

**SEMIOTICS ANALYSIS OF CIGARETTE BILBOARD
ADVERTISEMENTS ON JALAN S. PARMAN MALANG**

THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

**SEMIOTICS ANALYSIS OF CIGARETTE BILLBOARD
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THESIS

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

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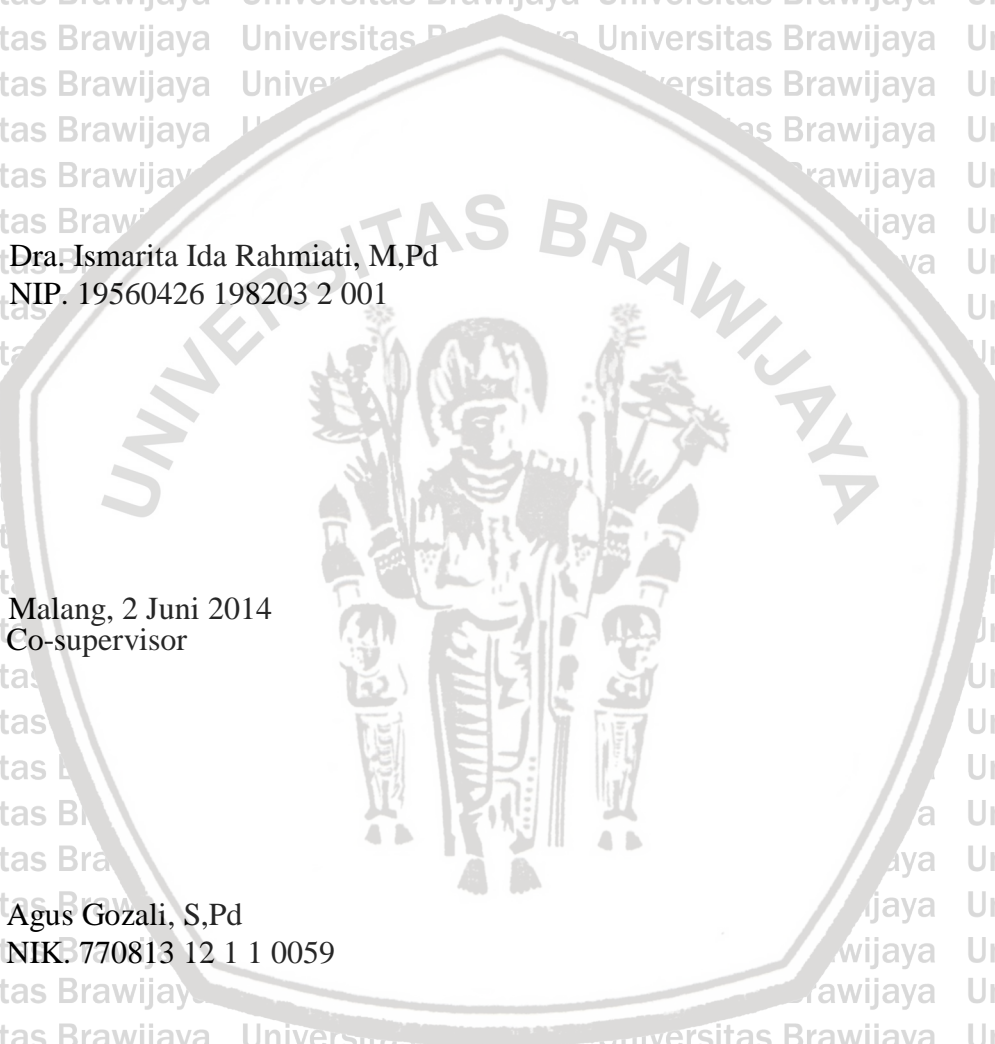
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ABSTRACT

Anggraini, Diana Niken. 2014. **Semiotics Analysis in Cigarette Billboard Advertisements on Jalan S. Parman Malang**. Study Program of English Department of Languages and Literature, Faculty of Cultural Studies Universitas Brawijaya. Supervisor: Ismarita Ida Rahmiati, Co-supervisor: Agus Gozali.

Keywords: Semiotics, Advertisement, Billboard, Signs, Icon, Index, Symbol, 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, symbol 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 the meanings of semiotics signs used in some cigarette billboard advertisement on 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 14 (fourteen) icons, 3 (three) indexes and 12 (twelve) symbols in all three 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 uses code which is used to assist in the interpretation of the sign. The code is important to help readers when they analyze the sign employed in the cigarette billboard 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 viewers to use the products. Therefore, the writer suggests the next researcher to 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.

ABSTRAK

Anggraini, Diana Niken. 2013. **Analisis Semiotika pada Iklan Billboard Rokok di Jalan S. Parman Malang**. Program Bahasa dan Sastra Inggris, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing : (I) Dra. Ismarita Ida Rahmiati, M.Pd (II) Agus Gozali, S.Pd.

Kata kunci: Semiotika, Iklan, Billboard, Tanda, Ikon, Indeks, Simbol, Code.

Iklan adalah salah satu cara yang paling penting untuk menyampaikan pesan kepada masyarakat dengan menggunakan teks baik visual dan tulisan sebagai media publik. Billboard rokok tidak pernah menunjukkan produk mereka. 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 untuk menganalisis tanda-tanda yang digunakan dalam beberapa iklan billboard rokok di 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 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 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 mengerti tentang makna tanda-tanda dalam iklan rokok, penulis menggunakan code untuk membantu ketika menafsirkan tanda. Code sangat penting untuk membantu pembaca ketika mereka menganalisa tanda yang ada didalam iklan billboard rokok.

Sebagai kesimpulan, penulis menyadari bahwa bagian dari tanda-tanda semiotika sangat penting untuk mendukung iklan. Setiap tanda semiotika dapat memberikan kekuatan untuk memandu pembaca untuk mendapatkan informasi. 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 wawancara atau kuesioner kepada penonton atau pemirsa pihaknya berharap bahwa metode ini dapat menyelesaikan penelitian mereka.

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Finally, this study is expected to be useful for the readers.

Malang , 13 Juni

2014

The Writer

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CHAPTER I

INTRODUCTION

This chapter provides the background of the study, the problem and the objectives of the study and the definition of the key terms.

1.1 Background of the study

Advertisement is a form of communication which uses language. Advertisement is one of the most important ways to deliver messages to people by using both visual and written text as public media. The words ‘advertisement’ and ‘advertising’ come from the Latin word *advertere* means ‘turn towards’. This shows how an advertisement is known as a mean of communication to inform something by using certain media to the people to attract their attention.

Advertisements are used as the media to share and send the expected ideas and as we know that advertisement are made to persuade the consumer to by the products. According to Wells et al. (2000, p.7)

“Advertisement is a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience), provide information about products (goods, services, and ideas), and interpret the product features in term of the customer’s needs and wants.”

In order to persuade the consumers, the advertisers have to make the advertisement as interesting as possible. To be interesting, advertisements are usually made eye-catching, which are using a language to support the advertisement to be well known and popular in the society. It is one of many important aspects that must be considered to create and broadcast the advertisement in society. Another strategy which is used to attract public attention is by using unique and interesting words and pictures that hopefully can attract and persuade the consumers or people to buy and use the products that are offered. Advertisement can be seen everywhere like in television, radio, newspaper, magazines or other printed media. Since advertisement becomes an important component in a company, many producers compete in offering their products to society especially advertisement in printed media such as outdoor media like billboards.

In this research, the writer talks about outdoor media which is billboards. Billboard is a poster in big size and designed to be seen by people who are in travelling through the way that has high mobility. According to the American Heritage Dictionary of English Language, billboard is a panel for the display of 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 product or service by company or institution to their consumers and also can be easily found in streets.

Based on Effendy (2013), there are many producers that use billboard as marketing strategy to sell their product because it has some advantages. The first

advantage is the relatively inexpensive cost. The billboard is very valid for 1 year for one time contracts or payment. And the second, scheduling or placement of billboards is relatively flexible because it can be placed in locations that are considered most appropriate for a product to be advertised. It is due to that fact that we can easily see cigarette billboard advertisements in the public spot.

The language of billboard advertisements is created to be attractive and interesting to get attention from audiences who read or see it. According to Sobur (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 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 by using some theories in linguistics field such as syntax, pragmatics, semantics and semiotics. In this case, the writer would like to analyze the signs which are included to semiotic field. According to Eco (cited in Chandler 2007, p.02)

“Semiotics is concerned with everything that can be taken as a sign: this means 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 meaning.”

Semiotics is one of some other linguistics fields which focuses on the study to analyze the meaning of the objects that are studied. Semiotics focuses on the signs that exist in social life and in human 'environment where they live. Signs cannot be separated from human's life because everything that happens and exist in the world is representation of the sign. According to Peirce (1982, p172) "Nothing is a sign unless it is interpreted as a sign". Anything can be a sign as long as someone interprets it as 'signifying' something – referring to or standing for 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 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 icons, 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 advertisements not to show their products and must include the prohibition and the dangers of smoking to children, adolescents and pregnant women. According to Indonesian government regulation number 19 of 2003 chapter 5 section 16 and 17, advertising and promotion are described in detail the terms and provisions laid down cigarette manufacturer in making advertisements. So, they combined phrases and pictures as a sign in their billboard advertisement which refers to their product. It also attracts the attention from the audiences and consumers.

The company or producers hope when they use the services of billboard with the large size and perfect lighting can give attention from users of Jalan S.Parman.

The producers think that much impact is needed to influence directly to customer to try or buy products advertised on billboards with using outdoor media. The media has the flexibility of creativity development in accordance with the ability of creative practitioners so that only the producers or the company have great expectations of the functions of a billboard.

One of the strategic places or locations of billboards can be seen in Malang. Malang is the second largest city in East Java after Surabaya. Therefore, it makes the producers or advertisers place their advertisements on some streets in Malang.

One of the roads usually producers use to posted their billboard is Jalan S. Parman in Malang.

Based on the description above, the writer chooses some cigarette billboard advertisements on Jalan S. Parman Malang to find out the use of semiotics. The writer has some reasons for taking the billboards on Jalan S. Parman Malang because it is one of the roads that have high mobility in Malang area. The speed of the vehicle in the road is less than 60km/hour thus allowing the driver to see and pay attention to billboards installed. This road connects Malang to Surabaya.

Besides, it is one of the congestion points. Otherwise in comparison with other roads, it is only on Jalan S. Parman which has the highest cigarette billboard advertisements. It is really interesting to analyze and observe the advertisements in details so the ideas and the deep meanings of the advertisements can be shared to the readers. For the readers, they would get additional information related to the

meaning of signs in the cigarette advertisement by using theory of semiotics by Peirce, the code used in the cigarette advertisement by using theory of Chandler and also psychology of color theory by Maitland Graves.

Hopefully this research can give some significances. First, the study helps the readers to understand well about the intended meaning of some cigarette billboard advertisements. Second, the students of English Study Program on linguistics major can learn more about semiotics study in order to understand the intended meaning in a particular context. Last, this study can help next researcher to further study in the field of semiotics.

