

**A SEMIOTIC STUDY ON RELATIONSHIP BETWEEN
THE SLOGANS AND THE PICTURES OF
COCA COLA ONLINE COMMERCIALS**

THESIS

**BY
CINTYA MEDHA HAZRINA
NIM 0610330011**

UNIVERSITAS BRAWIJAYA



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGE AND LITERATURE
FACULTY OF CULTURE STUDIES
UNIVERSITY OF BRAWIJAYA**

2010

**A SEMIOTIC STUDY ON RELATIONSHIP BETWEEN
THE SLOGANS AND THE PICTURES OF
COCA COLA ONLINE COMMERCIALS**

THESIS

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

BY
CINTYA MEDHA HAZRINA
NIM 0610330011

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGE AND LITERATURE
FACULTY OF CULTURE STUDIES
UNIVERSITY OF BRAWIJAYA**

2010

DECLARATION OF AUTHORSHIP

Herewith I,

Name : Cintya Medha Hazrina

NIM : 0610330011

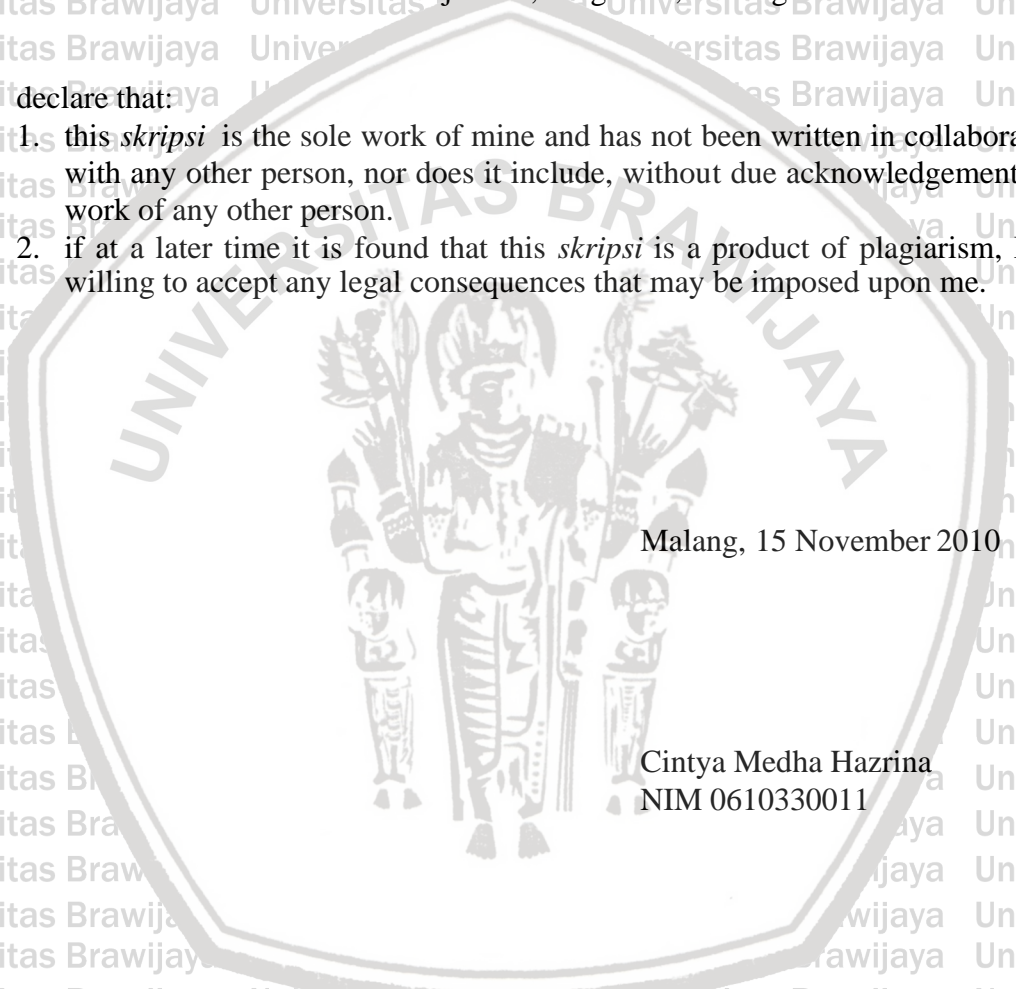
Address : Bukit Cemara Tujuh B5, Tlogomas, Malang

declare that:

1. this *skripsi* is the sole work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. if at a later time it is found that this *skripsi* is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me.

Malang, 15 November 2010

Cintya Medha Hazrina
NIM 0610330011



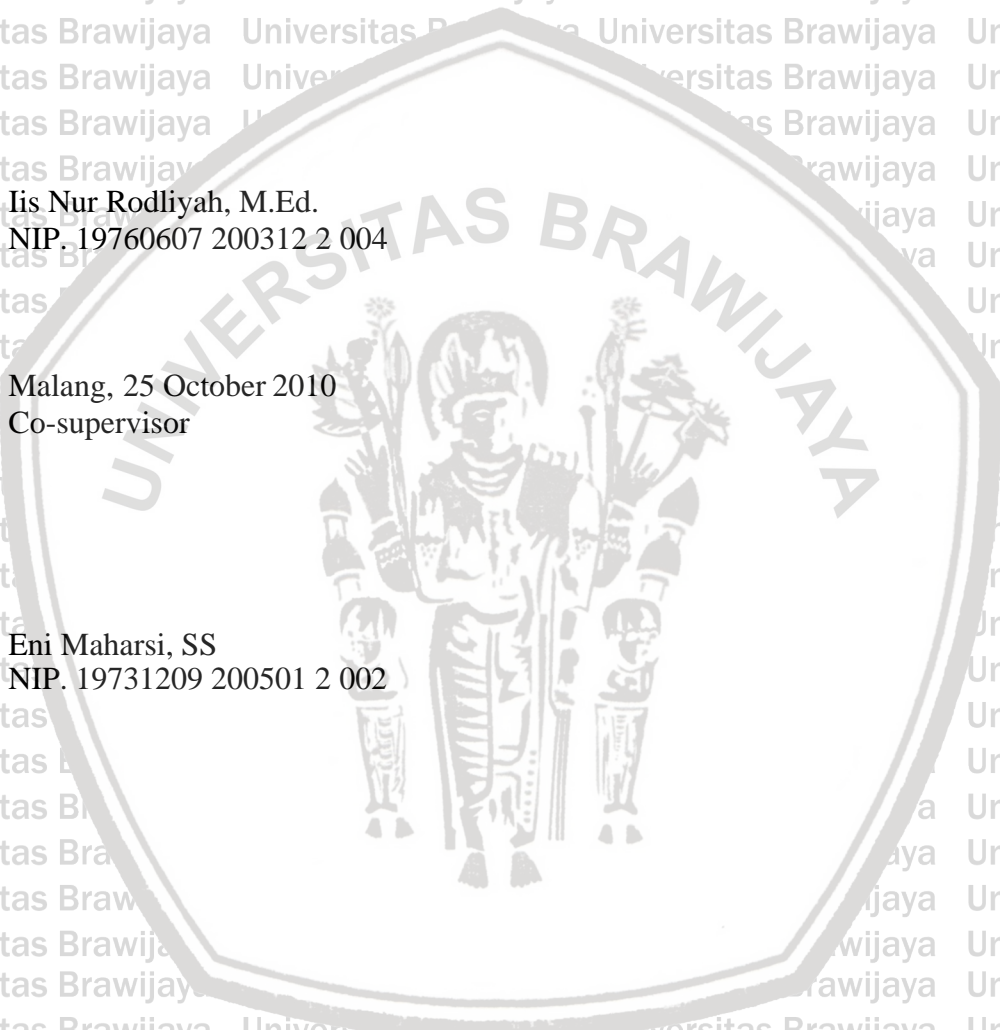
This is to certify that the *Sarjana* thesis of **Cintya Medha Hazrina** has been approved by the Board of Supervisors

Malang, 25 October 2010
Supervisor

Iis Nur Rodliyah, M.Ed.
NIP. 19760607 200312 2 004

Malang, 25 October 2010
Co-supervisor

Eni Maharsi, SS
NIP. 19731209 200501 2 002



This is to certify that the *Sarjana* thesis of **Cintya Medha Hazrina** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*

Syariful Muttaqin, M.A., Chair
NIP. 19751101 200312 1 001

Eni Maharsi, SS, Secretary
NIP. 19731209 200501 2 002

Drs. Lalu Merdi, M.A., Member
NIP. 19441231 197903 1 003

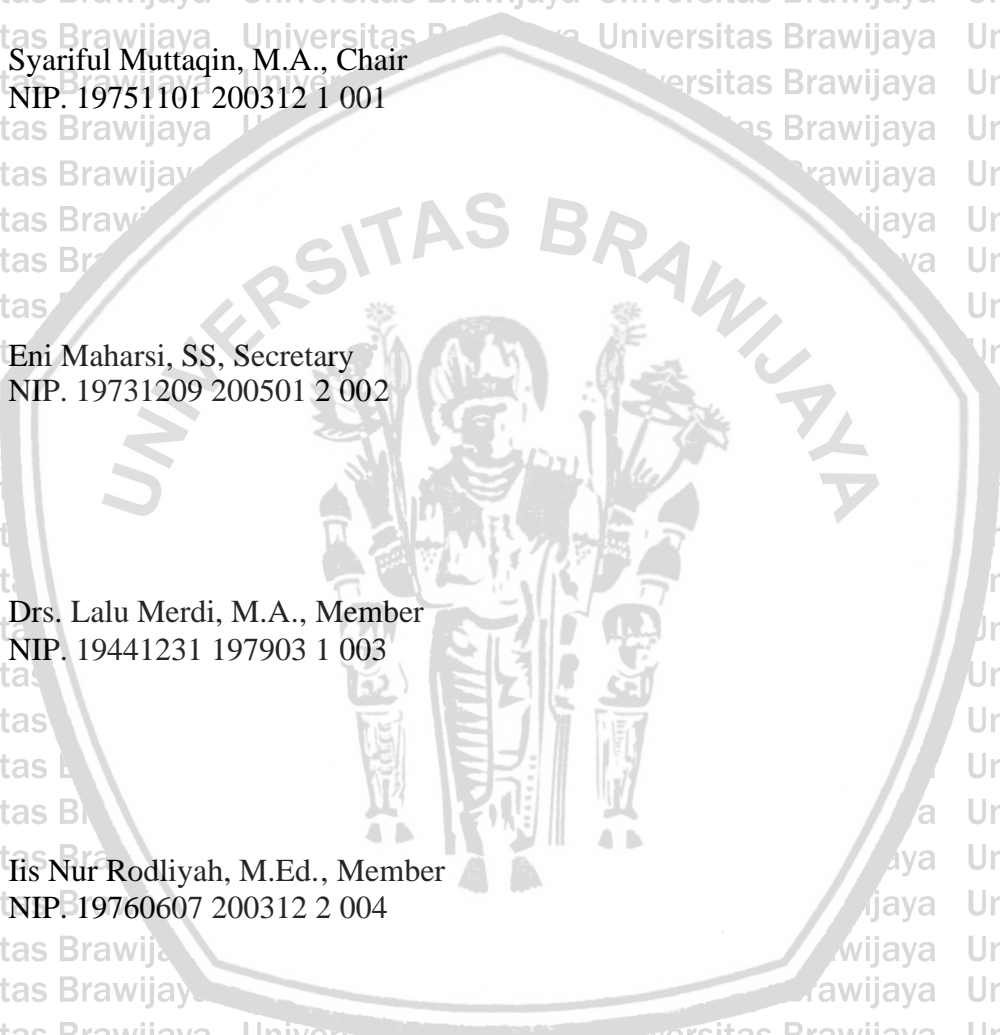
Iis Nur Rodliyah, M.Ed., Member
NIP. 19760607 200312 2 004

Acknowledged by,
Acting Head of English Study Program

Sighted by,
Head of Language and Literature
Department

Juliati, M.Hum
NIP. 19720929 200604 2 001

Syariful Muttaqin, M.A.
NIP. 19751101 200312 1 001



ABSTRACT

Hazrina, M. Cintya. 2010. **A Semiotic Study on Relationship between the Slogans and the Pictures of Coca Cola Online Commercials.** English Study Program, Language and Literature Department, Faculty of Culture Studies, University of Brawijaya. Supervisor: Iis Nur Rodliyah; Co-supervisor: Eni Maharsi

Keywords: semiotics, triadic relation, online commercial.

