

application of signs in visual communication are the combination of image, text, colour and shape that are applied in advertisement.

One of the familiar forms of communication is advertisement since it is a part of human's life nowadays. Advertising as communication becomes common in life. It is undoubted that people have seen a hundred even thousand advertisements in their life. According to Lee and Johnson (2004, p. 3) advertisement is the commercial and non personal communication about an organization and its products are transmitted to a target audience through media such as television, radio, newspapers, magazines, direct mail, outdoor advertising or public transport as well as the internet. While Bovee (1992 cited in Taflinger, 1996, para. 1) defines that advertisement is "the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media".

Advertisement is published by a company or an organization that needs to announce the products or services. Most of the advertisers work in the commercial way, but there is also an advertisement that only gives the information or idea about something. It is called advocacy advertisement. Lee and Johnson (2004, p. 10) define advocacy advertisement as the advertisement that is relating to the dissemination of ideas and clarification of the controversial social issues and public interest.

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 aims to show the new product, advantage of having the product, and the location

of the product sale. Second function means that advertisement must be able to persuade the customers to buy or use the product. In term of advocacy advertisement, this function can be explained to change the people's mind about certain issues or phenomena. The last function is to remind, it means that advertisement has to remind the customers about the product constantly, so they will keep buying the product.

The advertisers have to be creative in order to create the attractive and interesting advertisement. A creative advertisement can attract the attention of the customers to see it and even buy the product. There are some things to be considered to make an attractive advertisement. The creator can use unique words or images and exciting colours in the advertisement. Visual advertisement that combines words, images and colours is also a form of communication. The components in the advertisement also can be created as a sign, for instance the image. Tinarbuko (2008, p.6-7) says that verbal and visual signs in visual communication design are regarded as a text in the context of linguistic phenomena, for instance the image which is one form of symbols or visual language in which contains structures such as lines, shapes, colours and composition. Therefore, the image has a capacity as a visual symbol of the message in order to streamline communication.

One of the advertisements on interesting signs is the one published by an environment organization, World Wildlife Fund (WWF). WWF is an organization that uses a kind of attractive images and interesting words in each advertising

campaign to make it as attractive as possible, so that the viewers be aware of what environmental issues in our life are.

The researcher chooses the World Wildlife Fund (WWF) advertisements published under the “Save the Tiger” theme as the object of the study because these advertisements often use signs in order to make the viewers aware of the environment. WWF also makes the people consider that other creatures like animals and plants are also important and have a big contribution in our life.

Nowadays, some species of animals become extinct, especially tiger. Tiger is a wild animal that has a big role in the ecosystem. The population of the tiger in 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, 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, 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 save them is also save human's life.

