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Universitas Brawijaya Universitas BABSTRACTniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universazmi, Khoiril, 2013. A Semiotics Study on Slogan and Picture of A Mild as Brawijaya Univers Advertisement "Bukan Basa Basi" Red Box version. Study Program of English, tas Brawijaya Department of Languages and Literature, Faculty of Cultural Studies Brawijaya Brawijaya University. Supervisor: Endang Sasanti; Co-supervisor: Agus Gozali. Red Boxtas Brawijaya White Keyword: semiotics, sign, advertisement, A Mild "Bukan Basa Basi" Universionrawijaya **Universitas Brawii** Communication can be done in some ways, using either verbal communication or non-verbal communication. Verbal communication uses language and non-verbal communication is non-linguistic communication. Non-linguistics communication can Universite done using signs, signals, or symbols (Mulyana, 2000, p.308). Sign is something as Brawijaya that can be interpreted as having a meaning, therefore it is able to convey information tas Brawijaya to someone. So, the sign serves as a conduit of meaning to the message that is formed and can be conveyed to the readers. In this study, the researcher conducts the semiotics analysis in the advertisement of A Mild "Bukan Basa Basi" Red Box Universion. This study answers three problems, namely: (1) What are the signs found in as Brawijaya the advertisement (2) What are the meanings of the signs in advertisement and (3) as Brawijaya How the signs support the idea of the advertisement. This study uses Peirce theory of triadic model like icon, index and symbol. This research is a qualitative research to comprehend the phenomena about what happened as Brawijaya Sto the research's subject such as behavior, perception, motivation and action. The las Brawijaya researcher conducts content or document analysis to analyze the signs used in as Brawijava advertisement of A Mild "Bukan Basa Basi" Red box version. This study reveals that some signs represent the content of the advertisement. There are signs that exemplified by Peircean applied in advertisement of A Mild Univers"Bukan Basa Basi" Red box version. In the six advertisements, signs of the icon, tas Brawijaya Universindex and symbol are found of A Mild "Bukan Basa Basi" Red Box version. The tas Brawijaya signs found are the icons of the image description that represents the meaning of the index, which is the tagline of the advertisement. Where in each advertisement of A s Brawijaya Mild "Bukan Basa Basi" red box version, the icon and index has a correlation in the form of an understanding and supported by a symbol. Symbol is the slogan as a University of the meaning description of icon and index. In addition, the six las Brawijaya advertisements of A Mild "Bukan Basa Basi" Red box version have the same pattern as Brawijava in characteristic application of image layout, tagline and slogan. The researcher suggests the next researchers broaden the semiotics scope such as Jniversitas Brawijaya analyze other objects, such as logos, brand products, or the cover of music. Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	bahasa dan komunikasi non-verbal adalah komunikasi non-linguistik. Komunikasi
Brawijaya	non-linguistik dapat dilakukan dengan menggunakan tanda-tanda, sinyal, atau simbol
Brawijaya	Univers(Mulyana, 2000, p.308). Tanda merupakan salah satu cara untuk berkomunikasi das Brawijaya UniversSehingga, tanda berfungsi sebagai pemberi makna terhadap pesan yang terbentuk dan as Brawijaya
Brawijaya	denet targempoiken kanada nambaga Dalam panalitian ini panaliti malakukan
Brawijaya	analisis semiotika dalam ikian A Milid "Bukan Basa Basi" yersi Kotak Meran.
Brawijaya	University Penelitian ini akan menjawab tiga pertanyaan, yaitu: (1) Apa tanda-tanda yang tas Brawijaya
Brawijaya	Universiditemukan dalam iklan, (2) Apa makna dari tanda-tanda dalam iklan Dan (3) tas Brawijaya
Brawijaya	Univers Bagaimana tanda-tanda mendukung gagasan iklan. Penelitian ini menggunakan teori Peirce model triadic seperti ikon, indek, dan tas Brawijaya
Brawijaya	simbol. Penelifian ini menggunakan penelifian kualifatit untuk memahami tenomena
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Brawijaya	Ada tanda-tanda yang dicontohkan oleh Peircean diterapkan dalam iklan A Mild
Brawijaya	Univers Bukan Basa Basi versi Kotak Merah. Dalam enam iklan, tanda-tanda ikon, indeks Brawijaya
Brawijaya	Universian simbol ditemukan dari iklan A Mild "Bukan Basa Basi" versi Kotak Merah. Las Brawijaya
Brawijaya	Univers Tanda-tanda yang ditemukan adalah ikon dari deskripsi gambar yang mewakili arti tas Brawijaya
Brawijaya	dari indeks yang merupakan tagline dari iklan. Dimana dalam setiap iklan A Mild "Bukan Basa Basi" versi Kotak Merah, ikon dan indeks memiliki korelasi dalam
Brawijaya	bentuk pemahaman dan didukung oleh symbol. Simbol merupakan slogan sebagai
Brawijaya	Universebuah penguat deskripsi makna ikon dan indeks . Selain itu, enam iklan A Mild as Brawijaya
Brawijaya	Univers"Bukan Basa Basi" versi Kotak Merah memiliki pola yang sama dalam aplikasi as Brawi aya
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya BCHAPTER Iniversitas Brawijaya INTRODUCTION ersitas Brawijaya Universitas Brawijaya 1.1 Background of the Study We cannot be separated from Brawijaya Universitas Brawijaya Universitas Brawijaya Communication is essential for life. Universcommunicating with other people, from asking help, giving ideas or expressing as Brawijaya emotional feeling to others. Basic communication is oral and written communication. Oral communication is communication through mouth. This is exemplified by talking Universto each other. It is generally recommended when direct communication or interaction as Brawij is necessary. Oral communication is communication to build a rapport and trust. Nowadays written communication has great significance. Effective writing has advantage in the selection of words. Sign communication uses sign languages, where delivery is done by using body language to convey meaning. This can be involving Universimulation movement of the hands, arms or body, and facial expressions to express a las Brawijaya speaker's thoughts. Universitas Brawij Conveying the meaning in communication is influenced by several factors that reinforce each other, like gesture, images, words and objects. Sign is something that Universian be interpreted as having a meaning; therefore it is able to convey information to as Brawil Universitas Brawijaya Univers Semiotics Wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Actually semiotics is concerned with meaning making and representation in tas Brawijaya
Brawijaya	many forms. (Chandler, 2002, p. 2) "Semiotics involves the study not only of what
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universities refer to as 'signs' in everybody speech, but of anything which 'stands for' tas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universgestures and object". Basically, semiotics is not focused on the sign but on several as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universimeanings like text and media. "Semiotics is concerned with meaning-making and tas Brawijaya
Brawijaya	Universitas Brawijaya representation in many forms, perhaps most obviously in the form of text and media, itas Brawijaya Universitas Brawijaya
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Brawijaya	Univers(Chandler, 2002, p. 2). A form of text and media is a common form that can be as Brawijaya
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Brawijaya	easy to understand. Actually sign have two theories of thought that explains like Brawijaya
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Brawijaya	and objects).
