brawijaya	••	aya Universitas Brav				Brawijay
rawijaya	Univers tas Brawijaya	The head of a man	- The head facing forward				Brawijay
rawijaya	Universitas Brawijaya	facing Gringersitas Brawij		facing	refers to		Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawij		view somethi	towards ng in front	itas	Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawij		of him.			Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawij	av placed in forehead Bray	The sig			Brawijay
rawijaya	Universitas Brawijaya	The hands are placed	marked dreamy or	hand 1	olaced in		Brawijay
rawijaya	Universitas Brawijaya	around the forehead	estimating a distance	marked	l refers to estimate		Brawijay
rawijaya	Universitas Brawijaya	11	as Bray			itas	Brawijay
rawijaya	Universitas Brawijay		rav	vijaya	Univers		Brawijay
rawijaya	Univers Verbal Signs	The verbal signs of BERHENTI	- The word <i>BERHENTI</i> (stop) to mean an action	This ver	bal signs	itas	Brawijay
rawijaya	Universitas Br	MENGUKUR	that is not a job resume.	somethi	ng thatvers	itas	Brawijay
rawijaya	Universitas //	MASALAH MULAILAH MEMBANGUN	- The word <i>MENGUKUR</i>	must ico	on do of ersertisement.	itas	Brawijay
rawijaya	Univers ta	LANGKAH	(measuring) word means	uns auve	Univers	itas	Brawijay
rawijaya	Univers	(Stop measuring the problems start building	judging quality by comparing, test, try and	`	nivers	itas	Brawijay
rawijaya	Univers	the step)	estimate.		hivers	itas	Brawijay
rawijaya	University		- The word MASALAH	7	hivers	itas	Brawijay
rawijaya	Universit		(problems) mean about		hivers	itas	Brawijay
rawijaya	Universit		the issue or problem to be solved or resolved.		nivers	itas	Brawijay
rawijaya	Univers ta	EL STE		/	nivers	itas	Brawijay
rawijaya	Universita:	TEL SE	- The word <i>MULAILAH</i> (start) means start doing				Brawijay
rawijaya	Universitas		or acting.				Brawijay
rawijaya	Universitas L						Brawijay
rawijaya	Universitas BIA		- MEMBANGUN (build)	a			Brawijay
rawijaya	Universitas Bra	A	it's means stand up and have the nature of the	aya			Brawijay
rawijaya	Universitas Braw		repair to a good	/jaya			Brawijay
rawijaya	Universitas Brawija		direction.	vijaya			Brawijay
rawijaya	Universitas Brawijay	Heir	- The meaning of	, ,			Brawijay
rawijaya	Universitas Brawijaya	Universitas Browi	LANGKAH (step) is doing a movement				Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawij	towards the front of	vijaya			Brawijay
rawijaya	Universitas Brawijaya	Heimerston Dramit	ay forward./ersitas Brav				Brawijay
rawijaya	Universitas Brawijaya	The verbal signs of ACT NOW!	The essence of the sentence is as we just need	vijaya			Brawijay Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawij	to do or act rather than just				Brawijay
rawijaya	Universitas Brawijaya		considering or thinking.	vijaya			
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya		aya Universitas Brav aya Universitas Brav				Brawijay Brawijay
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rawijaya	Universit Table Continued		jaya Universitas Brav				Brawijay
rawijaya	Universitas Brawijaya	•••	jaya Universitas Brav				Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawi	There is an exclamation				Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawi	sentence order. For the blue letter C can be	., .,,			Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawi	interpreted symbols from	vijaya			Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawi	Clas Mild cigarettes.				Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawi	The blue color symbolizes	vijaya			Brawijay
	Universitas Brawijaya	Universitas Brawi	dependable, dedicated,	3 3			Brawijay
rawijaya			trustworthy, calm, sedate, serene, cool impression.				
rawijaya	Universitas Brawijaya	Univer	The red color symbol of	vijaya			Brawijay
rawijaya	Universitas Brawijaya		courage, strength, and spirit.				Brawijay
rawijaya	Universitas Brawijay			wijaya			Brawijay
rawijaya	Universities Bra	Clas mild	Clas Mild logo also uses two colors: red and blue as	It refer	of the		Brawijay Brawijay
rawijaya	Universitas Br	02,	well as the use of white	product	which has		
rawijaya	Universita	A A R	background like ice.	this adve	ertisement		Brawijay
rawijaya	Univers Background	The signs of the way	The way much to tip	It refer	rs to the		Brawijay
rawijaya	Universi	much to tip invisible, without a road vehicle	invisible, without a road	problem related			Brawijay
rawijaya	Universit	drivers only men who	vehicle drivers only men who stand one side of the		with the and the		Brawijay
rawijaya	Universit	stand one side of the road section.	road section this becomes a	verbal si			Brawijay Brawijay
rawijaya	100	road section.	problem because the road conditions themselves no				
rawijaya	Universit		passing vehicles and none of the people around.	/			Brawijay
rawijaya	Universita		of the people around.				Brawijay
rawijaya	Universitas	(E) (S)		//			Brawijay
rawijaya	University 4.1.2.2 The findi	ing of codes in Clas M	<i>ild</i> Billboard	///			Brawijay
rawijaya	Universitas The writer p		=	advertise			Brawijay
rawijaya							
rawijaya	University Branch Clas Mild. The f	finding codes is presen	ated in the table which is	displaye	ed on the	itas	Brawijay
rawijaya	Universitas Braw		. //	njaya			Brawijay
rawijaya	Universitable 4.6vija Universitas Brawija			wijaya wijaya			Brawijay Brawijay
rawijaya rawijaya		Univers					Brawijay
rawijaya	Table 4.6 The fit Universitas Brawijaya	nding of Code in Clas	Mild Billboard	wijaya			Brawijay
rawijaya	Universitas BravCODES	Universitas Brawi	jaya Olliveisitas Bra	wijaya			Brawijay
iawijaya	Universit as SOCIAL COD	<u> </u>	, . ,				Brawijay
		Universitas Verbal Sig	(118).	Nijaya	OHIVEIS	itas	Diawijay
rawijaya		Universites Prenu	CAPTIANTARCHINID MACALAN	14777 477	Attnivore	itoc	
rawijaya rawijaya	Universitas Brawijaya	Universitas BERHE	ENTI MENGUKUR MASALAH ANGUN LANGKAH. (Stop me				Brawijay
rawijaya rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas BERHE Universitas Problem	ANGUN LANGKAH. (Stop ments start building the step)	asuring th	<sup>e</sup> Univers	itas	Brawijay Brawijay
rawijaya rawijaya rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas BERHE Universitas MEMB. problem Universitas BACT N	ANGUN LANGKAH. (Stop ments start building the step) NOW! LESS DO MORE	asuring th	<sup>e</sup> Univers Univers	itas itas	Brawijay Brawijay Brawijay
rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas BERHE Universitas ACT N Universitas TALK LOGO	ANGUN LANGKAH. (Stop mens start building the step) NOW! LESS DO MORE of CLAS MILD	asuring the wijaya wijaya wijaya	<sup>e</sup> Univers Univers Univers	itas itas itas	Brawijay Brawijay Brawijay Brawijay
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rawijaya	La la caración de la Companya de la	Jniversitas	MEROKOK L	DAPAT MENYEBA	ABKAN KANKE	R,Universitas	Brawijay