Finally, the writer entitles this research ” Semiotics Analysis In Cigarette Billboards Advertisement on Jalan S. Parman Malang”.

1.2 Problems of the study

Based on the background of the study above, the problems of the study are formulated as follow:

1. What are the semiotics signs used in some cigarette billboard advertisements on Jalan S. Parman Malang?
2. What is the meaning of semiotic signs used in some cigarette billboard advertisements on Jalan S. Parman Malang?

1.3 Objectives of the study

The objectives of this research are:

1. To find out the semiotic signs used on some cigarette billboard advertisements on Jalan S. Parman Malang.
2. To find out the meaning of semiotic sign used in some cigarette billboard advertisements on Jalan S. Parman Malang.

1.4 Definition of key terms

There are nine key terms that are related to this study. They are :

- a. **Advertisement is** : a notice about products (goods, services, or idea) that is designed to get the attention of a target audience (Well,2000, p.6)
- b. **Billboard is** : a panel for the display of advertisements in public places, such as a long side highway or on the side of building (American Heritage Dictionary of English Language, 2006)
- c. **Semiotics is** : the study which concerns with everything that can be taken as a sign (Eco in Chandler 2002, p.2).
- d. **Signs is** : anything which stands for something else, in the form of words, images, sound, gestures, and object (Chandler 2007, p.17).
- e. **Icon is** : a mode in which the signifier is perceived as

resembling or imitating the signified

(Daniel Chandler 2007, 37).

f. **Symbol is**

: a sign which refers to the object that

denotes by virtue of law which operates to

cause the symbol to be interpreted as

referring to that object (Peirce in Chandler

2007, p. 38).

g. **Index is**

: a mode in which the signifier is not

arbitrary but is directly connected in some

way (physically or causally) to the

signified this link can be observed or

inferred: e.g. 'natural sign', medical

symptoms, measuring instrument,

'signals', pointers, recordings, personal

'trademarks' and indexical words

(Chandler, 2007, p.37).

h. **Codes is**

: Codes provide the rule which generate

signs as concrete occurrences in

communicative intercourse (Eco, 2002,

p.49).

i. **Jalan S. Parman Malang is** : the name of street that is located in

Malang.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter covers the review of related literature that gives the preface about the raised topic. The review of literature will be about the arrangement of theories which have been already validated and related to the research topic. Also, the review of related literature is used as the comparison for the discussion. Basically, the theories will be used to lead to the right understanding about what are going to be discussed in the following chapter.

2.1 Semiotics

In human's life, human communication is closely related to the marks. It is important to understand and know the signs to the phenomenon of everyday human life. The discussion is not related marks away from the message. Because it has a sign that is the main element for the message conveyed or understood by humans. For example, when crossing the road will see traffic lights that are red, yellow, and green. Each color can be referred to a sign that has a different meaning and understanding. The study of signs is called Semiotics.

Semiotics is delivered from Greek words *semion*, which mean sign. Sign can take the form of many aspects such as word, images, sound, odors, flavors, acts or the other subjects. Such things have no intrinsic meaning become sign only when

we invest them with meaning. Then according to Chandler (2007) semiotics is the study of signs and symbols. Semiotics has two important figures whose ideas are very influential in the semiotic world. Those are Ferdinand de Saussure (1857-1913) and Charles Sander Peirce (1839-1914).

Semiotics is a branch of studies that deals with sign, the works of a sign, and how to produce a sign; or in short way, it is a study of sign. According to Tinarbuko "Sign does not always deal with 'thing' since in every event, every structure find within something, and what people are used to do, and there lays sign" (2002, p.98). Semiotics in this manner becomes the mediator between a "thing", the meaning or "thought" and the result of people's mind as understanding. According to Eco (1976, p.4) stated that semiotic may involve different areas of research, such as: kinesics and proxemis (including the study of how physical gestures or postures may contribute to communication), visual communication (including the study of how photograph, drawings, maps, or diagram may function as modes of communication), text theory (including the study of literary texts), and the study of mass communication (including the study of media such as television, news paper, magazine, and films).

Chandler in his book "Semiotics the basic" stated that "Semiotic deals with meaning-making and represented in many forms, perhaps most obviously in the form of "texts" and "media" (Chandler 2002, p.2) "Nothing is more appropriate than the study language to bring out the nature of semiological problem" (Saussure 2006, p.16). Semiotic is a study which describes and interprets the

symbol used in everyday life because it has a close relation with everything that human has created, therefore people can find semiotics easily.

It is important to study semiotic, as it is stated in Chandler (2002, p.14),

“We may come to realize that information or meaning is not “contained” in the world or in books, computers or audio-visual media. Meaning is not “transmitted” to us –we actively create it according to a complex interplay of codes or conventions of which we are normally unaware. We learn form 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 of its send or receive the signs. A text is an assemblage of sign (such as words, images, sound, and/or gesture) constructed (and interpreted) with reference to the conventions associated with a genre and in a particular medium of 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 the media of interpersonal communication (telephone, letter, fax, e-mail, video-conferencing, computer-based chat systems).

In short, learning semiotic sign and codes can make us understand, aware and careful in meaning and making differences between sign and code because both of them have different meaning and can be more than one interpretation.

2.1.1 Signs

Signs take the form, images, sound, odors, flavors, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them 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 'signifying' something – referring to or standing for something other than itself. We interpret things as sign largely unconsciously by relating them to familiar systems of conventions. It is this meaningful use of signs which is at the heart of the concerns of semiotics.

First of all the writer will discuss Saussure's model of sign. One of the dominant models of what constitutes a sign is from Saussure it is well-known as 'dyadic' or two part model of the sign. The dyadic model of sign can be seen as follow

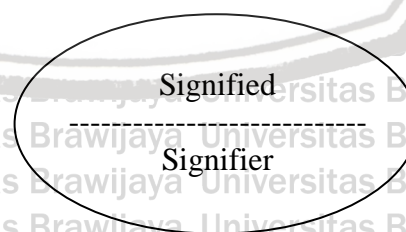


Figure 2.1 Saussure's model of the sign
(Chandler, 2007, p.14)

A ‘signified’ (*signified*) is the *concept* it represents, and a ‘signifier’ (*Signifiant*) is the form which the sign takes. The picture means any relation between concept and form.

In this study, the writer does not use dyadic model by Saussure while she prefers to use Peirce’s triadic model to analyze the sign found in the cigarette billboards advertisement in Jalan S. Parman Malang.

According to Charles Sanders Peirce’s triadic model for sign, the writer would like to use Peirce’s model to analyze the sign found in the billboard advertisement. The triadic model of Peirce consists of the representament, an interpretant, and an Object. There are some other variants of Peirce’s triadic model which one of them is often presented as the semiotic triangle by Nort 1990, which are Sign Vechicle, Sense and Referent. Another variant is stated by Ogden and Richards 1923, called as semiotic triangle, in which the terms used, are Symbol, thought or reference and referent.

The model of triadic model of sign can be seen as follow :

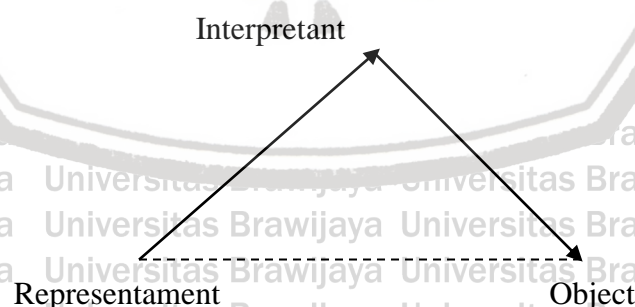


Figure 2.2 Peirce’s model of the sign
(Source: Chandler, 2007, p.30)

The '*representant*' is the form which the sign takes (not necessarily material). The '*interpretant*' not an interpreter but rather the sense made of the sign. The '*object*' is something beyond the sign to which it refers (a *referent*).

2.1.2 Icon

Signs can be classified as icons, symbols, and indexes based on the degree of physical similarity between a form and meaning. According to Peirce (cited in Chandler 2007, p.36) said that icon is a mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting, or smelling) being similar in possessing some of the qualitative : e.g. a portrait, a cartoon, a scale, onomatopoeia, a gesture, and a sound effect in radio drama.

Icons and symbols can also be classified according to how they are used. They may be used to point directly to what they signify, such as a barber pole (a symbol) or rock slide (an icon). Other icons have qualities which resemble those of the objects they represent, and they excite analogous sensations in the mind.

The relation between icon and sign is called Iconic Mode. According to Chandler (2007, p.40), there are three keys which can lead to confusion with the semiotic term. They are :

1. To be 'iconic' typically means that something or someone would be expected to be instantly recognized as famous by any fully fledged member of a particular culture or subculture;

2. An 'icon' on the computer screen is small image intended to signify a particular function to the user (to the semiotician there are 'sign' which may be variously iconic, symbolic or indexical, depending on their form and function);

3. Religious 'icons' are works of visual art representing sacred figures which may be venerated as holy images by devout believers.

According to Peirce the defining features of iconicity is *merely perceived* resemblance. He declared that icon is representing its object 'mainly by its similarity' (cited in Chandler 2007, p.40). based on this theory, icon is not necessarily visual. Peirce also decides that all the picture can be analyzed as a icon, because the characteristic of icon is resemble, so the object should represent and it can be memorized.

From the icon's theory it is concluded that there is relationship between icon and advertisement. Some part of advertisement such as a picture can be classified into icon.

2.1.3 Symbol

According to Peirce, a symbol is "a sign which refers to the object that it denotes by virtue of law, usually an association of general ideas which operates to cause the symbol to be interpreted as referring to that object" (1982, p.249). the symbol is connected with its object virtue of the idea of the symbol, without which no such connection would exist, for example flags are symbols which represent countries or organization since in the people's mind, the idea of flag

usually connected with nationality and country or loyalty to certain organization.

The interpretation of symbols is used on the agreement of the rule or habit, which exists in some societies (cited in Chandler 2007, p.39), for example languages in general, number, Morse code, traffic light, national flags.

Symbol is a mark, sign or word that indicates, signifies, or is understood as representing an idea, object, or relationship. It allows people to go beyond what is known or seen by creating linkages between concepts and experiences. All communication and data processing are achieved through the use of symbols.

Based on Chandler (2007, p.38), the relation between sign and symbols is called Symbolic Mode. Symbols are not limited in word only, but all sign can be called as symbols. for example, the word 'car' does not have association with object of car.

In short, symbol is all the conventional sign that can be interpreted as symbol.

Symbol also can be found in advertisement such as the logo of a product. And for the logo of the product can be pictures, numbers, or letters.

2.1.4 Index

Index is perhaps the most unfamiliar concept. Peirce offers various criteria for what constitutes an index. An index indicates something, for example "a sundial or clock indicates the time of day" (Peirce 1982, p.2.285). He refers to a genuine relation between the sign and the object which does not depend purely on the interpreting mind. An indexical sign is like a fragment from the object. It is the focus of the attention and stands unequivocally for existing things. According to

Peirce (1982, p.285), "icon are the only means of directly communicating idea". It means that the meaning of index is based on cause effect relationship because indexical sign is understood to be connected to the real object.

