

**EARTH HOUR'S ADVERTISEMENTS AND LOGO
AS ENVIRONMENTAL PROTECTION PROGRAM
BY WORLD WIDE FUND**

THESIS

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Among many marketing strategies of a company, a logo is the basic thing that must be owned by a company or a particular program to be easily recognized in society. In general, logo is a visual thing or image that has a certain meaning behind its creation. With a logo in an institution, media marketing company will also be easier to show their product. Logo is a key point in marketing a particular activity or product. It could be said that logo is the identity that represents something behind. By looking at the logo we are able to define an image or a symbol with a certain product or label.

Logo is arguably the most important part of a brand, it is the part of a company's brand message that is the most visible to consumers ideally, logo comes to stand for the brand itself in consumer minds. As Dickinson (2000, p. 76) describes a debate in the graphic design world about whether or not the design of such a logo really matters. Dickinson also argues (2000, p.77) that it does not matter "if your logo is a nasty drawing of a dead goat's head" as long as it is used consistently.

Earth Hour logo is a unique one because the logo design is simple memorable for anyone. By looking at the logo, we can remember the program from World Wide Fund. Earth Hour is also the only program that has an idea to protect

the environment from turning off the lights, the little things that are very easy to do.

From this small idea, World Wide Fund tries to preserve the energy that no other organizations do. World Wide Fund started from making Earth Hour's Logo to introduce its program through mass media.

Logo has an important role for the mass media publication. If the advertiser has a good logo, they do not need to use the model to market their product or program because logo can convey a lot of meanings behind it. Logo is a category of a sign because there are a lot of interpretation from the picture that exists.

Sign is another form of language that is used in advertising. Moreover, advertising is one of the forms of mass communications. Sign takes the forms of words, images, gestures, sounds, and objects. Language is the system of sign to communicate. The system of a sign in language has an arbitrary relation and a particular meaning. Human uses the sign or symbol to communicate with other people who have the same feeling, idea, and desire.

A symbol of language is used in many form, for examples in company logos, billboards, taglines, and slogan in advertisements. All of symbols in that form should implement a meaning to their viewer, reader, or user itself. A symbol is used a lot in advertisement because symbol can represent the identity of the company.

Advertisement can be published through various media, such as video, voice ads, and poster. All of types have the same purpose, namely to introduce its programs or products. Logo is one of important elements in advertising to show the identity. Belch (2004, p. 16) said "Advertising is defined as any paid form of

non-personal communication about an organization, product, service, or idea by an identified sponsor”.

Roland Barthes uses "the concept of duplicity" to provide an overview of the advertising language that describes the object at the level of denotative and connotative relationships. As what he stated (1993):

All advertisements describe their product but actually saying something different to wrap the products offered in the language of advertising that gives meaning to the reader and converting something simple becomes special in his thinking. (p. 178)

World Wide Fund has a lot of unique advertisements that make the society as the receiver of the advertisement has “the concept of duplicity” to interpret the meaning of the advertisement.

World Wide Fund prefers to introduce its advertisement in a poster form and market its program through the internet. With a unique logo labeled "60 +" as Earth

Hour Logo program, World Wide Fund implies many messages in it. Earth Hour is one of the programs that is already known around the world. Logo of Earth Hour as

World Wide Fund’s program has been published in a lot of visual media since 2008.

Internet as a mass media that is very closed to daily life becomes the place to publish its program.

The main function of advertising is as a tool of communication to send information of the product from the advertiser as a sender and the consumer as a receiver. Meanwhile, according to Kusrtianti (2004, p.5) advertising has such different roles as marketing, communication, economic, and social. Mass media become a "tool of power" that is effective for directing public attention, persuading

public opinion, giving status and legitimacy, explaining, and developing perception and social reality.

Media that exists today is very important in the marketing of a product or program. Mass media is also a place where people can get information, exchange ideas, and opinions. Therefore, the role of the mass media is very important in following the development of communication technology. Advertisement is also media of communication between the sender and the receiver. Advertisement is one of non-verbal media that uses implicature language.

Language is an important tool in communication. Language is used by human in daily activities because human is a social creature who needs interaction with others. As Wardhaugh (1972, p. 3) said "Language is a system of arbitrary vocal symbols used for human communication". Language is everywhere, starting from daily life to the mass media. So from the definition of language, we can conclude that language is as a tool to get information among human being.

Mass media has a social function as a transmission of the social heritage, it also has a strategic influence and power in spreading influence and affect the audiences. Social changes occurring within the community is not formed by itself but the intervention of the media also takes the role on society itself. There are a lot of media that exist around society, including internet. Internet as one of mass media has become a very important channel for individuals and society because it has been blended on their daily lives.

Internet is a medium that is close to implement cyber marketing. Onggo (2005, p. 8) stated "In essence, cyber marketing is defined as a combination of traditional marketing principles and methods of interactive marketing applied to meet the needs of costumer as well as build cyber branding". Cyber marketing is important thing to introduce the program or product towards society because the advertiser can use internet to promote and build their brand freely.

Internet as one of the social agents that play an important role in life of the society, it has a function not only for providing information, news or entertainment, but also the ability for encouraging and reinforcing the norms in our society such as in terms of lifestyle, identity construction, and gender all of which are part of an icon of popular culture. Popular culture with many represented icons tries to enter the market through a variety of media.

Internet as media that plays an important role in spreading the idea of popular culture because popular culture requires media to distribute ideas. The reason of using internet as a medium of promotion because internet is close to young life nowadays. Internet also has a big role towards advertisement. A lot of advertisement published in the internet because there are some facilities that could be used by the advertiser to market their program freely.

Internet is a great place to market any product because everyone can access it. In internet, there are a lot of facilities to market the advertisement freely such as youtube, twitter, facebook, and other social media. There are a lot of advertisements publish on internet which every internet client can see it in everytime. All kinds of

advertisements are classified into two types: there are commercial advertisement and non-commercial advertisement.

The goal of commercial advertisement is to promote or market a selling product oriented to profits or advantages. Meanwhile, non-commercial advertisement does not take profit such as advertisement made by World Wide Fund that propose to persuade society to preserve and protect environment. Usually, the maker of non-commercial advertisement is government or institutions but in this case, the advertisement made by World Wide Fund as non-profit organization.

In non-commercial advertisement, the advertiser does not think about the profit that they will get after the advertisement is published. It is different from a commercial advertisement that think about the profit only. As what Klepper (1979, p. 23) said that in commercial advertisement, to get maximum purpose, the advertiser must see some elements; the product must be good, potential market for the product must warrant of advertising, the company should have the ability and resources to handle an increased volume of sales, the product should be in step with the times, the price must be right.

Advertisement uses the sign system consists of symbols, whether verbal or in the form of icons. Advertisement also uses artificial index, especially in internet, radio advertising, television, and film. The things that are described above can be used as a benchmark in the analysis of the World Wide Fund advertisement in the printed media, especially the analysis of the meaning and message contained in the advertisement, so that the communication message conveyed can be known.

For the media, the language is also seen as a place of exchange of meaning.

The message conveyed in the text will interact with the readers, so that meaning is produced. Essentially, advertisement is a sign that implied by the manufacturer to the consumer to be observed, considered and subsequently be considered to make a decision to follow the product or not.

Almost all of advertisements which are published by the World Wide Fund is in the form of poster. The advertisement is a type of non-profit advertisement.

Although as a non-profit advertisement, World Wide Fund still concerns about advertising essence in order to deliver the messages without offending certain parties. As Ihza (2013, p. 3) stated that advertisers must have a moral responsibility to the society by creating quality advertising, in accordance with the values and norms so as not to ruin the personality of the community, either as a whole or individually. Each advertisement should give a value to target society.

In advertising communications, there are other elements besides language such as images, colors, and sounds. Advertisement is delivered through two channels of mass media, such as mediaprint (poster, newspaper, magazine, brochure, and billboards) and electronic media (internet, radio, television, and movie). Poster is one of printed media which offers the product or program through advertisements.

World Wide Fund uses a lot of visual media than other media of advertisement. Videos and posters are two kinds of visual media that were published to promote its program. World Wide Fund uses poster a lot than video, there are more than 100 posters and less than 50 videos had published on internet.

World Wide Fund has a lot of themes on the poster. Each theme which published every year has five posters that have same themes. There are two edition of the poster that will be analyzed in this thesis. There are “act now for the planet” and “for a living planet” edition. Each edition consists of two advertisements. So, through the result of analysing of four advertisements will be used to analyze the meaning of Earth Hour’s logo.

In this way, the advertisements on poster can be understood as influencing and guiding the viewer’s desires, expectations, and understandings. As a mean of advertising, the advertisement poster plays an important role in connecting the audience with the purpose behind it. In an advertisement, the advertisers should pay attention more to choose an appropriate language. Language in the advertisement is not a usual language because it uses sign as its language to take an attention to the customer about the product or program offered. Advertisement languages could be analyzed through Semiotics study.

Semiotics is a branch of linguistics that studies about sign. In advertisement, sign is only used by visual media. The sign is propose to convey information or message, verbal or non-verbal. Advertisement posters and logos which are used by World Wide Fund is kind of printed media. Printed media that is used by World Wide Fund is one of the way to show the sign in advertisement through non-verbal communication.

Khazali (cited in Hagijanto, 1999, p. 60-70), defines the printed media is a static media that prioritizes visual messages, the media consisted sheet with a number of words, images, or photos in full color and white pages. The main

function of printed media is for selling, informing, and entertaining. Printed media is a document for everything that is capturing from the designer and converted to the form of words, images, photographs, and so on. In this sense, the printed media being an advertising medium in form of poster. So, the advertisement in printed media is a form of promotion that is expressed through images, shapes, colors, and typography and printing processes involve techniques in the grace and support each other.