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Brawijaya	Universitas Braw better understanding on the meaning of the text or the media. An efficient advertising Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Univers(2002, p. 73), "slogan is a phrase designed to be memorable, attaching to a product or as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya service during a particular advertising campaign". Slogan can be identified in the Universitas Brawijaya
Brawijaya	Universform of product or service. It is usually intended to promote new products or newtas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Services, for a variety of desired goals. In marketing, product or service is anything Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universthat can be offered to a market and can satisfy people's wants and needs. "Promotion as Brawijaya
Brawijaya	has been defined as the coordination of all seller-initiated efforts to set up channels of
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universinformation and persuasion to sell goods and services or promote an idea" (Belch, tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 2001, p. 14). Promotion is always included behind the form of words, sentences and Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universpictures in an advertisement. People can find information from persuasive words or as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universimages. These factors usually convey a joke or satire in everyday life. For example, as Brawijaya
Brawijaya	Universitas Mild cigarette advertisement slogan "Bukan Basa Basi" like "kalo ada orang Universitas Brawijaya
Brawijaya	
Brawijaya	Universyang bilang dia kaya karena kerja keras, tanya dia? kerja keras siapa" (when a las Brawijaya
Brawijaya	Universitate Universitate Brawijaya Universitate Brawijaya Universitate Brawijaya Universitate Brawijaya Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya
Brawijaya	Universi The advertisement in Indonesia contains many satires and conveyed in strange as Brawijaya
Brawijaya	University and contradictory ways. Some cigarette advertisements unique contain a variety of
Brawijaya	Universitati Iniversitati Iniversitas Brawijaya
Brawijaya	Universitation and even political commentaries. The example is Ai Mild as Brawijaya Universitation and Even political commentaries. The example is Ai Mild as Brawijaya Universitation and Even political commentaries.
Brawijaya Brawijaya	Universitas Universitas Brawijaya advertisements "Bukan Basa Basi" red box versions which have a commentary on the Brawijaya Brawijaya
Brawijaya	
Brawijaya	Universitical and socioeconomic situations in Indonesia. They also give some pictures of as Brawijaya Universitas Brawijaya
Brawijaya	Universthe effort to break through a wall, drawings brick, and rats running through a maze, as Brawijaya
Brawijaya	
Brawijaya	Universitas Braw and holding iron ball and chain. The success of advertisement depends on how the Universitas Brawijaya
Brawijaya	Universiphenomenon is understood and seen to get more attention from viewers. A Mild as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universadvertisements, have various types of promotional media such as television, tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	newspapers, billboards, wallpaper, magazines or the internet. Actually, the researcher
Brawijaya	Universis interested in doing a research on the advertisement wallpaper of A Mild "Bukantas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Basa Basi" Red Box version, because <i>A Mild</i> advertisements have several variations Brawijaya
Brawijaya	Basa Basi Red Box version, because A Mild advertisements have several variations
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Rrawijava	Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava

Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya that describe aspects of social life, besides that, this also contains some of the signs in Brawijaya Universitas Brawijaya Semiotics which can be analyzed on a variety of advertisements in A Mild. This study is expected to give a contribution in interpreting advertisement to the Universinguistic field and comprehending the semiotic theory that always occurs within a las Brawijaya ersitas Brawijaya Universitas Brawijaya society. Especially semiotics is a study of signs which exist in society. Eco (1976, P. University states "Semiotics is concerned with everything that can be taken as a sign" tas Brawijaya UniversHowever, sign does not mean only the visual signs such as warning signs or signs in las Brawijaya public places but also photography, painting, drawing or even text can be entered into Universithe study of semiotics. In this study, the researcher analyzed the advertisement of A las Brawijaya Univer Mild "Bukan Basa Basi" Red Box version. This research is expected to make the as Brawijava readers understand about the meaning of sign in the advertisement of A Mild "Bukan UniversBasa Basi" Red Box version, and this study can give reference for the next as Brawijaya Universe researchers who are interested in semiotics study. In addition, the researcher also Universimants to know whether the meaning of advertisement supports the idea of A Mild as Brawijaya Univers"Bukan Basa Basi" Red Box version. From this background, the researcher intends to as Brawijaya Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Picture of A Mild Universities Braw carry out a study entitled "A Semiotics Study on Slogan and Braw carry out a study entitled "A Semiotics Study on Slogan and Braw carry out a study entitled "A Semiotics Study on Slogan and Braw carry out a study entit a study ent UniversAdvertisement "Bukan Basa Basi" Red Box version. Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
	Based on the background above, the problems of the study are:	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita 1.B What are the signs found in the advertisement of <i>A Mild</i> "Bukan Ba	
Brawijaya		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	University 2. What are the meaning of the signs in the advertisement of A Mild "I	
Brawijaya	Universitas Brawijaya Universitas Basa Basi" Red Box version?	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya Brawijaya	Universita 3. How do the signs support the idea of the advertisement of A Mild "Universitas" Brown do the signs support the idea of the advertisement of A Mild "	Bukan Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Basa Basi" Red Box version? Universita	Universitas Brawijaya
Brawijaya	Universit	niversitas Brawijaya
Brawijaya		niversitas Brawijaya
Brawijaya	Universi.3 Objectives of the Study Universit	niversitas Brawijaya
Brawijaya	Universit In accordance to the problems of the study above, the objectives of the	study are:
Brawijaya		
Brawijaya	Universit 1. to find out the sign in <i>A Mild</i> advertisement "Bukan Basa Basi" Red Universita	I Box Versitas Brawijaya