Thus, it is capable of making the object conceptually presents, for example the majority of traffic signs are index sign as the information which relates to a location.

Advertisement which consists of facial expression is one of the examples of indexical mode, because the facial expression can help the audience to catch the meaning of the advertisement. In the billboard advertisement is motion picture, people can see how facial expression can make the advertisement more interesting. For example, in billboard advertisement of paint, the model smiles when he paints the wall. It means that he is happy to use the paint. We can analyze from the facial expression.

2.1.5 Code

In semiotics code is important. The conventions of codes represent of social dimension in semiotics. Code is procedural system of related conventions for correlating signifier and signifieds in order to provide a framework within which signs make sense. Codes give different taste in everyday communication as it makes the communication easier and meaningful. For example when we see green color in traffic light it means that it is secure, so the driver can go. A range topologists of codes can be found in literature of semiotics. Chandler refers only to those which are most widely mentioned in the content of media,

communications, and cultural studies. There are particular tripartite framework (Chandler 2002, p.149) :

a. Social codes

- Verbal language (phonological, syntactical, lexical, prosodic, and paralinguistic subcodes);
- Bodily codes (bodily contact, facial expression, gestures and posture);
- Commodity codes (fashions, clothing, cars);
- Behavioural codes (protocols, ritual, games);

b. Textual codes

- Scientific codes, including mathematics;
- Aesthetic codes within the various expressive arts (poetry, drama, painting, sculpture, music, ect) – including classicism, romanticism, realism;
- Genre, rhetorical, and stylistic codes: exposition, argument, description and narration and so on;
- Mass media codes including photographic, televisual, filmic, radio, newspaper and magazine codes, both technical and conventional (including format).

c. Interpretative codes

- Perceptual codes: e.g. of visual perception
- Ideological codes: more broadly, these include codes for 'encoding' and 'decoding' texts – dominant (or 'hegemonic')

negotiated or oppositional. More specifically, we may list the 'isms' such as individualism, liberalism, feminism, racism, materialism, capitalism, progressivism, conservatism, socialism, objectivism and populism.

Chandler (2002) also has three types of codes correspond broadly to three key kinds of knowledge required by interpreters of a text, namely knowledge of:

1. The world (social knowledge)
2. The medium and the genre (textual knowledge)
3. The relationship between (1) and (2) (modality judgments)

From the above explanation the writer can use these three kinds of knowledge to identify what codes found in all cigarette billboard advertisement.

Whereas, Roland Barthes who have aims to explore and demystify the link between a sign and its meaning assumes that the using of specific 'codes' that thematically, semiotically, and otherwise make a literary text "work". Moreover, Barthes (1974) defines five major of codes as the followig:

- a. Hermeneutic code : it is associated with the various (formal) terms by which an enigma can be distinguished, suggested, held in suspense, and finally disclosed.
- b. Semic code : it is related to the instability, the dispersion, flickers of meaning. The connotation within the story that is gives additional meaning over its denotative meaning.

c. Symbolic codes : this is the place for multivalence and for reversibility; the main task is always to demonstrate that this field can be entered from away number of points, thereby making dept and secrecy problematic.

d. Proairetic code : indicates the action and behaviors that constitute the plot. It is closely related to the text's narrative structure.

e. Cultural code : it is the references to a science or a body of knowledge (physical, physiological, psychological, medical, literary, historical, etc) referred to without going so far as to construct (reconstruct) the culture they express.

2.2 Advertisement

Advertisement is derived from the Greek's word "*advertere*" means "*turn toward*". This means, advertisement is used as attention seeking devices to attract public attention for several purposes. We can understand more deeply about the word "advertisement" by defining the word "advertising". Based on Gaddard (1998), advertising is a form of communication whose purpose is to inform target readers about goods and services and how to get and use them. Gaddard (1998, p.21) in her book "Language of Advertising" states that many advertisements purpose to get profit through several brands of quality by informing or reporting

the news and data of a product. For these purposes, advertisements must contain both factual information and persuasive messages. Advertisement is often placed by an advertising agency on behalf of a company which has the authority and interest of getting a large profit. To get public attention, an advertiser often uses certain medium such as written, sound, or visual advertisement.

According to Belch and Belch (2003, p.28), advertising classified into two kinds, they are advertising to the consumer market and advertising to the business and professional markets:

1. Advertising to the consumer markets

- a. National Advertising

Advertising is done by large companies on nationwide basis or in most regions country. It usually publishes in big mass media such as commercial television station or broadcast station. The goals of national advertising are to 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 shop at the specific store, use a local service, or patronize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment.

- c. Primary-versus Selective-Demand Advertising

Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. Selective-demand advertising focuses on creating demand for a specific company's brands. An advertiser might concentrate on

stimulating primary demand when, for example, its brand dominates a market and will benefit the most from overall market growth.

2. Advertising to the business and professional markets

a. Business to Business advertising

Advertising targeted at individuals who buy or influence the purchase of industrial goods or services for their companies. Industrial goods are products that either becomes a physical part of another product (raw material or component 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 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, engineers or professors to encourage them to use a company's product in their business operations. It might also be used to encourage professionals to recommend or specify the use of a company's product by end-users.

c. Trade Advertising

Advertising targeted to making channel members such as wholesalers, distributors, and retails. The goal is to encourage channel members to stock, promote, and resell the manufacture's branded products to their customers.

Advertisement has some part which can increase the power of persuasion to guide the audience and one of them is color. Colors have different meaning each other. Besides the meaning, the color of advertising also has a purpose that

have contain with the product. Color is sure to play a key role in the success of venture. After all, it's pretty much the first thing your consumers will notice, making best color and sometimes only chance to get a message across.

2.3 Psychology of Color

Color can appear because of the existence of the radiance which is caught by eyes then processed by human brain. Eyes and brain cooperate to produce a color.

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 because color has characteristic which can affect emotion and can symbolize a certain personality.

According to Darmaprawira (2002, p.30), the fundamental color was found by Leonardo da Vinci in 15th century, those were red, yellow, blue, black and white. And he also divided color into two categories, namely warm color and cold color. 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 and yellow. Whereas, colors which include into cold color are blue, green, purple 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 the book entitled *The Art of Color and Design* as cited in Darmaprawira (2002, p.33) defined:

1. Warm color : Yellow, Orange, Red

Characteristics : Positive, aggressive, active, stimulate.

2. Cold color : Green, Blue, Purple

Characteristics : Negative, retreat, calm, excluded, secure.

Color depicts so many meanings depend on each person perspective and experience. Each culture also has different perspective of color.

Furthermore, the researcher will explain deeply the psychology of color one by one, as follow:

1. Red

Red is the origin of color, as stated by Darmaprawira (2002, p.30) that red is one of fundamental color, so it is personally related with other colors. In www.sensatinalcolor.com it is explained the first used of red term is by Proto-Indo-European from the word *reudh-*. This color is conspicuous because of the bright impression of red, so it can easily attract other's attentions.

Based on Darmaprawira (2002, p.37), red color can interprets some characteristics, such as love, strength, bravery, passion, primitive, danger, sin, sacrifice, and vitality. Smith stated that red influences human body with positive effects such as stimulating enthusiasm and energy, and encourage action and confidence by increasing the blood pressure, heartbeat, pulse rate and respiration of human body. People may catch different perspective toward red based on their own experience toward it. In some cultures, red symbolizes many different things.

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, Singapore tends to use red as a symbol of joy. Some restaurants use red as their

logo's color or brand's color because red can increase appetite. In conclusion, red give symbols of bravery, strength, confidence, courage, action and appetite.

2. Orange

Orange is one of warm colors beside red. The term of orange came from the word *Naranga* from *Sanskrit* which was the ancient language of India which was used to describe familiar citrus fruit rather than a color. Many ancestors from other country often called *Naranga* in different terms such as ancestors of modern-day Iranians were used to use the term *Narang* in Persian and when the 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 Darmaprawira (2002, p.37), orange depicts warmth, young spirit, attractive. This color gives positive impact to the user or surrounding. Physically it can affect human spirit by stimulating activity, stimulating appetite and encouraging socialization. Based on www.sensationalcolor.com, orange is used as symbols of warmth, excitement, enthusiasm, and caution. In some countries, orange color symbolizes many things. For examples are in America, American Indians relate the orange with kinship and in Japan and China use it as symbol of love and happiness. So, actually orange is a color which depicts warmth, spirit, happiness and kinship.

3. Pink

Pink is the cheer full color likes yellow, but pink has a power like a red. Pink gives power, strength, energy but rather passive than red. It is also stated in www.sensationalcolor.com that pink has the same energy with red and it is full of passionate but not too aggressive. Soft pink depicts exiting, fun, and youthful. In general, pink depicts love, romance, fun, energy and passion.

4. Yellow

Yellow was the oldest color word in English language was taken from *wasghelwo* in Proto-Indo-European. At that time, the experts used Sherlock Holmes detective to find the origin of the word *wasghelwo* to investigate and some experts speculated that the word yellow taken from Proto-Germanic word, *gelwaz*.

Yellow depicts brightness, wise, cheerful, agility, cowardice and treason based on Darmaprawira (2002, p.37,47). Yellow is used to describe the color of sunshine and yellowness that depicts happiness, enlightenment and optimism.

Yellow has great effect for human body because it can stimulate nervous system, mental process, encourage communication, active memory and increase energy and optimism. The brightness and cheerful impression of this color, yellow gives a promise of bright future. So, yellow symbolizes cheerful, brightness, optimism, enlightenment and gives a promise of bright future.

5. Blue

Experts believed that the term blue came from word *bhle-* from Proto-Indo-Europeans to show everything that has light color. On order hand, other experts believed that *bhle-* may have meant yellow. In a modern era, English speakers suspect that origin of blue was *bleu* which was taken from Old English borrowed from Old French.

The term blue is often to describe the color of water and sky or the feeling such as depressed or mourn rather than to describe the blue color itself. Blue symbolizes dependable, committed, trustworthy and blue gives calm, sedate, serene, cool impression. While according to Darmaprawira (2002, p.46) also defines blue as a color that has gives impression of lonely, cold and make a gab, separate. So, it symbolizes a hilliness hope and peaceful, dependable, committed, calm yet lonely.

6. Green

The same as the other color, the green's term was firstly used by Proto-Indo-Europeans which came from word *gro-*. Proto-Indo-Europeans used the word *gro-* 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*.

Based on the history of the original word of green above that write in www.sensational.com, it can be said that the green color depicts a birth of a new one, grow or it can be conclude as a relaxed, calm and tranquil. The natural sense which is brought by green also represents a new life, balance, harmony, health,

relaxed and helps to decrease a depression, stress or anxiety. According to Darmaprawira (2002, p.46), green is passive color because it tends to be natural and relaxed which depicts contemplation, belief (religion). And eternity, "Green shows a freshness, light, raw immature, life, hope, grow and fertility". In order hand, Darmaprawira (2002, p.47) described that "Negatively", green is often symbolize by antagonist fictional characters which represent bad matters such as illness, hate, toxic, and jealousy. So, it can be concludes that green gives two symbolizations. Positively, it represents freshness, relaxed, new life, peace, health, nature and harmony but in negative side, green depicts a bad influence such as hate and jealously.