Advertising a product or a program is important because reviewing advertising is the process of target groups for making interpretation. Assessment marks in advertising systems also includes an object. So, a word as though basically refers to the executive manager medium but the latter is interpreted as a middle manager. As Hoed (cited in Sobur, 2006, p. 117) stated “Interpretation of the phased is an important aspect in advertising, the process is called semiosis.”

This thesis examines advertisement in semiotic perspective by studying passing marks in advertising systems. Advertising uses the sign system consists of symbols, whether verbal or in the form of icons. Images and colors as the material objects are the form of nonverbal language in the advertisement. Images and colors are used here as a symbol.

From interpretation of the symbol, the readers are expected to know the significance of this topic which is to make people enable to understand the message of the logo program from analyzing its poster. The audience can imagine the meaning and the ideology of the program after know the advertisements on the poster. It will also make the poster maker enable to communicate with the audience

better and to explain as well as inform the meaning of the program simply by looking at the advertisement posters.

The person or the group of people which publish an advertisement is called advertiser. World Wide Fund as the advertiser always uses a symbol in its advertisements and logos. On each advertising World Wide Fund always uses symbol, verbal, or icon. As Sobur (2006, p. 116) stated "The advertiser uses sign to promote a product to consumer. Advertising uses sign system consists of symbol, verbal, or icon". Therefore, this research needs to conduct a study on the semiotics contained in the logo of Earth Hour from World Wide Fund and the advertisements.

The research in this thesis deals with semiotics studies. The main semiotic theory that is used in this research is the theory by Ferdinand de Saussure. Saussure is the person who creates the two-part model of the sign. Saussure stated that a sign always has two parts: signifier and signified. Through the relationship among sign, signifier, and signified will lead us to the hidden meaning of the advertisements and the logo of the organization.

Semiotics in advertising, could give an information for the readers to understand the reality. Semiotics will encode the understanding of reality that ultimately cannot be denied by the readers of advertisement. Semiotics becomes a strength that hit the minds of the readers of advertisement because the readers could know more about the meaning of the advertisement, including the message implements in it.

Message uses symbol to represent the meaning of advertisements. It appears in visual form that will give and build a distinctive interpretation to the readers. The

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readers will be attracted from what they see and understand in visual form. With the text and image as a form of expression, it could be readable and understandable not only for certain people. By the image, a person who cannot read will understand in a visual form easily.

Sign is also used on Earth Hour's logo. Earth Hour is the single largest mass participation event of its kind in the world organized by World Wide Fund. World Wide Fund is an International non-profit organization focusing on environmental conservation. Earth Hour event is held in more than 30 countries around the world, including Indonesia. World Wide Fund Indonesia (2013, para. 2) has been around since 2007 but is published on a large scale in social networking since 2008 and the first time Indonesia participated in the second year of the event in 2009.

Earth Hour is formed because there are many news about the environmental damage. Global warming, greenhouse effect, and unstable climate become a real examples of the destruction of nature. A lot of people are aware of the nature damage but only a few of them do something to change the nature of the earth. Andy Ridley, one of the originators of Earth Hour (2008, para. 1), said that he made a breakthrough that was originally a much underrated by many people because of his ideas. In early 2008, he with the World Wide Fund, successfully invited people in Sydney to join Earth Hour and finally next year there are more than 30 countries follows the action.

Logo of "Earth Hour" is the sixty-and the plus sign (60+) and there is globe of Africa in the number "6" and the countries of Southeast Asia and the continent

of Australia in the number "0". There is also a symbol "+" is depicted blue sea and also 60 + logo which always has a black background.

Semiotics analysis concept by Saussure will be used as the approach of the research. Semiotics as the study of the interpretations in all cultural aspect of human being life, the concept can be used to interpret the advertisements and the symbol on Earth Hour's Logo. Actually, the theory of the general linguistic is usually applied to interpret the meaning of the sign or the symbol.

Umberto Eco one of the semioticians focuses on semiotic of communication, stated in his book "A Theory of Semiotic" (2009, p. 7), that semiotics is concerned with everything that can be taken as a sign. A sign is everything which can be taken as significantly substituting for something else. Thus semiotics is in principle the discipline studying everything that can be used in order to lie. If something cannot be used to tell a lie, conversely, it cannot be used to tell the truth.

In communicating, a person uses a sign to send the meaning of object and other people will interpret the sign. Objects for Saussure called "referent". The semiotics concept by Saussure is almost similar to the concept of Peirce. The difference between theory from Saussure and Pierce is from the element of sign.

Peirce stated "object" as one of element on Semiotics itself. On the other hand Saussures interpret the "object" as a "referent" and mention it as an additional element in the process of tagging. Example: when people mention the word "awesome" (signifier) with a tone of amazed then it is a sign of admiration

(signified). Then, according to Saussure the signifier and the signified is unity, inseparable, like two sides of a sheet of paper.

The purpose of this theory is to find the connection or relationship between the signs to one another related to the meaning in signs had analyzed. Theory an object that can elaborate the meaning contained in the sign of an object, either the icon, the index, and the symbol. Then, from analyzing the advertisements of Earth Hour program, the result will be used as the background to analyze the logo of Earth Hour itself.

World Wide Fund has a mission to encourage the youth to be aware of the environment because the future of the earth is in the hands of the youth. World Wide Fund's program logo is used as medium to notice the messages to preserve the environment will be the material object of this thesis. World Wide Fund also uses a unique poster to publish its program through advertisement. An interesting to examine because this is the non-commercial advertisement.

1.2 Problems of Study

- 1) What is the meaning of Earth Hour Logo?
- 2) What messages do the advertisements of World Wide Fund's program want to deliver through the semiotic analysis concept of Saussure?

1.3 Objectives of Study

- 1) To find out the meaning of Earth Hour Logo through the semiotics analysis.
- 2) To find out the messages of advertisements by World Wide Fund's program.

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH METHODS

This chapter provides a discussion of several theories and researches that are related to this study. World Wide Fund's advertisements and also Earth Hour's logo will be explained and analyzed through semiotics concept by Ferdinand de Saussure.

2.1 Theoretical Framework

This study implements semiotics theory in order to analyze the meaning of advertisements that is used by World Wide Fund to introduce and promote the program. Analysis from the advertisements are used to analyze the logo of program from World Wide Fund named Earth Hour. Semiotics is used to study the meaning of the logo behind it.

2.1.1 Semiotics

Semiotics is discussed since the era of Greek philosophy, it is etymologically derived from the Greek, "semeion" which means sign. Semiotics is a general study about the signs as an essential part of cultural life and communication. According to Sobur (2004, p. 96), we can only know about culture and reality by means of the sign, through the process of signification. Semiotics

studies is a human phenomena including cultural or sociological as a sign signification.

Semiotics is newly developed since the beginning of the 20th century, although in the early 18th century and the 19th had many experts (especially German) who tried to parse the various problems related with the mark. Charles Sanders Peirce (cited in Sobur, 2006, p. 16) defines, semiotics is “a relationship among a sign, an object, and meaning”.

Semiotics is usually defined as a general philosophical theory dealing with the production of signs and symbols as part of code systems which are used to communicate informations. Semiotics includes visual and verbal as well as tactile and olfactory signs. All signs or signals which are accessible and can be perceived by all our senses as a form of code systems which is systematically communicate informations or messages.

Semiotics is concerned with everything that can be taken as a sign. A sign is everything which can be taken as significantly substituting for something else.

Semiotics is a study about meanings which is made for knowing the reality.

Semiotics is concerned with meaning-making and representation in many forms, most obviously in the form of texts and media.

Semiotics explains combination of sign which usualy consists of characters, forms, and the processes of its signification. Semiotics gives a big attention to everything that can be esteemed as a sign. One sign can be used as a signifier that has an important meaning to substitute the object. There is nothing considered

except sign in semiotics, the study is about anything that has related to sign, whether it is signifier, signified, or how the sign can produce the meaning.

Semiotics is one of the ways that communication can be delivered. We realize that sign which is giving a double meaning is not a scam but it is a function of the sign. The signifier and signified in the field of semiotics and denotation and connotation in the field of linguistics.

This thesis uses Semiotics concept by Saussure because it is very appropriate to analyze logo and advertisement. Actually, Semiotics concept by Peirce is also applicable to analyze the material object. However, Semiotics concept by Saussure is more compatible because Saussure stated referent or object as additional, it differs from Peirce's concept.

Peirce stated that object or referent in Semiotics is a fundamental element. For Peirce (cited in Alex Sobur, 2003, p. 41), sign "is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign"

In Peirce's theory (cited in Alex Sobur, 2006, p. 116) of semiotic known triangle meaning consist of sign, object, and interpretant. Sign (image, color, gesture, etc) is anything that has a meaning, object is the target society of the sign and interpretant is a person whose interpret the signifier based on cultural backgrounds. So, the interpretation of the object is based on the identity of the interpretant. While, the object or referent of the signifier of the material object in

this thesis is all the society, there is no significant object. For the reason, Semiotics concept from Saussure is more appropriate to examine the material objects.

2.1.2 Semiotics by Ferdinand de Saussure

Saussure (1983, p. 67) offered a 'dyadic' or two-part model of the sign. He defined a sign as being composed of 'signifier' (signifiant) - the form which the sign takes; and the 'signified' (signifié) - the concept it represents. The sign is the whole that results from the association of the signifier with the signified. Saussure classified the components of sign as trikotomis.

