

4.1.1 The Analysis of the First Advertisement

The first advertisement from World Wildlife Fund (WWF) by the year 2009 can be seen below.



Figure 4.1 First advertisement
(Source: Andrew, 2009 available at www.speckyboy.com)

4.1.1.1 Signs Identification

In this advertisement, the researcher finds several signs identified as icon, index and symbol listed below.

a. Icon:

1. Icon of a little girl.
2. Icon of tiger costume.
3. Icon of forest.
4. Icon of a gun.
5. Icon of a man's hands.
6. Icon of a panda.

b. Index:

1. The very young age of the girl is an index of weakness.
2. The girl's being alone is an index of unprotected.
3. The girl's humped back is an index of powerless.
4. Gun in ready position is an index of power and strength.
5. The word "this" in the callout is an index of "female baby tiger"

c. Symbol:

1. The abbreviation "WWF".
2. The sentence in the callout "imagine this is yours".

4.1.1.2 The Analysis of the Signs

The sign of a little girl in this advertisement represents weak, lonely and powerless. The little girl also builds a sense of compassion. The little girl in the tiger costume embodies the real "tiger" and it strongly highlights that she plays role as "female baby tiger". The very young age of the little girl in this advertisement represents the innocence, powerlessness and weakness.

Furthermore, the condition of the girl in the forest is alone which represents that she is unprotected. It also means that the species of tiger in the real world or in the forest is extinct and rare to see. In addition, the girl's humped back represents the weakness of the "female baby tiger".

The setting used in this advertisement is in the forest. It represents the wildlife nature as the habitat of many biodiversities. The forest also brings the

idea about the natural habitat for the exotic animals but it has a lot of threats, in this case it is an illegal hunting.

In this advertisement, the viewer can find the sign of a man's hand who holds a gun. The icon of gun represents power and strength. It also indicates that there is someone who wants to hunt. A man's hand which appears in this advertisement is the hunter's hand. The researcher identifies the hand is the man's hand because in term of size is big and has characteristic like a man's hand rather than a lady's hand. Because the hunter is a man and he brings a gun, it represents that he is very powerful. The gun is aimed from the hunter's eye's direction means that he is ready to shoot the "female baby tiger". Furthermore, the gun also represents the power and strength of the hunter.

The sentence in the callout "imagine this is yours" is like the controller for the viewer's in making sense about the advertisement. The word "this" in that sentence refers to the female baby tiger. It can be inferred that, if the viewers consider the tiger as their own daughter, they will protect her from being harmed or killed by others. The last, the unity of the abbreviation "WWF" and the icon of panda identifies the logo of WWF as the advertisement publisher.

4.1.1.3 Analysis on How the Signs Support the Idea of the Advertisement

The usage of signs in this advertisement is built coherently well based on the context. The publisher wants to show about illegal hunting of the tiger that causes the extinction of the tiger itself. The idea of illegal hunting in this advertisement uses the main signs like the little girl as a female baby tiger and the

man's hand which holds the gun in ready position also makes the viewer gets the point that he is the hunter who wants to shoot the tiger.

The sign of the little girl in this advertisement strongly shows the character of the tiger. The viewer can see explicitly that she is being alone, unprotected, and weak. The usage of little girl also build a sense of compassion. By this strategy, the viewer hopefully gives more attention to this case. Besides, it also asks the viewer to imagine if the tiger is like a little girl who knows nothing but keeping survive. She does not know if the forest has a dangerous threat for her especially the hunter. She does not recognize it yet. The usage of setting is in the forest which strongly underline that the female baby tiger is playing role as the real tiger. The publisher wants to deliver the idea about the natural habitat of the tiger.

The sentence in the callout "imagine this is yours" is also support the others signs. The word "this" refers to a little girl as a female baby tiger. Then, the word "yours" refers to something that the owner has and must be kept. Therefore, the meaning that can be inferred in this sentence is, when the people consider that the tiger is also theirs, so they must keep them from being killed.

4.1.2 The Analysis of the Second Advertisement

The second advertisement from World Wildlife Fund (WWF) by the year 2010 can be seen below.



Figure 4.2 Second advertisement
(Source: Sajjad, 2010 available at www.nidokidos.org)

4.1.2.1 Signs Identification

In this advertisement, the researcher finds several signs identified as icon, index and symbol listed below.

a. Icon:

1. Icon of a tiger figurine made of fang.
2. Icon of a panda.

b. Index:

1. A fang is an index of a tiger.

c. Symbol:

1. The abbreviation "WWF".
2. The sentence in the box "IF FANG DOES NOT PROTECT TIGER ITSELF, HOW'S IT GOING TO PROTECT YOU?".