rawijaya		Iniversitas	SERANGAN J	ANTUNG, IMPO	TENSI DAN	Universitas	
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rawijaya		Iniversitas	hip size is not	too feminine,.	Brawijaya	Universitas	
rawijaya		-	Posture: head	facing, the hands	located in forel	ed polo/ersitas	
rawijaya			hirt and jeans.			Universitas	
rawijaya	Universit INTERPRETATIVE		Dargantian and	s : the advertisem			Brawijaya
rawijaya	University CODES wijay	toward	the reader abou	t we do not ever $\epsilon$	estimate the prob	leminversitas	
rawijaya	Universitas Brawi	our life	, we just do any	thing that can fini	sh the problem.		Brawijaya
rawijaya	Universitas Brav	G	AO D	RA.	va	Universitas	
rawijaya	Universites	2)/3		24 1/1		Universites	
rawijaya	4.1.2.2 Description	the meanin	g of semiotic	es signs in <i>Clas</i>	s Mild Billbo	ard niversitas	
rawijaya	Universit	33				niversitas	
rawijaya		n find some	advertising	signs in PT.	Nojorono gr	oup that sitas	Brawijava
rawijaya	Universit describes the messa	- N. I.		W/L			
rawijaya	Universit	age and purp	ose of the ad	creation. Seen	from the left	side of a hiversitas	Brawijaya
rawijaya	Universitperson standing wh	o postures w	rith broad sho	oulders, short h	air, unlike the		
rawijaya	Universita	(31)		(12)		niversitas	Brawijava
rawijaya	feminism. Of postu Universitas	re is an expl	anation of the	e posture of a r	nan. This ma	n became	Brawijava
rawijaya	Universitthe icon in the adve						
rawijaya	Universitas L	ertiseiments.	The man as i	con in this day	ortisement w	Universitas	
rawijaya	Universitshirts. Polo shirt is	a shirt which	h is shaped li	ke a shirt colla	ar, but there i	s seemed <sub>sitas</sub>	Brawijaya
rawijaya	Universitas Bra						
rawijaya	Universitas Braw	. Polo snirt	can be used	in Iormai an	a informal c	Universitas	Brawijaya
rawijaya	Universi because its shape is	s like a shirt	but has a col	lar like a shirt.	Polo shirt tha		
rawijaya	Universitas Brawijay				awijaya	Universitas	Brawijava
rawijaya	universi icon has 2 colors, n						
rawijaya	Universitas be interpreted	courage, st	rength, passi	on and reflec	tion white p	Universitas	Brawijaya
rawijaya	Universitas Brawijaya U	Iniversitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya
rawijaya	Universitcleanliness of the so	oul, thought a	and action, So	, the meaning	of the color is	s courages it as	Brawijaya
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	omrorondo Brannjaya C	la la casa da la asa	Brawijava	Universitas	Brawijaya	Universitas	
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rawijaya rawijaya	University hat used icon.			Universitas		Universitas	
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitas In this advertisement, the man wears jeans. According to the history of jeans,	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitieans were made by Levi's, Levi's often saw pants miners at the time it wassites	Brawijay
rawijaya rawijaya	Universitas Brawijaya	Brawijay
rawijaya	University working and not afraid to tear. In Indonesia, people familiar with Levi's than sites	
rawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	University another name of jeans. In this advertisement, jeans have a meaning that the iconsitation	: Brawijay
rawijaya	Universit could do the job or activity with wear jeans can feel comfort and not worrying a sites	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	: Brawijay
rawijaya	Universit problem such as tear.	, ,
rawijaya	Universitas Brawi ASRA ijaya Universitas	
rawijaya	Universitas The gesture of head facing forward from icon which means associated with a sites	
rawijaya	Universitas Universitas	
rawijaya	Universitiview towards the front. While the hands are placed around the forehead means the sitas	Brawijay
rawijaya	Universi person is seeing or predicting far. This is usually done by Tarzan, according to a liversitas	Brawijay
rawijaya	Universi	Brawijay
rawijaya	Universi story in a story, when Tarzan will be swinging with hanging branches to twigssites	Brawijay
rawijaya	Universit	Brawijay
rawijaya	Universit else then he will see the hand gesture is placed in forehead marked dreamy or sitas	Brawijay
rawijaya	Universit estimating a distance. Same with in this ad, the icon look dreamy or estimate the Sitas	
rawijaya	Universitas Universitas Universitas Universitas Universitas	Brawijay
rawijaya		
Irawijaya	Universities icon of gesture that dreamy condition or look far ahead.  Universities	
Irawijaya		
rawijaya rawijaya	Universitas Bra Universitas The word <i>BERHENTI</i> (stop) means an action that is not a job to resume.	Brawijay
Irawijaya Irawijaya		
rawijaya rawijaya	Universities MENGUKUR (measuring) word means judging quality by comparing, test, try and Sitas Universitas Brawijaya Universitas	: Brawijay : Brawijay
rawijaya	Universit estimate. The word MASALAH (problems) means about the issue or problem to be sites	
rawijaya		
rawijaya	solved or resolved. The word <i>MEMULAILAH</i> (start) means start doing or acting.	Brawijay
rawijaya	University MEMBANGUN (build) word means stand up and have the nature of the repair to a	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universi good direction. LANGKAH (step) word means doing a movement towards the	Brawijay
rawijaya		
rawijaya	front or forward. The use of font size large enough compared to the others in the	Brawijay
rawijaya	Universi following antonyms word BERHENTI (stop) and MULAILAH (start) if the two sites	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universit words can mean the gain suppression or require special attention to those who see.	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	UniversitThe essence of the sentence is as we just need to do or act rather than just sit as	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitas Brawijaya	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universitas Blava phrase ACT NOW! There is an exclamation sentence order. The	Brawijay
rawijaya	Universit command given is to act immediately. To use the blue letter C can be interpreted	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas	Brawijay
rawijaya	Universit symbols and give more marks in customer's mind to keep remembering thesitas	Brawijay
rawijaya	Universitas Brawijay Universitas company from Clas Mild cigarettes. The blue color symbolizes dependable.	Brawijay
rawijaya	company from Clas Mild cigarettes. The blue color symbolizes dependable, Universitas Braw	_
rawijaya 	University dedicated, trustworthy, calm, sedate, serene, cool impression. The red color sites	
rawijaya 	Universitas  Universitas  Universitas	
rawijaya	University symbols of courage, strength, and spirit. Clas Mild logo also uses two colors: red <sub>Sitas</sub>	
rawijaya rawijaya	University and blue as well as the use of white background like ice.	