7. Purple

Semites (Hebrewa, Arabs, and Poenicians) was the first group that used the original word of purple. In Greek, the term used was *porphrya* which meant 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 13th century and the beginning of 14th century.

Darmaprawira (2002, p.46) defined that the characteristic of purple is almost the same with blue color, it depicts cool, negative, backward, gloomy, surrender, sorrow, holy and religious symbols. Furthermore, purple is a mystic color and depicts spiritual sense, wisdom, wealth, success and royalty because many kings used purple color. In conclusion, purple has a spiritual and royal sense such as wealth, wisdom, success and prosperity.

8. Black

According to Smith, the black word came from tribes whose name was Photo-Indo-Europeans who used word *bhleg-* which had meaning gleam and burn.

The term *bhleg-* was evolved, it became *fragrarein* in Latin and *phlegein* in Greek. In modern English term, Proto-Germanic used the *blak-* word to men black color.

Black color is defined as giving strong emotions, power and authority, but black shows emptiness and a lack of color. This color can make people feel inconspicuous because of the lack of color in black. The other hand, Darmaprawira (2002, p.48) defines that black gives positive and negative impression. Positively, black symbolizes firmness, formal and solid. Yet, negatively black is often used to describe disintegration, darkness, mistakes, sorrow and dead because this color is always related with night, mystery and dark energy. In conclusion, black is mysterious color because it is often used to symbolize power, authority, mystery and sorrow.

9. White

There is no written evident to find the origin term of while, but experts believed that the origin term of while came from the word *kwintos* which was firstly used by Proto-Indo-European. In Proto-Germanic the word *kwintos* became *hwitaz* and over time, the Anglo-Saxon tended called white as *hwit* in Old English word.

Over the world, the symbol of white has the same perspective that is cleanliness and purity although not in all culture. In addition, Darmaprawira (2002, p.47) mentioned are characteristics of white that are positive. Simple purity sincere honestly bright and holiness is the meaning of white color. White color becomes the opposite of black color. In java tradition, the bride wears white gown and moeslem who do prayer always in white which mean come back to the purity and cleanness. Smith defines white as symbols of purity, cleanliness and 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. Gray

Gray includes into the neutral color besides black and white. The blending of black and white can produce this color, gray. Darmaprawira (2002, p.48) argued that "Gray often symbolize as a mediator in a conflict because it is neutral color".

Yet in some culture, gray symbolizes negative thing. In conclusion, gray symbolizes knowledge, wisdom, intellect, serenity, politeness, simple conservative authority and dignified.

2.4 Previous Studies

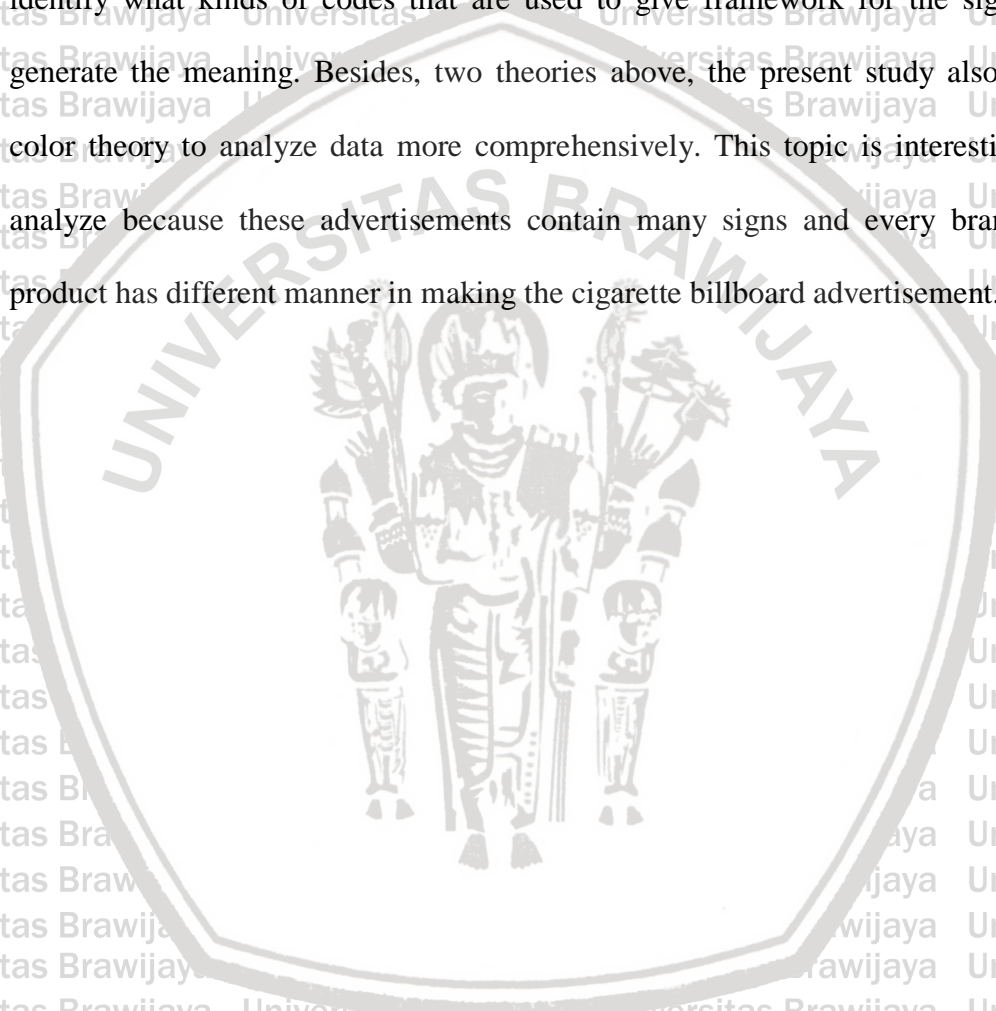
In this research, the researcher used some previous studies to help in analyzing the research. The research was conducted by Prithasari (2011) entitled "Semiotic Analysis on Television Advertisement of *A Mild Cigarette*". In her research she focused on the sign used in three version of *A Mild Cigarette* and the

meaning through Peirce's theory. The result shows that the triadic model by Peirce are related to each other. Then the color and jingle also have meaning behind it.

Another previous study was conducted by Hazrina (2010), entitled "A Semiotic on Relationship between the Slogan and the Pictures of Coca Cola Commercials." She focused on 1) the meaning of slogans and pictures based on triadic relation by Peirce, 2) the possible reason of the advertisement maker in designing the slogan and picture for the advertisement. She found that 1) each slogan and picture have different representant, interpretant, and object, 2) the interpretation of each advertisement always has relationship with the theme of celebration, 3) the pictures have more dominant aspect in the advertisement than the slogans, 4) the relationship between the slogan and the picture of the online commercial is not less important, 6) each element describes and support each others.

Hazrina's research has difference with this present study. The difference is in point of analysis. The writer focuses on the icon, symbol, index and their 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 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 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.

Based on the previous studies above, the writer chooses to investigate the semiotics signs such as icons, symbols, indexes, and their meaning on cigarette billboard advertisements on Jalan S. Parman Malang. The writer uses Peirce theory to identify the sign, to interpret the meaning by combining all signs, and to identify what kinds of codes that are used to give framework for the signs to generate the meaning. Besides, two theories above, the present study also uses color theory to analyze data more comprehensively. This topic is interesting to analyze because these advertisements contain many signs and every brand or product has different manner in making the cigarette billboard advertisement.



CHAPTER III

RESEARCH METHODS

This chapter describes the general procedures in collecting and analyzing the data. The writer mainly describes this research method about what the research design is and how she collects and analyzes the data. Thus, the writer divides this chapter into four parts, research design, data and data source, data collection, and data analysis.

3.1 Research Design

To analyze the data in the research, the writer uses qualitative method to observe the data of the study so that the writer got the result of the research by the ways of qualitative method.

Based on Ary, et al (2002, p.442), there are some possible methods in dealing with qualitative research such as case studies, document analysis, phenomenological studies, ethnography, or grounded theory research. The researcher took document analysis because the purpose of document analysis is identifying specific characteristics of the materials in which in this research are semiotics within cigarette billboard advertisement on Jalan S. Parman Malang.

Thus, the type of this research is document analysis since the data in this research is from advertisements to find out the answer of the problem of the study. The researcher will analyze the semiotic sign in the advertisement or the data based on

Peirce's theory, analyze the uses of codes and compare the analysis by using Chandler's theory.

3.2 Data and Data Sources

The data which was analyzed are taken from the cigarette billboard advertisements. There were three cigarette billboard advertisements which were analyzed in this thesis, namely *A Mild*, *Clas Mild* and *U Mild*. The type of the 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 cigarette billboard advertisements.

The data source of this research is taken from all cigarette billboard advertisement that is put on Jalan S. Parman Malang. The writer only takes the advertisement from May until July 2013 because according to the writer's observation from May to August, billboard made in May to July was the first publication in 2013. While billboards are published in August to Desember was changed into different designs. In addition, at the end of July many places empty billboard for new billboards unpublished. Based on the fact that that many products make billboard advertising but only Jalan S. Parman has 3 different cigarettes billboards advertisements.

The researcher has criteria to select object of the research is the vertical advertisement that is made in the form of cigarette billboards which have 5m x 10m of the size. The researcher choose, the vertical advertisement because the advertisement was on site of middle of the way, so the driver can see clearly

without looking toward by turning the head. The data are signs found in the cigarette billboard advertisement on Jalan S. Parman Malang. Cigarette billboard advertisements have different ways to persuade and deliver their messages to their audiences. Moreover, in the cigarette billboard advertisements, the researcher can find many signs which were analyzed using semiotics point of view. That becomes the reason to choose the data in this research.

3.3 Data Collection

The main instrument of this research is the writer as the researcher. The method of collecting data is document analysis. Furthermore, the data of this research were collected through the following steps:

1. Capture the billboard advertisement.

The writer took all the pictures of cigarette billboard advertisement on Jalan S. Parman Malang. There are 3 cigarette billboard advertisements on Jalan S. Parman Malang

2. Classify the signs

The researcher classified the data based on Peirce's theory. The data are symbols, icons, and indexes found in cigarette billboard advertisements on Jalan S. Parman Malang.

3.4 Data Analysis

The writer used document analysis to study the data of the research so that the writer can get the result of the study. Besides, the writer analyzed the data using the Peirce's theory of semiotics, Chandler's theory and theory of color by Darmaprawira. The steps for analyzing the data are:

1. Analyzing the types of signs found in cigarette billboard advertisement using the Peirce's theory. Analyzing the signs which are used in each billboard.

Based on a triadic model of signs, there are representations, interpretants, and objects. To interpret the signs found in cigarette billboard advertisements, the writer also used the theory of color based on theory of color by Darmaprawira (2002). In the analysis, to make it well structured the researcher put it into the table. Below is the example of the table.