Advertisement is a way to deliver a message to people with the purpose to influence their minds to buy products. One of strategies in making an advertisement is by creating certain pictures and slogans to make the target audience interested in purchasing the products. In this study Coca Cola online commercial is chosen as the object of analysis. Semiotic approach is employed in interpreting the sign in the advertisement since the elements of advertisement are in the form of signs.

This study aims to identify: (1) the meaning potentials carried by the slogans and pictures on Coca Cola online commercials based on triadic relation theory by Peirce and (2) the possible reasons of the advertisement makers in designing the slogans and pictures for the advertisements.

This study is qualitative in the form of document analysis. The data are the pictures and slogans of five Coca Cola online commercials. The online commercials are those which are related to the celebration days in America.

The results reveal that each slogan and picture has different representaments, objects and interpretants. The interpretants of each advertisement always have relationship with the theme of the celebration. The picture has more dominant aspect in the advertisement than the slogan. In addition the relationship among representaments, objects, and interpretants are essential. However, the relationship between the slogans and the pictures of the online commercials is not less important. Each element describes and supports each other.

Suggestion is made for next researchers to choose the sign of the advertisements not only from the internet but also from other media, so that varied result can be produced. To support the result, next researchers can also ask about people's perception on certain advertisements.

ABSTRAK

Hazrina, M. Cintya. 2010. **Studi Semiotik pada Hubungan antara Slogan dan Gambar dari Iklan Internet Coca Cola**. Program Studi Sastra Inggris, Departemen Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya.

Pembimbing: (I) Iis Nur Rodliyah (II) Eni Maharsi

Kata Kunci: semiotik, hubungan triadik, iklan internet.

Iklan adalah suatu cara untuk menyampaikan pesan kepada masyarakat dengan tujuan mempengaruhi pikiran mereka agar membeli produk tersebut. Salah satu strategi dalam membuat iklan adalah dengan membuat slogan dan gambar tertentu dengan maksud membuat khalayak sasaran tertarik untuk membeli produk tersebut. Pada penelitian ini, iklan internet Coca Cola dipilih sebagai obyek untuk dianalisa. Pendekatan semiotic digunakan dalam menginterpretasi tanda yang ada pada iklan, dikarenakan elemen yang ada dalam iklan merupakan suatu tanda.

Penelitian ini berujuan untuk membahas: (1) makna yang terkandung dalam slogan dan gambar pada iklan internet Coca Cola berdasarkan teori hubungan triadik yang ditemukan oleh Peirce, dan (2) kemungkinan-kemungkinan dasar pertimbangan pembuat iklan dalam menentukan desain slogan dan gambar yang digunakan pada iklan-iklan tersebut.

Studi ini adalah studi kualitatif dalam bentuk analisa tekstual. Data dari penelitian ini adalah gambar dan slogan yang ada pada lima iklan internet Coca Cola. Iklan-iklan internet Coca Cola tersebut adalah yang berhubungan dengan perayaan hari besar di Amerika.

Hasil dari penelitian ini menyatakan bahwa masing-masing slogan dan gambar memiliki representamen, obyek, dan interpretant yang berbeda. Interpretant pada masing-masing iklan selalu memiliki hubungan dengan tema masing-masing perayaan hari besar. Gambar memiliki aspek yang lebih dominan pada iklan dari pada slogannya. Hubungan antara representamen, objek dan interpretant sangatlah penting. Bagaimanapun juga hubungan antara slogan dan gambar pada iklan internet juga tidak kalah penting. Masing-masing elemen iklan tersebut saling menggambarkan dan saling mendukung satu sama lain.

Saran ditujukan kepada peneliti selanjutnya untuk memilih tanda pada iklan tidak hanya iklan yang ada di internet, melainkan dapat juga dari media lain sehingga didapatkan hasil yang bermacam-macam. Sebagai pendukung hasil penelitian, peneliti selanjutnya juga dapat meminta masukan atau pendapat orang lain tentang interpretasi suatu iklan.

ACKNOWLEDGEMENTS

Firstly, the writer presents her deepest gratitude to Allah SWT, because of His blessing this thesis can be finished. She is also grateful to her supervisors, Iis Nur Rodliyah, M.Ed. and Eni Maharsi, SS, for their guidance, suggestion, explanation, patience and correction from the early step of this research up to the end of the writing process. Deepest gratitude is also addressed to her beloved family: her lovely mother, her respectful father, her kind brother who always give support to the writer in doing this thesis. The writer would like also to express her deepest gratitude to all the people who have both directly and indirectly supported the writing of this thesis, all friends in campus especially Riris, Ongga, Silvi, Ucik, Tika and Firman for their support, help, and suggestion that are very useful in accomplishing this thesis.

The writer also thanks all of her friends in English Study Program of University of Brawijaya and outside the college who cannot be written in this acknowledgement for their support and suggestion during the writing process. She would not be able to finish this thesis without the help of the above mentioned people.

Malang, 15 November 2010

Cintya Medha Hazrina

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF AUTHORSHIP	ii
SUPERVISORS' APPROVAL	iii
BOARD OF EXAMINERS CERTIFICATE OF APPROVAL	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	viii
LIST OF FIGURES	x
LIST OF APPENDICES	xi

CHAPTER I INTRODUCTION

1.1 Background of the Study	1
1.2 Problems of the Study	4
1.3 Objectives of the Study	5
1.4 Definitions of Key Terms	5

CHAPTER II REVIEW OF RELATED LITERATURE

2.1 Semiotics	7
2.1.1 Sign	9
2.1.1.1 Saussurean Model	10
2.1.1.2 Peircean Model	13
2.2 Advertisement	15
2.3 Online Commercial	16
2.4 Previous Study	17

CHAPTER III RESEARCH METHODS

3.1 Type of Research	19
3.2 Data and Data Source	20
3.3 Data Collection	21
3.4 Data Analysis	21

CHAPTER IV FINDING AND DISCUSSION

4.1 Finding	23
4.1.1 Data Description	23
4.1.2 Data Analysis	31
4.1.2.1 Analysis of the First Advertisement: New Year's Eve	31
4.1.2.1.1 Triadic Relation of the First Advertisement: New Year's Eve	31

4.1.2.1.2	The Consideration of Advertisement Maker	34
4.1.2.2	Analysis of the Second Advertisement: Valentine's Day	34
4.1.2.2.1	Triadic Relation of the Second Advertisement: Valentine's Day	34
4.1.2.2.2	The Consideration of Advertisement Maker	38
4.1.2.3	Analysis of the Third Advertisement: Columbus Day	39
4.1.2.3.1	Triadic Relation of the Third Advertisement: Columbus Day	39
4.1.2.3.2	The Consideration of Advertisement Maker	41
4.1.2.4	Analysis of the Fourth Advertisement: Halloween Day	42
4.1.2.4.1	Triadic Relation of the Fourth Advertisement: Halloween Day	42
4.1.2.4.2	The Consideration of Advertisement Maker	45
4.1.2.5	Analysis of the Fifth Advertisement: Christmas Day	45
4.1.2.5.1	Triadic Relation of the Fifth Advertisement: Christmas Day	45
4.1.2.5.2	The Consideration of Advertisement Maker	47
4.2	Discussion	48

CHAPTER V CONCLUSION AND SUGGESTION

5.1	Conclusion	52
5.2	Suggestion	53

REFERENCES

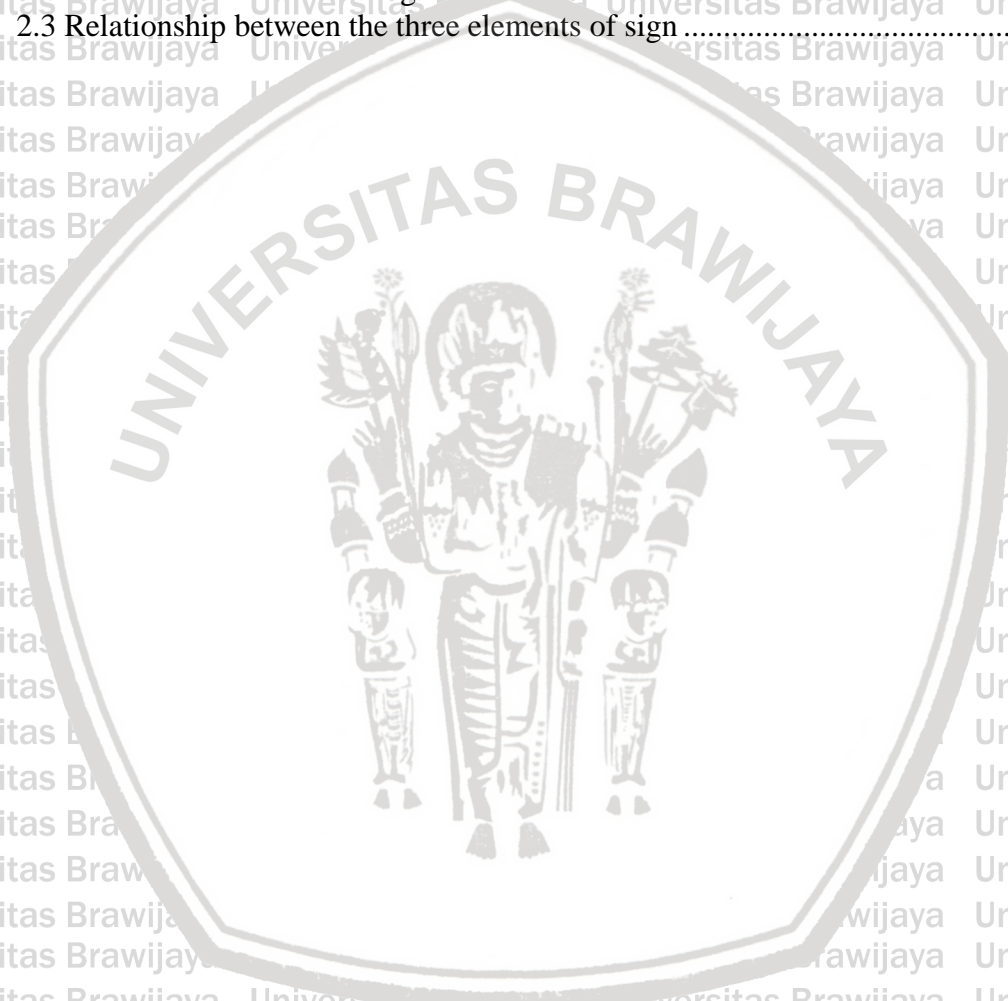
	54
--	-------	----

APPENDICES

	56
--	-------	----

LIST OF FIGURES

Figure	Page
2.1 Sign of “Crossing rule”	10
2.2 Saussure’s model of the sign	12
2.3 Relationship between the three elements of sign	13



LIST OF APPENDICES

Appendix	Page
1. First Coca Cola Advertisement (New Year's Eve).....	56
2. Second Coca Cola Advertisement (Valentine's Day).....	57
3. Third Coca Cola Advertisement (Columbus Day).....	58
4. Fourth Coca Cola Advertisement (Halloween day).....	59
5. Fifth Coca Cola Advertisement (Christmas Day).....	60
6. Berita Acara Bimbingan Skripsi.....	61



CHAPTER I

INTRODUCTION

Presented in this chapter are background of the study, problems of the study, objectives of the study, and definition of key terms.