rawijaya rawijaya	University University University University	
rawijaya Irawijaya	Description of the word MASALAH (problem) can be illustrated by the way	Brawijay
rawijaya	omversites and the second seco	
Brawijaya	Universit much to tip invisible, without a road vehicle drivers only man who stand one side sitas Universitas	
rawijaya	Universit of the road section. It also can be seen from the surrounding roads are not only a sitas	Brawijay
rawijaya	Universitas home lawn is dry. This becomes a problem because the road conditions	
rawijaya	Universities L. This becomes a problem because the road conditions Universities L.	Brawijay
rawijaya	Universithemselves no passing vehicles and none of the people around.	
rawijaya	Universitas Bra Laya Universitas	
rawijaya	Universitas Inaconclusion, a man who became icon is correlated with the phrasesitas	
rawijaya	Universitas Brawija Universitas	Brawijay
rawijaya	UniversitBERHENTI MENGUKUR MASALAH MULAILAH MEMBANGUN LANGKAH Sitas	
rawijaya	Universities Brawing the problems start building the step ACT NOW). If Universities Brawing the problems start building the step ACT NOW). If	Brawijay
rawijaya		
rawijaya	Universitive have a problem we do not have to measure or weigh, we just need to start and sites	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universitact to solve them. Polo Shirts, Jackets and jeans are men's favorite sitas	
rawijaya	clothes/wardrobe. So the message is intended for men who are already working,	Brawijay
rawijaya	Universitas Brawijaya	
rawijaya	Universitas Brawijaya	
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
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Universitas Brawijava Universi	sitas Brawiiava	n. The message Universitas	Brawijaya		
•					
Iniversitas Brawijaya Univer	ery popular amon	g the people of	Indonesia as		
the picture as follows. The	ere are 3 different i	nen and theme	, the first man	wearing	Brawijay
	t racing, indidicy	was illade	III 708.0 WIIU		
	right hand and bo	oth arms using	a hands life v	vest. The	Brawijay
second men did not use the University	ne tops or shirts, he	e only uses the	pants. Meany	while the	Brawijay
	at the horror mo	vie in house. H	Ie saw a horro		
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Universit but its position back to te	levision with less f	ear facial expre	essions. The s	entences	Brawijay
University COAN GA HARUS SO	OK IACO INI BA	PU COWO U	MILD (A has	ra niversitas	
	ok jago, ini ba	RO COWO O	WILD (A lich		
	this is guy of U	Mild) with w	white writing	and the sitas	Brawijay
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background light blue and Universitas	dark blue.				
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Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya versitas Brawijaya Universitas Brawijaya rawijaya Umversitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijava Universitas Amijava rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya INI BARU CON D ANTUNG, IMPOTENSI DAN GANI GUAN KEHAMILAN DAN JANIN rawijaya rawijaya Universi Universitas Brawijaya rawijaya Universit Figure 4.3 U Mild Billboard Iniversitas Brawijaya Universit 4.1.3.1 Signs Categories rawijaya rawijaya In this billboard advertisement, the researcher found semiotic signs which are sitas Brawijaya rawijaya University categorized into icon, index and symbol. rawijaya rawijaya Universit A. There are 11 iconic signs found in this advertisement: rawijaya rawijaya Icon of a man wears racing suit. Universitas B rawijaya **Universitas Brawijaya** Universitas 2. Icon of a man carrying surfboard. **Universitas Braw** Universitas Brawijaya rawijaya Universitas 3. Icon of a man with frizzy hair who wears blue polo. **Universitas Brawijaya** Universitas Brawijaya Universitas Bray Icon of scooter which is next man in racing suit. **Universitas Brawijaya** rawijaya rawijaya Universitas 5. Icon of helmet which is brought by the man with racing suit aya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 6. Icon of surfboard which is brought by the man without shirt. Universitas Brawijaya rawijaya rawijaya 7. Icon of hand life vest which is wears by the man without shirt. rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas 8. alcon of television which is behind the man in blue.s Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas 10. Icon of sofa occupied by men in blue. Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas 11: Icon of sea as background rawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas 2. Serious expression of the man carrying a surfboard. Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas 3. Afraid expression of the man wearsa blue polo shirt. 'awijaya	Universitas Brawijay
rawijaya	Universitas Brawi	Universitas Brawijay
rawijaya	Universical There are 3 symbolic signs found in this advertisement	Universitas Brawijay
rawijaya	Universitas	Universitas Brawijay
rawijaya	Universita	
rawijaya	Universit 1. A sentence <i>JAGOAN GA HARUS SOK JAGO</i> (A hero is not alw	ays to be niversitas Brawijay
rawijaya	University best)	hiversitas Brawijay
rawijaya	Universit	hiversitas Brawijay
rawijaya	Universit 2 A contango INI PARIL COWO II MILD (Guyo of II Mild)	hiversitas Brawijay
	2. A sentence <i>INI BARU COWO U MILD</i> (Guys of U Mild)	niversitas Brawijay
rawijaya		
rawijaya	Universita  3. A warning sentence <i>MEROKOK DAPAT MENYEBABKAN H</i>	<i>KANKER</i> , Universitas Brawijay
rawijaya	Universitas SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEH	
rawijaya	Universitas I	<b>Universitas Brawijay</b>
rawijaya	Universitas DAN JANIN. (Smoking can cause cancer, heart attack, impote	ence and sitas Brawijay
rawijaya	Universitas disorders of pregnancy and embryonic.)	Universitas Brawijay
rawijaya	Universitas Braw	Universitas Brawijay
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rawijaya	Universitas B The writer presented the finding of the signs in the third advertisen	nent of Usitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	<b>Universitas Brawijay</b>