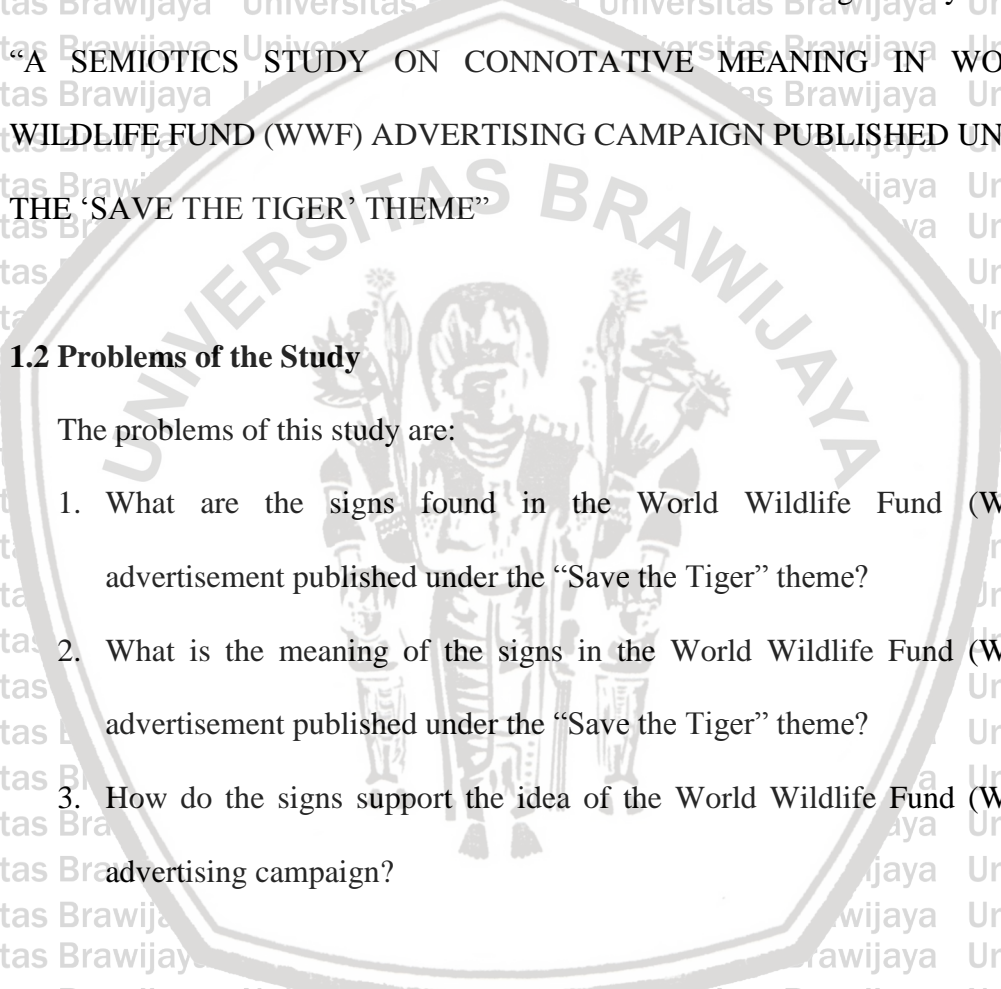
From the explanation above, this study aims to analyze the World Wildlife Fund (WWF) advertisement published under “Save the Tiger” theme by applying semiotics study based on the division of signs proposed by Peirce. The researcher also uses connotation theory by Barthes to analyze the meaning of the sign in those advertisements. The researcher is interested in conducting a study entitled

**“A SEMIOTICS STUDY ON CONNOTATIVE MEANING IN WORLD WILDLIFE FUND (WWF) ADVERTISING CAMPAIGN PUBLISHED UNDER THE ‘SAVE THE TIGER’ THEME”**

**1.2 Problems of the Study**

The problems of this study are:

1. What are the signs found in the World Wildlife Fund (WWF) advertisement published under the “Save the Tiger” theme?
2. What is the meaning of the signs in the World Wildlife Fund (WWF) advertisement published under the “Save the Tiger” theme?
3. How do the signs support the idea of the World Wildlife Fund (WWF) advertising campaign?



### 1.3 Objectives of the Study

The objectives of this study are:

1. To find out the signs in the World Wildlife Fund (WWF) advertisement published under the “Save the Tiger” theme.
2. To find out the meaning of the signs in the World Wildlife Fund (WWF) advertisement published under the “Save the Tiger” theme.
3. To examine how the signs support the idea of World Wildlife Fund (WWF) advertising campaign.

### 1.4 Definitions of Key Terms

The key terms in this study are defined as follow:

1. Semiotics : Semiotics is formal doctrine of signs which observe the characters of such sign and concern with everything that can be taken as a sign (Peirce, 1931; Eco, 1976 cited in Chandler, 2007, p. 2-3)
2. Sign : Sign is the basic unit of language that is composed of two integral relation, namely acoustic image as the elements of signifier and concept as signified (Saussure, 1966 cited in Budiman, 2011, p. 30)