Brawijaya	Universitate version by using Peirce's theory.	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas 2. to find out the meaning of the sign in <i>A Mild</i> advertisement "Bukan Universitas".	Basa Universitas Brawijaya
Brawijaya	Universitas BBasi" Red Box version by using Peirce's theory.	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universita 3. B to find out how the signs support the idea in A Mild advertisement "	Bukan Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Wijaya Universitas Brawijaya Red Box version.	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 1.4 Definition of Key Terms	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universita There are some terms that are frequently mentioned in this research, the	eylareversitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 1. Semiotics: The study which is concerned with everything that can Universitas	be taken as Universitas Brawijaya
Brawijaya	Universitas Ba sign (Eco in Chandler, 2002, p. 2). In this study the writer conc	erned with tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B meaning-making and representation in many form refer to as sign,	signs take as Brawijaya
Brawijaya	Universitas B the form of words, images, sounds, gestures and objects.	Universitas Brawijaya
Brawijaya	the form of words, images, sounds, gestures and objects. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
	University 2.8 Advertisement: A notice or announcement in a public medium pro-	
Brawijaya		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya product, service, or event or publicizing a job vacancy. (Oxford dict Universitas Brawijaya	tionaries)
Brawijaya		
Brawijaya	Universita 3. Slogan: A phrase designed to be memorable, attaching to a product	
Brawijaya	Universitas Brawijaya during a particular adverticing campaign (Goddard, 2002)	Universitas Brawijaya
Brawijaya	Universitas Buring a particular advertising campaign (Goddard, 2002). Wijaya	Universitas Brawijaya
Brawijaya	Universita 4. Sign: Anything which stands for something else, in the form of wo	Iniversitas Brawijaya
Brawijaya	Universitas Br	universitas Brawijaya
Brawijaya	Universitas sounds, gestures and object (Chandler, 2002, p. 17).	Universitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universi 5. Icon: A mode in which the signifier is perceived as resembling o	r imitating tas Brawijaya
Brawijaya	Universi the signified - being similar in possessing sense of its qualities	(Chandler, Brawijaya
Brawijaya	Universit Universit	hiversitas Brawijaya
Brawijaya	Universit 2002, p. 37).	hiversitas Brawijaya
Brawijaya	Universita	niversitas Brawijava
Brawijaya	6. Index: A mode in which the signifier is not arbitrary but is directly	connected Universitas Brawijaya
Brawijaya	Universitas in some way to the signified - this link can be observed or inferred	
Brawijaya	Universitas Universitas	Universitas Brawijaya
Brawijaya	Universitas 2002, p. 37).	Universitas Brawijaya
	oniversitas by	
Brawijaya	Universita 7. Symbol: A mode in which the signifier does not resemble the significance.	gnified but as Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas Bwhich is fundamentally arbitrary or purely conventional areas	
Brawijaya	Universitas Brawii Relationship must be learned (Chandler, 2002, p. 36). wijaya Universitas Brawii Relationship must be learned (Chandler, 2002, p. 36).	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay	ra Universitas Brawijaya
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Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay	a Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas P	Universitas Brawijay	a Universitas Brawijaya
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Brawijaya	Universitas Brawijaya		as Brawijay	
Brawijaya	Universitas Brawijay		rawijay	
Brawijaya	Universitas Brawi	RSITAS B	vijay	
Brawijaya	Universitas Br	25	144	a Universitas Brawijaya
Brawijaya	Universitas		業	Universitas Brawijaya
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Brawijaya	Universi		YSK Y	niversitas Brawijaya
Brawijaya	Universi	W. S. S. W.		niversitas Brawijaya
Brawijaya	Universit		Y	hiversitas Brawijaya
Brawijaya	Universit			hiversitas Brawijaya
Brawijaya	Universit		77	niversitas Brawijaya
Brawijaya	Universita			Universitas Brawijaya
Brawijaya	Universitas	造性地	<u>Ca</u>	Universitas Brawijaya
Brawijaya	Universitas		源	Universitas Brawijaya
Brawijaya	Universitas P			Universitas Brawijaya
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Brawijaya	Universitas Braw	4 4	aly	
Brawijaya	Universitas Brawija		ijay	
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Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay	a Universitas Brawijaya
Brawijaya	Universitas Brawijava	Universitas Rrawijava		

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas BCHAPTERULiversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya REVIEW OF RELATED LITERATURE	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas The writer is going to review some theories related to this study. The	
Brawijaya		
Brawijaya	Universities Brawijaya Universities Brawijaya theories of semiotic and its approach, advertisement and the review of prevuniversities Brawijaya	lous study. Universitas Brawijaya
Brawijaya	UniversThe researcher connects those theories to the focus of the study. awijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawi Universitas Bra Univers 2:1 Semiotics	Universitas Brawijaya
Brawijaya	Univers2.1 Semiotics	Universitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universit The term 'semiotic' is derived from Greek's word "semion" whose	meaning is ilversitas Brawijaya
Brawijaya	Universign. Semiotic is concerned with everything that can be taken as a sign	
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Univers Chandler, 2002, p. 2). Ferdinand de Saussure, as the 'father' of modern	linguistics, tas Brawijaya
Brawijaya	University referred to semiotic/semiology as "a potential science that might inve	Injversitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universnature of signs, study their impact on society, and state the laws that government	vern them itas Brawijaya
Brawijaya	Universitas (Albah) at 1007) Annalis (Charlle (2002 a 2) Savistis is	Universitas Brawijaya
Brawijaya	(Abbuhl et al, 1997). According to Chandler (2002, p. 2). Semiotics is	the studies Universitas Brawijaya
Brawijaya	Universare not only referred to as 'signs' in everyday speech, but anything that	can stand tas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universifor's something else. In a semiotic sense, sign take the form of words, image	ge, sounds, tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya wijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universita Semiotics deals with meaning-making and representations in ma	-
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	perhaps most obviously in the form of texts and media (Chandler, 2002) Se	