rawijaya	Universit Mild. The finding signs are presented in the table which is displayed on	the tablesitas Brawijay
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rawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay	
rawijaya	Universitable 4.7 The fir	nding of Signs in II Mild D	. Universitas Brawijay	
rawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay	ra Universitas Brawija
rawijaya	Universitas BrawSigns	REPRESENTAMENT	INTERPRETANTBrawijay	OBJECT/ersitas Brawija
rawijaya	UniversitasElements	Universitas Brawijaya	Universitas Brawijay	a Universitas Brawija
rawijaya	Universitas Man wears	Signs of men who wears	The wears of racing suit is a	Refers to the Brawija
rawijaya	racing suits. Universitas Brawijaya	racing suits. Universitas Brawijaya	sign that will be delivered if the man who wears the	real racing suit.  a Universitas Brawija
rawijaya	Universitas Brawijaya	Universitas Brawijaya	clothes have a hobby or a	a Universitas Brawija
rawijaya	Universitas Brawijaya	Universitas P	job as a racer. The wears of racing suit is a	
rawijaya	Universitas Brawijaya	Univer	sign to strengthen if the icon	a Universitas Brawija
rawijaya	Universitas Brawijaya		was a racer. The color yellow symbolizes cheerful	a Universitas Brawija
rawijaya	Universitas Brawijay		clothes, brightness,	a Universitas Brawija
rawijaya	Universitas Brawi	TASE	optimism, enlightenment and gives a promise of	a Universitas Brawija
rawijaya	Universitas Br	25ITAS E	bright futures. And for Red	a Universitas Brawija
rawijaya	Universitas/	***	symbols of Bravery, strength, confidence,	Universitas Brawija
rawijaya	Universita	LE CALL OF STATE	courage, action and appetite.	Universitas Brawija
rawijaya	Universi	35 V (V)	While Black color symbolizes firmness, solid	niversitas Brawija
rawijaya	Universi		and also formal and	niversitas Brawija
rawijaya	Universit		disintegration, darkness, mistakes, sorrow and dead.	hiversitas Brawija
rawijaya	Universit	TIL CALL	A 2 2	hiversitas Brawija
rawijaya	Universit	The represent of this sign are bring a helmet.	Racing helmet brought as a reinforcement of a hobby or	Refers to the real racing Brawija
rawijaya	Universita		occupation of the icon.	helm niversitas Brawija
rawijaya	Universita			/ Universitas Brawija
rawijaya	Universitas	Motor made in the 70's	Preview icon next to the	It refers to the Brawija
rawijaya	Universitas L		motorcycle also strengthens the profession or hobby of	real motor. Universitas Brawija
rawijaya	Universitas Bl	光 114	the icon that is racer.	a Universita <mark>s Brawi</mark> ja
rawijaya	Universitas Bra	A A	However, the motor in this advertisement are not	a Universita <mark>s Brawij</mark> a
W0111111111	Universitas Braw	will the		a oniversitas brawije
rawijaya	Ulliversitas brawn		included in the types of	
rawijaya	Universitas Brawija		included in the types of motorcycle racing. This bike is a motorcycle output in	a Universitas Brawija a Universitas Brawija
rawijaya rawijaya	Universitas Brawija Universitas Brawijay		included in the types of motorcycle racing. This bike is a motorcycle output in 1970.	a Universitas Brawija a Universitas Brawija a Universitas Brawija
rawijaya rawijaya rawijaya	Universitas Brawija Universitas Brawijaya Universitas Brawijaya	Universities,	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Amyersitas Brawijay	a Universitas Brawija a Universitas Brawija a Universitas Brawija a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya	Universitas Brawija Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Amyersitas Brawijay Universitas Brawijay	a Universitas Brawija a Universitas Brawija a Universitas Brawija a Universitas Brawija a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawija Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Awijay Universitas Brawijay Universitas Brawijay Universitas Brawijay Universitas Brawijay Universitas Brawijay	a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawija Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Awijay Universitas Brawijay Universitas Brawijay Universitas Brawijay Universitas Brawijay Universitas Brawijay Universitas Brawijay	a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Amyersitas Brawijay Universitas Brawijay	a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Conversitas Brawijay Universitas Brawijay	a Universitas Brawija
trawijaya trawijaya trawijaya trawijaya trawijaya trawijaya trawijaya	Universitas Brawija Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Amyersitas Brawijay Universitas Brawijay	a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  This bike is a motorcycl	a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Conversitas Brawijay Universitas Brawijay	a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawijaya	Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Conversitas Brawijay Universitas Brawijay	a Universitas Brawija
rawijaya	Universitas Brawijaya	Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  In a motorcy	a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawijaya	Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Conversitas Brawijay Universitas Brawijay	a Universitas Brawija
rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya	Universitas Brawijaya	Universitas Brawijaya	included in the types of motorcycle racing. This bike is a motorcycle output in 1970.  Conversitas Brawijay Universitas Brawijay	a Universitas Brawija

rawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay	ya Universitas Brawijaya
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rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Table Continue			
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universita A man carrying	Signs of surfboards.awiiaVa	Bringing surfboard The	at refers to real s Brawijay
rawijaya	Universitas surfboards.	Universitas Brawijaya	color orange is a sign that the man was a surfer.	a <sup>surfboards</sup> ersitas Brawijaya
rawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay	
rawijaya	Universitas Brawijaya	Signs of use surf shorts.	The man wears surf pants as a sign of the amplifier if the	It refers to real surf pants.