1.1 Background of the Study

Advertisement cannot be separated from communication as one of our human life activities and it is also a part of language. It can be found in televisions, radios, newspapers, magazines, brochures, and other sources. As a linguistic phenomenon, which is a kind of language used in a society, advertisement has some particular characteristics like using clear and simple language that can represent the products being advertised. In addition, Belch (2001, p. 15) stated that “Advertising is defined as any paid form of nonpersonal communication about organization, product, service, or idea by an identified sponsor”.

There must be something like promotion aspect in the language of advertisement. “Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea” (Belch, 2001, p. 14). One kind of promotion is persuasion. Persuasion here can be in a form of words, sentences and also pictures. People can get the information from persuasion words or pictures. The information in the advertisement can make the viewers want to buy, consume or

use the products and services offered. The case of purchasing goods as an influence of advertisement, instead of a need, can be seen as evidence that advertisements are able to persuade the audience. Advertisements can also influence the audience's minds to do as the advertisers expected. For example there is an advertisement from the internet that is located in the golf court and there is a board with the slogan of "What to Drink at Afternoon Tee" accompanying the picture of a bottle of soda drink and a golf ball beside it with the background of green grass (<http://coca-cola.tin-signs.net/>). Then if the golf players buy that beverage, the case of persuading to purchase the product above is achieved.

In the situations in which the viewers are persuaded or, at least, informed about the products or services being advertised, advertisements successfully affect the viewer or the target consumers. Such phenomenon seems also to occur in the Coca Cola online commercials. In writer's opinion, Coca Cola has a strategy of advertising the product and making the viewers interested in consuming that beverage. The online commercials use pictures and short slogan which are eye-catching.

Coca Cola online commercials are put in various types of promotion media such as televisions, newspapers, or in the internet. The writer is interested in choosing some online commercials of Coca Cola because today, people tend to advertise their products online due to its wider scope of publication than any other media. Besides, the internet can be accessed by the people in almost every part of

the world, not only in some regions. Related to advertising in the internet, Belch (2001, p.19) stated that:

“Unlike traditional forms of marketing communication such as advertising, which are one way in nature, this new media allow users to perform a variety of functions such as receive and alter information and images, make inquiries, respond to questions, and, of course, make purchases.”

We can define internet as an interactive media because the consumers can also give some contribution to the company of the product itself. There are some signs that appear in the advertisement which are in the form of picture accompanied by slogans. Sometimes the viewers of the advertisement can make their own interpretation about the picture but sometimes they also have to read the text contained in the advertisement. Such case can make the viewer interested in interpreting the intended meaning of the advertisement from the context, background, culture and other factors. It is related to the consideration of advertisement maker to design certain pictures and slogans of each Coca Cola commercials, so the writer is interested in interpreting the relationship between the slogans and the pictures in Coca Cola online commercials.

The interpretation of the sign in the advertisements can be studied by using semiotic approaches, one of which is triadic model proposed by Charles Sanders Peirce who formulated his own model of the sign, of semiotics and taxonomies of signs called triadic relation. Triadic relation consists of three part of model. They are (1) the representamen, the form which the sign takes, (2) an interpretant, not interpreter but rather the sense made of the sign, and (3) an object, to which the sign refers (Peirce in Chandler, 2002, p. 2). That theory of semiotics by Peirce can

help readers to make the interpretation about the advertisement. The aspect of semiotics above has become an interesting topic to be discussed in interpreting the advertisement of Coca Cola. Therefore, the writer conducts this study and tries to interpret Coca Cola online commercials to find out the relationship between the slogans and the pictures found on the advertisement.

This study is expected to give a contribution in interpreting advertisements to the linguistics field and in comprehending the semiotics theory that always occurs within a society. This study is also very beneficial to the students especially in English Department who are interested in choosing similar topic in their study to provide them with data from a study in semiotic research. This is interesting because this study will explain about factual events that have a relationship with the advertisements. Besides, to understand the meaning behind an advertisement, we must understand the theory by using semiotic study.

Therefore the writer entitles this research as **A Semiotic Study on Relationship between the Slogans and the Pictures of Coca Cola Commercials.**

1.2 Problems of the Study

Based on the background above, the problems of this study are:

1. What are the meaning potentials carried by the slogans and pictures on Coca Cola online commercials based on triadic relation theory by Peirce?
2. What are the possible reasons of the advertisement makers in designing the slogans and pictures for the advertisements?

1.3 Objectives of the Study

In accordance with the problems of the study above, the objectives of this study are:

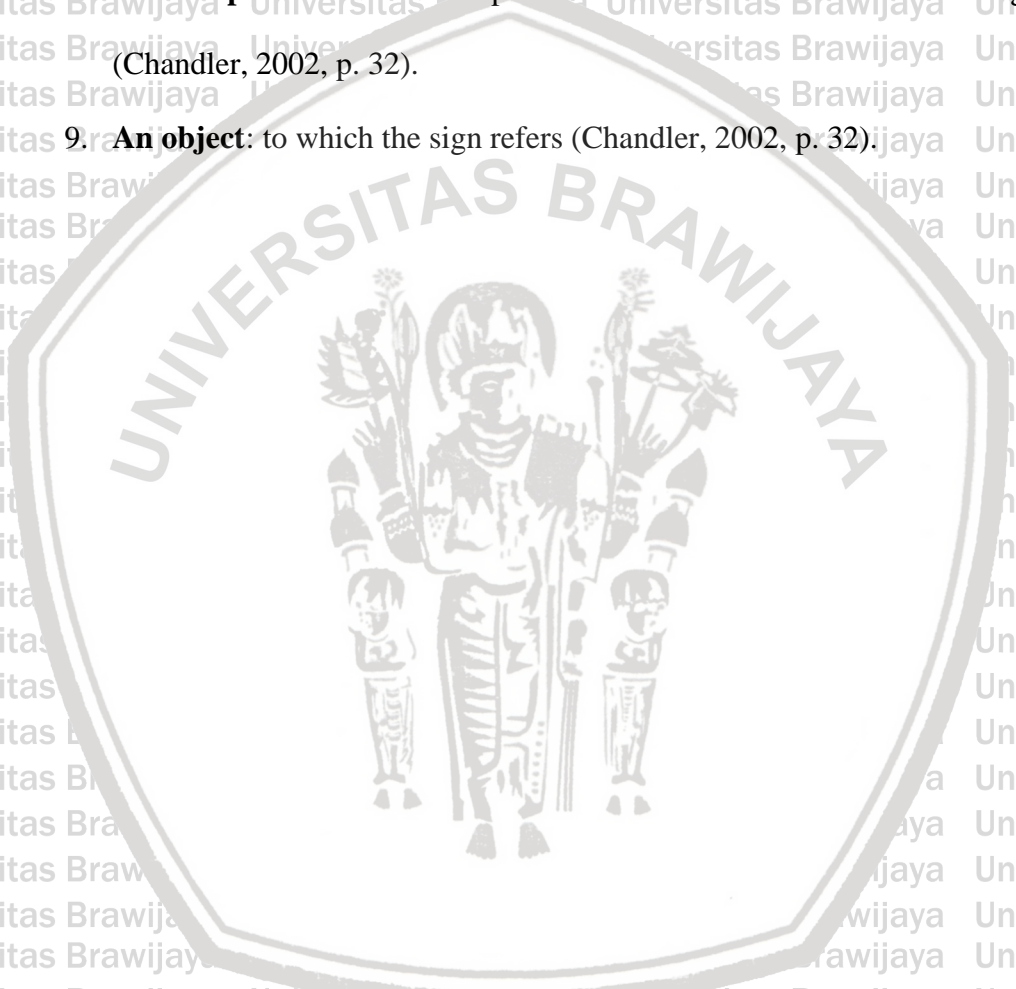
1. To find out the meaning potential of the slogans and pictures on Coca Cola online commercials based on triadic relation theory by Peirce.
2. To find out the possible reasons of advertisement makers in designing the slogans and pictures.

1.4 Definitions of Key Terms

There are some terms that are frequently mentioned in this research, they are:

1. **Semiotics:** the study which is concerned with everything that can be taken as a sign (Eco in Chandler, 2002, p. 2).
2. **Online Commercial:** advertisement that allow for a back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real time in the internet (Belch, 2001, p. 19).
3. **Advertisement:** a promotion of a product, service or event to its target audience ([http:// wiseGEEK/ what-is-advertising.htm/](http://wiseGEEK/what-is-advertising.htm/)).
4. **Sign:** anything which stands for something else, in the form of words, images, sounds, gestures and objects (Chandler, 2002, p. 17).
5. **Coca Cola:** the brand of beverage product that is very famous in the world produced by Coca Cola Company (world's largest producer of soft drink).

- 6. **Triadic relation:** the interaction between the representamen, the object and the interpretant (Chandler, 2002, p. 33).
- 7. **The representamen:** the form which the sign takes (not necessarily material) (Chandler, 2002, p. 32).
- 8. **An interpretant:** not an interpreter but rather the sense made of the sign (Chandler, 2002, p. 32).
- 9. **An object:** to which the sign refers (Chandler, 2002, p. 32).



CHAPTER II

REVIEW OF RELATED LITERATURE

The writer is going to review some theories related to the study in this chapter. They are the theories of semiotic and its approach, advertisement, online commercial and the review of previous study. The researcher connects those theories to the focus of the study.

2.1 Semiotics

The term 'semiotic' is derived from Greek's word "semion" whose meaning is sign. Semiotic is concerned with everything that can be taken as a sign (Eco in Chandler, 2002, p. 2). Semiotic deals with the study of sign, but not everyone can interpret what it means; therefore, someone that will use that kind of sign have to be aware of the interpretation of other people because everyone must have different level in understanding a sign. According to Chandler (2002, p. 2), semiotic involves the study not only of what we refer to as 'signs' in everyday speech, but also of anything which 'stands for' something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects.

Ferdinand de Saussure, as the "father" of modern linguistics, referred to semiotic/semiology as "a potential science that might investigate the nature of signs, study their impact on society, and state the laws that govern them" (Abuhl et al, 1997).

Chandler in his book “Semiotics the Basics” stated that “Semiotic deals with meaning-making and representations in many forms, perhaps most obviously in the form of ‘texts’ and ‘media’” (Chandler, 2002, p. 2). “Nothing is more appropriate than the study of language to bring out the nature of the semiological problem” (Saussure, 2006, p.16). Semiotic is a study which describes and interprets the symbol used in everyday life because semiotic has a close relation with everything that human has created, therefore people can find semiotic everywhere.

It is important to study semiotic because, 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 from semiotic that we live in a world of signs and we have no way of understanding anything except through signs and the codes into which they are organized. Through the study of semiotic, we become aware that these signs and codes are normally transparent and disguise our task in ‘reading’ them. Living in a world of increasingly visual signs, we need to learn that even the most realistic signs are not what they appear to be. By making more explicit the codes by which signs are interpreted.”

So semiotics actually deals with signs and codes and we have to be aware to interpret it because in a code or sign, there can be more than one interpretation.

2.1.1 Sign

Sign is the smallest unit of meaning and also can be used to communicate. Saussure (2006, p. 66) stated that “a linguistic sign is not a link between a thing and a name, but between a concept and a sound pattern. The sound pattern is not actually a sound; for a sound is something physical. A sound pattern is the hearer’s psychological impression of a sound, as given to him by the evidence of his senses”. Sign cannot stand alone because it consists of signified and signifier.

An important concept in semiotic is that signs and meaning are unlimited. It means one sign or set of signs can take the place of some other signs or set of signs in a theoretically infinite process. If this were not possible, then artists would eventually run out of signs with which to carry meaning, and that would be the end of art itself (Anonymous. *Semiotics*. 2010).