Brawijaya	Universitudy which describes and interprets symbol used in everyday life because	e semiotics Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univershas a close relation with everything that human has created, therefore peop	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Rrawijava	Universitae Rrawijava Universitas Rrawijava Universitas Rrawijava	Universitas Brawijava

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Related to the study of semiotic, Chandler stated (2002, p. 14) wijaya Universitas Brawijaya
Brawijaya	Universitas By may come to realize that information or meaning is not 'contained'
Brawijaya	Universitas Bin the world or in books, computers or audio-visual media. Meaning is iversitas Brawijaya
Brawijaya	Universitas Pnot 'transmitted' to us - we actively create it according to a complex iversitas Brawijaya
Brawijaya	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
Brawijaya	way of understanding anything except thought signs and code into
Brawijaya	Universitas Bwhich they are organized. Persitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Studying semiotics is interesting because it will give an understanding toward as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universign or symbol containing a message. One critic wittily remarked that "Semiotics tell tas Brawijaya
Brawijaya	Universitas Brawijaya us thing we already know in a language we will never understand" (Chandler, p.14) itas Brawijaya
Brawijaya	
Brawijaya	Universit means that Semiotics is used for analyzing signs and the real meaning of the sign. As Brawijaya
Brawijaya	University inversities we can know the magning of sizes around we even the rights.
Brawijaya	UniversThrough Semiotics we can know the meaning of signs around us, even the signs as Brawijaya
Brawijaya	Universitas Brawijaya niversitas Brawijaya niversitas Brawijaya
Brawijaya	Sept. 1 2 4 1 1 2 4 1 1 2 4 1 1 2 4 1 1 2 4 1 1 2 4 1 1 2 4 1 1 2 4 1 2
Brawijaya	Universita Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Chandler (2007) asserts that people create meanings from their creation and as Brawijaya
Brawijaya	
Brawijaya Brawijaya	Universitas interpretation of signs. Signs can be in the form of words, image, sound, odors, Universitas Brawijaya
Brawijaya	Universitas B. Universitas Brawijaya Universitas or objects, but they can be signs only when people put them with as Brawijaya
Brawijaya	Universitas Braw
Brawijaya	meaning. This opinion is supported by Peirce (cited in Chandler, 2007, p. 32). Peirce
Brawijaya	Universities that nothing is called a sign except it is interpreted as a sign. Anything can be a
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universign as long as there is a person or a community interprets it referring to something as Brawijaya
Brawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava
Brawijaya	other than itself. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawsignais the smallest unit of meaning and lalso can be used to iversitas Brawijaya
Brawijaya	Universitas Ecommunicate. Saussure (2006, p. 66) stated "a linguistic sign is not a iversitas Brawijaya
Brawijaya	Universitas Blink between a thing and a name, but between concept and a sound iversitas Brawijaya
Brawijaya	pattern. The sound pattern is not actually a sound, for a sound is Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas esomething physical. A sound pattern is the hearer's psycholog	gicahiversitas Brawijaya
Brawijaya	impression of a sound, as given to him by the evidence of his sens Sign cannot stand alone because it consists of signified and signifier	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitive according to Peirce (1931-58, p.2.302) as cited in Chandler (2002, p.	p.17), viWetas Brawijaya
Brawijaya	Universities Brawii aversities	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universimanifesting the idea or concept into "something" as a sign. The te	endency rin tas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universimanifesting an idea or concept into the things is based on the systems of o	convention tas Brawijaya
Brawijaya	Universities Branch So, to obtain valid and reliable interpretation should get the Universities Branch So.	Universitas Brawijaya perception
Brawijaya		
Brawijaya	Universof many people.	Universitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universi 2.2.1 Saussurean Model Universi	niversitas Brawijaya
Brawijaya		niversitas Brawijaya
Brawijaya	One of the Saussure's semiotic principles is structural principles which	
Brawijaya	Universit Universa sign as a unit between something materially, then called signifier and	hiversitas Brawijaya something
Brawijaya		
Brawijaya	Universities Conceptually, called signified. Saussure in Chandler (2002, p.19) stated a Universities	sign must las Brawijaya
Brawijaya Brawijaya	Universität Univershave both a signifier and a signified. Signifier and signified has meaning	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas are associated with other signifier and signified. The relationship be Universitas B	etween the
Brawijaya	Universignifier and signified is referred to as "signification",	Universitas Brawijaya
Brawijaya	Universitas Braw jaya	Universitas Brawijaya
Brawijaya	Universitas Brawija wijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijay	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya UnFigure 2.1. Saussare's model of the sign rawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya (Source: Based on Saussare, 1974. In Chandler p. 18)	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Rrawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijava

Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya University In this Saussure diagram the two arrows represent the relationship between the signifier and the signified and the diagram is called "signification". The horizontal Universine dividing the two elements of the sign is called as "the bar". Every sign must be as Brawijava consists of signifier and signified. Signifier is containing things which can be seen, Universheard, touched, smelled or tasted. Moreover, signified is a concept of thing appear in tas Brawijaya s Brawijaya people's mind when a certain signifier is stated. **Universitas Brawijaya** Universita Beside Saussure, the pragmatist philosopher and the logician Charles Sanders as Brawijaya Peirce (1839-1914) also had his own triadic model of sign that consists of three Universelements which can be represented as follows (cited in Chandler, 2002, p.32): A Sign... (in the form of representamen) is something which stand to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, iversitas Brawijaya or perhaps a more developed sign. That sign which it creates I call the iversitas Brawijaya inlerpretant of the first sign. The sign stands for something, its object. It iversitas Brawijaya stands for that object, not in all respects, but in reference to a sort of iversitas Brawijaya idea, which I have sometimes called the ground of the representamen. Universitas The three elements of his triadic model consist of the representamen, the form as Brawijaya which the sign takes (not necessary material); an interpretant the sense made of the sign; and the object, to which the sign refers. emversitas Brawijaya Universitas Brawijaya University A sign according to Peirce is the interaction between the representamen, the as Brawijaya Universitas Brawijaya Universitas Brawijaya object, and the interpretant. The interaction between the three elements was called by Peirce as semiosis. The difference between Saussure model of sign with Pierce's is UniversPeirce includes the referent or object in his model of sign. For the representament as Brawijava Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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		Univercitas Brawijaya Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Peirce's is similar in meaning to Saussure's signifier while Saussure's s	