3. The sentence beside the WWF brand “STOP BUYING WILD LIFE PRODUCT”.

4.1.2.2 The Analysis of the Signs

The icon of a tiger figurine made of fang represents the amulet from the tiger's fang which is believed to make the holder safe and can be protected from all the badness. Besides, this amulet is also used to make the user powerful. This is one of the reasons why the people hunt the tiger. The fang itself means power and strength. It is also one of the parts of the tiger's body to defence itself from any threat.

The sentence in the box “IF FANG DOES NOT PROTECT TIGER ITSELF. HOW'S IT GOING TO PROTECT YOU?” is a satire. It is a powerful statement that satirizes the amulet users because they still believe that they will be safe, protected, and powerful as long as they wear the tiger fang amulet. Whereas, the fang which is the defence tool of tiger cannot save the tiger itself from the hunter. Logically, the tiger was killed when the people took the fang and made it as an amulet.

The sentence beside the WWF logo “STOP BUYING WILD LIFE PRODUCT” shows the basic idea about the advertisement. The basic idea of this advertisement is tiger's fang amulet is one of wildlife products and the trading of illegal wildlife product is banned. The last, the unity of the abbreviation “WWF” and the icon of panda identifies the logo of WWF as the advertisement publisher.

4.1.2.3 Analysis on How the Signs Support the Idea of the Advertisement

There are two main signs in this advertisement, the tiger figurine made of tiger's fang and the sentence in the callout. The publisher shows the real form of fang that chiselled like tiger figure. Explicitly, it aims to show that it is an illegal souvenir from tiger's fang.

The sentence in the callout has many things to discover. It talks about killing the tiger and taking the advantages of it. One advantage that the hunters get for killing the tiger is that they can take certain part of tiger's body and sell it as a souvenir, in this case the fang. The hunters here must be understand about the myth that tiger's fang can be an amulet which is believed to protect the user from all the badness and make the user powerful.

In this advertisement, WWF tries to make the people think logically. It is a contrast that tiger has more than one fangs and still being killed by the hunter but the fang itself is used as a protection amulet. It does not protect the tiger from being killed and how it is going to protect the user. WWF realizes that one of the causes in killing the tiger is the demand of the tiger's body as an amulet. If WWF can awake the people to thing logically, maybe the demand of tiger's illegal souvenirs will be stopped and the tiger killing is also stopped. This idea is strongly supported by the sentence beside the WWF logo "STOP BUYING WILD LIFE PRODUCT". If there is no buyer of tiger's fang amulet, the tiger killing will be stopped because the tiger hunter felt useless to kill it.

4.1.3 The Analysis of the Third Advertisement

The third advertisement from World Wildlife Fund (WWF) by the year 2009 can be seen below.



Figure 4.3 Third advertisement
(Source: Andrew, 2009 available at www.speckyboy.com)

4.1.3.1 Signs Identification

In this advertisement, the researcher finds several signs identified as icon, index and symbol listed below.

a. Icon:

1. Icon of small tigers.
2. Icon of panda.

b. Index:

1. Incomplete figure of a tiger is an index of the population of the tiger.

c. Symbol:

1. The year 1984 in the left.
2. The year 2009 in the right.

3. The abbreviation “WWF”.

4. The web source address “WWF Panda/www.wwf.org”.

4.1.3.2 The Analysis of the Signs

There are many small tigers in the advertisement which forms one big tiger but it is incomplete. From this sign, it seems like the big tiger is the total population of the tiger all around the world and the small tigers are the species of the tiger itself. The incomplete figure of the “big tiger” in the right side consists of fewer tigers than those in the left.

In the right side, there is a symbol “2007” and in the left “1984”. It infers that the population of tiger was decreasing during the year of 1984 to 2007. In 1980s, WWF noted the population in the world is ± 23.000 individuals and it is a great fall for the last 10 years. The population of Javan tiger also disappeared during 1980s especially in 1984. Three tiger subspecies like Bali, Javan and Caspian tiger extinct by 1980s. Therefore, the year 1984 was the important history about tiger population.

While in 2007, the population of the tiger in the world was ± 4.000 individuals. During 1984 to 2007, there were ± 19.000 tigers killed and died.