Even when we just see one sign, there are numerous other signs that unconsciously go with these signs. Since a sign is the combination of these two components, then you might ask what is a signified and a signifier. A signifier is the actual material element that we can observe such as a red stop light. The signified then is the meaning that people in society attribute to that signifier. In this case, the signified would be the understanding to stop when the light is red.

Together, the signified and the signifier create what we know as the stop light.

This theory can be used to understand the meaning of a yellow and green light as well. (Anonymous. *Semiotics*. 2010)

For example:



Figure 2.1 Sign of “Crossing rule”

The notice above is meant to express a signal that crossing the street is only allowed for pedestrians at the point where the sign exists. By placing the notice, it is hoped that people will be able to catch the message inside it or in other words, by placing the signifier, it is hoped that people will be able to understand about something signified by the signifier. Based on the opinion of Saussure, the terms of signifier and signified are to help us to indicate that there is a distinction which separates each from the others (as cited in Chandler 2002, p. 21). Related to this opinion, the terms of ‘signified’ and ‘signifier’ cannot be separated because they have a mutual support to express a certain message although they are absolutely different one to each other.

2.1.1.1 Saussurean Model

According to Saussure, the classifications of signs are the signified and the signifier that are the components of the sign. One of the Saussure’s semiotic

principles' is structural principles which perceives a sign as a unit between something materially, then called signifier, and something conceptually, called signified. In Course of General Linguistics (2006, p. 66) Saussure stated that:

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

Furthermore, Saussure presented a two-part model of sign reflected in his statement that “the linguistic sign is, then, a two-sided psychological entity, which maybe represented by concept and sound pattern” (2006, p. 66). Saussure stated that a sign is composed into two parts which are a 'signifier' (a form that the sign takes) and a 'signified' (the concept which it refers).

Saussure in Chandler (2002, p. 19) stated that “A sign must have both a signifier and a signified”. Signifier and signified have their meaning when they are associated with other signifiers and signifieds. Every signifier could stand for a different signified. Signifier is the material thing like sound when people speak or text when people write, it means that signifier is something which can be seen, heard, touched, smelled or tasted. While, signified is a concept of things appear in people's mind when a certain signifier is stated. Signifier and signified have a relationship named arbitrary (Saussure in Chandler, 2002, p. 26).



Figure 2.2 Saussure's model of the sign
(Source: Based on Saussure, 1974. In Chandler p.18)

In this Saussurean diagram, the two arrows represent the relationship between the signifier and the signified, and this diagram is called 'signification'.

The horizontal line dividing the two elements of the sign is called as 'the bar'.

Every sign must be consisting of signifier and signified. Signifier is something which can be seen, heard, touched, smelled or tasted. Meanwhile, signified is a concept appear in people's mind when a certain signifier is stated. Signifier and signified have a relationship named arbitrary (Saussure in Chandler, 2002: 26), means there is no logical reason why a word can describe a concept or a signifier and signified.

We can take an example; the statement of "reserved" put on a table in a restaurant is a sign consisting of (1) a signifier, i.e. the statement "reserved", and (2) a signified concept that the table is reserved by someone or a group of people so that the table cannot be used by other people.

2.1.1.2 Peircean Model

According to Johanes and Larsen (2002, p. 26) in “Sign in Use”, to use Peirce’s terminology, we can say that the sign consists of three interconnected elements:

- “(1) The sign in the narrow sense is called the *representamen*, i.e. represents something else. In this case, the *representamen* is not necessarily material,
- (2) The *object*, i.e. the sign that stands for that which is represented by it,
- (3) The (possible and potential) meaning the sign allows for, which may materialize as its translation into a new sign. Peirce refers to this as the *interpretant*.”

So the definition of the relationship among the three elements of signs above can be illustrated by the following picture:

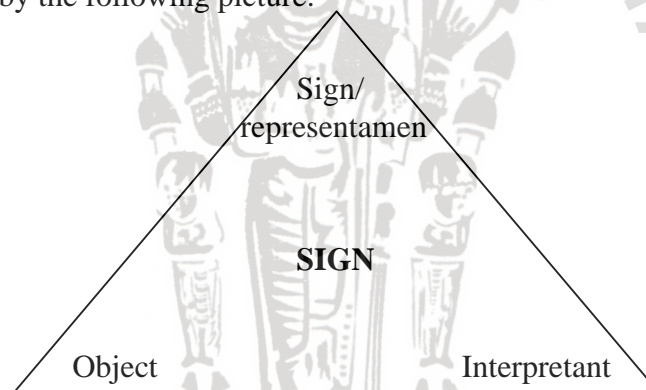


Figure 2.3 Relationship between the three elements of sign (Peirce in Johanes and Larsen, 2002, p. 27)

Peirce in Chandler (2002, p. 32), formulated the model of ‘sign’, of ‘semiotic’, and taxonomies in the more simple definition than the above. Peirce creates a triadic (three-part) model such as:

1. The *representamen*: the form which the sign takes
2. An *interpretant*: not interpreter but rather the sense of the sign
3. An *object*: to which the sign refers.

Peirce in Chandler (2002, p.32) stated that:

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

The comparison between Saussurean model and Peircian model Peirce's model of the sign includes an object or referent – which does not feature directly in Saussure's model, while the representamen is similar in meaning to Saussure's signifier, and the last is the interpretant has a quality unlike that of the signified: it is a sign in the mind of the interpreter. This statement has a meaning that if we compare between Saussure and Peirce model, we will find three points that should be noticed. The first, Peirce included object or referent in his statement directly, while Saussure included it indirectly. The second, the meaning of signifier by Saussure has the same meaning as representamen by Peirce. The third, what is called signified by Saussure, does not has precisely the same meaning as interpretant which is meant by Peirce. Peirce in Chandler (2002, p. 33) stated that 'a sign addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. The sign which is created I call the interpretant of the first sign.' So, in the last case, interpretant has wider meaning than signified.

2.2 Advertisement

In Goddard (1998, p. 9), the terms 'advertisement' and 'advertising' are actually adopted from Latin word 'advertere' whose meaning is 'turn towards'.

Advertisement in general means public announcement that is used as devices to attract people's attention for certain purposes. Advertisement can be announced on televisions, radios, magazines and other media. Robin Landa (2004, p. 34) stated that "an advertisement is a specific message constructed to inform, persuade, promote, or motivate people on behalf of a brand or social cause".

Advertisement has a close relation with advertising because advertising is one of the advertisement aspects. Advertisement has many aspects such as the design, the material, to whom the advertisement directed and the activities of advertising itself. According to Belch (2001, p. 15), advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The industry or company that makes the advertisement has to consider the strategy to make the product or service to be attractive in the target consumer's point of view. One of the advertising strategies is considering the promotion. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea (Belch, 2001, p. 14). There is persuasion aspect in promotion itself. Persuasion here can be in the form of words, pictures, and slogan.

Every advertisement must have target audiences. A target audience is a specific group of people or consumers targeted for an advertising or public service

message or campaign (Landa, 2004, p. 35). To make the target consumer more curious in the advertisement, it has to be creative. Creative advertisements make a relevant connection between the brand and its target audience and present a selling idea in an unexpected way (Jewler and Drawniany, 2005, p. 1). There must be also a connection between the picture and the slogan if the advertisement is in a form of visual design.

2.3 Online Commercial

The word “online” here means something that is related with the internet.

The commercial or advertisement that is taken from the internet is called as online commercial. We can also define online commercial as a form of promotion in the internet in purpose to deliver marketing messages to make the consumers interested. In this global era, people are experiencing revolutionary changes of any era in marketing as well as advertising and promotion. Technology advances have changed system of communication through interactive media especially the internet. The internet is very helpful to support advertising advances. Internet can also called as interactive media as Belch (2001, p. 19) stated that:

“Interactive media allow for a back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real time. Unlike traditional forms of marketing communication such as advertising, which are one way in nature, these new media allow users to perform a variety of functions such as receive and alter information and images, make inquiries, respons to questions, and, of course, make purchases.”

One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time (*Online*

Advertising. http://en.wikipedia.org/wiki/Online_advertising). The publication scope of online commercial is wider than any other media of advertisements.

People in almost every part of the world can access internet every time. The information in the internet is used to be updated within a certain period of time including advertisement. For example, if there is a change for the price of a product, the information in the internet will be updated by the advertisement maker. In this case, the internet is very effective media to help the company to advertise its products.

2.4 Previous Study

There are some studies conducted to analyze semiotic phenomena. In this research, the writer took one previous study, written by Fitriani (2005), entitled "Semiotic Analysis on Cellular Phone Advertisements in Jawa Pos Newspaper".

In her research, she focused on the same sign used within advertisement by using semiotic approach. She analyzed three modes of signs: icon, index, and symbol. She also analyzed the denotation and connotation on cellular phone advertisements on Jawa Pos newspaper during April 2005 which can be derived from those three modes of signs. Based on the result of analysis, she stated that the most recognizable signs were icon since icon was a close resemblance between signified and signifier.

This thesis is to some extent different from the previous research conducted by Fitriani (2005) in the sense that the objects and the approach of analyzing findings take another form of advertisement taken from the internet called online commercials. The writer only selected five online commercials that

have close relationship with an event or celebration happening at certain times. To enrich the research in the field of semiotic, the writer analyzes different model of sign by Peirce called triadic relation. This research will also have different result because of different analysis in which there is also the consideration of the advertisement makers in designing the slogans and the pictures for the advertisements



CHAPTER III

RESEARCH METHODS

This chapter describes the methods that are used within this study. It covers the explanation of type of research, data and data sources, data collection, and data analysis.

3.1 Type of Research

This research is conducted to find out and analyse the sign used in Coca-Cola online commercials. This study is intended to find out the application of semiotic approach on the online commercial and the possible consideration by the advertisement maker to design the slogans and the pictures on the advertisements. The research analyzed the sign used within the advertisement based on triadic relation theory by Peirce.

Related to the research method of this research, Ary et al. (2002, p.442) stated as follows,

“There are some possible methods in dealing with qualitative research such as case studies, document analysis, phenomenological studies, ethnography, or grounded theory research. Content or document analysis is a research method that is applied to written or visual materials aiming to identify specific characteristic of the material.”

The writer conducts document analysis because the purpose of document analysis is identifying specified characteristics of the materials which in this

research are semiotic within advertisement. Thus, the type of this research was document analysis in qualitative approach. According to Moleong (2002, p. 6) “qualitative research is the research that is intended to comprehend the phenomenon about what happened to the research’s subject such as behaviour, perception, motivation, and action, etc., as a whole and in the form of words and language in a certain context and employ varied scientific method”.

3.2 Data and Data Sources

The data for this study are in the form of pictures and the slogans existing in five Coca Cola online commercials. The source of data for this research is five Coca Cola online commercials. In this research, one of purposive sampling variations named extreme case sampling was used for two considerations. First, extreme case sampling selects units that are special or unusual (Ary et al., 2002, p. 429). Second, it was employed because the five Coca Cola online commercials are unusual and different from the others since they were created based on themes namely special celebrations in the United States. There were 128 Coca Cola online commercials found and then five commercials were selected based on theme. Two underpinning explanations for choosing the five commercials are first, the advertisement makers made use of the feast day in United States in producing the commercials to enable them to deliver the message well. The second, each of the commercials presents a special event which widens the target audience. The five themes chosen were about Christmas day, Halloween day, Valentine’s Day, New Year’s Eve and Columbus Day.

3.3 Data Collection

This research deals with the relationship between the slogans and the pictures on five Coca Cola online commercials. There are some steps in collecting the data. Those steps are:

1. downloading the pictures of Coca Cola online commercials from the internet.
2. selecting five online commercials which consist of the slogans and the pictures which are published in United States and have relationship with the occurrences or special occasion that happened in certain times to be analyzed further based on the research problems.
3. making list of the pictures and the slogans of each online commercial.