rawijaya	Universitas Brawijaya	Universitas Brawijaya	icon is surfers. S Brawlla	±
rawijaya	Universitas Brawijaya	Signs of uses orange hand	Hand life vest is a tool to	a Universitas Brawijaya
rawijaya	Universitas Brawijaya	life vest.	help people who have	hand life vest. itas Brawijaya
rawijaya	Universitas Brawijaya		activities in the water so that the body can float in water.	a Universita <mark>s Brawija</mark> ya
rawijaya	Universitas Brawijay		Use hand life vest as not to	a Universita <mark>s Brawija</mark> ya
rawijaya	Universitas Brawi	STAS F	sink to anticipate when surfing.	a Universita <mark>s Brawija</mark> ya
rawijaya	Universitas Br	SITASE	suring.	a Universita <mark>s Brawij</mark> aya
rawijaya	Universitas	The beach background	Beach as the background	Universitas Brawijaya It refers to real
rawijaya	Universita	behind the icon.	pictures on this icon as	beach in real s Brawijay
rawijaya	Universi	\$ 1/1/ A	reinforcement that icon was at the beach for surfing.	life. hiversitas Brawijaya
rawijaya	Universi		at the beach for suring.	niversitas Brawijaya
rawijaya	Universi A man with frizzy hair who	Signs of a man wear a blue polo shirt.	A polo shirt can be wear in formal and informal	It refers to polo Brawijaya shirt.
rawijaya	Universit wear blue polo	polo silit.	conditions. Blue polo	hiversitas Brawijaya
rawijaya	Universita shirt	THE WAY	symbol of dependable, dedicated, trustworthy and	niversitas Brawijaya
rawijaya	Universita	AN STA	blue gives calm, sedate,	Iniversitas Brawijaya
rawijaya	Universita	161 151	serene, cool impression.	Universitas Brawijaya
rawijaya	Universitas	The signs of orange house	Orange house wall. Orange	It refers to wall as Brawijaya
rawijaya	Universitas L	wall.	has an element depicts warmth, spirit, happiness	house iversitas Brawijaya
rawijaya	Universitas BI	5. [1]	and kinship	a Universita <mark>s Brawija</mark> ya
rawijaya	Universitas Bra	The sign of white sofa.	White sofa can symbolize a	a Universitas Brawijaya It refers to sofa.
rawijaya	Universitas Braw	The sign of white south	purity and cleanliness of the	a Universitas Brawijaya
rawijaya	Universitas Brawija		soul, thought and action.	
rawijaya	Universitas Brawijay	ida a	rawijay	
Brawijaya	Universitas Brawijaya	The face of a man who emerged from the television	Sinister faces that appear on the television is a sign of	It refers to gosh S Brawijaya in the movie.
rawijaya	Universitas Brawijaya		what is being viewed by the	in the movie.
rawijaya	Universitas Brawijaya	Universitas Brawijaya	icon.iversitas Brawijay	
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
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rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya	<b>Universitas Brawijaya</b>	universitas Brawijay	/a Universitas Brawijaya

rawijaya	Universitas Brawijaya U	niversitas Brawijaya	Universitas Brawijaya	a Universitas	Brawijay
rawijaya			Universitas Brawijaya		
rawijaya			Universitas Brawijaya		
rawijaya	Universitas Brawijaya U	niversitas Brawijaya	Universitas Brawijaya	a Universitas	Brawijay
rawijaya	Universitas Brawijaya U	niversitas Brawijaya	Universitas Brawijaya	a Universitas	Brawijay
rawijaya	Universitas Brawijaya U	niversitas Brawijaya	Universitas Brawijaya	a Universitas	Brawijay
rawijaya	Universitas Table Continued	niversitas Brawijaya	Universitas Brawijaya	a Universitas	Brawijay
rawijaya			Universitas Brawijaya		
rawijaya		eks JAGOAN GA HARUS	Jagoan is a person who has	It's refers to	Brawijav
rawijaya	THIVAIGH 36 BISWHSVS H	OK JAGO INI BARU COWO U MILD (A hero is	the most superior taste in a field.	messages or advertising	Brawijay
rawijaya	Universitas Brawijaya	ot always to be best, guys	Universitas Brawijaya	purpose to be	Brawijay
rawijaya	TINIVARGITAG Krawilava III	f U Mild) with white color nd blue and dark blue for	This sentence is an informal sentence, using the word <i>GA</i>	conveyed.	Brawijay
rawijaya	a	ackground color. rawijaya		a Universitas	Brawijay
rawijaya		niversitas P	closely related to today's	a Universitas	
rawijaya		nive	young people. And this includes the merger of two	a Universitas	
rawijaya	Universitas Brawijaya		sentences klise. S Brawijay	a Universitas	
rawijaya	Universitas Brawijay		And white color on paper	a Universitas	
rawijaya	Universitas Brawi	TASA	has meaning purity and cleanliness of the soul,	a Universitas	Brawijay
rawijaya	Universitas Br	2SITAS E	thought and action.	a Universitas	Brawijay
rawijaya	Universitas	*	While the blue paper	Universitas	Brawijay
rawijaya	Universita	LEAN NELL	background Dependable,	Universitas	Brawijay
rawijaya	Universi		dedicated, trustworthy and blue gives calm, sedate,	hiversitas	
rawijaya	Universi		serene, cool impression.	niversitas	
rawijaya	Universit		Y	hiversitas	
rawijaya	Universit 4 1 3 3 The finding	of codes in <i>U Mild</i> Bill	noard	hiversitas	
rawijaya	Universit	THE LEWIS	77	niversitas	
rawijaya	Universita \\The writer pres	sented the finding of the	codes in the first advertise	ement of Usitas	Brawijay
rawijaya	Ulliveisitas		CEI	Ulliversitas	Diawijay
rawijaya	Universit <i>Mild</i> . The finding of	codes is presented in the	table which is displayed o		
rawijaya	Universitas I	湯、湯湯		Universitas	
rawijaya	Universitas Bl		41	a Universitas	
rawijaya	Universitas Table 4.8 The	Finding of Codes in U N			
rawijaya	Universitas Braw CODES		ANALYSIS WILDY		
rawijaya	Social codes	Verbal languagae	Wijay		<b>Brawijay</b>
rawijaya Irawijaya	Universitas Brawijaya	Verbal signs :  Nive 5- Jagoan ga harus s	ok jago (A hero is not always th		
rawijaya		- <i>Ini baru cowo</i> (Gu	lys of U Mild)  On Versitas Brawijava		
rawijaya		- logo of C Mila	OK DAPAT MENYEBABKAN K		
rawijaya		CEDANCANIIANT	TUNC IMPOTENCI DAN CAÑO	CLIAN	
rawijaya		KEHAMILAN DA.	N JANIN (Smoking can cause ca and disorders of pregnancy and	ncer, heart	Brawijay
rawijaya			Universitas Brawijaya		
rawijaya		- facial express	sion : xpression of the man wears racir	o silitniversitas	
rawijaya			expression of the man carrying s expression of the man wears blue		
rawijaya		3. Afraid ex	xpression of the man wears blue Universitas Brawijaya	polo shirt.  a Universitas	Brawiiav
rawijaya			Universitas Brawijaya	•	
rawijaya			Universitas Brawijaya		
rawijaya			Universitas Brawijaya		
rawijaya			Universitas Brawijaya		
· a · · · · juyu			Universitas Brawijaya		
rawijaya	TIMIVAREITAE ERAWIIIAVA II				Krawiiav

	CHILDREN DICHTICAL CHILDREN DICHTICAL CHILDREN DICHTICAL CHILDREN CHILDREN	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	viiav
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	_
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	Universitas Brawijaya Universitas Gestures: short hair, frizzy hair, well-built and muscular sitas Braw	ijay
rawijaya	Universitas Brawijaya Universitas Postures: standing erect, hands clenched, arms are next to his as Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	● commodity codes Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	
rawijaya	Universita Textual codes Unive • it mass media codes including photographic and televisual.	ijay
rawijaya	Interpretative codes perceptual codes perceptual codes	