Saussure element of sign, distinguish the object of language between signifiant (signifier) and signifie (signified). Signifiant is a material aspect of language; it can be a form of languages, sounds or images. Signifie is a mental aspect of language or a concept appears in human thought. The principle between the signifiant and the signifie are arbitrary. So, according to Saussure, sign always has two faces, the material aspects of the sign signifies generated by the material aspect and conceptual aspects of mental or designated by the material aspect

The relationship between the signifiant and the signifie can be represented by the drawing:

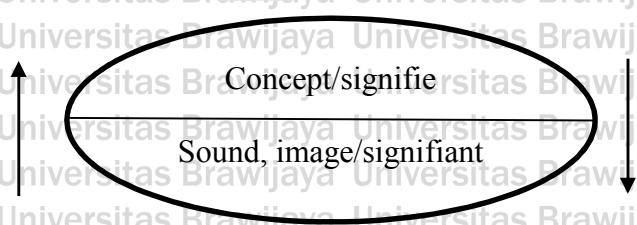


Figure 2.1 Ferdinand de Saussures Concept of Semiotics. (source : Course in General Linguistic, 1966, p.66)

The relationship of the signifier and the signified can deliver a clear meaning of selected sign and uses for communication. This theory is called dyadic theory of Saussure in the field of semiotic study. Through this relationship will create the process of delivering meaning and interpretation which is called the process of semiotic.

Semiotics according to Saussure (cited in Hidayat, 1998, p. 26) is based on the assumption that during the act and bring the meaning of human behavior or serve as a marker for, there should be a system behind the differences and conventions that allow it meaning. For Saussure representation of signifier is the types of sign. So, according Saussure "if there is a sign there is a system."

According to Saussure (cited in Daniel Chandler, 2002, p. 19), the sign is the whole that result from the association of the signifier with the signified.

The relationship between the signifier and the signified is called as signification.

A sign must have a signifier and a signified. We cannot have a sign if there is a meaningless signifier or a completely formless signified. A sign could be recognized from combination of a signifier with a particular signified.

Ferdinand de Saussure defines the language as system of sign and he looks forward about the science to analyze the sign system in linguistic within society. As what he said on his famous book, Course in General Linguistics (1966):

Language is a system of signs which express ideas. Hence it is like writing, the deaf and dumb alphabet symbolic rites, etiquette, military signal and so on, except that it is the most important of such systems. One may therefore envisage a science which studies the life of signs in the framework of social life.....we shall call it semiology (from the Greek semeion, 'sign'). It will teach us what signs consist of, the law which they governed. (p. 16)

Semiology, according to Saussure, is based on the assumption that during the act and bring the meaning of human behavior or as long as signs. Where there is a sign there is a system.

2.2 Advertisement Poster

Nowadays, people use technology as a way to support advertisement as the communication system between the sender and the receiver. By using technology, we can more easily express our creativity and imagination to reach our purposes. One way of using technology is in visual signs such as internet, radio, television, film, advertisement, pamphlet, magazine, book, photograph, and posters. People use technology, especially visual signs which is contain in some pictures implement a special meaning to express their messages through the signs in the illustrative pictures.

Analyzing advertisement posters is interesting because when we pay attention to a poster, we can understand the main idea of advertisement. In advertising poster, people usually take a look at the advertisement posters before want to know more about the product or program. The pictures in an advertisement posters usually is depicting the main goal. There are a number of semiotic elements worth analyzing in the poster such as how the effect of nature damage is clearly and interestingly illustrated in the poster of World Wide Fund.

As visual communication, specifically advertising, advertisement posters are constructed with the audience in mind, they are created to influence them.

According to Kerrigan (2010, p. 131) "The objective of producing a poster is to create 'want to see' in the mind of the consumer through communicating the

essence of the film and highlighting the unique selling proposition such as cast, genre or other element.”

Therefore, the audience is key and by looking at advertisement posters one is able to analyze the ways in which appeals are made to bring people into the propose. Similarly with Marich said (2005, p. 15) “Advertising needs to convey an overall point of view to make an impression”. It is also applied by World Wide Fund to convey its mision for the nature.

2.3 Logo

Logo is an emblem or a special symbol that represents a company or organization. A logo can be a name, symbol or other graphical elements displayed visually. A logo is created as an identity, it should be unique and easy to distinguish competitor companies. The definition of the logo according to Frank Jefkins (1995, p. 367) "Logo is the presentation, the figure or visual appearance which is always associated with a particular organization as a form of identity and part of corporate identity".

On the marketing side, logo has the function to distinguish the product with other products. According to the corporate identity expert David E. Carter (2000, p. 3) at least the company logo should has a certain character, concerning: original and distinctive, legible, simple, memorable, easily associated with the company, and also easily graphic adaptable for all media that is easy to apply to a variety of media, to avoid difficulties in the application.

Logo always implements particular symbol, and symbol always has particular meaning. As part of its corporate identity, logo is like the body that is

able to express the content of the product or the company. So with a logo, the company has identity to be known by society easily. The advantages of logo is that we can instantly remember a product just by looking at a picture.

2.4 World Wide Fund

World Wide Fund for Nature (WWF) is an International non-governmental organization. World Wide Fund handles the problem of conservation, research and restoration of the environment. This organization was established as World Wildlife Fund and formalized in Canada and the United States. World Wide Fund (2010, para. 2) "The decision was made to establish World Wildlife Fund as an international fundraising organization to work in collaboration with existing conservation groups and bring substantial financial support to the conservation movement on a worldwide scale."

World Wide Fund is the largest independent conservation organization in the world with over 5 million supporters worldwide working in more than 100 countries, supporting around 1,300 conservation and environmental projects. This organization has a mission to "obstruct and reverse destruction of our environment".

At present, most of them focused on the task of conservation of three biomes that contain most of the world's biodiversity, the forests, freshwater ecosystems, and oceans and beaches. In addition, World Wide Fund also deals with endangered species, pollution and climate change.

One of the reason what make World Wide Fund different from other environmental protection organization is: World Wide Fund introduce a lot of

programs to society through unique advertisements on its programs. The purpose of its program can be known by looking at the advertisement design.

2.4.1 World Wide Fund Tagline on Advertisement

One of the important things that cannot be apart from poster advertisement, either commercial or not is tagline. Otto Klepper (cited in Liliweri 1992, p. 17) explains that advertising is derived from the Latin *ad-vere* that has meaning pass down the thoughts and ideas to others. Besides having a function to explain what is in the picture, tagline also has a function to convey the intent of the entire contents in the poster.

The tagline in printed media advertisement is the main part and the most important thing, although not always located at the beginning of writing. The tagline should be made attractive in order to evoke a sense of interest from readers and usually printed thicker and larger than the other text, in order to make the advertisement being eye-catching or catcher's attention.

In non-commercial advertisement posters made by World Wide Fund there are some tagline, such as "for a living planet" and "act now for the planet". On the issue of the advertising poster "for a living planet" describes the condition of the earth that has changed the contents of the trash content and on the issue of "act now for the planet" seems like the image satire about the slow handling of damage.

World Wide Fund launch the creative poster campaign against the Global Warming and Climate change. World Wide Fund tries to tell society to realize the disaster of global warming.

A good advertisement is published through print media or electronic media, basically have a structure. Kasali (1995, p. 82) stated, "Structure advertisement in print media can be viewed repeatedly and at any time according to the needs of its readers thus making it more readily observed". Most structures are displayed in the order the tagline, theme, body advertising and slogans. Though not always all parts shown in an advertisement.

Consumers will generally receive the influence of what they consider to have the experience, knowledge and skills that exceed them. This expertise can be demonstrated by showing knowledge or to show evidence of the reputation gained from his expertise. For example, we get a recommendation from someone who has bought the same goods with the goods we buy and the people are smarter and more successful than us of course this will motivate us to consider and ultimately decide to follow what he did.

World Wide Fund (2013, para. 1) stated "We focus on the planet's most urgent threats and find innovative solutions that help both people and nature."

World Wide Fund gives innovative not only from the program, it also promotes movement to preserve the environment through advertisement posters.

Advertisement on the posters have a purpose to describe the impact if people do not heed the invitation.

The design of poster is so varied, it will make people be interested to look further on the notice. Hagijanto (1999, p. 60-70) stated "Advertisements in printed media sometimes passed over by the reader, so the advertisement are packed with visual communication design elements that failed achieve the goal"

2.5 Earth Hour

Earth Hour is a global event organized by World Wide Fund once every year. The activity is to turn off the lights and other electrical appliances that are not needed in the home and office for an hour to raise awareness of the need for serious action against climate change. Earth Hour (2007, para. 7) stated “The inaugural Earth Hour is held in Sydney Australia 7.30pm - 8.30pm, 2.2 million Sydneysiders and 2,100 businesses participate.”

Activities initiated by World Wide Fund and Leo Burnett was held in 2007.

The event is still organized until now, this event is routinely organized every year hold every Saturday in March. This event was firstly held in Sydney and as many as 2.2 million people participate by putting out all lights that are not needed. After Sydney, a few cities around the world participated in Earth Hour 2008. Then, Earth Hour in 2013 was held on March 23th, 2013 at 20:30 until 21:30 local time.