Table 3.1 Sample Table of The Signs

Signs Elements	Representament	Interpretant	Object

2. Analyzing the codes used in each cigarette billboard advertisement. The researcher puts the codes into column to make it easier in analyzing deeper.

The codes which are found in the each cigarette billboard advertisement was analyzed using Chandler's theory of codes. There are social codes, textual codes and perceptual codes. The columns are showed below.

Table 3.2 Sample Table of The Codes

Codes	Analysis
Social Codes	
Textual Codes	
Perceptual Codes	



3. Drawing a conclusion based on the result of the discussion

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer presents the detail explanation related to the main topic. The problems of the study are answered in the finding. Then, in the discussion session, there is further discussion about the finding related to the theories.

4.1 Findings

In this section, the research problems are answered. There are parts in this section which refers to the three advertisements. Each part contains the analysis of semiotic signs, the analysis of signs based on the triadic model of signs, and the analysis of codes and comparing the analysis based on the theories reviewed in this research.

The data of this study were taken from cigarette billboard advertisements on Jalan S. Parman Malang. The data were obtained by taking pictures of billboard advertisements and describe based on the semiotics theory by Peirce, codes theory of Chandler to find some codes found in the cigarette billboard advertisements and also psychology of color theory by Maitland Graves.

From the three cigarette billboard advertisements, the writer found some signs which were found in each cigarette billboard advertisements. The signs consist of 14 (fourteen) icons, 3 (three) indexes and 12 (twelve) symbols in all three advertisements. The data are presented on table 4.1.

Table 4.1 Signs found in Cigarette Billboard Advertisements

No	Advertisements	Icon	Indexes	Symbols
1.	A Mild	2	-	4
2.	Clas Mild	1	-	5
3.	U Mild	11	3	3

A Mild and *Clas Mild* do not have indexes in their billboard advertisements, but *U Mild* has 3 (three) indexes that consist in the billboard advertisement. Three cigarette billboard advertisements have icons and symbols. *U Mild* advertisement has more icons than other advertisements that are 11 (eleven).

The writer also found code in three advertisements. There are verbal codes, bodily codes, commodity codes, behavioural codes and perceptual codes. But not all of codes found in the cigarette billboard advertisements such as scientific codes, aesthetic codes and genre codes. The data are presented in the table 4.2.

Table 4.2 Codes found in Cigarette Billboard Advertisements

No	Advertisements	Social codes				Interpretative codes		Textual codes			
		Verbal	Bodily	Commodity	Behavioural	Perceptual	Ideological	Scientific	Aesthetic	Genre	Mass media
1.	A Mild	✓	✓	✓	-	✓	-	-	-	-	-
2.	Clas Mild	✓	✓	✓	-	✓	-	-	-	-	-
3.	U Mild	✓	✓	✓	-	✓	-	-	-	-	✓

4.1.1 The analysis of A *Mild* billboard

This advertisement is a billboard advertisement A *Mild* cigarettes present by PT. HM. Sampoerna Tbk. A *Mild* billboard shows a man standing on the building with his arms outstretched and a lot of hands hold his body. This man wears white t-shirt and jeans. The picture of the man is placed in the center part of the billboard. On the bottom left of the advertisement, there is a phrase *TERIKAT KEBEBASAN* (Bound by Freedom) *GO A HEAD*. The phrase uses 2 colors, they are white and red. The logo of A *Mild* is placed on the right of the billboard. The background of this advertisement is a less bright cloud.



Figure 4.1 A *Mild* Billboard

4.1.1.1 Signs Categories

In this billboard advertisement, the researcher found semiotic signs which are categorized into icon, index and symbol.

A. There are 2 iconic signs found in this advertisement :

1. Icon of a man who is wearing a white shirt and jeans.
2. Icon of hands holding on to the male's body.

B. There are 4 symbolic signs found in this advertisement :

1. A phrase *TERIKAT KEBEBASAN* (Bound by Freedom) as the meaning the image.
2. A phrase *GO AHEAD* as the theme.
3. A *Mild* as the cigarette logo.
4. A warning sentence *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN*. (Smoking can cause cancer, heart attack, impotence and disorders of pregnancy and embryonic).

4.1.1.2 The finding of Signs in A *Mild* Billboard

The researcher presented the finding of the signs in the first advertisement of

A *Mild*. The finding signs are presented in the table which is displayed on the table 4.3

Table 4.3 The Finding of Signs in A *Mild* Billboard

Signs Elements	REPRESENTAMENT	INTERPRETANT	OBJECT
TERIKAT KEBEBAS AN	The verbal sign of <i>TERIKAT</i> (Bound) and <i>KEBEBASAN</i> (Freedom)	<ul style="list-style-type: none"> - <i>Terikat</i> (Bound) is a condition that arises because of a certain limit. - <i>Kebebasan</i> (Freedom) is a state or condition of a person who does not have a burden or problem. - <i>TERIKAT KEBEBASAN</i> (Bound by freedom) can be interpreted in this ad-free, but he's someone who has a restriction or impediment that made him can't be free. 	This verbal signs refers to the icon of this advertisement.
A man who is wearing a white shirt and jeans.	The signs of the man with white skirt and jeans.	<ul style="list-style-type: none"> - Signs of man can be seen from the hand muscular, short hair, posture straight, shoulder width, and hip size is not too feminine. - Using the t-shirt is a description of someone who freely where he does not need to make such neat buttoning buttons. White is the color of purity and cleanliness have a reflection of the soul, thought and action. The use of a white shirt can be a portrait of an independent thought or action can be done by men who became icons of this advertisement. - According to the history of jeans, jeans were made for gold miners to be comfortable and free when working. So wear a jeans in the pictures interpret the models feel comfortable and free. 	The signs of a man with white skirt and jeans refer to the model of the advertisement.

Table Continued...

	The signs of man looked up to the sky.	The position of the head up to the top depicts a man who is breathing air and feels the freshness of the air. In addition the position of the head up to the top with the hand supine position may reflect a person who felt a freedom.	The gesture looked up the sky of the man who wears a white shirt and jeans.
	The signs of man flung out his hands	Flung out position of the hand which is the expression of self that wants to be free. The fingers are open also to express freedom and not being laid hold of or holding something.	The gesture flung out hands of the man who wears a white shirt and jeans.
	The signs of hands are wrapped around the man body.	Wrapped around the body can be interpreted as a strap or barrier. 7 hands with different colors can be interpreted if the strap or barrier or barriers that different.	The signs of hands are wrapped around the man body refers to the different strap or barrier.
<i>GO AHEAD</i>	The verbal signs of <i>GO AHEAD</i>	Writing this sentence using the red color which symbolizes strength, courage, passion, danger. It also gives a positive effect to such stimulating enthusiasm and energy, and encourages action and confidence by increasing blood pressure, heart rate, pulse rate and respiration of the human body. In addition to motivating, red color is used to capture the attention of people who look and emphasis on the message of the sentence.	It refers to the messages and the theme of this advertisement.
<i>A Mild</i>	The verbal signs of <i>A Mild</i>	This slogan made with size that can be interpreted to the strength of the company. The use of red in the company logo can give more attention from those who see.	It refers to the logo of the product which has this advertisement.

Table Continued...

Icon	Small buildings are visible from afar	Images of small buildings provide interpretation where the position of icon is not in parallel and over the top than the building.	It refers to the position of the icon in the top of building.
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4.1.1.3 The finding of codes in *A Mild* Billboard

The writer presented the finding of the codes in the first advertisement of *A Mild*. The finding codes is presented in the table which is displayed on the table

4.4

Table 4.4 The Finding of Codes in *A Mild* Billboard

CODES	ANALYSIS
SOCIAL CODES	<ul style="list-style-type: none"> Verbal Language Verbal Signs : <ul style="list-style-type: none"> <i>TERIKAT KEBEBASAN</i> (Bound by Freedom) <i>GO AHEAD</i> <i>A Mild</i> <i>MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN</i> (Smoking can cause cancer, heart attack, impotence and disorders of pregnancy and embryonic). Bodily Codes <ul style="list-style-type: none"> Gesture: the hand muscular, short hair, posture straight, shoulder width, and hip size is not too feminine.. Posture: looked up to the sky, flung out the hands, hands are wrapped. Commodity codes: the clothing of man wears a white shirt and jeans.
INTERPRETATIVE CODES	Visual Perception codes: the advertisement gives perception toward the reader about we can do everything that we want to do even if we is not free condition.

4.1.1.4 Description the meaning of semiotics signs in *A Mild* Billboard

In the analysis of the sign of the *A Mild* version of *TERIKAT KEBEBASAN* (Bound by Freedom) *GO AHEAD* of Sampoerna is deliberately designed to influence consumers or cigarette users to use the product, namely *A Mild*. In

advertisement of *A Mild* version *TERIKAT KEBEBASAN* (Bound by Freedom)

GO AHEAD, the creative team of the advertising is very clever in using sentences 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 that included in the ideological codes.

The word is written with a capital letter and white and as an explanation of the image displayed on the advertisement. The meaning of the word *TERIKAT KEBEBASAN* (Bound by Freedom) is a condition or state of a person who considers himself free but in reality he is not because he is bound by the situation arising from a limitation. So, we can conclude that if the condition is not actually free. The use of capital letters in the word to clarify the message to be delivered by the manufacturer, while the white color which can be interpreted as the cleanliness of the soul, thought and action. The purpose of the word *TERIKAT 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*.

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, passion and danger aims to provide emphasis, motivation and to get the attention of those who see. An emphasis of the phrase *GO AHEAD* is the actual destination or the message to be conveyed from the advertisement. The message from the 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 many obstacles in front of the eyes or obstacles. And also give motivation for the

advertiser or the company to move forward in developing creativity and global competition. By using the color red in this sentence, people who see this advertisement will give more attention to this paper because the color is a little conspicuous than the color of the sentence above.

Two sentences in this advertisement are very closely related to convey the message from the producer to the consumer in real life, people can do, but sometimes freedom is not realized if in fact we are not so free as we are sure. There are no obstacles in front of or obstacles to hinder us in achieving freedom but not should not hesitate to do so still go ahead. That is the message of this advertisement *A Mild*.

According to the theory, namely the social codes of Chandler codes associated with bodily codes, writer found the icon in this ad is a man. The man has short hair. In accordance with the codes visible bodily gestures and posture of the advertising icon like the shape of the body, muscular arms, broad shoulders and hip size are not feminine. The man in the advertisement looked up to the sky and spread his hands. The position of look up the head of a person who felt the imagery or breathing fresh air, while stretching his arms to reflect conditions loose and relaxed. Looks relaxed because palms are not in a state of clenching or holding something. Both of these interpretations of freedom of gesture perceived the man looked up and expressed by hand with a relaxing stretch.

The man who became the icon of this advertisement wears a white shirt and jeans. The meaning of wearing a shirt is free which the man does not need to

make such neat tight buttons. A person wearing a shirt can look relaxed and informal. White is the color of purity and cleanliness having a reflection of the soul, thought and action. The use of a white shirt can be a portrait of an independent thought or action undertaken by the icon of advertising. While the jeans, as in the history of jeans, they were made for gold miners to be comfortable and free when working. So using pair of jeans in the pictures interpret the models feel comfortable and free.