rawijaya	visual perseption: the advertisement gives perception toward the reader about nature of the man, especially users of U Mild Versita's Braw	
rawijaya	Universitas Brawijay cigarettes are different to men who did not use cigarettes U mild. Brawi	
rawijaya	Universitas Brawi LAS B ijaya Universitas Braw	
rawijaya	Universitas Braw	vijay
rawijaya	Universit 4.1.3.4 Description the meaning of semiotics signs in <i>U Mild</i> Billboard Universitas Braw	
rawijaya	Universita  The <i>U Mild</i> uses the three icons in the advertising and all were male icon. All Braw	ijay
rawijaya	Uliversitas blaw	ijay
rawijaya	Universi three men have advertising icon as a translation of a different but have a commonsitas Braw	ijay
rawijaya	University message.	
rawijaya	University and Iniversity Braw	
rawijaya	Universita Iniversitas Braw	ijay
rawijaya	Universita The first man is depicted wearing racing suits, racing helmets and carrying Braw	
rawijaya	Universit depictions also have a 1970 moped element that marks its meaning can be strate Braw	ijay
rawijaya	Universitas Braw	
rawijaya	Universitinterpreted as follows. The use of clothes racing by first icon indicates a hobby orsitas Braw	
rawijaya	Universitas Braw occupation of the icon. This is reinforced with a matching racing helmet with Universitas Braw	
rawijaya		
rawijaya	University racing suit used. However, this advertisement does not indicate that this is the first sites Braw	
rawijaya	Universitas Brawija Universitas Braw Universition of a racer as well as the icon there is a motor that was made in 1970. It is not sit as Braw	ijay
rawijaya		
rawijaya	the type of motor bike racing bike because it only has a 70cc engine capacity.	ıjay
rawijaya		
rawijaya rawijaya	Universit Motor racing is actually using the engine capacity of 125cc, 250cc or 500cc. So, sitas Braw Universitas Brawijaya Universitas Brawijaya Universitas Braw	
rawijaya	how much speed can be at logic that can be taken or reached by the motor	ıjay vii av
rawijaya		
rawijaya	Universitas Brawijaya	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	_
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	
'awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	<b>IJa</b>

	OTHER DESCRIPTION OF THE OTHER DESCRIPTION OF	01111101011010	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas In the first icon in this advertisement, shows one trait or attitude of	<sub>f</sub> Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universit Judging from the expression of the view that a friendly smile and is happ	y attitudes tas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya and shape can be defined if the first man icon is welcoming and friendl Universitas Brawijaya Universitas Brawijaya	Universitas v. So the	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universi conclusion of imaging is the message of the first icon specialized skills a		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universithat is both welcoming and friendly does not make the icon has the m		Brawijay
rawijaya	feeling. Not having the feeling of a hero is interpreted in the usual way		
rawijaya	Universitas Brawijaya	Universitas	
rawijaya 	Universit motor for racing motorcycle racing do not use.	Universitas	
rawijaya	Universitas Brawi	Universitas	
rawijaya	Universities In the first part of the icon, the dominant colors used red color has a		
rawijaya	Universitas Universitabravery, strength, confidence, courage, action and appetite. From the me	Universitas	
rawijaya	584 (B) B) (B) 4 (C) 1 (B) 4 (C) 1		
rawijaya	Universi the color red there is a hidden message which is to provide the imaging purposes the color red there is a hidden message which is to provide the imaging purposes.	properties	Browiiov
rawijaya rawijaya			
Irawijaya Irawijaya	University of the red color to the icon of a racer.	hiversitas	
rawijaya rawijaya	Universit  The second icon, the men in the athletic body posture indicated.	hiversitas	
rawijaya Irawijaya	Universita The second icon, the men in the athletic body posture indicated Universita		
rawijaya Brawijaya	University abdominal muscles are shown, as well as the upright standing position. In	Universitas naging as sitas	Brawijay
rawijaya Brawijaya			
rawijaya Brawijaya	Universitas a surfer can be seen holding signs such as surfboards, surf shorts as well a Universitas	as the use Universitas	Rrawijay
rawijaya Brawijaya	University of the existing beach background behind the icon. The nature and atti		
rawijaya	Universitas Bra	Universitas	
rawijaya	man is shown in the second icon. The second icon displays sharp gaze g	esture of	Brawijay
rawijaya	Universit looking or seeing something and serious facial expression. Gesture of the		
rawijaya	Universitas Brawijay	Universitas	Brawijay
rawijaya	Universities interpreted if the nature of man is a cold and mysterious. Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Despite having a body that is athletic and cold nature the icon used		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	University vest when surfing. Using hand life vest means keeping away from d	langer or sitas	Brawijay
rawijaya	Universit circumstances that speak like drowned while surfing. Although the ic	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
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The third man is at home. It can be seen from the spatial placement in the sackground by the University draw. He sits on a white sofa, in front of the sofa or part in the background by the University arawijaya university man there is a television on a table. In the television appeared the face of a man sitas Bray university who has scary facial expressions that could be interpreted as a ghost. The stray arawijaya university description from third icon, the writer concludes that the man has the nature of its Bray university description from third icon, the writer concludes that the man has the nature of its Bray university description from third icon, the writer concludes that the man has the nature of its Bray university description from third icon, the writer concludes that the man has the nature of its Bray university fear such as a fear of seeing a horror movie. But in this ad, the icon chose to see a stray borror movie at home alone rather than in theatres.	wijay wijay wijay wijay wijay
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The third man is at home. It can be seen from the spatial placement in the stas Brain awijaya University draw. He sits on a white sofa, in front of the sofa or part in the background by the University awijaya University who has scary facial expressions that could be interpreted as a ghost. The University who has scary facial expressions that could be interpreted as a ghost. The University description from third icon, the writer concludes that the man has the nature of University University awijaya University of Early University and University of States Brain University of States Br	vijay vijay
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rawijaya Universitas Universitas Bra	
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rawijaya Universitas B Yerbal language or text used in this ad using capital letters where the message Universitas Branching	vijay 