3.4 Data Analysis

To make the data credible, peer review or peer debriefing approach was used. According to Ary et al (2002, p. 452), in peer review, also called peer debriefing, colleagues or peers are provided with the raw data along with the writer's interpretation or explanation. In this study, the reviewers gave some comments or opinions about the data by checking whether the patterns are credible and by evaluating the analysis prior to the seminar.

In the meantime, theory triangulation which involves consideration of how the phenomenon under study might be explained by multiple theories was applied so that the analysis can be dependable. This consideration is taken based on triangulation theory which explains that by considering different theories, better

insight may be gained (Ary, et al, 2002, p.453). The data in this research are analyzed by using two theories: the theory by Peirce and Saussure as reviewed in Chapter Two. On one side, Peirce's theory is for the analysis of relationship among the three elements; representamen, object, and interpretant. On the other side, Saussure's theory on sign is used to analyze the relationship between the slogans and the pictures. It is expected that the difference between the two theories will be able to support the data and to make them dependable.

Thus, the data in this study were gathered and analysed using the following steps:

1. selecting the slogans and the pictures of five Coca Cola online commercials which are relevant to the study.
2. analyzing the signs found in the slogans of five Coca Cola online commercials based on Peirce's triadic relation theory.
3. analyzing the signs found in the pictures of five Coca Cola online commercials based on Peirce's triadic relation theory.
4. analyzing the relationship between the signs found in the slogans and the pictures of five Coca Cola online commercials
5. analyzing the potential consideration of online commercial makers to use certain pictures and slogans in their online commercials.
6. drawing the conclusion based on the result of analysis.

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents us with the data description, finding, and discussion.

4.1 Finding

4.1.1 Data Description

The data for this study are taken from Coca Cola online commercials that are published in America. The data were obtained by downloading the pictures of the advertisements and then described the data based on the theory of the experts stated in Chapter Two. The data are presented on theme based.

1. The first Coca Cola advertisement: New Year's Eve

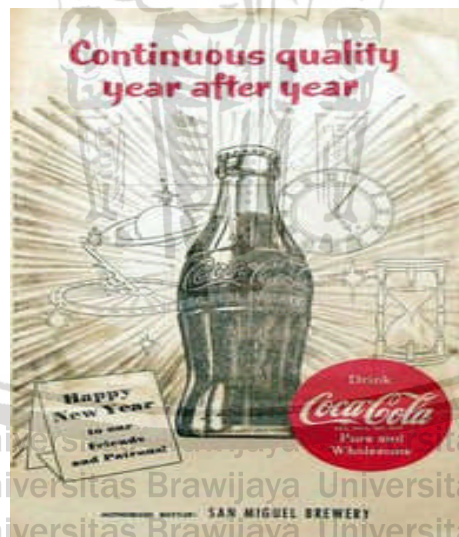


Figure 4.1 Advertisement A

The first advertisement is presented in Figure 4.1. This Coca Cola advertisement contains pictures and slogans with the theme of New Year's Eve that is universally celebrated on January 1. This occasion is to celebrate the coming of the first day of a new year. This advertisement is downloaded from the blog in http://www.coca-colaconversations.com/my_weblog/coke_around_the_world.

In this advertisement, we can see the picture of Coca Cola bottle, with the background of a clock, a planet, a sand clock, a sun clock, and stars. This picture and the background are accompanied by a slogan which "*Continuous quality year after year*". Beside those pictures and slogan, there is also a congratulation of "*Happy New Year to our Friends and Patrons*" and the logo of Coca Cola with the slogan "*Drink Coca Cola Pure and Wholesome*" arranged under the picture of the bottle. The writing of "*Coca Cola*" as the logo is always in the form of roman script which can be information that it has become the characteristic of Coca Cola logo.

2. The second Coca Cola advertisement: Valentine's Day



Figure 4.2 Advertisement B

The second Coca Cola advertisement is presented in Figure 4.2. This advertisement is related to Valentine's Day celebrated on February 14 each year.

Valentine's Day is usually celebrated by couples in America. This advertisement is downloaded from the website of advertising information in **Error! Hyperlink reference not valid..**

In this advertisement, there is a picture of a woman drinking a glass of Coca Cola with a man in front of her. There is a frame in the shape of heart which is made of lace with flowery design around them. The colour which is dominantly visible in this advertisement is pink, because people know that pink is generally the colour symbolizing love. The picture of a man and a woman here is

accompanied by a long slogan. The slogan is put under the picture which is in the form of sentences. They are *“Be really refreshed! Pause for coke! Only Coca Cola gives you the cheerful lift that’s bright and lively..the cold crisp taste that deeply satisfies! No wonder Coke refreshes you best!”* This long slogan describes the effect after drinking Coca Cola.

3. The third Coca Cola advertisement: Columbus Day



It had to be good to get where it is

Figure 4.3 Advertisement C

The third Coca Cola advertisement is presented in Figure 4.3. The theme of the third advertisement is related to Columbus Day. This celebration is commemorating the landing of Christopher Columbus in the New World on October 12, 1492. For many people, the holiday is a way of both honouring Columbus' achievements and celebrating Italian-American heritage. This third advertisement is like a leaflet or brochure because there is a text which is describing the product. This advertisement is downloaded from the website of blog in http://www.coca-colaconversations.com/my_weblog/coke_around_the_world/page/2/.

This advertisement consists of the written text accompanied by Coca Cola slogan in the left side and the picture of people walking around in the setting of America in the past time period. The first description is about the written text. The written text on the left side is about the description of the picture on the right side and it is connected with how Coca Cola can refresh the situation in the picture. The slogan that the writer means here is "*the pause that refreshes*", this slogan exists in some Coca Cola advertisements. The next is the description about the picture. This is the picture of people walking in narrow ancient city gates with twisting streets in front of the ancient building. There is also a red truck inscribed with "*Coca Cola*" words. Under the picture, there is a written text of 9 million a day and symbol of Coca Cola brand with the slogan "*Drink Coca Cola Delicious and Refreshing*". The last slogan located under the picture and the written text is "*It had to be good, to get where it is*".

4. The fourth Coca Cola advertisement: Halloween Day



Figure 4.4 Advertisement D

The fourth Coca Cola advertisement is presented in Figure 4.4. This fourth advertisement is related to Halloween Day that is always celebrated on October 31 in America. Halloween Day is Christian holy day of all Saints, but today it is largely a secular celebration. This advertisement is downloaded from the website of advertisement information in <http://www.rubylane.com/shops/sharp-objects/item/21108-1>.

In this advertisement we find a picture of a man and a woman. The man is holding two bottles of Coca Cola. On his right hand, he is holding a bottle of coke inscribed with "Coke" word and while in his left hand holding the same bottle inscribed with "Coca Cola" words. Between the two bottles of coke, there is a

pumpkin as the symbol of Halloween, so although the word “*Halloween*” itself does not explicitly appear in the slogan but we know that the advertisement refers to Halloween celebration. Under the picture of a man, a woman, two bottles of cokes and a pumpkin, there is a slogan “*things go better with Coke*”. The size of “*Coke*” word here is bigger than other words because this slogan emphasizes on the coke to mean Coca Cola itself. There is also Coca Cola symbol beside that slogan.

5. The fifth Coca Cola advertisement: Christmas Day



Figure 4.5 Advertisement E

The fifth Coca Cola advertisement is presented in Figure 4.5. The last Coca Cola advertisement is related to the Christmas Day that is always celebrated on December 25 by all Christian people all over the world. The purpose of this celebration is to remind Christian people about Jesus' birth and also to welcome winter holidays is America. This advertisement is downloaded from the website of Coca Cola Company advertisement in http://www.thecoca-colacompany.com/heritage/cokelore_santa.html.

This advertisement consists of the picture of Santa Clause that takes his hat off with a glass of Coca Cola on his right hand and put his hat on his left waist. The first slogan is "*Drink Coca Cola Delicious and Refreshing*" which the words "Coca Cola" here are in the form of roman script that represents Coca Cola logo. This slogan is located near Santa's right hand. The second slogan is the slogan of "*My Hat's off to the pause that refreshes*" located under Santa's picture.

The second slogan in this advertisement constitutes an utterance uttered by the Santa Clause.

4.1.2 Data Analysis

Based on the data description, the researcher analyzed the meaning potential of the slogans and the pictures of Coca Cola online commercials by using theory from the expert stated in Chapter Two concerning the identification of representamen, interpretant, and objects.

4.1.2.1 Analysis of the First Advertisement: New Year's Eve

In this sub chapter, the writer would like to present the analysis of the slogans and the pictures. The first analysis is about the slogan.

4.1.2.1.1 Triadic Relation of the First Advertisement: New Year's Eve

A. Analysis on the Slogans

There are two slogans in this first advertisement, they are:

1. Slogan 1: "*Continuous quality year after year*"

- 1) Representamen: all slogans are in the form of words, but they have different meaning of words. The representamen of this sign are the word *continuous*, the word *quality*, and the phrase *year after year*.

- 2) Object: An object or *referent* means to which the sign refers. In this sign the representamen of *continuous* refers to something that happens time after time. The word *quality* refers to something which is worth or good to use. The phrase *year after year* refers to the changing of year.

- 3) Interpretant: The sense got from the sign or an interpretant made by the sign is different from one person to the others. It happens because human

being are meaning maker. They get their meanings based on their own creation and interpretation of “signs”. Because of the theme of this advertisement is about new year, the meaning of the slogan of “*Continuous quality year after year*” could be intended as the continuous steady quality of the Coca Cola company products from time to time. The words “*year after year*” here mean that year by year Coca Cola Company will give its good quality and keep it constant every year.

2. Slogan 2: “*Drink Coca Cola Pure and Wholesome*”

- 1) Representamen: the representamen of this sign is the words of *drink, Coca Cola, pure, and wholesome*.
- 2) An object or referent: the word *drink* refers to the activities that take something liquid into the mouth and swallow. The word *Coca Cola* refers to the brand of the product offered in this advertisement. The word *pure* refers to something that is clean and unmixed with any other substance. The word *wholesome* refers to something healthy
- 3) The interpretant: The interpretant of this slogan is about the description of Coca Cola beverage. The ingredients of Coca Cola is pure to mean clean and wholesome to mean healthy, so this advertisement suggested the target audience drink Coca Cola because it is made from clean and healthy ingredients. Item indicating that this advertisement is for celebrating a New Year is the congratulation words of “*Happy new year to our Friends and Patrons*” under the picture of Coca Cola bottle.

B. Analysis on the Pictures

The next analysis is about the picture. The picture in this advertisement is accompanied by the background of a clock, a planet, a sand clock, a sun clock and stars picture.

1) The representamen: the representamen of this sign is the image of Coca Cola bottle, with the background of a clock, a planet, a sand clock, a sun clock, and stars.

2) The object: The first image is the image of Coca Cola bottle which refers to the product of Coca Cola. The images of a clock, a planet, a sand clock, a sun clock, and stars are functioned as background in this sign. They refer to the time and something that always rotate.

3) The interpretant of the image of a bottle of Coca Cola here means that Coca Cola Company will tell the target audience that an item of a Coca Cola bottle is to indicate it is Coca Cola advertisement. The background of this advertisement has more role than the image of Coca Cola bottle. Using a clock, a planet, a sand clock, a sun clock and stars as a background is intended that the things are being a symbol of something that are rotating and always has a relationship from time to time. The image of something related to the time shows that this advertisement focuses on the celebration of New Year's Eve. It has a meaning that Coca Cola Company will keep his best quality along with the passing period of time.

There is a close relationship among the picture, the background and the slogan. The slogan explains about the Coca Cola existing in a picture, while the message contained in the slogan is described by something moving in a rotation.

So the relationship between the picture and the slogans here is the slogans support the picture and the background by mentioning the words “*year after year*”. The words “*year after year*” is also to reflect the celebration of New Year’s Day that is celebrated to commemorate the first day of the year.