There are 7 different hand skin colors wrapped around the body and the 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 in the other parts of the body. So, some hand wrapped around the body and the man's hand is interpreted as a barrier or obstacle. Interpretation of the seven different hands can be interpreted that a barrier or obstacle freedom of man is different.

There is letter of A in red attached. It gives the identity of the advertisement which is *A Mild*. The logo of *A Mild* made with a large size on the right to use the color red as well as the immediate background of the advertisement is the cloud.

Imaging of *A Mild* logo is greatness or strength of producer *A Mild* and the nature of courage, strength, and spirit of the company owned in the competitive market is described from the use of red color. In addition, the use of large size aimed at getting the attention of those who see and also give function to give more marks in customer's mind to keep remembering the company.

Depiction of a man standing on the building to make sense of courage that no men to get a freedom of self. The man in the advertisement who are still young can be seen from the posture and the courage to stand up on the building and the use of t-shirts and jeans which is portrait of a young man. So, the producer of this advertisement has a target to deliver the message to the youth to venture forward.

An appeal that smoking can cause impotence and heart attack, cancerous disorders of pregnancy and fetal is written with the small size placed at the bottom of the advertisement. This sentence is a verbal call sign in social codes. The use of 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, manufacturers still have to convey the danger of smoking because of the state laws set to include an appeal of the dangers of smoking to consumers.

4.1.2 Analysis of *Clas Mild*

PT. Nojorono group located in Central Java has a flagship product that is *Clas 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 there is a male model that stands holding a jacket in his left hand and his right 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 vehicle and also no settlement there is only a broad expanse of land beside each side of the road.

Right in the middle there is the sentence *BERHENTI MENGUKUR MASALAH MULAILAH MEMBANGUN LANGKAH* (Stop measuring the problems start building the step) with white and blue sky background. Under the sentence message contained the phrase *ACT NOW!*. The letter C uses blue and the others are red. On the lower right with a white background the words *CLAS* is blue and *MILD* is red. For writing, the theme *Talk Less Do More* is placed under the logo (*Clas Mild*) in a blue and white font color.



Figure 4.2 Clas Mild Billboard

4.1.2.1 Signs Categories

In this billboard advertisement, the writer found semiotic signs which are categorized into icon, index and symbol.

A. There is 1 iconic sign found in this advertisement :

1. Icon of a man who wears a red polo shirt and jeans.

B. There are 5 symbolic signs found in this advertisement

1. A sentence *Berhenti Mengukur Masalah Mulailah Membangun Langkah*

(Stop measuring the problems start building the step)

2. A phrase Act Now!

3. A logo of *Clas Mild*

4. A sentence Talk Less Do More

5. A warning sentence *MEROKOK DAPAT MENYEBABKAN KANKER,*

SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN

DAN JANIN. (Smoking can cause cancer, heart attack, impotence and disorders of pregnancy and embryonic).

4.1.2.2 The finding of Signs in *Clas Mild* Billboard

The writer presented the finding of the signs in the second advertisement of *Clas Mild*. The finding signs are presented in the table which is displayed on the table 4.5

Table 4.5 The finding of Signs in *Clas Mild* Billboard

Signs Elements	REPRESENTAMENT	INTERPRETANT	OBJECT
A man who wears red polo shirt and jeans.	The signs of the man who wears polo shirt and jeans.	Seen from the left side of a person standing who postures with broad shoulders, short hair,	The signs of a man who wears red polo shirt refer to the model of the advertisement.

Table Continued...

		<ul style="list-style-type: none"> - unlike the hip size feminism. - Polo shirt is a shirt which is shaped like a shirt collar, but there is seemed relaxed but formal. Polo shirt can be used in formal and informal conditions because its shape is like a shirt but has a collar like a shirt. Polo shirt that is used icon has 2 colors, namely red and white as the dominant line. The use of red color can be interpreted courage, strength, passion and reflection white purity and cleanliness of the soul, thought and action. - The man wears jeans. According to the history of jeans, jeans made by Levis, he often saw pants miners at the time it was always easy to tear. So Levi's makes jeans to gold miners for comfort when working and not afraid to tear. In these ads can be linked if jeans have a meaning that the icon could do the job or activity that can feel comfortably and not worrying a problem such as tear. 	
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Table Continued...

	<p>The head of a man facing</p> <p>The hands are placed around the forehead</p>	<ul style="list-style-type: none"> - The head facing forward icon that can be associated with a view towards the front. - The hand gesture is placed in forehead marked dreamy or estimating a distance 	<p>The signs of head facing refers to view towards something in front of him.</p> <p>The signs of the hand placed in forehead refers to marked estimate the distance.</p>
Verbal Signs	<p>The verbal signs of <i>BERHENTI</i> <i>MENGUKUR</i> <i>MASALAH MULAILAH</i> <i>MEMBANGUN</i> <i>LANGKAH</i> (Stop measuring the problems start building the step)</p>	<ul style="list-style-type: none"> - The word <i>BERHENTI</i> (stop) to mean an action that is not a job resume. - The word <i>MENGUKUR</i> (measuring) word means judging quality by comparing, test, try and estimate. - The word <i>MASALAH</i> (problems) mean about the issue or problem to be solved or resolved. - The word <i>MULAILAH</i> (start) means start doing or acting. - <i>MEMBANGUN</i> (build) it's means stand up and have the nature of the repair to a good direction. - The meaning of <i>LANGKAH</i> (step) is doing a movement towards the front or forward. 	<p>This verbal signs refers to something that must icon do of this advertisement.</p>
	<p>The verbal signs of ACT NOW !</p>	<p>The essence of the sentence is as we just need to do or act rather than just considering or thinking.</p>	

Table Continued...

		<p>There is an exclamation sentence order.</p> <p>For the blue letter C can be interpreted symbols from Clas Mild cigarettes.</p> <p>The blue color symbolizes dependable, dedicated, trustworthy, calm, sedate, serene, cool impression.</p> <p>The red color symbol of courage, strength, and spirit.</p>	
Logo	Clas mild	Clas Mild logo also uses two colors: red and blue as well as the use of white background like ice.	It refers to the logo of the product which has this advertisement
Background	The signs of the way much to tip invisible, without a road vehicle drivers only men who stand one side of the road section.	The way much to tip invisible, without a road vehicle drivers only men who stand one side of the road section this becomes a problem because the road conditions themselves no passing vehicles and none of the people around.	It refers to the problem that related with the icon and the verbal signs.

4.1.2.2 The finding of codes in *Clas Mild* Billboard

The writer presented the finding of the codes in the first advertisement of *Clas Mild*. The finding codes is presented in the table which is displayed on the

table 4.6

Table 4.6 The finding of Code in *Clas Mild* Billboard

CODES	ANALYSIS
SOCIAL CODES	<ul style="list-style-type: none"> Verbal Language Verbal Signs : <ul style="list-style-type: none"> - <i>BERHENTI MENGUKUR MASALAH MULAILAH MEMBANGUN LANGKAH.</i> (Stop measuring the problems start building the step) - <i>ACT NOW!</i> - <i>TALK LESS DO MORE</i> - <i>LOGO of CLAS MILD</i>

Table Continued...

	<ul style="list-style-type: none"> - <i>MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN</i> (Smoking can cause cancer, heart attack, impotence and disorders of pregnancy and embryonic. • Bodily Codes <ul style="list-style-type: none"> - Gesture : short hair, posture straight, shoulder width, and hip size is not too feminine, - Posture : head facing, the hands located in forehead. • Commodity codes : the clothing of man wears a red polo shirt and jeans.
INTERPRETATIVE CODES	Visual Perception codes : the advertisement gives perception toward the reader about we do not ever estimate the problem in our life, we just do anything that can finish the problem.

4.1.2.2 Description the meaning of semiotics signs in *Clas Mild* Billboard

The writer can find some advertising signs in PT. Nojorono group that describes the message and purpose of the ad creation. Seen from the left side of a person standing who postures with broad shoulders, short hair, unlike the hip size feminism. Of posture is an explanation of the posture of a man. This man became the icon in the advertisements. The man as icon in this advertisement wears polo shirts. Polo shirt is a shirt which is shaped like a shirt collar, but there is seemed relaxed but formal. Polo shirt can be used in formal and informal conditions because its shape is like a shirt but has a collar like a shirt. Polo shirt that is used icon has 2 colors, namely red and white as the dominant line. The use of red color can be interpreted courage, strength, passion and reflection white purity and cleanliness of the soul, thought and action. So, the meaning of the color is courage and spirit to think and act from the icon. This is a message that is portrayed of what used icon.

In this advertisement, the man wears jeans. According to the history of jeans, jeans were made by Levi's, Levi's often saw pants miners at the time it was always easy to tear. So, Levi's makes jeans to gold miners for comfort when working and not afraid to tear. In Indonesia, people familiar with Levi's than another name of jeans. In this advertisement, jeans have a meaning that the icon could do the job or activity with wear jeans can feel comfort and not worrying a problem such as tear.

The gesture of head facing forward from icon which means associated with a view towards the front. While the hands are placed around the forehead means the person is seeing or predicting far. This is usually done by Tarzan, according to a story in a story, when Tarzan will be swinging with hanging branches to twigs else then he will see the hand gesture is placed in forehead marked dreamy or estimating a distance. Same with in this ad, the icon look dreamy or estimate the distance from the existing road in front of him. It can be concluded from both the icon of gesture that dreamy condition or look far ahead.

The word *BERHENTI* (stop) means an action that is not a job to resume. *MENGUKUR* (measuring) word means judging quality by comparing, test, try and estimate. The word *MASALAH* (problems) means about the issue or problem to be solved or resolved. The word *MEMULAILAH* (start) means start doing or acting. *MEMBANGUN* (build) word means stand up and have the nature of the repair to a good direction. *LANGKAH* (step) word means doing a movement towards the front or forward. The use of font size large enough compared to the others in the following antonyms word *BERHENTI* (stop) and *MULAILAH* (start) if the two

words can mean the gain suppression or require special attention to those who see.

The essence of the sentence is as we just need to do or act rather than just considering or thinking.

In a phrase **ACT NOW!** There is an exclamation sentence order. The command given is to act immediately. To use the blue letter C can be interpreted symbols, and give more marks in customer's mind to keep remembering the company from *Clas Mild* cigarettes. The blue color symbolizes dependable, dedicated, trustworthy, calm, sedate, serene, cool impression. The red color symbols of courage, strength, and spirit. *Clas Mild* logo also uses two colors: red and blue as well as the use of white background like ice.

Description of the word *MASALAH* (problem) can be illustrated by the way much to tip invisible, without a road vehicle drivers only man who stand one side of the road section. It also can be seen from the surrounding roads are not only a home lawn is dry. This becomes a problem because the road conditions themselves no passing vehicles and none of the people around.

In conclusion, a man who became icon is correlated with the phrase ***BERHENTI MENGUKUR MASALAH MULAILAH MEMBANGUN LANGKAH ACT NOW*** (Stop measuring the problems start building the step **ACT NOW**). If

we have a problem we do not have to measure or weigh, we just need to start and act to solve them. Polo Shirts, Jackets and jeans are men's favorite clothes/wardrobe. So the message is intended for men who are already working,

this is related to the use of clothes by the icon. The message is to act now without weighing large or small the problems.