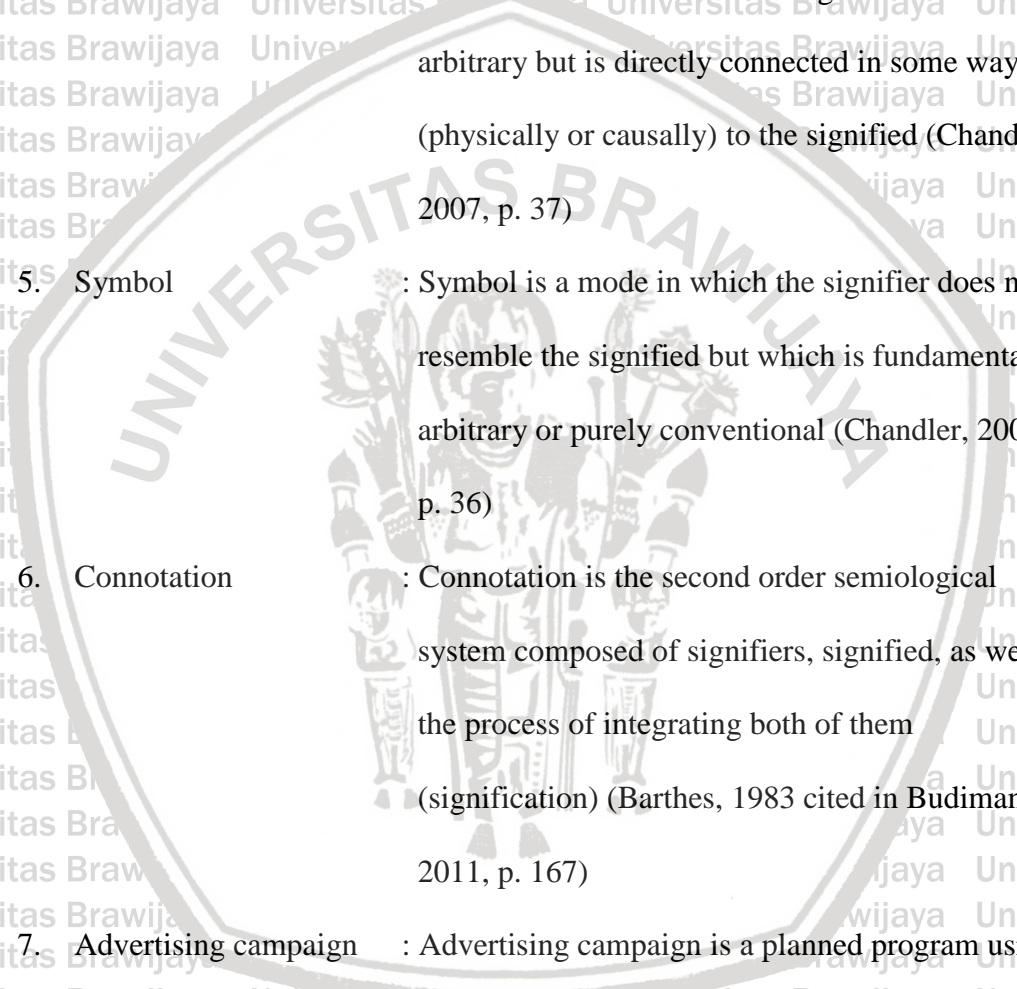
3. Icon : Icon is a mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting or smelling like it) (Chandler, 2007, p. 36)

4. Index : Index is a mode in which the signifier is not arbitrary but is directly connected in some way (physically or causally) to the signified (Chandler, 2007, p. 37)

5. Symbol : Symbol is a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional (Chandler, 2007, p. 36)

6. Connotation : Connotation is the second order semiological system composed of signifiers, signified, as well as the process of integrating both of them (signification) (Barthes, 1983 cited in Budiman, 2011, p. 167)

7. Advertising campaign : Advertising campaign is a planned program using advertising aimed at a particular target market or audience over a defined period of time for the purpose of increasing sales or raising awareness of a product or service (<http://www.qfinance.com/dictionary/advertisingcampaign>)



8. **World Wildlife Fund** : World Wildlife Fund is an international non governmental organization whose aims to conserve nature and ecological processes by preserving biodiversity, ensuring sustainable use of natural resources and promoting the reduction of pollution and wasteful use of resources and energy

(Glossary of Environment Statistics, 1997)