Brawijaya	universimilar to Peirce's interpretant (Chandler, 2002, p.33).	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Johannes and Larsen (2002, p. 26) stated we can say that the sign	consists of tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B(1). The sign is the narrow sense called the representamen,	ileniversitas Brawijaya
Brawijaya	Universitas Erepresent something else. In this case, the representamen is	nothiversitas Brawijaya
Brawijaya	Universitas Bnecessarily material. (2). The object, i.e. the sign that stands for which is represented by its	Universitas Brawijaya
Brawijaya	(3) The (possible and potential) meaning the sign allows for which the sign allows for the sig	hich versitas Brawijaya
Brawijaya	may materialize as its translation into a new sign. Petice refers to	uns
Brawijaya	Universitas as the interpretant.	Universitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Univers So the definition of the relationship among the three elements of signs about	ove can be liversitas Brawijaya
Brawijaya	Universillustrated by the following picture:	niversitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universit	niversitas Brawijaya
Brawijaya	Universita	niversitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universitas	Universitas Brawijaya
Brawijaya	Universitas I	Universitas Brawijaya
Brawijaya	Universitas B. Interpretant Object	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Vniversitas Braw (Peirce's traid of semiotics)	Universitas Brawijaya
Brawijaya	Universitas Brawija Figure 2.2. The relationship of triadic model wijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya U(Peirce in Johannes and Larsen, 2002, p.27) awijaya	Universitas Brawijaya
Brawijaya	Peirce in Chandler (2002, p. 32) formulated the model of "sign	"Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univers" semiotic", and taxonomies in the more simple definition than the abo	
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya

Universitas Brawijaya 1. Symbol/symbolic: a mode in which the signifier does not resemble the signified University but which is fundamentally arbitrary or purely conventional. Examples: numbers, Universitas Brawijaya Universitas Brawijaya Universit Morse code, traffic lights, national flag, language in general (alphabetical letters, as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya punctuation marks, words, phrases, words and sentences)
Universitas Brawijaya Universitas Brawijaya Univers2. Icon/iconic: a mode which the signifier is perceived as resembling or imitating the tas Brawijaya s Brawijaya - Universitas Brawijaya signified (recognizably looking, sounding, feeling, tasting, or smelling like it). Las Brawijaya Examples: a portrait, a cartoon, a map, perfume, sound effects in radio drama. Univers3. Index/indexical: a mode in which the signifier is not arbitrary but is directly as Brawijaya connected to the signified. Examples: Natural signs (smoke, thunder, footprints, echoes), a pointing 'index' finger, a photograph, a film, a video, handwriting. Peirce cited in Chandler (2002, p. 32) stated: A sign ... In the form of a representamen is something which stands to somebody for something in some respect of capacity. It address iversitas Brawijaya somebody, that is, creates in the mind of that person an equivalent sign iversitas Brawijaya or perhaps a more developed sign. That sign which it creates I call the versitas Brawijava interpretent of the first sign. The sign stands for something, its object. iversitas Brawijaya It stands for the object, not in all respects, but in reference to a sort idea, which I have sometimes called the ground of the representament. University This study investigates phenomenon happened in society which is still parts of as Brawijava culture in human society. Based on the statement, the researcher uses Peircean University theories to investigate signs in wallpaper advertisement of A Mild "Bukan Basa Basi" as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya In ver red box version because it concerns with culture and society. This is because the researcher assumes that Piercean theory has interconnected elements of human life of Universignment, icon and index with a political and culture satire which sometimes people do las Brawijaya Universitas Brawijaya Universitas Brawijaya not realize it. 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 Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities In Goddard (2002, p. 9), the terms 'advertisement 'and 'advertising' are actually Universitas Brawijaya Universitas Brawijaya Universadopted from Latin word 'advertere' whose meaning is 'turn toward'. Advertisement as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya in general means public announcement that is used as a device to attract people's Universitas Brawijaya Universitas Brawijaya Universattention for certain purposes. Advertisement can be announced on television, radio, las Brawijaya as Brawijaya Universitas Brawijaya magazine, and other media. Robin (2004, p. 34) stated "an advertisement is a specific as Brawijaya message constructed to inform persuade, promote, or motivate people on behalf of a University or social cause". Advertisement has a close relation with advertising, and advertising is one of the Universadvertisement aspects. Advertisement has many aspects such as the design, the last Brawijaya Universimaterial, to whom the advertisement is directed and the activities of advertising itself. as Brawijava According to Belch (2001, p. 15), advertising is defined as any paid form of non-Universpersonal communication about an organization, product, service, or idea by an as Brawijaya identified sponsor. The industry or company that makes that advertisement has to as Brawijaya consider the strategy to make the product or service attractive in the target as Brawijaya Universconsumer's point of view. One of the advertising strategies is considering the as Brawijava promotion. Promotion has been defined as the coordination of all seller-initiated Brawijaya Universeffort to set up channels of information and persuasion to sell goods and services or las Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univer promote an idea (Belch, 2001, p. 14). There is persuasion aspect in promotion itself, as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Persuasion here is in the form of words, picture and slogan. 