4.1.3 Analysis of *U Mild*

These cigarettes are very popular among the people of Indonesia as *U Mild*. To introduce their products, *Sampoerna Mild U* makes billboard advertising with the picture as follows. There are 3 different men and theme, the first man wearing a racing suit and helmet racing, motorcycle was made in 70s. Middle man carrying surfboards in the right hand and both arms using a hands life vest. The second men did not use the tops or shirts, he only uses the pants. Meanwhile the third man, he was looking at the horror movie in house. He saw a horror movie but its position back to television with less fear facial expressions. The sentences *JAGOAN GA HARUS SOK JAGO, INI BARU COWO U MILD* (A hero is not always to be the best, this is guy of U Mild) with white writing and the background light blue and dark blue.



Figure 4.3 U Mild Billboard

4.1.3.1 Signs Categories

In this billboard advertisement, the researcher found semiotic signs which are categorized into icon, index and symbol.

A. There are 11 iconic signs found in this advertisement :

1. Icon of a man wears racing suit.
2. Icon of a man carrying surfboard.
3. Icon of a man with frizzy hair who wears blue polo.
4. Icon of scooter which is next man in racing suit.
5. Icon of helmet which is brought by the man with racing suit
6. Icon of surfboard which is brought by the man without shirt.
7. Icon of hand life vest which is wears by the man without shirt.
8. Icon of television which is behind the man in blue.
9. Icon of face appeared on television.

10. Icon of sofa occupied by men in blue.

11. Icon of sea as background.

B. There are 3 indexes signs found in this advertisement

1. Happy expression of the man wears racing suit.

2. Serious expression of the man carrying a surfboard.

3. Afraid expression of the man wears a blue polo shirt.

C. There are 3 symbolic signs found in this advertisement

1. A sentence *JAGOAN GA HARUS SOK JAGO* (A hero is not always to be best)

2. A sentence *INI BARU COWO U MILD* (Guys of U Mild)

3. A warning sentence *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN*. (Smoking can cause cancer, heart attack, impotence and disorders of pregnancy and embryonic.)

4.1.3.2 The finding of Signs in U Mild Billboard

The writer presented the finding of the signs in the third advertisement of U Mild. The finding signs are presented in the table which is displayed on the table

Table 4.7 The finding of Signs in *U Mild* Billboard

Signs Elements	REPRESENTAMENT	INTERPRETANT	OBJECT
Man wears racing suits.	Signs of men who wears racing suits.	The wears of racing suit is a sign that will be delivered if the man who wears the clothes have a hobby or a job as a racer. The wears of racing suit is a sign to strengthen if the icon was a racer. The color yellow symbolizes cheerful clothes, brightness, optimism, enlightenment and gives a promise of bright futures. And for Red symbols of Bravery, strength, confidence, courage, action and appetite. While Black color symbolizes firmness, solid and also formal and disintegration, darkness, mistakes, sorrow and dead.	Refers to the real racing suit.
	The represent of this sign are bring a helmet.	Racing helmet brought as a reinforcement of a hobby or occupation of the icon.	Refers to the real racing helm.
	Motor made in the 70's	Preview icon next to the motorcycle also strengthens the profession or hobby of the icon that is racer. However, the motor in this advertisement are not included in the types of motorcycle racing. This bike is a motorcycle output in 1970.	It refers to the real motor.

Table Continued...

A man carrying surfboards.	Signs of surfboards.	Bringing surfboard. The color orange is a sign that the man was a surfer.	It refers to real surfboards.
	Signs of use surf shorts.	The man wears surf pants as a sign of the amplifier if the icon is surfers.	It refers to real surf pants.
	Signs of uses orange hand life vest.	Hand life vest is a tool to help people who have activities in the water so that the body can float in water. Use hand life vest as not to sink to anticipate when surfing.	It refers to real hand life vest.
	The beach background behind the icon.	Beach as the background pictures on this icon as reinforcement that icon was at the beach for surfing.	It refers to real beach in real life.
A man with frizzy hair who wear blue polo shirt	Signs of a man wear a blue polo shirt.	A polo shirt can be wear in formal and informal conditions. Blue polo symbol of dependable, dedicated, trustworthy and blue gives calm, sedate, serene, cool impression.	It refers to polo shirt.
	The signs of orange house wall.	Orange house wall. Orange has an element depicts warmth, spirit, happiness and kinship	It refers to wall house.
	The sign of white sofa.	White sofa can symbolize a purity and cleanliness of the soul, thought and action.	It refers to sofa.
	The face of a man who emerged from the television	Sinister faces that appear on the television is a sign of what is being viewed by the icon.	It refers to gosh in the movie.

Table Continued...

Verbal signs	Teks <i>JAGOAN GA HARUS SOK JAGO INI BARU COWO U MILD</i> (A hero is not always to be best, guys of U Mild) with white color and blue and dark blue for background color.	<p><i>Jagoan</i> is a person who has the most superior taste in a field.</p> <p>This sentence is an informal sentence, using the word <i>GA and SOK</i> which is very closely related to today's young people. And this includes the merger of two sentences klise.</p> <p>And white color on paper has meaning purity and cleanliness of the soul, thought and action.</p> <p>While the blue paper background Dependable, dedicated, trustworthy and blue gives calm, sedate, serene, cool impression.</p>	It's refers to messages or advertising purpose to be conveyed.
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4.1.3.3 The finding of codes in *U Mild* Billboard

The writer presented the finding of the codes in the first advertisement of *U Mild*. The finding codes is presented in the table which is displayed on the table 4.8.

Table 4.8 The Finding of Codes in U Mild Billboard

CODES	ANALYSIS
Social codes	<ul style="list-style-type: none"> Verbal language Verbal signs : <ul style="list-style-type: none"> <i>Jagoan ga harus sok jago</i> (A hero is not always the most best) <i>Ini baru cowo</i> (Guys of U Mild) logo of U Mild sentence <i>MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN</i> (Smoking can cause cancer, heart attack, impotence and disorders of pregnancy and embryonic.) bodily codes <ul style="list-style-type: none"> facial expression : <ol style="list-style-type: none"> Happy expression of the man wears racing suit. Serious expression of the man carrying surfboard. Afraid expression of the man wears blue polo shirt.

Table Continued...

	<ul style="list-style-type: none"> - Gestures : short hair, frizzy hair, well-built and muscular body. - Postures : standing erect, hands clenched, arms are next to his face. • commodity codes fashions : racing suits, surf shorts motors
Textual codes	<ul style="list-style-type: none"> • mass media codes including photographic and televisual.
Interpretative codes	<ul style="list-style-type: none"> • perceptual codes visual perception : the advertisement gives perception toward the reader about nature of the man, especially users of U Mild cigarettes are different to men who did not use cigarettes U mild.

4.1.3.4 Description the meaning of semiotics signs in *U Mild* Billboard

The *U Mild* uses the three icons in the advertising and all were male icon. All three men have advertising icon as a translation of a different but have a common message.

The first man is depicted wearing racing suits, racing helmets and carrying depictions also have a 1970 moped element that marks its meaning can be interpreted as follows. The use of clothes racing by first icon indicates a hobby or occupation of the icon. This is reinforced with a matching racing helmet with racing suit used. However, this advertisement does not indicate that this is the first icon of a racer as well as the icon there is a motor that was made in 1970. It is not the type of motor bike racing bike because it only has a 70cc engine capacity.

Motor racing is actually using the engine capacity of 125cc, 250cc or 500cc. So, how much speed can be at logic that can be taken or reached by the motor capacity of 70cc.

In the first icon in this advertisement, shows one trait or attitude of a man. Judging from the expression of the view that a friendly smile and is happy attitude and shape can be defined if the first man icon is welcoming and friendly. So the conclusion of imaging is the message of the first icon specialized skills as a racer that is both welcoming and friendly does not make the icon has the most good feeling. Not having the feeling of a hero is interpreted in the usual way using the motor for racing motorcycle racing do not use.

In the first part of the icon, the dominant colors used red color has a meaning bravery, strength, confidence, courage, action and appetite. From the meaning of the color red there is a hidden message which is to provide the imaging properties of the red color to the icon of a racer.

The second icon, the men in the athletic body posture indicated from the abdominal muscles are shown, as well as the upright standing position. Imaging as a surfer can be seen holding signs such as surfboards, surf shorts as well as the use of the existing beach background behind the icon. The nature and attitude of a man is shown in the second icon. The second icon displays sharp gaze gesture of looking or seeing something and serious facial expression. Gesture of the icon can be interpreted if the nature of man is a cold and mysterious.

Despite having a body that is athletic and cold nature the icon used hand life vest when surfing. Using hand life vest means keeping away from danger or circumstances that speak like drowned while surfing. Although the icon has a

muscular body, he uses a hand life vest when surfing to minimize hazardous conditions when surfing.

The depiction of a man with curly hair is as the third icon in the advertisement *U mild*. This man showed expression or expression of fear. In addition to visible expression of the body such as the hand gesture that was next to face the man who aims to cover his eyes off the television. The expression of fear associated with imaging a television icon that is behind the icon.

The third man is at home. It can be seen from the spatial placement in the draw. He sits on a white sofa, in front of the sofa or part in the background by the man there is a television on a table. In the television appeared the face of a man who has scary facial expressions that could be interpreted as a ghost. The description from third icon, the writer concludes that the man has the nature of fear such as a fear of seeing a horror movie. But in this ad, the icon chose to see a horror movie at home alone rather than in theatres.

Verbal language or text used in this ad using capital letters where the message to be conveyed by the ad makers are *JAGOAN GA HARUS SOK JAGO* (A hero is not always to be best). *Jagoan* is the person who has the most ability to excel in a field, while the rooster is the most superior properties are most capable in the field. This text is an informal sentence for using the words *GA* the formal word is *TIDAK*. Informal word use of the word is intended that the text can be accepted quickly and easily by the audience.

This text is also related to the third icon images created by the advertisement. Be a hero who has the ability should not have the feeling that the most superior or master. And men who have this attitude are *U mild* cigarette users. It is raised to the audience of the advertisement makers use the sentence *INI BARU COWO U MILD* (Guys of *U Mild*) after the sentence *JAGOAN GA HARUS SOK JAGO* (A hero is not always the most good). The two texts are not directly related because the arrangement is located on the bottom. The laying of two adjacent sentences or 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 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 racing suits and complete with racing helmet which has purpose is protect himself 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 when surfing. And for last icon, he is a gentlemen boy because he chooses to 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 understand what they want and must to protect their body. So, this theme also related with verbal language *INI BARU COWO U MILD* (Guys of *U Mild*) because guys of *U Mild* know what must they do and want.

There is letter of U in blue attached. It gives the identity of the advertisement which is *U Mild*. In addition, the use letter of U aimed at getting the attention of

those who see and also give function to give more marks in customer's mind to keep remembering the company.