4.1.2.1.2 The Consideration of Advertisement Maker

In this advertisement, the possible reason of the advertisement maker that the writer can assume is from the background of the picture that describes the commutation of the time. So the maker of this advertisement wishes to make an impression that Coca Cola keeps a constant quality from time to time using the background of something related to the time. The sentence of *Happy New Year to our Friends and Patrons* and the image of something related to the time show that this advertisement focuses on the celebration of New Year’s Eve.

4.1.2.2 Analysis of the Second Advertisement: Valentine’s Day

4.1.2.2.1 Triadic Relation of the Second Advertisement: Valentine’s Day

A. Analysis on the Slogan

The writer divides the analysis of this slogan because this slogan is long and consist of four short slogans, they are: “*Be really refreshed!*”, “*Pause for coke!*”, “*Only Coca Cola gives you the cheerful lift that’s bright and lively..the cold crisp taste that deeply satisfies!*” and “*No wonder Coke refreshes you best!*”

1. Slogan 1: “*Be really refreshed!*”

- 1) Representamen: the representamen of this slogan are the words *really* and *refreshed*.
- 2) Object: The word *really* refers to something that means truly. The second representamen is *refreshed*. *Refreshed* refers to something fresh and gives new strength to something else.
- 3) Interpretant: The meaning of this slogan is to ensure the target audience that by drinking Coca Cola, they will really be able to release their mind from any problem they are facing to gain some refresh things.

2. Slogan 2: “*Pause for coke!*”

- 1) Representamen: the representamen of this sign are the words of *pause*, *for*, and *coke*.
- 2) Object: the word *pause* refers to short interval or stop for a while. The word *for* refers to the purpose. The last word is *coke*. *Coke* here refers to the product offered in this advertisement that means the kind of soda drink.
- 3) Interpretant: This slogan has been made in the form of an imperative sentence. The meaning of this slogan is asking the customer or the target audience to get a pause from their activities for drinking coca cola.

3. Slogan 3: “*Only Coca Cola gives you the cheerful lift that’s bright and lively..the cold crisp taste that deeply satisfies!*”

- 1) Representamen: there are many representemens in this slogan. They are in the form of words and phrases. The words and phrases in this slogan are *only*, *Coca Cola*, *gives*, *cheerful lift*, *bright*, *lively*, *cold crisp taste*, and

deeply satisfy.

2) Object: the word *only* refers to something that is single and has no comparison. The word *Coca Cola* refers to the brand of the product offered in this advertisement. The word *gives* refers to something to hand over without payment or exchange. The next is the phrase of *cheerful lift* that refers to something that makes the increasing of spirit. The next is the word *bright* that refers to something that can give the shine. The word *lively* refers to something that is very energetic. The phrase of *cold crisp* taste refers to the taste that is cold and crunchy in our mouth. The last phrase is *deeply satisfies* refers to something which makes the satisfaction very much.

3) Interpretant: This slogan is in the form of sentence that the meaning is very clear. "*Only Coca Cola gives you the cheerful lift that's bright and lively..the cold crisp taste that deeply satisfies!*". This slogan is intended to emphasize that people who drink Coca Cola will get a new spirit in their life, become cheerful, lively and satisfied with its taste.

4. Slogan 4: "*No wonder Coke refreshes you best!*"

1) Representamen: the representamen of this slogan are the phrase of *no wonder*, the words of *Coke*, *refreshes*, and *best*.

2) Object: the phrase of *no wonder* refers to the undoubted feeling about the existence caused by something unusual. The word *Coke* refers to the product offered in this advertisement. The word *refreshes* refers to something fresh and give new strength to something else. The last word is

the word *best* which refers to the most excellent kind of something.

- 3) Interpretant: This slogan means it is not questionable anymore that drinking Coca Cola is the most excellent way to refresh our body and mind.

B. Analysis on the Picture

- 1) Representamen: the representamen of the picture in this advertisement

consist of the image of a woman, a man, a glass of Coca Cola, the lace in the shape of heart, flowery design and also retrospective impression.

- 2) The object or referent: the image of a man and a woman refers to a couple.

A glass of Coca Cola here refers to the product offered by the advertisement. The lace in the shape of heart around the man and woman refers to something related to love between them. Flowery design is also refers to something that related to love. The retro impression in this image refers to the love in the past time that is more valuable than it is nowadays.

- 3) The interpretant of this image has a meaning that a couple who celebrate their Valentine day by drinking Coca Cola will feel more lovable and have nice relationship. It can be seen from the expression of the people in the image that looked very warm and lovely. The situation of "lovely" here has been described by the shape of heart, the colour of pink, the lace and flowery design around the people and also the retrospective impression that describes the more valuable love in the past time than nowadays. Those things are commonly known as symbols of love.

There are two relationships in this advertisement. The first is the relationship among the sentences that takes a role as slogan. The slogan "*pause*

for coke” is the suggestion for the target audience to pause their activities to get the coke while the slogan of *“be really refreshed”* means that they will have fresh condition after getting the cokes. The second slogan describes the virtue of Coca Cola and how the beverage can make people refreshed. The last slogan in the advertisement as if the conclusion of those previous three slogans that drinking Coca Cola is the best way to refresh people’s mind and body.

The second relationship is the relationship between the slogans and the picture. Because Valentine’s Day is an annual commemoration that celebrating love and affection between intimate companions, this advertisement is intended and designed for a couple that celebrates Valentine’s Day. The designer of the picture described it in a shape of a couple drinking Coca Cola with the refresh expression appropriate with what has been said in the slogans.

4.1.2.2.2 The Consideration of Advertisement Maker

The writer can assume the possible reason of the advertisement maker in this advertisement is that the advertisement maker expects that couples who are celebrating Valentine’s Day would be eager to get Coca Cola to make their mind refreshed by describing the taste and effect after drinking Coca Cola as it has been described by the advertisement. The advertisement maker does not mention the word Valentine’s Day itself in this advertisement because he wants to make the couple able to keep their refresh relationship not only in Valentine’s Day but also on other days. The advertisement would like to make use of the Valentine’s Day to get the target audience through those slogans and the pictures such as pink colour and the image of a men and woman, related to the Valentine’s Day.

4.1.2.3 Analysis of the Third Advertisement: Columbus Day

4.1.2.3.1 Triadic Relation of the Third Advertisement: Columbus Day

A. Analysis on the Slogan

There are two slogans in this advertisement. They are:

1. Slogan 1: “*America’s home town discovers, the pause that refreshes*”

1) Representamen: the representamen of this sign is in the form of phrases and words. They are the phrase of *America’s home town*, the words of *discovers, pause, and refreshes*.

2) Object: the phrase *America’s home town* refers to the place where the product of the advertisement established. The word *discovers* refers to find out. The word *pause* refers to stop for a while. The word *refreshes* refers to something fresh and give new strength to something else.

3) Interpretant: The words “*America’s home town*” means the country of America itself. The words “*the pause that refreshes*” is the time to get Coca Cola for refreshment. By using both of the slogans the advertisement maker intended to create an interpretant to make an impression that Coca Cola having found in America has a virtue to fulfil any pause of their activity with a drink of Coca Cola which is able to refresh themselves.

2. Slogan 2: “*It had to be good to get where it is*”

1) Representamen: the representamen of this sign are the phrase of *had to be*, the word *good* and *get*, and the phrase *where it is*.

2) Object: the phrase *had to be* refers to the situation that must be happened.

The word *good* refers to something fine. The word *get* refers to something bring to a certain condition. The last is the phrase *where it is* refers to the certain place.

3) Interpretant: By connecting the Coca Cola with the time to commemorate

Columbus Day that is a day when Christopher Columbus found America means that the discovery of Coca Cola in America is worth as the discovery of America by Columbus. Then the image to be expected is "how valuable beverage of Coca Cola is!". That is why the advertisement maker here is hoping that the target audience will always look for Coca Cola wherever it is.

B. Analysis on the Picture

1) Representamen: the representamen of this sign is the image of people walking in the narrow street with many big castles. There is also Coca Cola truck image on the very back of the image.

2) Object: the image of people walking in the narrow street with many big castles refers to the setting of past time.

3) Interpretant: The image in this third advertisement is very clear that the setting is in America in the past time and also there is a Coca Cola delivery truck. This means that Coca Cola has been exist from the past time and able to keep its good quality until now, it is accordance with the words that are available next to the image. The third advertisement seems to inform the

world that America is the place of origin of Coca Cola Company. The writer got an impression that the company has been established long time ago by illustrating the building as ancient ones like Castile, medieval churches, palaces and also the clothes worn by the people in the image. It is clear that the design is very different with any current fashion of clothes.

Columbus Day is held to celebrate the anniversary of Christopher Columbus's arrival in the USA. The picture of America in the past and the slogan of "America's home town discovers" has been made of that sort to remind people about the situation at the time when Columbus discovered America. The relationship between the slogans and the pictures in this advertisement is they complemented each other. The picture of past time setting with a Coca Cola delivery truck can help the target audience to make a description of America's home town where Coca Cola Company was established. The next is the relationship between the picture and the second slogan of "It had to be good to get where it is". The words "where it is" means America's home town which is mentioned in the first slogan and can be described as the picture of America in the past time. So the second slogan is clarified by the word "America" in the first slogan, and the picture clarifies the first slogan of "America's home town discovers, the pause that refreshes" with the picture of America in the past time.

4.1.2.3.2 The Consideration of Advertisement Maker

The possible consideration of the advertisement maker in designing the picture and the slogans is to remind the target audience about Columbus landing in America country by showing the image of America in the past time and by

illustrating a picture of when and where Coca Cola Company was firstly established. The advertisement maker also makes some texts beside the picture together with the words of “9 million a day”. The texts beside the picture are about the description of the picture and its relationship with the quality of Coca Cola. The words of “9 million a day” mean that in a day, there are 9 million bottles of Coca Cola, drunk by the people in the world a day. By showing the words “9 million a day” and the picture of Coca Cola delivery truck, the advertisement maker would like to ensure the target audience that Coca Cola has been existing until this time and the quality of the product has absolutely met the consumer requirement. The advertisement maker also wants the target audience to drink Coca Cola in Columbus day but not only celebrating that day but also making the target audience have an image or description of how America in the past time by showing the picture.

4.1.2.4 Analysis of the Fourth Advertisement: Halloween Day

4.1.2.4.1 Triadic relation of the Fourth Advertisement: Halloween Day

A. Analysis on the Slogans

There are two slogans in this advertisement. They are:

1. Slogan 1: “*things go better with a Coke*”

1) Representamen: the representamen in this sign is the word *things*, the phrase *go better*, and the phrase *with a Coke*.

2) Object: the word *things* refers to any material object. The phrase *go better* refers to something that changes and gets better than before. The phrase

with a Coke refers to doing something along with drinking a Coke as the brand of the product offered in this advertisement.

- 3) Interpretant: This is very simple slogan which means that anywhere and anytime we are working, we will be better with a coke beside us or we should provide a coke for drinking it in the middle of our activities. This slogan is one of Coca Cola slogan that exists in some Coca Cola advertisement beside *“the pause that refreshes”* like in the previous advertisement.

2. Slogan 2: *“That’s using your pumpkin! When the job is finally perfect - sit back, relax, refresh with an ice cold coke”*

- 1) Representamen: the representamen of this slogan consists of two sentences. They are *“That’s using your pumpkin!”* and *“When the job is finally perfect - sit back, relax, refresh with an ice cold coke”*
- 2) Object: the object of the first sentence refers to the symbol of Halloween Day. It can be from the word *pumpkin*. The second sentence is *“When the job is finally perfect - sit back, relax, refresh with an ice cold coke”* refers to the kind of the product offered which is a cold coke that can be drunk when the job finally finished.
- 3) Interpretant: The word ‘pumpkin’ here refers to pumpkin as the symbol of Halloween Day. For the words of *“When the job is finally perfect-sit back, relax, refresh with an ice cold coke”*, it means the suggestion for the target audience to have a drink of cold Coca Cola when they have finished their activities, while sitting back, relaxing and refreshing.