Earth Hour is firstly held globally on March 28, 2008 starting at 20:00 until 21:00 local time. Based on what published on Earth Hour website, this program is success in inviting 35 countries to participate through the main town and the support of 400 other cities. In 2008, Earth Hour was successfully held in all the continents in the world. Earth Hour Indonesia (2013, para. 1) stated a number of famous landmarks in the world turning off lights, such as the Sydney Opera House (Sydney, Australia), Empire State Building (New York City, U.S.), Sears Tower (now Willis Tower, Chicago, USA), the National Monument (Jakarta, Indonesia), Golden Gate Bridge (San Francisco, USA), Bank of America Plaza (Atlanta, USA), Space Needle (Seattle, USA), Table Mountain (Cape Town, South Africa), the Colosseum

(Rome, Italy), Azrieli Center (Tel Aviv, Israel), Royal Castle (Stockholm, Sweden), CN Toer (Toronto, Canada), SM Mall of Asia, SM Science Discovery Center (Manila, Philippines), Suva (Fiji), Nidaros Cathedral (Trondheim, Norway), Petronas Towers (Kuala Lumpur, Malaysia), KL Tower (Kuala Lumpur, Malaysia), Wat Arun (Bangkok, Thailand), London City Hall (London, UK), and the Royal Liver Building (Liverpool, United Kingdom).

Official Earth Hour website has been visited by more than 6.7 million people in the weeks leading up to Earth Hour in 2008. Other web sites also participated, including Google which makes their main page dark at the day.

According to a Zogby International online survey (2008), 36 million people participate in Earth Hour 2008. The survey also showed an increase in public awareness of climate changes by 4 percent.

Earth Hour aims to encourage individuals, communities, business practitioners, and governments that are interconnected to be part of the change for a sustainable world. Begins with the first step is as easy as turning off lights and electronic devices are not used as an energy-saving commitment to the Earth, and also the momentum to show to the world about energy saving behavior that has been done.

2.6 Significance of Study

Significance of this study is to persuade the readers to know the meaning and messages of Earth Hour's logo and its advertisements. Earth Hour as one of World Wide Fund's program is good to be known because a lot of student knowless

about the program that actually good for nature and environment. By knowing its messages through their symbol from this thesis, hopefully the readers could be interested to know more about the way to protect the nature from Earth Hour Program.

This research also could give some advantages for the readers who are interested in semiotic field for analyzing the cultural code that manifest in various ways. Actually, semiotic can be applied in analyzing many sign in images, advertisements, and many other.

2.7 Previous Studies

Thesis which are entitled “ *Analisis Semiotik Wacana Iklan Rokok A Mild Edisi ‘GO AHEAD’ Versi Gapai Mimpi Go Ahead, Setia Kawan Go Ahead Dan Pikir Pendek Go Ahead*” and “ *A Semiotic Analysis on Dagadu T-Shirts*” are taken as the previous studies. The reason is because the approach that is used is very appropriate to this thesis. Moreover, the writer uses Semiotics as the theory to analyze the thesis.

The differences between my thesis and the previous studies are from the material object and the semiotics concept. The two previous studies used advertisement and product as material object and my thesis uses logo of International program that exists. Then, one of the previous study uses semiotics concept by Pierce as approach, it is different from this thesis that use semiotics concept by Ferdinand de Saussure.

2.8 Research Methods

a) Deciding the Object Material

This research tries to analyze the meaning of the linguistic symbol used on Logo of Earth Hour's Program and the relation between the linguistic symbols and pictural symbols. This thesis uses four advertisement posters and one Earth Hour Logo, which contain the signs, picture and linguistic symbol on designer above.

b) Collecting the Data

Collecting the advertisements posters that are used by World Wide Fund to promote Earth Hour's program from internet. Moreover, four advertisements that are most published on internet taken as the material object of this study. Then, asked local committee of Earth Hour Program about the event and the purpose of the event. Gathering all the data, either verbal or non-verbal. Semiotics symbol can be images, words, phrases and sentences. The data collected are in the appendix.

c) Analyzing the Data

Earth Hour's logo will be described uses the descriptive qualitative analysis. Earth Hour's logo and the advertisements that is used will be analyzed through semiotics concept of Ferdinand de Saussure to analysis data. First, the writer searched the Earth Hour's logo and the advertisements of World Wide Fund's Program that using symbol and then find out the meaning or interpretation of the sign using the semiotics theory. Second, the writer reads the article about Earth Hour and compile the books related the approach.

d) Drawing the Conclusion

Based on the method used, the thesis will find the conclusion related to the study. Semiotics concept by Saussure as the approach will classify the advertisements and the logo as signifier and signified. Then, the thesis will describe the advertisements to find out the meaning or interpretation of the sign of Earth Hour's Logo.



CHAPTER III

FINDINGS AND DISCUSSION

This thesis provides four World Wide Fund's advertisements and one logo of its program called Earth Hour as the object of analysis. The advertisements and the logo were taken from the internet. World Wide Fund published a lot of advertisements in internet to promote its program. It has many attractive designs on its advertisement and also there are many programs founded by World Wide Fund to persuade the society to protect and preserve the environment more.

As it has been mentioned in the first chapter, the purpose of the study is to find out the meaning used in Earth Hour's Logo Program and the advertisements meaning. Its purpose is to know the relation between the messages in advertisements and the logo meaning. This research is conducted using semiotics concept by Ferdinand de Saussure.

The advertisements were taken from the internet which have already been published since 2007 and Earth Hour's Logo that has already been published since 2008. This thesis analyzed two advertisements published in 2012 and two advertisements published in 2013. The advertisements were published to introduce World Wide Fund programs and to persuade the society to preserve environment more. World Wide Fund conveys all the messages using the design of the advertisements which has unique texts, image, and colors.

3.1 Advertisement “For A Living Planet” 1st Edition

Figure 3.1 uses images that is supported by the text. The advertisement poster is published a lot in internet since 2013. World Wide Fund published the advertisement firstly through e-mail to all the member of World Wide Fund and spreaded in a lot of social media by the member. As what Pandu said (December 20th, 2013) “All of Earth Hour committee should be aware to spread the advertisements by themself through all of social media that they have.”



Figure 3.1 For A Living Planet Ads (source: www.wwf.org, 2013)

a. Signifier on the poster

The signifiers of the poster are the text “RUBBISH CAN BE RECYCLED. NATURE CANNOT.” written in capital letter, the text “for a living planet”, pile of garbage, one Deer is standing, rubbish Deer, dry season, cloudy weather, smoke, and World Wide Fund Logo.

b. Signified of the Advertisement

The text “RUBBISH CAN BE RECYCLED. NATURE CANNOT.” written in the bottom of the deer image refers to the theme of the advertisement. The meaning of capital letter could be the warning. The sentence makes the advertisement clearer to explain the strength or specification provided in the advertisement.

The text “for a living planet” means the thing we will do is for the benefits of this planet. The poster portrays the image of pile of garbage, it illustrates that garbage becomes a serious problem of the earth. From the garbage, it could make disaster such as flood and enviromental damage. Pile of garbage represents the environment which is not maintained.

We can see in Figure 3.1 that the advertisement uses deer as the image of the animal because according *Peraturan Pemerintah Republik Indonesia no. 7 tahun 1999* stated that deer is one of the rare animals that should be protected. The deer is standing alone is a representation of the animal that is getting less of its existences. Beside the images of deer which is standing alone, the deer is made from the rubbish. The image of the rubbish deer clearly delivers the meaning that the deer is tortured by his condition.

The weather is dry because there are no trees growing up, it is also a sign that the earth is not fine. Clouds are increasingly clarifying the worst condition of the earth. Cloudy weather also can be a sign of gloomyness sense. Smoke is the representation of the air pollution that ruining the nature. There is also World Wide Fund logo, it is the representation of the identity of the advertisement maker.

c. Messages of the Advertisement

The semiotics concept above shows the relationship among the signifier and the signified that make sign as we can see on the advertisement poster. Here, World Wide Fund wants to deliver message to the society through the sign on the poster.

The purpose of the advertisement as the signifier would be clearer if we see the picture of the poster which consists of picture, sentence and also the World Wide Fund Logo as the identity.

World Wide Fund wants to deliver the warning to the receiver. The other messages are implemented in the poster is the problem of our nature which is rubbish. The people always throw the rubbish everytime, if the rubbish is not in the right place, it will be a serious problem towards the nature. We can do anything to save this planet, even from the smallest thing, for example is to throw the rubbish at the right place.

The message from the image of the deer is that we should preserve the habitat of deer before it will be rare. Actually, deer is only the representation of rare animal because World Wide Fund also uses another rare animal as the model on its website. On the other advertisements, World Wide Fund also used another rare animal, for example elephant, cheetah, tiger and the other rare animal. World Wide Fund hopes that the society who sees the advertisement will be aware and doing something to the environment because World Wide Fund also has the program to show the real action for environmental protection.

The advertisement implements a criticism towards society which is careless about the environment. World Wide Fund also delivers a message that if the society does not care towards the environment, the society will face the condition

like in the poster. It can be shown by the image that portray rubbish as the elements of environment.

3.2 Advertisement “For A Living Planet” 2nd Edition

Figure 3.2 use the image and supported by the text as the theme of the advertisement. The advertisement poster is published a lot on internet since 2013. World Wide Fund published the advertisement firstly through e-mail to all the member of World Wide Fund. Then, some of World Wide Fund members published on their social media before World Wide Fund officialy published on its website.



Figure 3.2 Earth Hour For A Living Planet Ads (source: www.wwf.org, 2013)

a. Signifier on the poster

The signifiers of the poster are the text “for a living planet?”, a pole made from a candle, a melting pole, one polar bear is swimming, polar bear is struggling to seize the pole, dark sea, Earth Hour Logo including the time of the event, and World Wide Fund Logo.

b. Signified of the Advertisement

This advertisement poster has the text “for a living planet”, besides refers to the theme of the advertisement, it also implements the meaning what World Wide Fund Program doing is for a living planet. This advertisement was published to promote Earth Hour event from World Wide Fund. So that, the image shows the portrait of the pole made from candle.