Blue is widely used in *U Mild* advertisement. Blue color is a symbol of hope and peaceful hilliness, dependable, dedicated, calm yet lonely. The blue color may interpret existence in this ad is an image of the logo that has an element of *U Mild* and also for target market of *U Mild* is young men.

4.2 Discussion

From the analysis of three cigarette billboards advertisements, the researcher found the finding of the signs and codes which are related to the theory of signs by Peirce and theory of codes by Chandler which is a suitable way to study the relation between sign and meaning and also psychology of color theory by Maitland Graves.

This study proves that in making the cigarette billboard advertisements, the 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 are applied in the cigarette billboard advertisements based on theory of signs by Peirce and theory of codes by Chandler. The author and the illustrator used the signs based on Peirce theory which consist of representamen, interpretant and object. The iconic signs are mostly used in the three cigarette billboard advertisements.

The viewer should build up their interpretation to understand the message of the advertisements because all of the three cigarette billboard advertisements do not contain any picture of cigarette wanted to be advertised. So, the writer used codes by Chandler to analyze implicit meaning in the cigarette billboard advertisements. It is found that verbal language and bodily codes are always used in order to give meaning to the signs employed. Yet, in some signs, the commodity codes did not always applied, it is applied on the social codes of 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 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 meaningful systems. This result is in accordance with Hazrina's study (2010, p.53), she stated that the intense relationship among three elements of triadic relation and the relationship between the slogans and the picture of an advertisement are very important to make people impressed with the product being advertised. While, the interpretation of the cigarette billboard advertisements gives information to the readers about the messages of the advertisement.

The visual signs and the verbal signs which are employed in the billboard 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

the message of the advertisement, and the visual signs used support the verbal signs indeed.

In addition, the font type, the font color and the background color which are applied in the advertisement in fact are also brings a certain meaning toward the cigarette billboard advertisement. Font type and color which are used in the advertisement are also signs which represent the message and the purpose of the advertisement content. The font type and color indeed support the verbal sign in delivering the meaning and messages to the reader. Furthermore, in the background, the author and the illustrator also have applied color in the same pattern in three billboard advertisements.

From those three cigarette billboard advertisements, it can be interpreted that there is a close relationship between the picture and the verbal signs. By supporting each other, both the verbal signs and pictures will produce some expectation in making on impression on the target audience as it has been intended by the advertisements makers. As an example we can refer to *Clas Mild* billboard advertisement about *Talk Less Do More*. In this advertisement, we can find a picture of a man whose hands were around the forehead. This picture has been accompanied by the verbal signs of **BERHENTI MENGUKUR MASALAH MULAILAH MEMBANGUN LANGKAH, ACT NOW!** (Stop measuring problems start building step, ACT NOW!). Both parts of the advertisement, the picture and the verbal signs, which are supporting each, will make the audience understand to interpret the advertisement more easily and to creat certain impression about A *Mild*.

Based on the analysis, the more dominant aspect in the three cigarette billboard advertisements is the picture and the verbal signs. Through the interesting picture, people's attention will be attracted. After seeing the picture, people will read the verbal signs in the advertisements. Verbal signs belong to social codes which is verbal language codes have a role strengthen the impression that has been gotten from the audience through looking at the picture. In other words, the function of verbal signs is to support the existing picture. By reading 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 the product being advertised. By comprehending the triadic relation theory stated by Peirce, which includes representament, object and interpretant, people will understand the meaning of the signs more easily.

The way of making advertisements by using the logo in some advertisements could be intentionally done by the advertisements makers as a strategy to make audience become familiar with the advertisements and recognize the product offered in the advertisement. The examples in the three of cigarette 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 give more marks in customer's mind to keep remembering the company. It has been deeply planted in people's mind and the logo function seems to be stronger in the customer's mind.

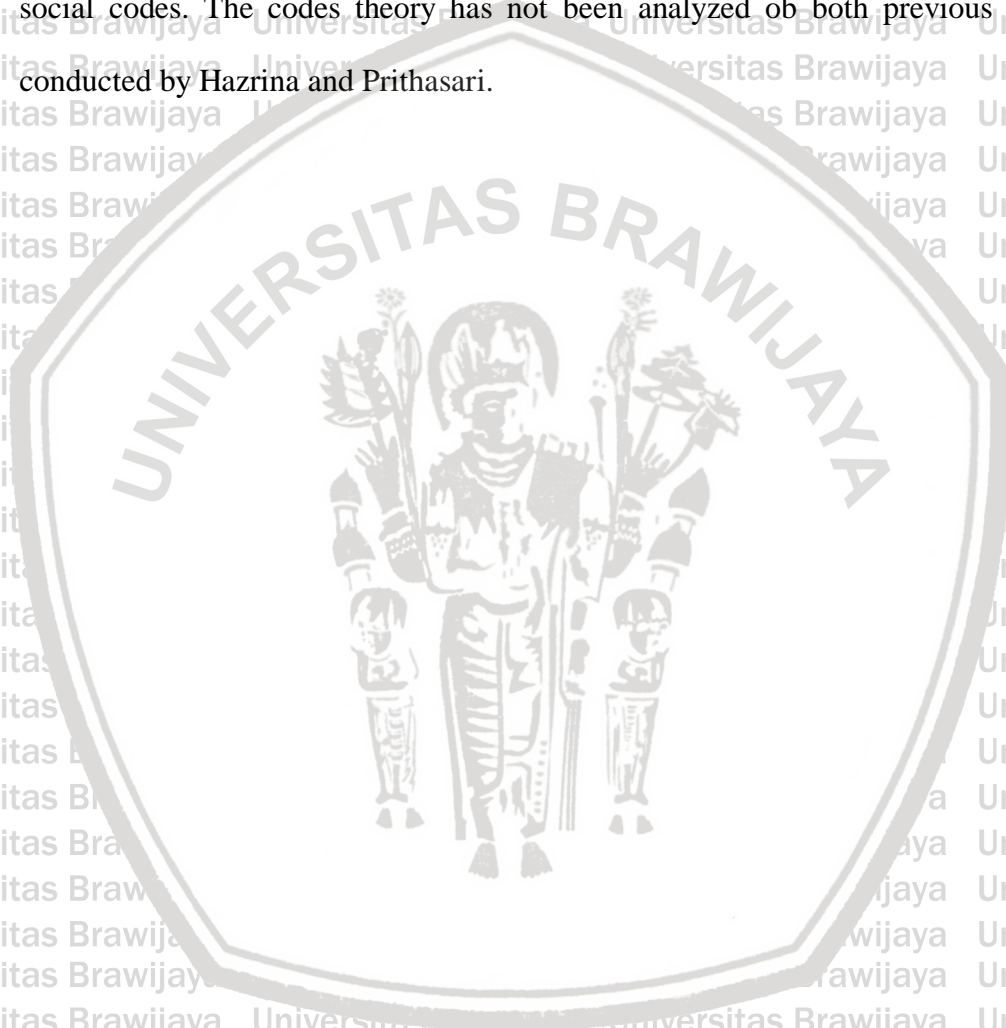
Based on chapter 2, related to triadic relation theory, it is found out that in choosing or deciding representament, object and interpretant, used in each

advertisement, the advertisement maker always refers to the theme of the advertisements. However, if we look at the three advertisements, the researcher found some elements in an advertisement are similar to the elements on the other advertisements. For example, the using sentence *MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN* (Smoking can cause cancer, heart attack, impotence and disorders of pregnancy and embryonic.) which located at the bottom of the billboard with a small size and can barely be seen because of the use of small font sizes. It aims to marginalize its shortcomings.

The writer find all semiotics signs are applied in the cigarette billboard advertisements on Jalan S. Parman Malang. All of the signs such as the icon, symbol and index help a representant, interpretant and object to build meaning of the advertisements. Besides that, signs are connected with social convention. So, codes theory by Chandler gives benefit on build-up the writer sense in understanding sign deeply to make clear explanation meaning of the cigarette billboard advertisements but Hazrina 's did not use codes theory in her analysis.

Moreover, Prithasari used a multimedia object which is *A Mild* television commercial which has jingle that can help her easily to build meaning of the advertisements. In this study, the writer combined symbols, icons, indexes, representant, interpretant, object and codes such as the verbal language and picture found in the advertisements to build the meaning of the advertisements.

The writer also found that there are some signs that were frequently used or shown in all cigarette advertisements. It is a man which has the function as the target of the cigarette company. This sign is considered to give strongest interpretation to the customer by analysis of social knowledge which related with social codes. The codes theory has not been analyzed ob both previous study conducted by Hazrina and Prithasari.



CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer makes conclusion based on the finding and discussion. The writer also gives suggestions for the next researcher.

5.1 Conclusion

From the analysis in Chapter IV, the writer can conclude that the visual and verbal elements of billboard advertisements are considered as signs. The signs which consist of symbols, icon, and index establish the image of the products. By using semiotics, the advertisement can deliver the message of the products in an effective way without losing the essence of the products itself. Signs are the basic element in the semiotics and cigarettes advertising itself have meanings. Cigarette advertising mostly uses signs, icons, indexes and symbols.

Based on Peirce's semiotics theory, there are 37 signs found in total, the writer found that there were 14 (fourteen) icons, 3 (three) indexes and 12 (twelve) symbols. The iconic signs were mostly used in cigarette billboard advertisements on Jalan S. Parman Malang.

Meanwhile, the code which is used to assist in the interpretation of the sign is conveyed to the reader by the advertisements. The code is important to help reader when they analyze the sign employed in the cigarette billboard advertisements. In this study, social codes, textual codes and interpretative codes are used to assist in

determining the interpretation of the meaning contained in the marks of cigarettes advertising that becomes the object of this study. The three cigarette ads use the words that gave the characters of the product itself. The use of the expression in the form of a unique simple sentences aims to make the ads remembered by the public quickly. As in the *A Mild* advertisement that has a characteristic inherent in a society that says *GO AHEAD*.

The pictures in those advertisements must be related with the theme of 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 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 give some influences the meaning. But its different with *U Mild* advertisement that using blue color. Blue color means of a symbol of hope and peaceful hilliness, dependable, dedicated, calm yet lonely which has related with the target market of *U Mild* is young men.

The logo of the product can be pictures, number, or letter. The logo and the slogan of the products are different. Those differences can raise the image of each 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 spirit of the company owned in the competitive market.

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 representing the content of the advertisements. Those qualities indeed have their

own meanings which can represent the goal of the company to be delivered to the viewers or audiences.

Based on the result of analysis, the part of semiotic signs is really important to support the advertisements. Each semiotic signs can give the guide for the viewers to get information. The semiotic sign also can persuade or influence the viewers to use the products.

5.2 Suggestion

By finishing this research, the researcher proposed suggestions for the next researchers who are interested in the semiotics study. The next research can take data from other sources like radio, television, newspaper, magazine, music cover or novel cover. Also the next researcher chooses analyze others component of semiotic signs. By using different sources data, they can get new variety of the result of semiotic research.

Next researcher can use other method of collecting the data, like giving interview or questionnaire to the audiences or the viewers, and asking about their interpretation of the advertisement. By using other methods, the next researcher does not only get more information based on their own interpretation. It is hoped that the method can complete their research.

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