B. Analysis on the Picture:

1) Representamen: the representament of this sign is the image of a man holding two bottles of Coca Cola and a woman with a pumpkin under her.

2) Object: the image of a pumpkin refers to the symbol of Halloween Day.

The image of a man and a woman refers to the people either man or woman that celebrate Halloween Day. The image of Coca Cola bottle refers to the product offered in this advertisement

3) Interpretant: An image of a man and a woman, with the man holding two bottles of Coca Cola with a pumpkin fruit as a symbol of Halloween means that Coca Cola gets ready to accompany people either men or women to celebrate Halloween day. The smile of those two people is intended to decrease the horror impression of the Halloween day.

Halloween Day is Christian holiday that has common activities including carving the pumpkin named jack-o'-lanterns. By showing the pumpkin lantern, or it is usually called jack-o'-lanterns, on the picture, the reader will have known that the advertisement is about Halloween Day. The relationship between the slogans and the picture here is the word of "things" in the slogan that can be meant by the celebration of Halloween day itself. The picture supports the slogan clearly. Even though there is no "Halloween" word in the slogan, from the image of pumpkin lantern can be known that the advertisement reflected and focused on Halloween Day.

4.1.2.4.2 The Consideration of Advertisement Maker

The advertisement maker is going to show the target audience that Halloween celebration will be merry by consuming Coca Cola. By combining the picture of a man, a woman, a pumpkin and the cokes on the hands, there is a possible purpose that the advertisement maker would like to create an impression to the target audience that by drinking Coca Cola any kinds of fear would remove away and they will have a happy life.

4.1.2.5 Analysis of the Fifth Advertisement: Christmas Day

4.1.2.5.1 Triadic Relation of the Fifth Advertisement:

A. Analysis on the Slogan

There are two slogans in this advertisement. They are:

1. Slogan 1: *“Drink Coca Cola Delicious and Refreshing”*

- 1) Representamen: the representamen of this sign are the phrase *drink Coca Cola*, the word *delicious* and *refreshing*.
- 2) Object: the object of the phrase *drink Coca Cola* refers to drink the product offered in this advertisement. The word *delicious* refers to something giving delight taste. The word *refreshing* refers to something fresh and gives new strength to do something else.
- 3) Interpretant: This slogan exists in some Coca Cola advertisement like in the previous Coca Cola advertisement of Columbus Day. The first slogan of this advertisement is the suggestion for the target audience to drink Coca Cola because it is delicious and refreshing. So by drinking Coca

Cola, the people can feel the delicious taste and also refresh themselves.

2. Slogan 2: *"My Hat's off to the pause that refreshes"*

1) Representamen: the representamen of this sign is the phrase *"my hat's off"* and the phrase *"the pause that refreshes"*.

2) Object: the phrase *"My Hat's off"* refers to the description of admiring something. The phrase *"the pause that refreshes"* refers to the activity that is stopped for a while to have a break by drinking Coca Cola.

3) The interpretant: This second slogan of the advertisement is in the form of utterance given by the Santa in the picture. The slogan *"the pause that refreshes"* existing in almost all of coca Cola advertisements which is accompanied by the word *"My hat's off to"*, has made the slogan become *"My hat's off to the pause that refreshes"*. The word *"My"* here refers to the Santa Clause. It means that Santa Clause admires drinking Coca Cola as refreshing break.

B. Analysis on the Picture:

1) Representamen: the representamen in this sign is the image of Santa Clause holding a glass of Coca Cola. In the right waist of Santa, there is his hat.

2) Object: the image of Santa with his hat in his right waist refers to Santa that is having a break. The image of Coca Cola bottle refers to the product offered in this advertisement.

3) Interpretant: The sense made by the sign of the image of Santa Clause indicates that this image is related to Christmas Day. The image of Santa Clause holding a glass of Coca Cola means that Coca Cola is the beverage

of Santa. Besides, there is also Coca Cola logo near with a glass of Coca Cola with that slogan. Santa has shown pleasant and fresh expression. It means that Santa enjoy Coca Cola deeply. This image is intended to give influence having desire to consume Coca Cola.

Christmas day is identical with Santa Clause in which Christian community especially the children in the belief that he always gives presents on the Christmas Eve. The relationship between the slogan and the picture in this advertisement is that the slogan of *“My hat’s off to the pause that refreshes”* is described by the picture of Santa Clause smiling in fresh expression. The thing that *“refreshes”* here is Coca Cola. It is shown by a glass of Coca Cola that is held by the Santa. The word *“my hat’s off”* is shown by the picture of Santa Clause is not wearing a hat and his hat is in his left waist. He takes off his hat because he wants to have a break and drink Coca Cola. The slogan under Coca Cola logo, *“Drink Coca Cola Delicious and Refreshing”* shows the target audience that Coca Cola is the beverage that is delicious and refreshing. The word *“refreshing”* here is shown by the smile and the fresh expression of Santa Clause so it will make the target audience interested to consume Coca Cola.

4.1.2.5.2 The Consideration of Advertisement Maker

The writer can assume that the possible reason for the advertisement maker to design the picture and the slogan is to make the target audience celebrate the Christmas day by drinking Coca Cola in order to be refreshed. It is shown by the picture of Santa Clause with his fresh expression after doing activities in his busiest time, which is Christmas day, using the slogan of Coca Cola *“the pause*

that refreshes". The slogan of "*Drink Coca Cola Delicious and Refreshing*" is also to make the target audience to have an impression about the taste of Coca Cola. It has been supported by the picture of a glass of Coca Cola and the expression of fresh smile by the Santa Clause. Through the picture together with the slogan, the advertisement maker intended to describe that coke would be also suitable for people to refresh themselves during the pausing of their activities.

4.2 Discussion

From those five Coca Cola online commercials, it can be interpreted that there is a close relationship between the pictures and the slogans. The slogans support the pictures in the advertisement and vice versa. By supporting each other, both the slogans and the pictures will produce some expectation in making an impression on the target audience as it has been intended by the advertisement makers. As an example we can refer to the last advertisement about Christmas day. In this advertisement, we find a picture of Santa Clause holding a glass of Coca Cola. This picture has been accompanied by the slogan of "*my hat's off to the pause that refreshes*". Both parts of the advertisement, the slogan and the picture, which are supporting each other, will make the target audience interpret the advertisement more easily and creating certain impression about Coca Cola.

Based on the analysis, the more dominant aspect in the five Coca Cola online commercials is the picture. Through the interesting picture, people's attention will be attracted. After seeing the picture, people will read the text or the slogan in that advertisement. Slogan has a role to strengthen the impression that has been gotten from the target audience through looking at the picture. In other

words, the function of slogan is to support the existing picture. By reading the idea which is uttered by the slogan, the target audience will interpret the meaning of an advertisement more easily and will have deeper impression about the product being advertised.

One of the theories concerning the interpretation of the sign is called triadic relation theory by Peirce. In his theory, Peirce stated about object or referent, which is in this case, not stated directly in Saussure's theory. This can be seen through the analysis of Coca Cola online commercials, which the representamen or the form which the sign takes of the sign in the picture is the picture itself and the representamen of the slogan can be in the form of words, sentences or phrases. By comprehending the triadic relation theory stated by Peirce, which includes representamen, object, and interpretant, people will understand the meaning of the sign more easily.

Based on the analysis in chapter 4, related to triadic relation theory, it is found out that in choosing or deciding representamen, object, and interpretant, used in each advertisement, the advertisement makers always refer to the theme of the advertisement. However, if we look at those Coca Cola online commercials, we find that some elements in an advertisement are similar to the elements on the other advertisements. For example, the using of the slogan of "*pause that refreshes*" and the using of roman script in Coca Cola logo. It occurs in some Coca Cola online commercials. Colours also influence the audiences in interpreting the advertisements. In Coca Cola online commercials, the dominant colour is red. The background colour of Coca Cola logo is always in red because

according to Faur (2010) red is usually used to show the aspiration of the product that is easily to identify product branding and strengthening the clear image to buyers (Faur, 2010). Red also represents the spirit and power, so it will give consumers the imagination that Coca Cola is a proper beverage in appearing the spirit. The way of making advertisements by using the same slogan and the logo in some advertisements could be intentionally done by the advertisement makers as a strategy to make the target audience become familiar with the advertisement and recognize the product offered in the advertisement.

Besides the strategy of using the same elements in some advertisements in the Coca Cola online commercials, the creativity in deciding and designing the slogan and the picture of the advertisement is also an important one and always needed in advertising products. This is important because it will influence how much impression, target audience will get. The consideration of the advertisement makers in designing the picture and the slogan in each advertisement is absolutely different. The advertisement makers have to connect them with the theme of the advertisements, while what kind of theme will be chosen depends on the event which is going to happen or be celebrated. For example to welcome Halloween days, the advertisement makers present the picture of pumpkin as the symbol of Halloween. This picture will make people to understand more easily that the advertisement has a relationship with Halloween party and it is expected to be able to influence people to celebrate it by consuming Coca Cola as being motivated by the picture.

In the description above, it has been stated that the impression level that has been made by the advertisement upon the target audience depends on the picture and slogan in the advertisement. As the previous researcher, Fitriani (2005) found out the interpretation of the advertisement through the analysis of the types of sign (icon, index, and symbol) as the semiotic approaches for each sign. While in this research, the interpretation of the sign of the advertisement is found through the analysis of triadic relation theory by Peirce. The previous researcher's study is limited on the theory of the types of the sign, denotation, and connotation of all advertisement of cellular phone. Therefore this study provides different perspectives concerning the possible consideration of advertisement makers in designing the slogan and the picture of the advertisement. Each advertisement maker has different consideration either in designing or in the way of delivering the message of the advertisements but they have the same purpose that is to make the target audience buy the products being advertised.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the conclusion of this research and suggestion for next researchers.

5.1 Conclusion

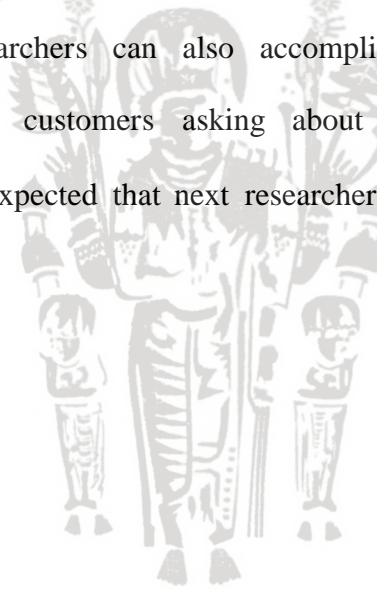
The conclusion that can be drawn from the data analysis is that there is a close relationship between the pictures and the slogans. They are supporting each other in order to produce some expectation in making an impression on the target audience as it has been intended by the advertisement makers. The advertisement makers have different consideration in designing the picture and slogan of the advertisement.

Based on the results of analysis, the intense relationship among the three elements of the 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. Coca Cola online commercials seem to have succeeded in delivering their message to the target audiences as reflected in the strategy of advertising them. The online commercials have been made in a certain way that is linking with special occurrences in USA, so the message for the existing of relationship between the slogans and the pictures in the online commercials becomes more understandable and inviting for people. Each element of the online commercials which describes something supports each other. Between both

elements of online commercials, picture is the more dominant aspect in the online commercials because people's attention will be drawn more by the inviting picture than the text or the slogan in the online commercials.

5.2 Suggestion

It is suggested that next researchers who are interested in choosing semiotics as their topic not only limit the data taken from the internet but also take data from television program or from the movie in the form of moving picture or video. By using different data source, varied and informative results will be achieved. Next researchers can also accomplish the research by giving questionnaire to the customers asking about their interpretation of the advertisement. It is expected that next researchers will get various results by following these steps.