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 To make the target consumer more curious in the advertisement, it has to be tas Brawijaya creative. Creative advertisements make a relevant connection between the brand and University target audience and present a selling idea in an unexpected way (Jewler and as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Drawniany, 2005, p. 1). There is also a connection between the picture and the slogan Universitas Brawijaya Universiment the advertisement is in a form of visual design like that in wallpaper as Brawijaya advetisement of A Mild "bukan basa basi" red box version. 2.4 Slogan Advertisement could not be separated from slogan. Slogan makes the as Brawijaya Universadvertisement more attractive. According to Goddard (2002, p. 73), slogan is a phrase as Brawijava designed to be memorable, attaching to a product or service during a particular Brawijaya Universadvertising campaign. Slogan is usually persuasive and expresses a particular aim or as Brawijaya concept of a product. The slogan is made attractive and unique to make the customer Versknow about the product and can remember it well. Slogan delivers an easily as Brawijaya Universremembered message to the customer in a few words. The example is cigarette as Brawijava advertisement slogan in A Mild "bukan basa basi". Universitas Lane et al. (2005, p. 497) classified slogans into two parts namely institutional as Brawijaya rawijaya Universitas Brawijaya Universlogans and hard sell slogans. Institutional slogans are created to establish a las Brawijaya prestigious image for a company. For example Prudential has a slogan "always Universitas Brawijaya" Universistening always understands". This slogan is memorable and gives a prestigious as Brawijaya Universitas Brawijaya Universitas Brawijaya versitas Brawijaya impression of the brand. Hard sell slogans make special features of the product or Universervice being advertised and strongly competitive. The example is the slogan of as Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Univers"M&M's. The Milk Chocolate Melts in Your Mouth Not in your Hands," This tas Brawijaya
Brawijaya	University slogan shows their strength to the customer that they have a good quality chocolate
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universible is not easy to melt. In summary, slogan is one part of the advertisement which as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya is usually persuasive and expresses a particular aim or concept of a product. The main Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universpurpose of slogan is to make the brand well known and remembered by the customer. Tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Univers Furthermore, it has an aim to persuade the customer to buy the product. To make it as Brawijaya
Brawijaya	Universitas Brawijaya easy to remember by the customers, slogans are made from few words which are very Universitas Brawijaya
Brawijaya	
Brawijaya	Universitaique, persuasive, and memorable. Universitas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universi Universi Universi Universi
Brawijaya	
Brawijaya	Universit Color can appear because of the existence of the radiance which is caught by eyes as Brawijaya
Brawijaya	Universit Universiten processed by human brain. Eyes and brain cooperate to produce a color trans Brawijaya
Brawijaya	
Brawijaya	Universities Nowadays, color is not only applied by artists in their painting, but also applied in so Brawijaya Universities Brawijaya
Brawijaya Brawijaya	Universitian Universitian Brawijaya Universitian Brawijaya Brawijaya Brawijaya
Brawijaya	
Brawijaya	Universitas La color has characteristics which can affect emotion and can symbolize a certain Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas According to Darmaprawira (2002, p.30), the fundamental color was found by the Brawijaya
Brawijaya	Universitas Brawijaya Leonardo da Vinci in 15th century, those were red, yellow, blue, black and white.
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	UniversDarmaprawira (2002, p.33) divided color into two categories, namely warm color and tas Brawijaya
Brawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava
Brawijaya	cold color. Warm color is color which tends to be warmth, passionate, motivated, as Brawijaya
Brawijaya	Universitimulate, fun, and fresh. The colors which include into warm color are red, orange as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universand yellow. Whereas, colors which include into cold color are blue, green, purple tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Rrawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya because these colors tends to be dark. Characteristics which are serene, seduce, calm, as Brawijaya and depressed. In addition, based on research by Maitland Graves in the book entitled UniversThe Art of Color and Design as cited in Darmaprawira (2002, p.33) defined: Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 1. Warm color : Yellow, Orange, Red Universitas Brawijaya Universitas Brawijaya Universit Characteristics: Positive, aggressive, active, stimulate. ltas Brawijaya Universitas Brawijaya 2. Cold color: Green, Blue, Purple. Universit Characteristics: Negative, retreat, calm, excluded, secure. **Universitas Brawijaya** Universita Color depicts so many meanings depend on each person perspective and as Brawijaya Iniversitas Brawijaya Universexperience. Each culture also has different perspective of color. For examples, in Universindonesia, we often use the idiom "Minggu Kelabu" which means there is an unhappy as Brawijaya Universevent or thing in Sunday, because "kelabu" or gray color in this case depicts unhappy as Brawijaya thing, sadness or sorrow (Darmaprawira, 2002, p.38-39). It differs from East culture Universible tends use idiom of Blue Monday to show unhappy or sadness. So, every as Brawijaya culture has its own perspective toward colors. Furthermore, the researcher will explain the psychology of color especially the fundamental color, as follow: Universitas Brawijaya Universitas 1: Red Jniversitas Brawijaya Red is the origin of color, as stated by Darmaprawira (2002,p.30) that red is one Universof the fundamental colors, so it personally relates with other colors. Based on as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univer Darmaprawira (2002,p.37), red color can symbolizes some characteristics, such as as Brawijaya love, strength, bravery, passion, primitive, danger, sin, sacrifice, and vitality. Smith Universitas Brawijaya Univers(www.sensationalcolor.com) stated that red influence human body with positive as Brawijaya Universitas Brawijaya energy, and encourage action and as Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universconfidence by increasing the blood pressure, heartbeat, pulse rate and respiration of tas Brawijaya