The advertisement used candle pole as one of signifier because a candle is always close to Earth Hour event. When the lamps are turned off in the event, the candle is the alternative for the light. A melting pole represents the condition of the nature that ruining slowly. Pole is a place that a lot of cold-blooded animals live.

The advertismen only put one animal for the model and this case is a polar bear. The reason why this advertisement uses polar bear as the model is because polar bear is a representation of an animal which is hunted largely, the hunt is done to take polar bear fur. As what Mulvaney said that Polar bear has a high risk to be rare and the attacking from humans is higher, and the reward for animal protector is much lower.

World Wide Fund portrays polar bear which is struggling to seize the pole which represents the struggle of the animal to survive because of illegal haunting.

The dark sea represents the terrible condition of the sea. Polar bear that we can see in Figure 3.2 shows that he is swimming alone. Image of "alone" is showed in Figure explains that the polar bear population is getting increasingly rare due to habitat damaged by human activity. In the bottom of the poster, there is a World Wide Fund Logo as the identity of the advertiser.

This advertisement was published to promote Earth Hour Program held on March 23th 2013. The proves are the image of Earth Hour's logo and the time of the event. World Wide Fund also wants to show the condition of pole and its animal.

There is World Wide Fund logo also, it is representation of the identity of advertisement maker.

c. Message of the Advertisement

Besides as the media to promote World Wide Fund program, the advertisement wants to deliver message to preserve the animal population through Earth Hour. It can be seen from Figure 3.2 of the poster as the signifier, it explains the condition one of rare animal in the world. Saving energy in short time hopefully could save more energy and decrease the waste.

The purpose of the advertisement would be clearer if we see the picture of the poster which consists of the picture of a rare animal that has been struggling to survive since discovery data (2011, para. 2) said that the population of polar bear is getting decrease. The issues of melting pole have been published a lot in media, for the reason the World Wide Fund wants to deliver the issues again in this media because if we do not aware with this condition, the nature damage will cannot be handled.

World Wide Fund hopes that the society as the reveiver of the advertisement will be aware and doing something to the animal preservation or at least want to join Earth Hour event. From Earth Hour, World Wide Fund hopes that the electricity could break to waste the energy for a while.

The interpretation of candle pole and its animal is: a candle as lamp replacement could help polar bear to survive because electricity from natural resources are used on a large scale by many buildings and industry today. That is why the advertisement used candle to replace the image of pole. The relationship between the poles and Earth Hour can be analyzed through the benefits of Earth Hour itself. One of the benefits of Earth Hour is to save the energy of electricity because electricity in many countries are using natural resources as a power plant. So, through Earth Hour the society could help the nature so much if the society do it continously.

The concerns of the advertisement are to preserve and protect the rare animal, it can be shown by the image of polar bear swimming to the island made from off candle. Saving the environment is not only to protect the trees, but also protect the population inside because animals and trees are one unity that could make the nature be balance.

World Wide Fund emphasizes to rescue endangered animals. Endangered animal populations decline year by year which is causing the nature is not balance. Through the analysis of the advertisement, we can know that World Wide Fund persuades the society to join Earth Hour. Then, this is the message brought by the World Wide Fund in its advertisement to invite the people to keep the nature that we have.

3.2 Advertisement “Act Now For The Planet” 1st Edition

Figure 3.3 uses a lot of image as the signifier of the object. The advertisement poster is published a lot on internet since 2012. World Wide Fund

published the advertisement firstly through e-mail to all the member of World Wide Fund, then spreaded in a lot of social media.

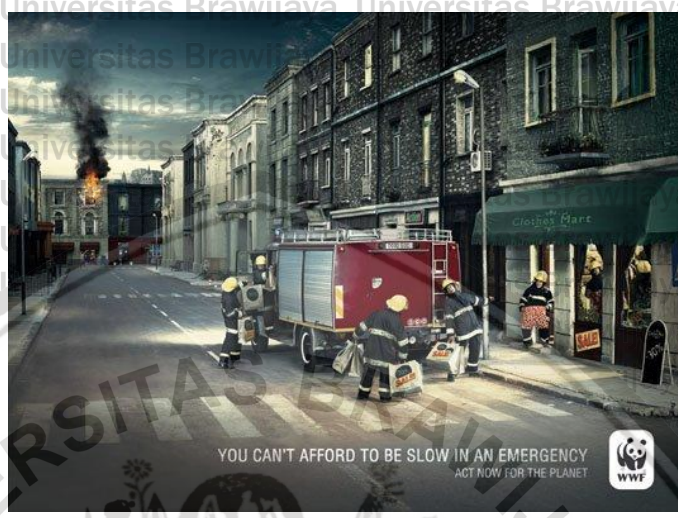


Figure 3.3. Act Now for the Planet Ads (source: www.wwf.org, 2012)

a. Signifier on the poster

The signifiers of the poster are the texts written in capital letter "YOU CAN'T AFFORD TO BE SLOW IN AN EMERGENCY", the words "act now for the planet", a group of firefighters with their car, some of Firefighters carrying a paper bag with the words "sale", some of Firefighters in-clothes mart, adjoining houses, the burning house, cloudy weather, the distance between Firefighters and the burning house, and World Wide Fund Logo.

b. Signified of the Advertisement

The words "act now for the planet" refer to the warning towards the society. The image also shows the Firefighters are doing shopping meanwhile there is fire caught the building. World Wide Fund uses Firefighter as the model because Firefighter have a job if there is a fire only. Fire in this case represents the disaster.

The distance between Firefighters with their car and the location of the fire also can represent how easy if we want to do something to protect our nature from disaster.

Some of the Firefighters are carrying a paper bag with the words "sale" and the rest are still in clothes-mart. The word "sale" is very close with activity in the market. It seems that the fireman is doing shopping. Meanwhile there is building caught by fire near them, the fire is signifier of disaster. One house among adjoining houses caught by fire represents that if the receiver afford to be slow in an emergency it will cause more fire or more disaster.

The sentence "YOU CAN'T AFFORD TO BE SLOW IN AN EMERGENCY" make the advertisement clearer to explain the strength or specification provided in the advertisement. The sentence which is written in capital letter shows as the warning. There is World Wide Fund logo also, it is representation of the identity of advertisement maker. The identity has a role to show the cultural background of the organization and to know more about the goal of the advertisement.

c. Message of the Advertisement

World Wide Fund wants to criticise and also deliver the messages towards society. It is clear to show the condition of the society. The purpose of the advertisement would be clearer if we see the picture of the poster which consists of pictures, texts and also there is a World Wide Fund Logo as the identity.

Figure 3.3 is a criticism towards society that is doing the preservation of the environment slowly. Disaster can happen anytime without we know it before.

World Wide Fund hopes that the society as the receiver of the advertisement will

be aware and doing something to the environment. We can see in the picture that the distance is so close but the Firefighter do not see or they pretend nothing happens.

If we compared with the real life, it is almost same with the condition of society.

We know that the disaster is close to us but we pretend that we do not see anything happens around us.

In the poster we also can see the Firefighters doing shopping, which is an activity that is really time-wasting because we should choose what we are going to buy. The meaning behind that is: the slow afford does not change anything. World

Wide Fund criticise the society through the image. It can be shown by the image that is showing the Firefighter do not do their works. However this is a social criticism because Firefighters as the saviors of disaster does not something instead they still have a fun with their shopping.

The sentence "YOU CAN'T AFFORD TO BE SLOW IN AN EMERGENCY" referring to the theme that is also being a criticism towards the society that less care about environmental damage. Firefighter as the symbol of quick response officer do not doing their job well, instead of they afford to be slow in emergency. The poster shows the disaster on the land, means that disaster is close with us.

3.3 Advertisement "Act Now For The Planet" 2nd Edition

Figure 3.4 uses the images and the texts as the signifier of the object. The advertisement poster is published a lot on internet since 2012. World Wide Fund published the advertisement firstly through e-mail to all the member of World Wide Fund.



Figure 3.4 Act Now for the Planet Ads (source: www.wwf.org, 2012)

a. Signifier on the poster

The signifier of the poster is the words written in capital letter “YOU CAN’T AFFORD TO BE SLOW IN AN EMERGENCY”, the words “act now for the planet”, a group of Firefighters with their boat, sunset, two Firefighters are photographing the sunset, burning boat which almost drowning, dark sea, dark background, cloudy weather, and World Wide Fund Logo.

b. Signified of the advertisement

The words “act now for the planet” refer to the edition of the advertisement. Figure 3.4 shows the group of Firefighters are photographing the beautiful sunset meanwhile there is a fire caught the boat on the other side of the sunset, it represents the society who careless about the disaster that happens arround of them. The burning boat which is almost drowning represents the disaster. Sunset also represents something, we know that after sunset is night. If the night came, the firefighters cannot see the beautiful moment anymore because the

condition of the sky. The cloud sky is the signifier of natural damage in the air.

Dark background is representation of gloominess because there is no light. Light is the representation of the hope. The activity of the Firefighters is representation of the happiness before the happiness will be gone because of the time.

The sentence "YOU CAN'T AFFORD TO BE SLOW IN AN EMERGENCY" make the advertisement clearer to explain the strength or specification provided in the advertisement. The sentence that is written in capital letter shows the advertisement is also being a warning. The sentence referring to the theme is also criticism towards the society that does not care about environmental damage.

c. Message of the Advertisement

The advertisement implements a lot of messages to the society, especially internet client as the receiver. The purpose of the advertisement would be clearer if we see the picture of the poster which consists of picture, sentence and also there is a World Wide Fund Logo as the identity.

