Universitas Brawijaya application of signs in visual communication are the combination of image, text ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi colour and shape that are applied in advertisement, ersitas Brawijava One of the familiar forms of communication is advertisement since it is a University part of human's life nowadays. Advertising as communication becomes common litas Bra Universitas Brawijaya University advertisements in their life. According to Lee and Johnson (2004, p. Universitadvertisement is the commercial and non personal communication about ansitas organization and its products are transmitted to a target audience through media such as television, radio, newspapers, magazines, direct mail, outdoor advertising Universi or public transport as well as the internet. While Bovee (1992 cited in Taflinger, sitas B 1996, para. 1) defines that advertisement is "the non-personal communication of Universitinformation usually paid for and usually persuasive in nature about products, Sitas services or ideas by identified sponsors through the various media". Advertisement is published by a company or an organization that needs to Sitas Brawijaya Universi announce the products or services. Most of the advertisers work in the commercials way, but there is also an advertisement that only gives the information or idea Universitabout something. It is called advocacy advertisement. Lee and Johnson (2004, p.sitas Brawijaya 10) define advocacy advertisement as the advertisement that is relating to the dissemination of ideas and clarification of the controversial social issues and Universitpublic interesta Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Lee and Johnson (2004, p. 10-11) reveal three functions of advertisement: to inform, to persuade and to remind. The first function means that advertisement Universitains to show the new product, advantage of having the product, and the location Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University of the product sale. Second function means that advertisement must be able to sitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi persuade the customers to buy or use the product. In term of advocacy it as itas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers advertisement, this function can be explained to change the people's mind about itas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University certain issues or phenomena. The last function is to remind, it means that it as Br Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br ersitas Brawijaya Universitas Br will keep buying the product. Universitas Brawijaya Universitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitas Brawijaya Universitas Univ customers to see it and even buy the product. There are some things to be sit University
University or images and exciting colours in the advertisement. Visual advertisement that Universit combines words, images and colours is also a form of communication. The itas components in the advertisement also can be created as a sign, for instance the Universitimage. Tinarbuko (2008, p.6-7) says that verbal and visual signs in v Universi communication design are regarded as a text in the context of linguistics it as phenomena, for instance the image which is one form of symbols or visual universitas Bra Universitlanguage in which contains structures such as lines, shapes, colours and sitas Brawijaya composition. Therefore, the image has a capacity as a visual symbol of the nversitas Brawijaya Universitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br One of the advertisements on interesting signs is the one published by ansitas Brawijaya environment organization, World Wildlife Fund (WWF). WWF is an organization that uses a kind of attractive images and interesting words in each advertising Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University campaign to make it as attractive as possible, so that the viewers be aware of what Universitenvironmental issues in our life are awijaya Universitas Brawijaya The researcher chooses the World Wildlife Fund (WWF) advertisements rawijaya University published under the "Save the Tiger" theme as the object of the study because it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya these advertisements often use signs in order to make the viewers aware of the Universitienvironment. WWF also makes the people consider that other creatures like Universitanimals and plants are also important and have a big contribution in our life sitas Nowadays, some species of animals become extinct, especially tiger. Tiger is a Universit wild animal that has a big role in the ecosystem. The population of the tiger in Universi Indonesia decreases extremely each year. WWF (2012) notes the following: Indonesia is one of 12 priority landscapes for saving tigers. Sumatran tigers are the last-remaining Indonesian tiger. The other 2 subspecies tiger in Indonesia like Bali and Javan tiger have become extinct in the past 70 years. The last stronghold for tigers in Indonesia is Sumatra that has fewer than 400 individuals Sumatran tigers in the wild. Sumatran tigers become extinct in some reasons such as the large scale habitat loss because of illegal logging, niversitas Brawijaya clearing for agriculture and plantations, and settlement; coming into conflict with people because the tigers search food in settled area; and hunting for skins and bones. In addition, the primary threat to Sumatran tigers is humans. They have hunted and taken the advantage of the tigers without considering the effect of their act. Saving the tigers is important to make the ecosystem balance. Fortunately, has browned by Universitas Brawijaya Universitas Brawijaya some environment organizations including WWF, are sensitive to this issue and make conservation for the Sumatran tigers. It is time for people to recognize that Universitsave them is also save human's life awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Bramilaya From the explanation above, this study aims to analyze the World Wildlife Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya UniversitFund (WWF) advertisement published under "Save the Tiger" theme by applyingsitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Semiotics study based on the division of signs proposed by Peirce. The researcher Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitalso uses connotation theory by Barthes to analyze the meaning of the sign insitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universita SEMIOTICS STUDY ON CONNOTATIVE MEANING IN WORLD SITUS Brawijaya NG C.

BRANNA Universit WILDLIFE FUND (WWF) ADVERTISING CAMPAIGN PUBLISHED UNDERsitas Brawijaya Universities of the transfer o Universitas Brawijaya Universit Iniversitas Brawijaya Universi 1.2 Problems of the Study rawijaya The problems of this study are: (WWF)sitas Brawijaya rawijaya 1. What are the signs found in the World Wildlife Fund advertisement published under the "Save the Tiger" theme? rawijaya What is the meaning of the signs in the World Wildlife Fund (WWF) Sitas Brawijaya Universitas rawijaya advertisement published under the "Save the Tiger" theme? Universitas Brawijaya How do the signs support the idea of the World Wildlife Fund (WWF) Universitas Bra Jniversitas Brawijaya Universitas Bradvertising campaign? Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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