Brawijaya	human body. People may catch different perspective toward red based on their own
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universexperience toward it. In some cultures, red symbolizes many different things. Intas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Univers(www.sensationalcolor.com). It can be seen that traditional uniform of China is in red tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	University Color. Different with Singapore, Singapore tends to use red as a symbol of joy as Brawijaya
Brawijaya	Univers (www.sensationalcolor.com). Some restaurants use red as their logo's color or
Brawijaya	Universitas Brawijaya
Brawijaya	Universbrand's color because red can increase appetite (www.nowsourcing.com). In as Brawijaya
Brawijaya	Universitate Universitate Universitate Brawijaya Universitate Brawijaya Universitate Brawijaya Universitate Brawijaya Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya
Brawijaya	Universit 2. Black hiversitas Brawijaya
Brawijaya Brawijaya	
Brawijaya	Universita Universita Black color is defined as giving strong emotions, power and authority, but in niversitas Brawijaya
Brawijaya	Universities browning emptiness and a lack of color (www.sensationalcolor.com). as Brawijaya
Brawijaya	Universitas Universitas Universitas Brawijaya
Brawijaya	Univers This color can make people feel inconspicuous because of the lack of color in black. Brawijaya
Brawijaya	University and addition, Darmaprawira (2002,p.48) defines that black gives positive and negative as Brawijaya
Brawijaya	Universitas Bra
Brawijaya	Universimpression. Positively, black symbolizes firmness, formal and solid. Yet, negatively as Brawijaya
Brawijaya	Universitas Brawija , , , , , , , , , , , , , , , , , , ,
Brawijaya	Universitas Brawijaya black is often used to describe disintegration, darkness, mistakes, sorrow and dead Brawijaya Universitas Brawijaya
Brawijaya	University because this color is always related with night, mystery and dark energy. In the Brawling
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universconclusion, black is mysterious color because symbolize of power, authority, mystery tas Brawijaya
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Universitas Brawijaya Universitas³BWhiteaya Universitas Brawijaya Universitas Brawijaya Over the world, the symbol of white has the same perspective that is cleanliness Universitas Brawijaya Universitas Brawijaya Universand purity although not in all culture. In addition, Darmaprawira (2002,p.47) mention as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Characteristics of white that are positive, simple, purity, sincere, honestly, bright and Universitas Brawijaya University Sholiness. White color becomes the opposite of black color. In Java tradition, the bride las Brawijaya s Brawijaya - Universitas Brawijaya wears white gown and Moslem who do prayer always in white which mean come as Brawijaya Universitas Br (www.sensationalcolor.com). Versitas Brawijaya Universiwww.sensationalcolor.com, Smith defines white as symbols of purity, cleanliness, as Brawijaya niversitas Brawijaya and neutrality. White brings human to the purity of soul, thought and action. So, University white represents holy, purity and cleanliness of the soul, thought and action. Univers2.6 Previous Studies niversitas Brawijaya Universita Many semiotics researchers have been conducted so far. They are conducted not as Brawijaya Universally by linguistics students but also by communication students. Many of them as Brawijava analyze advertisements as their subject. One of them is a study which was conducted University Cintya Medha Hazrina (2010) entitled, "A semiotic study on relationship between as Brawijaya the slogan and the picture of Coca-Cola online commercials". Her thesis was conducted in English Study Program Language and Literature Department, Faculty of UniversCulture studies University of Brawijaya. The thesis used Peirce's theory to analyze as Brawijaya Universities Brawijaya Universitas Brawijaya Cola online commercial. Hazrina selected five Coca-Cola online commercial for the Universidata. The result showed that there was a close relationship between picture and slogan as Brawijava Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universon Coca-Cola online commercial. Picture and slogan support each other in producing as Brawijaya
Brawijaya	Universitas Brawija, Iniversitas Brawijava Universitas Brawijava Universitas Brawijava
Brawijaya	Universitas Brawijaya in making an impression on the target audience. The result also Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Univershowed that the advertisement makers had different considerationy in designing tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Another previous study was conducted by Chyntia Amelia Jeanita (2012) entitled as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universi'Semiotics Study on Connotative Meaning in World Wildlife Fund (WWF) tas Brawijaya
Brawijaya	University Campaign Published Under The 'Save The Tiger' Theme'. In his study,
Brawijaya	Universitas Brawijaya
Brawijaya	Universities uses the theory of Pierce to identify the sign employed in the advertisements and tas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universithe theory connotation by Barthes to analyze the meaning behind the sign. The Brawijaya
Brawijaya	Universimethod that she used was document analysis. This study reveals that there are five as Brawijaya
Brawijaya	Universital Andrews Brawijaya
Brawijaya	Universtopics about "Save the Tiger" that the researcher analyzes. Furthermore, she finds that as Brawijaya
Brawijaya	Universit each advertisement consists of several signs and each sign found in the advertisement
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Univershas certain message related to the topic of the advertisement. Also, each sign has as Brawijaya
Brawijaya	Universitas Universitas Brawijaya Universitas Brawijaya or supporting sign. The main and tas Brawijaya
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Brawijaya	University supporting signs both have relation to strengthen the message. Output Description: Output Descr
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Compose to the previous study above, the researcher attempts to investigate the las Brawijaya
Brawijaya Brawijaya	Universitas Brawijaya meaning of slogan and the picture of <i>A mild</i> "Bukan Basa Basi" Red Box version. Brawijaya Universitas Brawijaya
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Brawijaya	advertisement as well as how the sign supports the idea. This study tries to investigate
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Brawijaya	Universities Brawing and Iniversities Brawing all sign aspects in the advertisement. The researcher finds that every advertisement Universities Brawing and Universities Br