rawijaya Universi to be conveyed by the ad makers are JAGOAN GA HARUS SOK JAGO (A hero is	
rawijaya Universitas Brawija rawijaya Universitas Brawijaya Univer	vijay
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awijaya Universi field. This text is an informal sentence for using the words GA the formal word is Brain	
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	
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Universitas Brawijaya Universitas This text is also related to the third icon images created by the advertisement. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universible a hero who has the ability should not have the feeling that the most superior or sitas sitas Brawijaya Universitas Brawijaya Univer Universithe audience of the advertisement makers use the sentence INI BARU COWO Usitas Braw Universitas Brawijaya hero is not always the most good). The two texts are not directly related because Universithe arrangement is located on the bottom. The laying of two adjacent sentences or sitas sentence because it has relevance is a unity of meaning. The meaning is the male who is described as an advertising icon is the man who dared to be different. And Universi men are different it is *U Mild* cigarette users. The visual and verbal language is related each other. Meanwhile, the theme of this ad has meaning which is explained for the image. The first icon, he is wearing erstracing suits and complete with racing helmet which has purpose is protect himself stass Universi from accident. Seconds icon, although he has good body as a surfer but he also used hand life vest when surfing. Its mean, he protects himself from accident University when surfing. And for last icon, he is a gentlemen boy because he chooses to sit as Brawijaya watch the horror movie at home alone rather than in cinema with many people in there. All icons are a hero because they keep a safety or protect their body. They Universi understand what they want and must to protect their body. So, this theme also sit as Brawijaya related with verbal language *INI BARU COWO U MILD* (Guys of *U Mild*) Universit because guys of *U Mild* know what must they do and want. Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University which is U Mild. In addition, the use letter of U aimed at getting the attention of sitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithose who see and also give function to give more marks in customer's mind to sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitkeep remembering the company. Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Blue is widely used in *U Mild* advertisement. Blue color is a symbol of hopesitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitinterpret existence in this ad is an image of the logo that has an element of U Mild Sitas Brawijaya Universitand also for target market of U Mild is young men. BRAW, **Universitas Brawijaya** Universit 4.2 Discussion From the analysis of three cigarette billboards advertisements, the researcher Universi found the finding of the signs and codes which are related to the theory of signs sitas Brawijaya by Peirce and theory of codes by Chandler which is a suitable way to study the rawijaya Universitrelation between sign and meaning and also psychology of color theory by sitas Brawijaya Universit Maitland Graves. rawijaya Universitas This study proves that in making the cigarette billboard advertisements, the sitas Brawijava author and the illustrator consider the aspects in semiotic, such as signs and codes which are employed in each advertisement. It is proven that the signs and codes Brawijaya Universitare applied in the cigarette billboard advertisements based on theory of signs bysitas Brawijava Peirce and theory of codes by Chandler. The author and the illustrator used the Universitas Brawijaya Universit signs based on Peirce theory which consist of representamen, interpretant and Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya object. The iconic signs are mostly used in the three cigarette billboard Universit advertisements. Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya **Universitas Brawijava** Universities The viewer should build up their interpretation to understand the message of sites Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithe advertisements because all of the three cigarette billboard advertisements dositas ersitas Brawijaya Universitas Brawijaya Univ Universit codes by Chandler to analyze implicit meaning sin the cigarette billboards tas Brawij Universitas Brawijaya Universitin order to give meaning to the signs employed. Yet, in some signs, the Universitcommodity codes did not always applied, it is applied on the social codes of sitas Chandler codes associated with bodily codes, researchers found icons in this ad is a man. The man has short hair that is mostly owned by men. In accordance with Universi the codes visible bodily gestures and posture of the advertising icon like the shape of the body, muscular arms, broad shoulders and hip size is not feminine. This study reveals that codes take an important role to manage the signs into University meaningful systems. This result is in accordance with Hazrina's study (2010, Sitas Universi p.53), she stated that the intense relationship among three elements of triadic Universities relation and the relationship between the slogans and the picture of an Universitadvertisement are very important to make people impressed with the productsitas Brawijaya being advertised. While, the interpretation of the cigarette billboard advertisements gives information to the readers about the messages of the Universitadvertisementa Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas The visual signs and the verbal signs which are employed in the billboard Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya advertisement support each other in building a meaning. Meanwhile, in this study the researcher found that the verbal signs has more important role in delivering **Universitas Brawijaya** 

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rawijaya	Universit the message of the advertisement, and the visual signs used support the verbal sitas Brawijay
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rawijaya	Universit cigarette billboard advertisement. Font type and color which are used in the sitas Brawijay
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rawijaya	Universit advertisement are also signs which represent the message and the purpose of thesitas Brawijay
rawijaya	Universitas Brawijay advertisement content. The font type and color indeed support the verbal sign in Universitas Brawijay
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rawijaya	Universit delivering the meaning and messages to the reader. Furthermore, in the stas Brawijay
rawijaya 	Universitas Universitas Brawijay
rawijaya 	Universit background, the author and the illustrator also have applied color in the same sitas Brawijay
rawijaya	University pattern in three billboard advertisements.