REFERENCES

- Abbuhl, Shannon., Mattler, Mike., & O'Boyle, Kathleen. (1997). *Semiotics*. Retrieved February 25, 2010, from <http://oak.cats.ohiou.edu/~sa337397/semiotic.htm>
- Ary, D., Jacobs L.C, & Razavieh, A. (2002). *Introduction to Research in Education*. (6th ed). Stamford: Wodsworth/ Thomson Learning.
- Bamboo Trading* (2010). Retrieved February 25, 2010, from <http://www.bambootrading.com/proddetail.asp?prod=ngsp11>
- Belch, George Edward. (2001). *Advertising and Promotion: an Integrated Marketing Communication Perspective*. McGraw-Hill Companies, Inc.
- Chandler, D. (2002). *Semiotics the Basics*. London: Routledge.
- Coca Cola* (2010). Retrieved May 1, 2010, from <http://wiki.thesopranos.com/Coca-Cola>
- Coca-Cola COKE ~ Halloween Jack O'Lantern Theme* (2010). Retrieved February 25, 2010, from <http://www.rubylane.com/shops/sharp-objects/item/21108-1>
- Coca Cola Tin Sign Reproductions*(2010). Retrieved February 25, 2010, from <http://coca-cola.tin-signs.net/>
- Coke Lore* (2010). Retrieved February 25, 2010, from http://www.thecoca-colacompany.com/heritage/cokelore_santa.html
- Cyprus, Sheri. (2003). *What is Advertising?*. Retrieved March 9, 2010 from <http://wiseGEEK/what-is-advertising.htm>
- Faur, Christian J. (2010). *The Semiotics of Color*. Retrieved October 5, 2010 from **Error! Hyperlink reference not valid.**.html
- Fitriani, Yulita. (2005). *Semiotic Analysis on Cellular Phone Advertisements in Jawa Pos Newspaper*. Thesis. Malang. Sastra Inggris. Universitas Brawijaya
- Goddard, A. (1998). *The Language of Advertising*. London: Routledge.
- Hornby, A S. (1974). *Oxford Advanced Learner's Dictionary of Current English*. Great Britain: Oxford.
- Jewler and Drawniany. (2005). *Creative Strategy in Advertising*. Belmont: Wadsworth.
- Johanes, Jorgen; and Larsen, Svend. (2002). *Sign in Use (An Introduction to Semiotics)*. London: Routledge.
- Landa, Robin. (2004). *Advertising by Design: Creating visual Communications with Graphic Impacts*. New Jersey: John Willey&Sons, Inc.
- Moleong, Lexy J. (2004). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Mooney, Phill. (2010). *"America's Home Town" Christopher Columbus Ad*. Retrieved February 25, 2010, from http://www.coca-colaconversations.com/my_weblog/coke_around_the_world/page/2/

Mooney, Phill. (2010). *Happy New Year - 1950s Philippines Ads*. Retrieved February 25, 2010, from http://www.coca-colaconversations.com/my_weblog/coke_around_the_world/page/1/

Online Advertising. (2010). Retrieved March 21, 2010, from http://en.wikipedia.org/wiki/Online_advertising

Saussure, F, de (2006). *Course in General Linguistics*, translated by Roy Harris. Illinois: Open Court

Semiotics. (2010). Retrieved February 25, 2010, from http://atheism.about.com/library/glossary/aesthetics/bldef_semiotics.htm

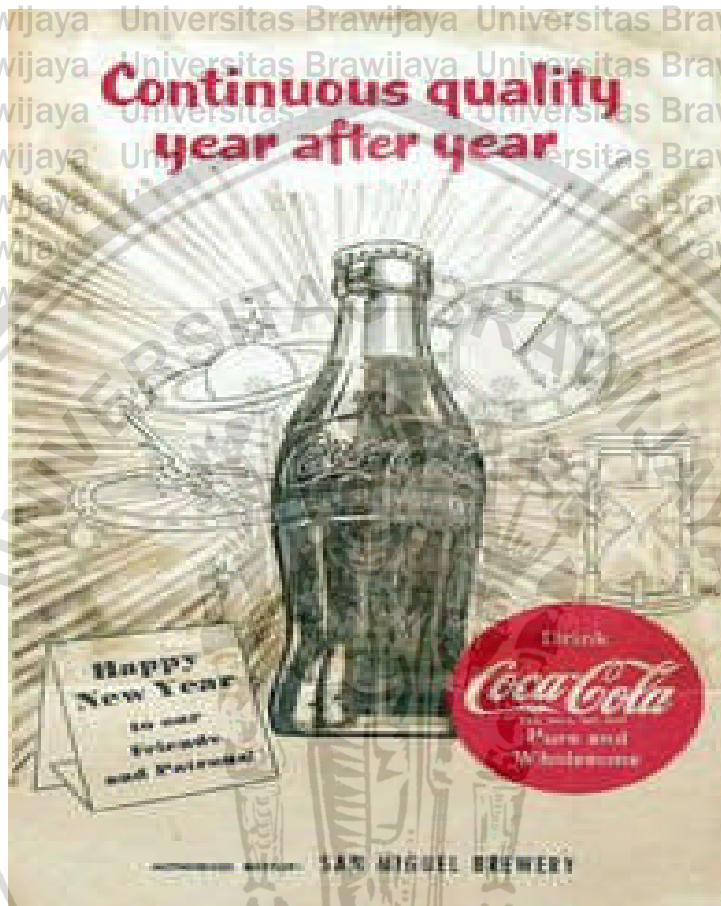


UNIVERSITAS BRAWIJAYA

APPENDICES



Appendix 1: First Coca Cola Advertisement (New Year's Eve)



Appendix 2: Second Coca Cola Advertisement (Valentine's Day)



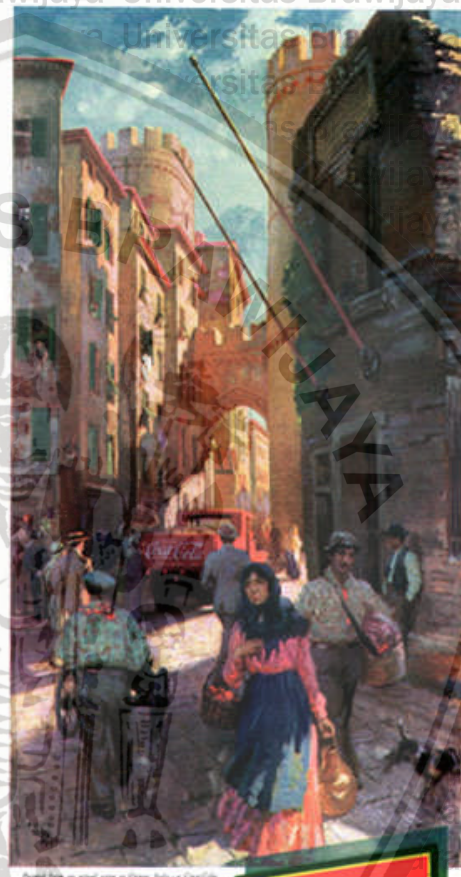
Appendix 3: Third Coca Cola Advertisement (Columbus Day)

THE SATURDAY EVENING POST

America's
home town
discovers
the pause that refreshes

BACK TO GENOA! Through ancient, cazy gates and narrow, twisting streets that wind among medieval churches and palaces to the boyhood home of Christopher Columbus. Back, as it were, to America's home town has come Coca-Cola and the pause that refreshes. . . . Thus has Coce-Cola, with that tingling, delicious taste and its cool after-sense of refreshment, caught the fancy of the world. Today it is served in seventy-six foreign countries. The same great drink that is ready ice-cold for you, around the corner from anywhere, in every city, town and hamlet in America—tempering the faster pace of these modern times as a reminder to pause and refresh yourself.

THE BEST SERVED DRINK IN THE WORLD



9 MILLION A DAY
Drink Coca-Cola
Delicious and Refreshing

It had to be good to get where it is

Appendix 4: Fourth Coca Cola Advertisement (Halloween Day)



That's using your good judgment. When the job is finally perfect - sit back, relax, refresh with an ice-cold Coke.
It's always better with Coke

Appendix 5: Fifth Coca Cola Advertisement (Christmas Day)



Appendix 6: Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Cintya Medha Hazrina
2. NIM : 0610330011
3. Program studi : Sastra Inggris
4. Topik Skripsi : Semiotics
5. Judul Skripsi : A Semiotic Study on Relationship between The Slogans and The Pictures of Coca Cola Online Commercials
6. Tanggal Mengajukan : 17 Maret 2010
7. Tanggal Selesai : 22 Oktober 2010
8. Nama Pembimbing : I. Iis Nur Rodliyah, M. Ed.
II. Eni Maharsi, SS
9. Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing	Paraf
1.	17 Maret 2010	Konsultasi judul dan draft	Pembimbing I	
2.	18 Maret 2010	Konsultasi judul dan draft	Pembimbing II	
3.	25 Maret 2010	Konsultasi Bab I	Pembimbing I	
4.	30 Maret 2010	Konsultasi Bab I	Pembimbing II	
5.	31 Maret 2010	Konsultasi Revisi Bab I	Pembimbing II	
6.	1 April 2010	Konsultasi Revisi Bab I	Pembimbing I	
7.	13 April 2010	Konsultasi Bab II	Pembimbing II	
8.	16 April 2010	Konsultasi Revisi Bab II	Pembimbing II	
9.	20 April 2010	Konsultasi Bab II	Pembimbing I	
10.	26 April 2010	Konsultasi Bab III	Pembimbing II	
11.	29 April 2010	Konsultasi Revisi Bab III	Pembimbing II	
12.	3 Mei 2010	Konsultasi Revisi Bab III	Pembimbing II	
13.	5 Mei 2010	Konsultasi Bab III	Pembimbing I	
14.	12 Mei 2010	Konsultasi Revisi Proposal	Pembimbing I	
15.	25 Mei 2010	Konsultasi Revisi Proposal	Pembimbing II	
16.	7 Juni 2010	Konsultasi Bab IV	Pembimbing II	
17.	5 Juli 2010	Konsultasi Revisi Bab IV	Pembimbing II	
18.	22 Juli 2010	Konsultasi Revisi Bab IV	Pembimbing II	
19.	23 Juli 2010	Konsultasi Bab IV	Pembimbing I	
20.	30 Juli 2010	Konsultasi revisi Bab IV	Pembimbing I	
21.	2 Agustus 2010	Konsultasi Bab V	Pembimbing I	
22.	11 Agustus 2010	Konsultasi revisi Bab V	Pembimbing I	
23.	18 Agustus 2010	Konsultasi Bab IV dan Bab V	Pembimbing I	
24.	24 Agustus 2010	Konsultasi Bab IV dan Bab V	Pembimbing II	
25.	27 Agustus 2010	Konsultasi Abstrak	Pembimbing I	

Lanjutan Tabel Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing	Paraf
26.	1 September 2010	Konsultasi Abstrak dan Acknowledgement	Pembimbing II	
27.	14 Oktober 2010	Konsultasi revisi seminar hasil	Penguji II	
28.	18 Oktober 2010	Konsultasi revisi seminar hasil	Pembimbing I	
29.	20 Oktober 2010	Konsultasi revisi seminar hasil	Penguji I	
30.	27 Oktober 2010	Konsultasi revisi seminar hasil	Pembimbing II	
31.	2 Nopember 2010	Revisi Ujian	Pembimbing II	
32.	4 Nopember 2010	Revisi Ujian	Pembimbing I	
33.	9 Nopember 2010	Revisi Ujian	Penguji I	
34.	15 Nopember 2010	Revisi Ujian	Penguji II	

10. Telah dievaluasi dan diuji dengan nilai :

Dosen Pembimbing I

Iis Nur Rodliyah, M. Ed.
NIP. 19760607 200312 2 004

Malang, 15 Nopember 2010

Dosen Pembimbing II

Eni Maharsi, SS
NIP. 19731209 200501 2 002

Mengetahui,
Ketua Jurusan Bahasa dan Sastra

Syariful Muttaqin, M.A.
NIP. 19751101 200312 1 001