Indonesia also aware of this great fall, so in 2007 Indonesia had the tiger program named “Rencana Aksi Konservasi Harimau Sumatera”.

From the sign of incomplete figure of tiger can be inferred that the tiger population had decreased during 1984 to 2007 and only a few of the tiger could survive and still alive. The abbreviation “WWF” and the icon of panda is the unity

of WWF organization as the advertisement publisher. In addition, the web source address “[WWF Panda/www.wwf.org](http://www.wwf.org)” refers to the address of that advertisement can be found in internet.

4.1.3.3 Analysis on How the Signs Support the Idea of the Advertisement

The basic idea of this advertisement is the great fall of the tiger population.

This condition occurred during 1984 to 2007. There are three main signs in this advertisement, the incomplete figure of the tiger, the small tigers and the years written in the left and the right side.

The incomplete figure of the tiger represents the whole tiger population in the world that should be consists of a lot of individuals to fulfil it. However, in this advertisement the “big tiger” becomes incomplete. The incomplete figure of the tiger in the left part consists of more tigers than those in the right part. It can be inferred that the population of tiger in 1984 was more than the population of tiger in 2007. Since the year of 1984 and 2007 are the important years of the tiger historical note as the researcher states in the previous subchapter, the advertiser writes those years in this advertisement.

In the past, the population of the tiger was still high because of there are still many forest as the natural habitat of the tiger. There is still people who care about the tigers existence. However, nowadays people become selfish and ignore about the tiger existence. Furthermore, the people become the main threat for the existence of the tiger. People make the dangerous effects for the tiger such as, illegal hunting and deforestation for agriculture, plantation and settlement.

4.1.4 The Analysis of the Fourth Advertisement

The fourth advertisement from World Wildlife Fund (WWF) by the year 2009 can be seen below.



Figure 4.4 Fourth advertisement

(Source: Andrew, 2009 available at www.speckyboy.com)

4.1.4.1 Signs Identification

In this advertisement, the researcher finds several signs identified as icon, index and symbol listed below.

a. Icon:

1. Icon of tiger stripe on "TIGER" words.
2. Icon of panda.

b. Index:

1. The reduction of the word sizes from top to bottom is an index of decreasing population of the tiger.

c. Symbol:

1. Ten rows of words “TIGER”
2. The sentence “It’s becoming harder to see”.
3. The abbreviation “WWF”.

4.1.4.2 The Analysis of the Signs

The font of the word “tiger” in this advertisement is filled by tiger stripe. It does not only represent the word or alphabetical symbol of “tiger”, but also it strongly means that the tiger in the real world. In addition, it seems like the identity of the tiger that can be easily caught by its special stripe.

The same thing happens in the size of font used in the words “tiger” and the sentence above the WWF brand “it’s becoming harder to see”. The ten rows of the words “tiger” are arranged vertically and they are getting smaller in the bottom. It infers that the population of the tiger is also getting smaller year by year. This idea is supported by the sentence near the organization logo that it is really becoming harder to see. Seeing both, the word “tiger” in the advertisement and the real tiger in the world is hard right now because of the population. The last, the icon of panda and the abbreviation “WWF” is a unity as the identity of WWF organization logo.

4.1.4.3 Analysis on How the Signs Support the Idea of the Advertisement

In this advertisement, there are two main signs that the advertiser creates to build the idea of tiger decreasing population. Those two main signs are the word “TIGER” that filled with the tiger stripe and arrange vertically, as well as the sentence “It’s becoming harder to see”.

The word “TIGER” is the main focus in this advertisement because it did not only used as the verbal symbol but also it represents the tiger itself. The colour that filled the font in the word “TIGER” is easily known as the tiger stripe. While, the reduction of the font of the word “TIGER” represents the decreasing population of the tiger. This is how those signs related each other because in the fact the population of the tiger is also decreasing.

The relation between the decreasing font and the sentence “It’s becoming harder to see” is also the important part of this advertisement. They support each other in highlighting the idea about “harder to see”. The tiger nowadays is really harder to see in its natural habitat. In this advertisement, WWF tries to make people recognize that this is extremely dangerous fact about tiger.

4.1.5 The Analysis of the Fifth Advertisement

The fifth advertisement from World Wildlife Fund (WWF) by the year 2009 can be seen below.