This criticism is clear delivered towards the society that they are slow in doing preservation of the environment. We as society still feel free to look at the beautiful world but never take a look on the other side. World Wide Fund wants to warn the society from the image of the poster. It can be shown by the image of Firefighter that they do not doing their works. The cloud sky bring the message when the weather is fine we can see a lot of stars and the moon in the sky but if the weather is not fine, we cannot see anything in the sky. We do not have the light in

the night, anymore. Light is the signifier of the hope. So, if we do not have the light, we also do not have a hope to preserve environment anymore.

World Wide Fund is hoping that the society who sees the advertisement will be aware and doing something to the. Through preservation of the nature conducting it simultaneously all over the world are helping to conserve natural resources. So, the damage nature could be decrease by doing preservation rapidly.

3.4 Earth Hour's Logo

Figure 3.5 is Earth Hour's logo. The logo is published a lot on internet since 2008. World Wide Fund published the logo firstly through its official website then all of World Wide Fund member helped to spread it in a lot of social media. The logo is used by Earth Hour committees in a form of banner, shirt, billboard, and other media.

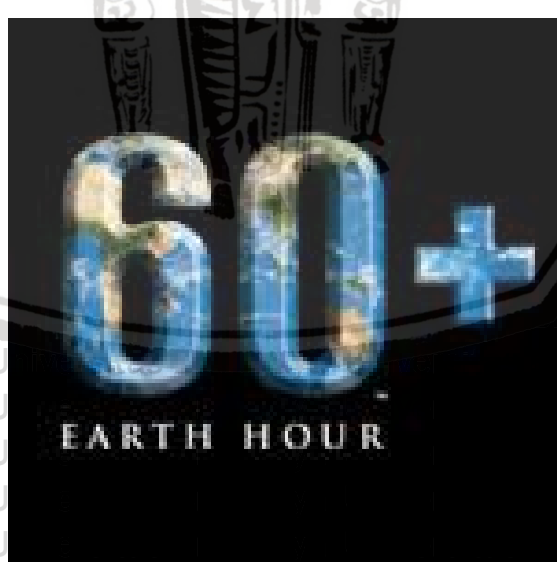


Figure 3.5. Earth Hour's Logo (source: www.earthhour.org, 2008)

a. Signifier on the logo

The signifier of the logo is the text written in capital letter "EARTH HOUR", the number 60, plus sign after number 60, globe of Africa on the number 6, globe of Southeast Asia, Indonesia, and Australia on the number 0, image of sea on plus sign, copyright mark after word EARTH HOUR, and black background.

b. Signified of the Logo

There are some countries of Africa in number 6 and some countries in Southeast Asia (including Indonesia) and Australia on the logo. The reason why there is a globe of countries in Africa and Southeast Asia is because they are the countries that have tropical forests and a lot of rare animal population live, for example tiger, lion, cheetah, and other protection animal.

The image of island on number is a green lands. The green lands depicted in number 60 shows how actually the earth is fertile. The Sea on Plus Sign reflects the condition that the Sea as one of nature elements that is also need to be protected.

The number 60 represents the event that hold for 60 minutes. The image 60+ represents that what we did in 60 minutes are expected to have more benefits for this planet. As Nanda (December 29th, 2013) "In the 60 minutes that we were suggested always encouraged for preserving the environment. Well from 60 + it may spread another 60 + in our daily activity"

The words "Earth Hour" below the number that are printed smaller than the number shows that we can protect the forest and sea ecosystems through small things things; Earth Hour. The program is to make the earth rest for an hour, in order to make all the activities that use electricity will be resting for a while.

The words "EARTH HOUR" written in capital letter shows the identity of the event. Black background behind the symbols is the image of the condition when the lamps turned off for an hour. There is copyright symbol after the text means that Earth Hour as one of program from World Wide Fund is legal. According to Cambridge Dictionary, copyright is the legal right to control the production and selling of a book, play, film, photograph, or piece of music.

c. Messages of the Logo

Earth Hour is one of the International Program held every year around the world. World Wide Fund has many programs offered to the society to preserve our enviroment and nature. As the non-profit organization which has many programs, it tries to promote the product by using advertisement. Earth Hour is one of World Wide Fund program that inviting everyone to join.

The green color in the map is a portrait of fertile lands, the message that we can take is if we care to our earth then the earth will be remain green and fertile as before. World Wide Fund is spreading over the world, indicating that the destruction of nature can happen anywhere, and we have to keep our earth. World Wide Fund through many programs encourage people to join directly for protecting and preserving the environment. Despite the small things, we can save our environment.

There is a globe of Indonesia, according to World Wide Fund Indonesia (2010, par. 2-3) Borneo or Kalimantan is the heart of the world. The forests in Kalimantan is the second biggest forest in the world. On the other hand, there are a lot of news about fires in Kalimantan forest. By maintaining the ecosystems and

forests as the heart of the natural world, natural world will be balanced and the potential for natural disasters will reduced.

Some countries have chosen the sea as the landfills and resulting in many ecosystems died and eventually become extinct. As what Pandu said

It is because of Southeast Asia and Africa have many animal populations should be protected because we do know if Indonesia has the largest forest in the world number two, then on television we are also often see it if Africa was where the animals are protected animals. (December 20th, 2013)

Tropical forests are the heart of the world because the condition of the nature depends on its existence. We need to protect more the nature from other disasters.

For the reason Earth Hour uses Kalimantan and some of countries in Southeast Asian on its logo.

Through a sea image in plus symbol, World Wide Fund would like to convey the message that the sea is also one of the elements of nature that we must guard, we must guard even more. There are many people who do not care about the land but there are many more who are not concerned with the sea ecosystem. As Nanda (December 29th, 2013) stated that "One of World Wide Fund purposes is to protect the nature, including the animal population in it."

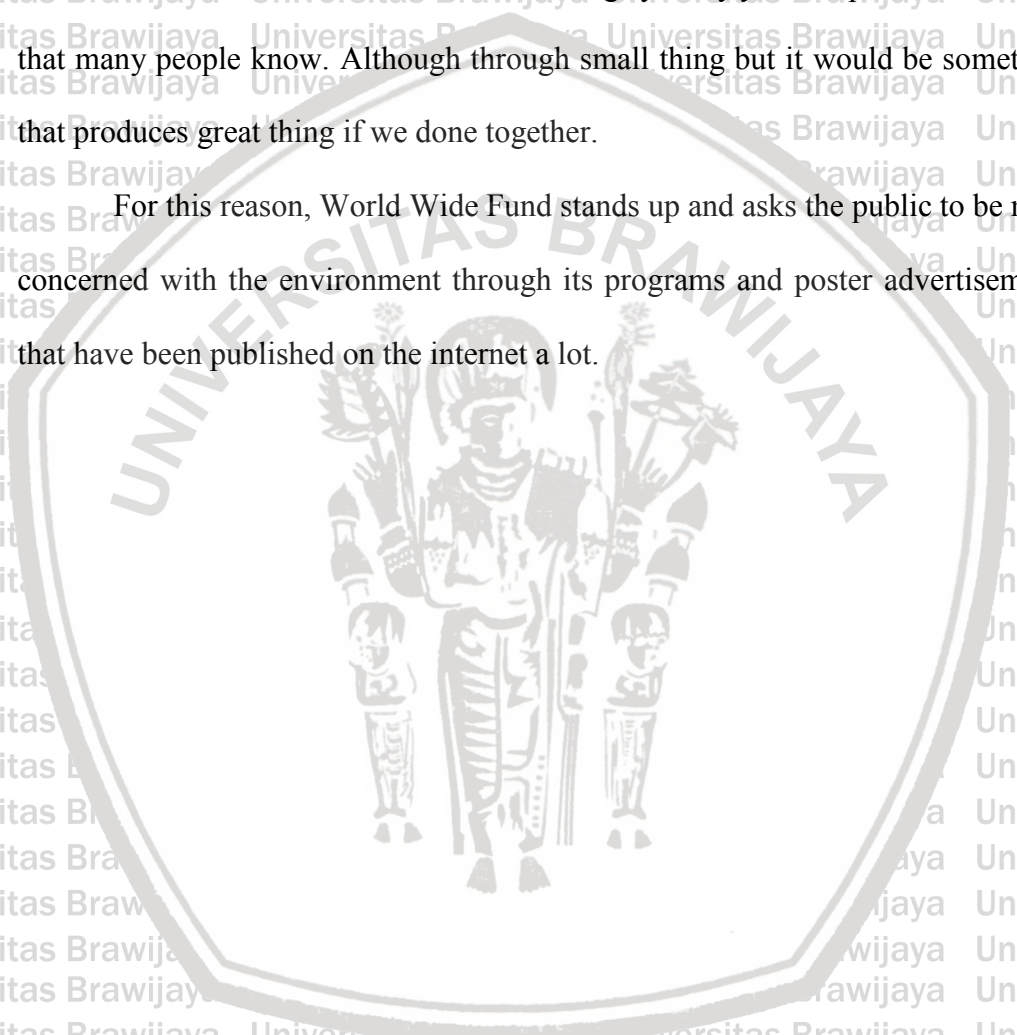
World Wide Fund also has an office in Indonesia. According to World Wide Fund Indonesia

Jakarta is home to WWF-Indonesia's National Office Secretariat whose role is to lead and coordinate the work of 25 WWF-Indonesia offices that are operating throughout the country, by developing policies and priorities, fostering exchange of lessons learned between different offices, coordinating national campaigns, providing technical assistance and capacity building, and providing supportive measures to ensure that national operations run smoothly. (2009, par. 2)

The National Office Secretariat also ensures the alignment of WWF-Indonesia efforts with the Global WWF Network.

The focused issue in this case is a common problem that most people feel: the destruction of nature. Environmental damage year by year is a public knowledge that many people know. Although through small thing but it would be something that produces great thing if we done together.