rawijaya	Universitas Brawijay
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rawijaya Irawijaya	oniversitas brawijay
rawijaya Brawijaya	Universit that there is a close relationship between the picture and the verbal signs. By Sitas Brawijay Universita
rawijaya Brawijaya	University supporting each other, both the verbal signs and pictures will produce some sitas Brawijay
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rawijaya	Universities expectation in making on impression on the target audience as it has been Universities Brawijay
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rawijaya	Universitas Bra
rawijaya	Universitas Brawijay
rawijaya	Universit find a picture of a man whose hands were around the forehead. This picture has Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya
rawijaya	Universities accompanied by the verbal signs of BERHENTI MENGUKUR MASALAH sitas Brawijay
rawijaya	University MULAILAH MEMBANGUN LANGKAH, ACT NOW! (Stop measuring problems
rawijaya	
rawijaya	University start building step, ACT NOW!). Both parts of the advertisement, the picture and stars Brawing
rawijaya	Universitas Brawijaya
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Universitas Brawijaya Universitas Br Based on the analysis, the more dominant aspect in the three cigarette Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universit bill board advertisements sis the picture and the verbal signs. Through the signs interesting picture, people's attention will be attracted. After seeing the picture, University people will read the verbal signs in the advertisements. Verbal signs belong to sit as Brawill Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br that has been gotten from the audience through looking at the picture. In other Universit words, the function of verbal signs is to support the existing picture. By reading sitas the idea which is uttered by the verbal signs, the audience will interpret the meaning of an advertisement more easily and will have deeper impression about Universi the product being advertised. By comprehending the triadic relation theory stated by Peirce, which includes representament, object and interpretant, people will Universitunderstand the meaning of the signs more easily. The way of making advertisements by using the logo in some Sitas Brawijaya advertisements could be intentionally done by the advertisements makers as a strategy to make audience become familiar with the advertisements and recognize Universithe product offered in the advertisement. The examples in the three of cigarettesitas Brawijaya advertisements are using capital letter such as A which means is A Mild, C which means is Clas Mild, and U which means is U Mild. Capital letter can function to Universit give more marks in customer's mind to keep remembering the company. It has it as Br been deeply planted in people's mind and the logo function seems to be stronger Universitin the customer's mind ersitas Brawijaya Universitas Brawijaya Universi choosing or deciding representament, object and interpretant, used in each las Brawijaya

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rawijaya	University advertisement, the advertisement maker always refers to the theme of the	awijay
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rawijaya	Universities Braw Universities Brau Universities	awijay
rawijaya	Universities of small font sizes. It aims to marginalize its shortcomings.  Universities Branch of small font sizes. It aims to marginalize its shortcomings.	
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rawijaya	University symbol and index help a representament, interpretant and object to build meaning Branch B	
rawijaya rawijaya	Universition the advertisements. Besides that, signs are connected with social convention. Sitas Brown and Albaryan and Al	
rawijaya Irawijaya	Universitas Brauniversitas Brauniver	awijay
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rawijaya	Universitas understanding sign deeply to make clear explanation meaning of the cigarette Universitas Branching sign deeply to make clear explanation meaning of the cigarette	awijay awiiav
rawijaya	Universit billboard advertisements but Hazrina 's did not use codes theory in her analysis ersitas Bra	
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rawijaya	Universi representament, interpretant, object and codes such as the verbal language and its Bri	awijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	awijay
rawijaya	Universit picture found in the advertisements to build the meaning of the advertisements. Versitas Bra	awijay
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rawijaya	Universitshown in all cigar	ette advertisements. It is a	a man which ha	as the functi	on as thesitas	Brawijay
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Universitas Brawijaya **Universitas Brawijava** Universit determining the interpretation of the meaning contained in the marks of cigarettes Universitas Brawijaya Universitas Brawijaya Universitas University advertising that becomes the object of this study. The three cigarette add use the strass words that gave the characters of the product itself. The use of the expression in Universithe form of a unique simple sentences aims to make the ads remembered by the Sitas Brawij Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya public quickly. As in the A Mild advertisement that has a characteristic inherent in University a society that says GO AHEAD. Universitas The pictures in those advertisements must be related with the theme of sitas Brawijaya advertisements. For the pictures in Clas Mild advertisement, there is a man wearing a Polo Shirt, a Jacket and jeans which are men's favorite Universi clothes/wardrobe. The pictures related with the theme of advertisement for men who are already working. The colors of the pictures in those advertisements also Universitgive some influences the meaning. But its different with U Mild advertisements it as that using blue color. Blue color means of a symbol of hope and peaceful Universit hilliness, dependable, dedicated, calm yet lonely which has related with the target Sitas Brawijaya Universi market of *U Mild* is young men. The logo of the product can be pictures, number, or letter. The logo and the Universitslogan of the products are different. Those differences can raise the image of each sitas Brawij advertisement. For the example in A Mild logo's use the color red its mean is greatness or strength of producer A Mild and the nature of courage, strength, and Brawijaya Universitas Brawijaya Universitas Brawijaya Universit spirit of the company owned in the competitive market, tas Brawijaya The font type and font color used in each advertisement also have a role in giving meaning. The font type and the font color help the verbal signs in ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi representing the content of the advertisements. Those qualities indeed have their Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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