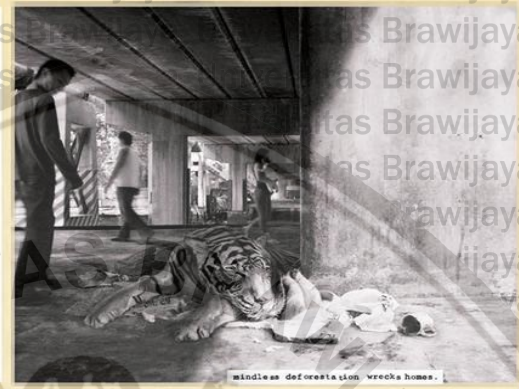


Figure 4.5 Fifth advertisement
(Source: Andrew, 2009 available at www.speckyboy.com)

4.1.5.1 Signs Identification

In this advertisement, the researcher finds several signs identified as icon, index and symbol listed below.

a. Icon:

1. Icon of a tiger lying on the ground.
2. Icon of a woman brings a baby.
3. Icon of a man looks at the tiger.
4. Icon of a man walks under the fly over.
5. Icon of a spilled cup of coffee.
6. Icon of some plastic bags.
7. Icon of a place under a fly over.

8. Icon of a mat.

9. Icon of a blanket.

10. Icon of panda.

b. Index:

1. A man who casts a glance at the tiger is an index of wondering of the existence of the tiger.

2. Paying no attention is an index of ignorance.

3. Sleeping is an index of weakness.

4. Messy things are an index of dirty.

5. Enlightenment is an index of the highlighted area.

c. Symbol:

1. The abbreviation “WWF”.

2. The sentence in the bottom “mindless deforestation wrecks homes”.

3. The web source address “map.blogsome.com”.

4.1.5.2 The Analysis of the Signs

In this advertisement, the tiger is described sleeping under the fly over. It seems like it is homeless and has no place to live. The setting of this

advertisement is under the fly over which represents an awful place, dirty, and

hopeless. The condition of the tiger is described by the sentence in the bottom

“mindless deforestation wrecks homes”. People just take the advantage of the

forest as the natural habitat of the tiger. They cut off all the trees and no more

forest left. The tiger has no perfect place to live but the forest as their habitat. The

place in this advertisement maybe used to a forest where the tiger lives before the people cut off all the trees. Because the tiger still considers that place still it's own, so that the tiger keeps staying there even if the landscape and the atmosphere are changed. Therefore, in this advertisement, the tiger loses their natural habitat and becomes homeless.

The other things around the tiger seem messy which can infer as uncomfortable place to live. The messy things are described by a spilled cup of coffee and some plastic bags. The other properties used like a mat and a blanket support the idea of the tiger being homeless.

The other people in the same place seem like have not pay much attention to the tiger. There is only a man who sees at a glance at the tiger. It means that few people pay attention in the existence of the tiger in the real world. Many of them ignore and do not care of it. This idea is supported by the signs of the people around the tiger, such as a woman who carries a baby, a man who looks at the tiger and another man who just walks under the fly over. These three signs bring the same idea about ignorance of the tiger condition.

The enlightenment in the left side is darker than in the right side. It means that there is some differences in the area that is lighted. In the left side, there are some people and mostly the body of the tiger are covered with the dark light. It means that the condition of the people still in the cloud that have no idea what to do with the environment. That is why the advertiser brings the idea to them by this advertisement. While, the area which is lighter in the right is the trash, the small part of tiger's body and the sentence "mindless deforestation wrecks homes". The

trash represents the habit of the people that often throw away the trash everywhere especially in the nature. The trash is put close to the tiger because we can see a lot of rubbish in the nature. While, the sentence represents the highlighted information about the advertisement.

The abbreviation “WWF” and the icon of panda is the unity of WWF organization as the advertisement publisher. Also, the web source address “map.blogsome.com” refers to the address of that advertisement can be found in internet.

4.1.5.3 Analysis on How the Signs Support the Idea of the Advertisement

There are three main signs found in this advertisement, such as the tiger, the setting under the fly over and the people around the tiger. The condition of the tiger incredibly resembles the condition of homeless people. The figure of homeless tiger is perfectly shown with the support of the setting, and the ornament around the tiger which builds a view of messy things. The gesture of the tiger which is lying on the ground and sleeping build a sense of compassion very well.