For this reason, World Wide Fund stands up and asks the public to be more concerned with the environment through its programs and poster advertisements that have been published on the internet a lot.



CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Earth Hour as one of the environmental protection programs from World Wide Fund uses sign on its advertisement as a language to promote the event. The pictures and symbols on Earth Hour's advertisements can be analyzed by using semiotics. World Wide Fund's advertisements use attractive sign which can make interesting sense of the consumer. It needs to be done because by using attractive language (sign) can change the mindset of society about advertisement.

All of signs always have a meaning, and the meaning of sign could have some messages if the researcher elaborates the meaning. It good to be done if the researcher wants to know deeper about the goal of the sign. After analysing the advertisement and the logo, we can get a lot of messages. Advertisement about environmental protection actually bring a positive messages towards the society if we know the meaning of the symbol deeper.

The strategy of World Wide Fund as as one of non-profit organization is using free media. The purpose of the advertisements from World Wide Fund are not for commercial because World Wide Fund is trying to persuade the society to preserve and protect the nature through free media which is internet. Internet is the right place to promote the program because everyone could sees it everytime and the advertiser could market all of its product freely.

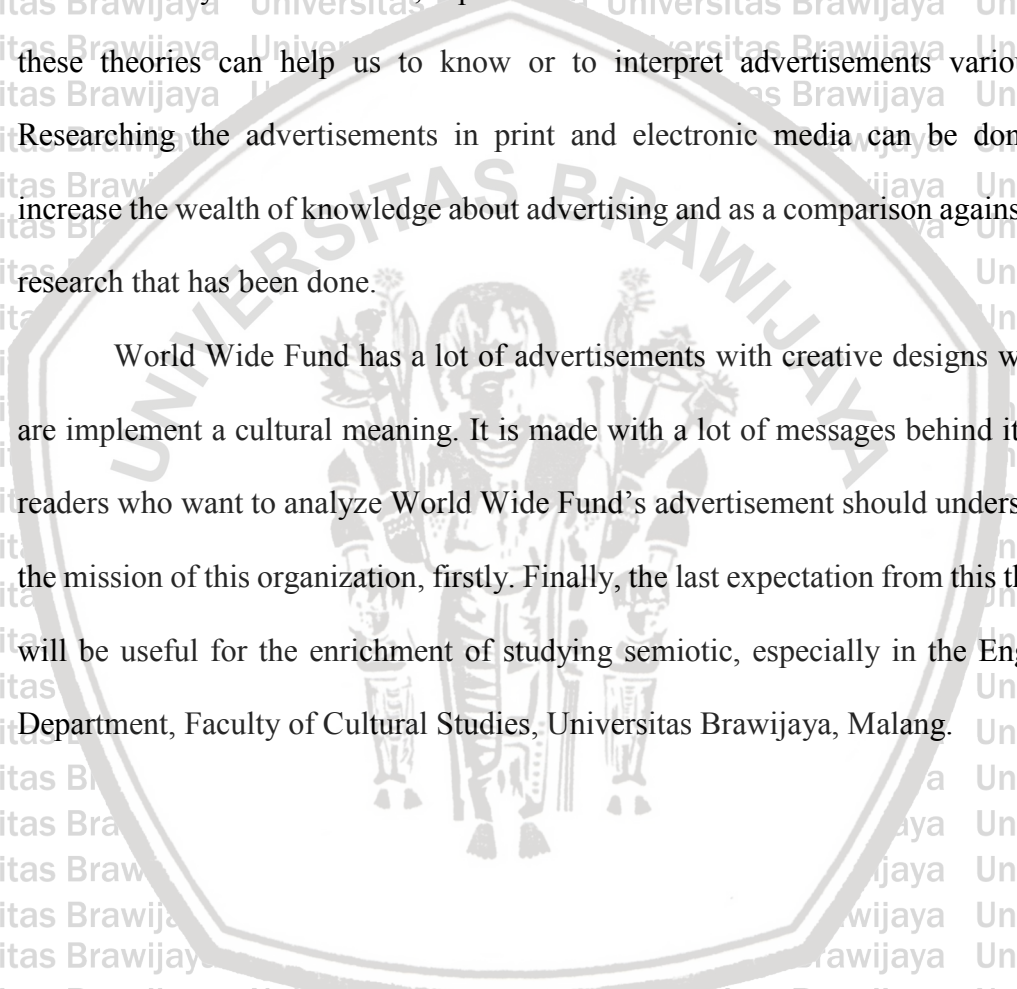
4.2 Suggestion

This thesis can be one reference of analyzing advertisement through semiotic framework especially based on Ferdinand de Saussure's theory. However this study still needs to be improved. For the readers who are interested in doing the same study about semiotic, expected to take others semiotic theories because these theories can help us to know or to interpret advertisements variously.

Researching the advertisements in print and electronic media can be done to increase the wealth of knowledge about advertising and as a comparison against the research that has been done.

World Wide Fund has a lot of advertisements with creative designs which are implement a cultural meaning. It is made with a lot of messages behind it, the readers who want to analyze World Wide Fund's advertisement should understand the mission of this organization, firstly. Finally, the last expectation from this thesis will be useful for the enrichment of studying semiotic, especially in the English

Department, Faculty of Cultural Studies, Universitas Brawijaya, Malang.



1. Interview With Local Committee of Earth Hour Event

First Person

Name : Nanda Primidya

Date of Birth : October 29th 1992

Role in Earth Hour : Leader and contributor of Earth Hour Committee
Bojonegoro

Second Person

Name : Pandu Pramudya

Date of Birth : November 13th 1991

Role in Earth Hour : Leader and contributor of Earth Hour Committee
Malang

List of Questions

- 1) Apa sih Earth Hour?
- 2) Anda tahu Earth Hour sejak kapan? Dan dari media apa?
- 3) Yang membuat anda tertarik untuk terjun langsung ke dalam Earth Hour itu apa?
- 4) Anda ikut berperan di Earth Hour sejak kapan? Dan berperan sebagai apa?
- 5) Anda kan salah satu penggerak Earth Hour, kenal nggak sama penggerak dari kota lain? Kalo kenal, bisa kenal darimana?
- 6) Cara mendapatkan panitia Earth Hour bagaimana?
- 7) Tahu nggak logo Earth Hour itu punya makna atau pesan tersendiri?
- 8) Tahu nggak tentang iklan-iklan yang dibuat World Wide Fund untuk mempromosikan Earth Hour?
- 9) Earth Hour kan acara non-profit. Anda kok mau bergabung atau bekerja untuk acara tersebut?
- 10) Pesan dari Earth Hour untuk masyarakat itu sendiri apa?

1.1 Earth Hour Committee Sub-Regional Bojonegoro

Yudha Satria : Jadi gini mas Nanda ya? Saya mau tanya-tanya nih tentang Earth Hour. Earth Hour itu sebenarnya apa sih?

Nanda P. : Earth Hour itu acara semacam gagasan dari World Wide Fund untuk kegiatannya dalam mengurangi dampak pemanasan global seperti penggunaan plastik dan bahan bakar, semacam itu.

Yudha Satria : Anda tahu Earth Hour sejak kapan? Tahun Berapa tepatnya?

Nanda P. : Saya tahu Earth Hour tahun 2012.

Yudha Satria : Anda tahunya dari media apa?

Nanda P. : Dari media internet.

Yudha Satria : Dari media internet apa? Facebook, twitter, atau yang lain?

Nanda P. : Waktu itu dari Youtube.

Yudha Satria : Jadi lihat iklannya yang video itu ya?

Nanda P. : Iya ada semacam “*Suggestion Video*”

Yudha Satria : Yang membuat anda tertarik untuk terjun langsung kedalam kepanitiaan *event* kepanitiaan Earth Hour itu apa sih?

Nanda P. : Pertama masalah pengurangan sampah, bahan bakar, dan plastik, serta penanaman pohon itu yang paling membuat saya tertarik.

Yudha Satria : Jadi intinya ingin *preserve* lingkungan gitu ya?

Nanda P. : Ya, semacam begitu.

Yudha Satria : Anda ikut terjun di kepanitiaan Earth Hour sejak 2012 itu Peran anda itu sebagai apa? Dan di kota mana?

Nanda P. : Peran saya sebagai kontributor, semacam penggerak di kota Bojonegoro.

Yudha Satria : Semacam ketua pelaksana gitu ya?

Nanda P. : Iya semacam begitu.

Yudha Satria : Anda kan salah satu penggerak Earth Hour di Indonesia, kira-kira kenal nggak sih sama penggerak dari kota lain?

Nanda P. : Kenal beberapa.

Yudha Satria : Kok bisa kenal?

Nanda P. : Dari internet, dari *e-mail*, jadi misalkan ada berita kita harus ngapa-ngapain kita di *e-mail* sama Earth Hour pusat, dan dari *e-mail* itu biasanya ada *contact list* seperti *cc* ke teman – teman EH yang lain.

Yudha Satria : Earth Hour pusatnya itu dimana?

Nanda P. : Di Jakarta.

Yudha Satria : Ada *event* kumpul-kumpul gitu nggak sih antar panitia Earth Hour per-kota gitu?

Nanda P. : Iya ada, mereka menyebutnya KUMBANG.

Yudha Satria : Apa itu KUMBANG?

Nanda P. : Kumpul dan Belajar Bareng.

Yudha Satria : Oh ada ya, itu di Jakarta terus apa pindah-pindah gitu?

Nanda P. : Selalu di Jakarta.

Yudha Satria : Anda mendapatkan kepanitian itu darimana sih? Istilah buat buat panitia itu apa? Relawan? Panitia? Atau apa?