The setting also supports the idea of homeless tiger as well as the messy things and the gesture of the tiger. The location seems perfect to describe the condition of homeless in common. The place under the fly over is a kind of dirty place and extremely unworthy place to live, even for an animal. The animal like the tiger must live in the natural habitat to make the ecosystem stable. The forest is all cut off and it caused the wild animal like tiger losses its home. This is clearly supported by the sentence “mindless deforestation wrecks homes”. In addition, it

is highlighted by the enlightenment in the right side. Therefore, the imagination in this advertisement maybe becomes a reality that if there is no forest left, the tiger will stay under the fly over.

However, the fact is that people seem to give no attention about this condition. The advertiser describes it with three people around the tiger who ignore their surroundings. They are busy with their own life and just take a glance to the tiger without giving any help.

4.1.6 The Analysis of the Sixth Advertisement

The sixth advertisement from World Wildlife Fund (WWF) by the year 2009 can be seen below.



Figure 4.6 Sixth advertisement
(Source: Andrew, 2009 available at www.speckyboy.com)

4.1.6.1 Signs Identification

In this advertisement, the researcher found several signs identified as icon, index and symbol listed below.

a. Icon:

1. Icon of a tiger head.
2. Icon of a left hand painted with tiger head picture.
3. Icon of panda.

b. Index:

1. Hand fist is an index of willingness, strong intention and spirit.
2. Left hand is an index of the hand which is less used than the right hand.

c. Symbol:

1. The abbreviation "WWF".
2. The sentence beside WWF brand "Give a hand to wildlife".

4.1.6.2 The Analysis of the Signs

The advertisement invites the people to do something for the tiger. The icon of the hand painted with tiger head shows that the people should help to save the tiger. The hand itself represents help and care. If you give a hand to something, it means that you give your help and care to it.

The hand fist shows the willingness, strong intention and spirit. The painted hand which delivers the image of the tiger also brings the idea who will be helped. The sentence "Give a hand to wildlife" makes the viewers are easy to catch the purpose of this advertisement. The word "hand" in that sentence and the hand fist not only delivers the meaning of the true hand, but also it means help and care.

The advertiser uses the figure of the left hand in representing the help. It means that the left hand is not as busier as the right hand. Therefore, the advertisement wants to deliver the idea if helping tiger is not difficult, even you can use only the left hand. The left hand may be more useful if it is used for helping rather than let it stay with no work to do. Furthermore, the abbreviation “WWF” and the icon of panda are the unity of WWF organization as the advertisement publisher.

4.1.6.3 Analysis on How the Signs Support the Idea of the Advertisement

The main sign in this advertisement is the hand painted with the tiger head. The concept of “help” in this advertisement is described by the hand painting, the use of hand and the sentence “Give a hand to wildlife”.

The combination of a hand painted with the tiger head represents the tiger itself as the object being helped. Because of the tiger condition, the advertiser makes this advertisement to gather people to help the tiger. The usage of the word “wildlife” beside WWF logo sounds too broad. Therefore, the advertiser adds the tiger’s head painting on the hand.

The word “hand” in the sentence beside WWF logo shows very strong idea. The icon of the hand painted and the phrase “Give a hand” support each other. There is a repetition in this advertisement, the icon of the hand and the phrase “Give a hand”. It aims to show to the viewer that the tiger really needs a hand. The help which is described by the hand here is also highlighted by the sentence beside WWF logo, which is the phrase “Give a hand” means “Give a

help". The help here can be formed to join the WWF organization to conserve the tiger and protect it from the extinction. Another simple help formed as the donation given to WWF to reserve the tiger. Furthermore, the main sign in this advertisement which is hand painted with the tiger head is perfectly supported by the sentence beside WWF logo. In addition, the position of WWF logo here beside as the identity of the publisher, it aims to make the viewers easy who they should contact if they want to give a help.

4.2 Discussion

After identifying the type of signs used, the connotative message and the supporting signs in these WWF advertisements, the researcher sees that signs are really important to build the message as the whole unity. In the point of signs, the researcher finds that the iconic sign are mostly used in these advertisements. It is all visual elements. The indexical signs are also used but not as much as the used of symbolic sign. Mostly the symbols are applied in the form of verbal element. In addition, each advertisement has a WWF logo which consists of icon of panda and abbreviation WWF as the identity of the advertisement publisher.

In the first advertisement, the researcher finds six icons, five indexes and two symbols. The topic of this advertisement is illegal hunting. The view of this advertisement is in the forest with the little girl in the tiger costume roles play as the real tiger in the forest. She is aimed by the hunter who is ready to shoot her.

The usage of the little girl as the tiger contains irony while the setting is in forest.