Nanda P. : Disini kita pake nama *volunteer*. Dapetnya sukarela, kita cari mereka lewat sosial media.

Yudha Satria : Kita kan juga tahu tentang logonya Earth Hour yang “60+” soalnya sangat *memorable* bangetlah ya, menurut Nanda itu punya makna nggak sih?

Nanda P. : Untuk makna saya tahunya, kita berbuat sesuatu dalam waktu 60 menit itu, tapi secara pribadi “60+” itu Cuma sekedar logo bagi saya karena yang kita lakukan di luar 60 menit itu yang lebih penting. Jadi, bagi saya 60+ itu hanya simbol.

Yudha Satria : Kalo pemaknaannya bagi Nanda sendiri gimana? Kenapa kok pake 60+ gitu lho? Apa sih makna dari 60+ itu?

Nanda P. : Maknanya, dalam 60 menit itu kita dihibau dan diingatkan untuk selalu menjaga lingkungan. Kan di 60 menit itu kita ada

simbol untuk mematikan lampu. Nah dari 60+ itu semoga menjalar di 60+ lain di keseharian kita.

Yudha Satria : Oh, jadi dari 60 menit yang kita lakukan setahun sekali berharap punya dampak lebih yang diberi tanda “+” nya itu ya?

Nanda P. : Nah, iya.

Yudha Satria : Trus tahu juga nggak sih tentang iklan-iklan WWF yang untuk Earth Hour ini?

Nanda P. : Kalo untuk iklan saya tahu dari internet, tapi kalo untuk di televisi hanya sehari sebelum *event*.

Yudha Satria : Oh yang ada di televisi hanya sehari sebelum? Kalo untuk yang jauh sebelumnya hanya ada di Internet?

Nanda P. : Iya.

Yudha Satria : Earth Hour itu biasanya ngeluarin iklan sering dalam bentuk apa? Video, foto atau poster?

Nanda P. : Paling banyak mereka video sama poster.

Yudha Satria : Earth Hour ini kan acara non-profit, nggak ada keuntungan atau laba khusus. Anda kok mau kerja sih sedangkan anda tidak dapat apa-apa ketika bergabung?

Nanda P. : Kalo itu soal panggilan jiwa, seperti kesadaran melindungi lingkungan.

Yudha Satria : Pesan dari WWF terhadap masyarakat itu sebenarnya apa sih?

Nanda P. : Pesan inti dari WWF sebenarnya untuk meningkatkan kesadaran cinta lingkungan.

Yudha Satria : Oh begitu, terimakasih banyak atas waktunya.

1.2 Earth Hour Committee Sub-Regional Malang

Yudha Satria : Mas Pandu, jadi saya mau tanya-tanya tentang Earth Hour. Earth Hour itu apa sih?

Pandu : Earth Hour itu program dari World Wide Fund untuk memamatkan lampu selama satu jam tiap tahunnya. Intinya itu sih.

Yudha Satria : Mas Pandu bergabung di Earth Hour ini sejak kapan?

Pandu : Sejak 2013, jadi tahun ini tahun kedua saya.

Yudha Satria : Dari media apa pertama tahunya?

Pandu : Dari twitter, trus cari ke youtube.

Yudha Satria : Dari internet ya berarti. Yang membuat anda tertarik untuk bergabung itu apa?

Pandu : Iklannya bagus-bagus.

Yudha Satria : Oh gara-gara iklan ya. Peran mas Pandu sendiri itu sebagai apa?

Pandu : Tahun 2013 saya sebagai anggota, dan tahun ini saya sebagai ketua pelaksana di sub-regional kota Malang.

Yudha Satria : Anda kan salah satu penggerak Earth Hour nih, kenal nggak sama penggerak dari kota lain?

Pandu : Kenal beberapa, tapi ya sekedar kenal ngga akrab gitu.

Yudha Satria : Kenal darimana?

Pandu : Dari *e-mail*, *twitter*, trus pas kumpul bareng *pra-event* kita.

Yudha Satria : Tahu nggak kalo logo Earth Hour yang 60+ itu punya pesan? Atau makna gitu?

Pandu : Oh ya pasti, kan logo itu perwakilan maksud dan tujuan dari si pembuat gitu ya.

Yudha Satria : Trus makna logo Earth Hour itu bagi mas Pandu apa? Kenapa pake angka 60 dan plus gitu lho.

Pandu : Kenapa 60, soalnya kan kegiatan kita EH itu dilakukan selama 60 menit, dan kenapa pake tanda plus bukan minus soalnya harapan dari EH itu kan positif bukan negatif, dan semoga dari 60 menit itu bisa mempunyai dampak yang lebih, dampak yang plus plus bagi lingkungan.

Yudha Satria : Trus tau nggak kenapa pake gambar Afrika dan Asia Tenggara di dalam logonya?

Pandu : Kalo itu gara-gara Asia Tenggara dan Afrika banyak populasi hewan yang harus dilindungi mungkin ya, soalnya kita kan tahu kalo Indonesia punya hutan terbesar di dunia nomer dua, trus di

tivi kan kita juga sering lihat kalo Afrika itu tempatnya hewan-hewan yang dilindungi.

Yudha Satria : Kayak rusa, banteng, macan, dan lainnya gitu ya mas. Oya, ngomongin soal iklan yang membuat mas Pandu tertarik tadi, apa sih yang membuat mas Pandu tertarik sama iklannya?

Pandu : Jadi pas itu kan saya buka twitter, trus temen saya ada yang posting gambar gitu. Saya lihat kok bagus, trus saya tanya-tanya.

Yudha Satria : Oh jadi dari poster iklannya gitu ya? Itu twitter resmi dari EH atau orang biasa yang posting?

Pandu : Temen saya yang udah jadi *volunteer* EH duluan, jadi *volunteer* EH itu harus punya kesadaran untuk menyebarkan iklan lewat jejaring sosial yang dia punya. Kan anak jaman sekarang media sosialnya lengkap mas.

Yudha Satria : Hehe iya. Media untuk mempromosikan Eath Hour itu sendiri ada apa saja?

Pandu : Ya semua media sosial yang ada. Entah youtube, facebook, twitter, ya semua pokoknya.

Yudha Satria : EH kan organisasi non-profit, kenapa anda mau bergabung?

Pandu : Ya kan ini kegiatan positif, untuk melindungi alam, kan gak ada salahnya.

Yudha Satria : Oh gitu ya. Pesan dari Earth Hour itu sendiri untuk masyarakat apa sih?

Pandu : Ya intinya ngajak kita semua untuk lebih peduli dengan lingkungan, melalui hal kecilpun kita bisa kok ngelindungi alam kita. Salah satunya dengan Earth Hour itu sendiri.

Yudha Satria : Oh begitu, terimakasih banyak atas waktunya.

Appendix : Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Yudha Satria Aditama
2. NIM : 105110100111109
3. Program studi : Sastra Inggris
4. Topik Skripsi : Semiotics
5. Judul Skripsi : Earth Hour's Advertisements and Logo as Enviromental Protection Program by World Wide Fund
6. Tanggal Mengajukan : 04/10/2013
7. Tanggal Selesai : 29/01/2014
8. Nama Pembimbing : I. Yusri Fajar, M.A.
II. Melania Shinta Harendika, M.A.
9. Keterangan Konsultasi

No.	Tanggal	Materi	Pembimbing	Paraf
1.	4 November 2013	Pengajuan Judul	Pembimbing I	
2.	4 November 2013	Pengajuan Judul	Pembimbing II	
3.	15 November 2013	Pengajuan Bab I	Pembimbing I	
4.	19 November 2013	Revisi Bab I	Pembimbing I	
5.	29 November 2013	Pengajuan Bab I	Pembimbing II	
6.	2 Desember 2013	Revisi Bab I	Pembimbing II	
7.	3 Desember 2013	Pengajuan Bab II	Pembimbing I	
8.	4 Desember 2013	Revisi Bab II	Pembimbing I	
9.	6 Desember 2013	Pengajuan Bab II	Pembimbing II	
10.	7 Desember 2013	Revisi Bab II	Pembimbing II	
11.	10 Desember 2013	Revisi Setelah Seminar Proposal dan Pengajuan Bab III	Pembimbing I	
12.	17 Desember 2013	Revisi Setelah Seminar Proposal dan Pengajuan Bab III	Pembimbing II	
13.	5 Januari 2014	Pengajuan Bab IV	Pembimbing I	
14.	12 Januari 2014	Revisi Bab IV	Pembimbing I	
15.	13 Januari 2014	Pengajuan Bab IV	Pembimbing II	
16.	13 Januari 2014	Revisi Bab IV	Pembimbing II	

17.	16 Januari 2014	Revisi Bab I-IV dan <i>front pages</i>	Pembimbing I
18.	17 Januari 2014	Revisi Bab I-IV dan <i>front pages</i>	Pembimbing II
19.	22 Januari 2014	Revisi Setelah Seminar Hasil	Pembimbing I
20.	22 Januari 2014	Revisi Setelah Seminar Hasil	Pembimbing II
21.	24 Januari 2014	Revisi Setelah Seminar Hasil	Pembimbing I
22.	24 Januari 2014	Revisi Setelah Seminar Hasil	Pembimbing I
23.	30 Januari 2014	Revisi Setelah Ujian	Pembimbing I
24.	30 Januari 2014	Revisi Setelah Ujian	Pembimbing II

10. Telah dievaluasi dan diuji dengan nilai:



Dosen Pembimbing I

Malang, 29 Januari 2014

Dosen Pembimbing II

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Melania Shinta Harendika

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Mengetahui,
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