There must be a lot of tiger in the forest, but nowadays the tiger is almost extinct.

Therefore, the advertiser uses the little girl as the tiger because they want the

viewer imagine if there is no tiger in the forest left. Furthermore, the supporting sign is the sentence in the callout “Imagine this is yours” which seems awaken the consciousness of the viewer that illegal hunting really happens and it makes the extinction of the tiger.

The topic of the second advertisement is a fang as an illegal souvenir. The usages of the signs in this advertisement are two icons, one index and three symbols. The appearance of this advertisement is an icon of the tiger figurine made of fang as an amulet which is used as the protection amulet. The supporting sign is the satire sentence in the box “IF FANG DOES NOT PROTECT TIGER ITSELF. HOW’S IT GOING TO PROTECT YOU?”. The image of the tiger is only used a tiger figurine made of fang. The advertiser wants to show that the fang is a tiger’s fang and it shows by the carving in the fang that resembles the tiger.

Overall, this advertisement is a prohibition to buy illegal souvenir. WWF not only states that buying illegal souvenir is prohibited but also gives the idea why it must be stopped.

The third advertisement is about tiger extinction. There are seven signs found consist of two icons, one index and four symbols. The topic described in this advertisement uses only the icon of small tigers which are arranged to be the big one. However, the figure of the “big tiger” is incomplete. The “big tiger” is fulfilled by small tigers and seems full in the left side rather than in the right.

Another signs is the symbol of year in the left “1984” and in the right “2007”. The advertiser wants to show that the population of the tiger is decreased during 1984

until 2007. It is such of a warning, if the condition is still like this, human being cannot see the tiger anymore.

The idea of the fourth advertisement is similar with the third advertisement. It talks about the tiger extinction too. In the fourth advertisement, there are two icons, one index and three symbols. In contrast with the previous advertisement, the idea of tiger extinction in this advertisement is shown by the concept of optical test. There are 10 rows of the words "tiger" and they are getting smaller from top to bottom. This sign is supported by the sentence "It's becoming harder to see" which means the appearance of the tiger in their natural habitat is very hard to find. Although talks about tiger extinction, this advertisement has no tiger figure or image. There is only the tiger stripe as the motif or pattern that is fulfilled the font of the word "TIGER".

In the fifth advertisement, there are ten icons, four indexes and three symbols. The content of this advertisement is about habitat loss. This advertisement uses many signs to describe the homeless tiger. The appearance of the tiger used in this advertisement is the real tiger. The usage of the place under a fly over in this advertisement has special function. It is to convince the viewer that the tiger is truly homeless. It seems contrast with the first advertisement, in the first advertisement the usage of setting is in the forest which is the natural habitat of the tiger but the image of the tiger itself is not the real tiger, it is a little girl in the tiger costume who plays role as the tiger. While in this advertisement, the real tiger is under the fly over. It is a kind of irony, the people cannot find the real

tigers in their natural habitat or forest but there is a real tiger in the place that we do not expected to see.

The sixth advertisement brings the idea of gathering help for the tiger. In this advertisement, there are two icons, two indexes and two symbols. This advertisement is simple but meaningful. The image of tiger in this advertisement is shown by the hand painting which resembles the tiger's head. The message brought by the icon of a hand is strongly highlighted by the usage of the sentence.

This advertisement is simple but precisely point to the topic.

The finding of this study is somehow different than two previous studies. Syauqi (2011) finds the result that the sign in his data which are analyzed by Pierce and Saussure theory of sign have a relation with the color. He also finds out that the color is important to define the meaning of the photograph as his data.

The finding of this study also different with Laksono's (2012) since he adds to use the theory of codes by Barthes and Chandler. He figures out that the codes aim to focus the signs on certain issue being discussed. He also analyzes the opinion cartoons as his object, with the theory of Pierce about icon, index and symbol which the result is similar to this present study. Also, he uses the theory of connotation proposed by Barthes to finds out the connotation of the signs in his data.

This study has three findings. First, the identification of icon, index and symbol by using the theory of the division of sign proposed by Pierce. The finding is that the researcher finds various icons, indexes and symbols in the data. Every advertisement has each division of sign such as icon, index and symbol. Second,

the researcher tries to figure out the message of each sign by applying the theory of connotation proposed by Barthes. Here, the researcher finds that each sign has a message contributing to build the topic coherently with other signs. The last, the researcher finds out how the signs that have been identified support the other signs, so that the advertisement can be seen as the whole idea of certain topic.