Brawijaya	Univershas several sign contained therein, and each sign found in the advertisement has as Brawijaya
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	use color theory	to analyze the data more	comprehensives. In this	thesis, the tas Brawijaya
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Brawijaya	University researcher takes si	x A Mild advertisements "I	Bukan Basa Basi" Red Box	
Brawijaya	Universitas Brawijaya			Universitas Brawijaya
Brawijaya	Universities Brewitten			
Brawijaya	Universitas Brawijaya In term of the Universitas Brawijaya	ory used, Hazrina used Peirc	e theory, similar with prese	nt research,
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Brawijaya		Peirce theory to identify the		vertisement tas Brawijaya
Brawijaya	Universitas Brawijaya Universand Bathes theory	to analyze the meaning hel	hind the sign. In term of d	Universitas Brawijaya
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Brawijaya	University used online comm	ercial on "Coca Cola", Jea	nita used online World Wi	ldlife Fund
Brawijaya	Universitas Br	23	II. Va	Universitas Brawijaya
Brawijaya	University and this re	search took this data from w	allpaper advertisement.	Universitas Brawijaya
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	RESEARCH METHOD	
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Brawijaya	Universitas Brawijaya the explanation of type in research, data and data source, data collection Universitas Brawijaya	n and data
Brawijaya		
Brawijaya	Universanalysis awijay	Universitas Brawijaya
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	3.1 Type of Research	
Brawijaya Brawijaya		Universitas Brawijaya
Brawijaya Brawijaya	University This research is conducted to find out and analyze the sign used University	in A Mild as Brawijaya hiversitas Brawijaya
Brawijaya Brawijaya	University in the Company of the Com	
Brawijaya Brawijaya		
Brawijaya Brawijaya	University to find out the application of semiotic approach on advertisement and confuniversity	nsideration Brawijaya
Brawijaya	University the maker to design the slogan and the picture on the advertise	
Brawijaya		
Brawijaya	Universita researcher analyzed the sign used within the advertisement based on triad	lic relation Brawijaya
Brawijaya	Universitieory by Peirce.	Universitas Brawijaya
Brawijaya	Universitas L	Universitas Brawijaya
Brawijaya	University Related to the research method on this research, Ary et al. (2002, p.442)	
Brawijaya	Universitas Bra follows:	Universitas Brawijaya
Brawijaya	follows: Universitas Braw	Universitas Brawijaya
Brawijaya	Universitas EThere are some possible methods in dealing with qualitative research	
Brawijaya	Universitas Esuchias case studies, document analysis phenomenological studies	liesniversitas Brawijaya
Brawijaya	Universitas Bethnography, or grounded theory research. Content or docum	nenthiversitas Brawijaya
Brawijaya	analysis is a research method that is applied to written or vi	sual Universitas Brawijaya
Brawijaya	materials aiming to identify specific characteristic of the material.	Universitas Brawijaya
Brawijaya	The researcher conducts the document analysis because the purpose of	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universanalysis is identifying specified characteristics of the materials which in th	is research tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	are semiotic within advertisement. Thus, the type of the research was	document Universitas Brawijaya
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universanalysis using qualitative approach. According to Moleong (2002, p. 6) "qualitative as Brawijaya research is the research that is intended to comprehend the phenomenon about what Univershappened to the research's subject such as behavior perception, motivation, and as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya action, etc, as a whole and in the form of words and language in a certain context and Universitas Brawijaya Universitas Brawijaya employ varied scientific method". **Universitas Brawijaya** 3.2 Data Sources Universitas The Universitas Brawijaya taken Univershttp://nikicomic.blogspot.com/2010/10/wallpaper-mild.html there were six wallpaper as Brawijaya advertisements which centralized in one version which were analyzed in this thesis. Universithe version is Red Box version especially in A Mild "Bukan Basa Basi" tagline. The las Brawijaya analyzed was on the meaning of sign on the advertisement which combined with Universitive, tagline and slogan on the advertisement, this study aims to find the as Brawijaya Universeffectiveness of sign on the advertisement, so the researcher makes limitation. The las Brawijava Universities which were analyzed are signs which represent the content on the Universities Brawijaya Universadvertisement, like picture, tagline, slogan and background on the advertisement. ersitas Brawijaya The researcher chooses wallpaper advertisement of A Mild "Bukan Basa Basi" Red Box version because this A Mild is pioneer product of cigarette Mild in UniversIndonesia. Moreover, "Bukan Basa Basi" Red Box version is a tagline that describes as Brawijaya the political and socio-cultural situation in Indonesia on 2002 -2004. In addition, the Universitas Brawijaya vers_{researcher} found many signs which could be analyzed using semiotics as the glasses sites Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	This research elaborated the analysis of sign which is found on	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universadvertisement of A Mild "Bukan Basa Basi" Red Box version by using	s Semiotics tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya approach. To do more in-depth research the writer conducted data in the Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universities 1. Downloading all wallpaper advertisement of A Mild "Bukan Basa	
Brawijaya	Universitas Braw version from http://nikicomic.blogspot.com/2010/10/	Universitas Brawijaya /wallpaper-
Brawijaya		
Brawijaya	Universitas mild.html	Universitas Brawijaya
Brawijaya	Universita 2. Selecting six of ten wallpaper advertisement of <i>A Mild</i> "Bukan Basa"	Universitas Brawijaya Basi" Red.
Brawijaya		
Brawijaya	Box version based on the richness of the data.	niversitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universit Universit 4 Data Analysis	hiversitas Brawijaya
Brawijaya		niversitas Brawijaya
Brawijaya	Universita The data in this study was collected and analyzed with the restriction Universita	on image, las Brawijaya
Brawijaya Brawijaya	Universitation, slogan and color contained therein with the following steps:	Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas 1. Analyze what signs found in wallpaper advertisement of <i>A Mild</i> "Huniversitas B	Bukan Basa Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Basi" Red Box version based on Peirce's relation theory. Universitas Braw	Universitas Brawijaya
Brawijaya	Universities 2. Analyze the meaning of the signs in wallpaper advertisement	of A Mild Brawiiava
Brawijaya		
Brawijaya	Universitas Brawijaya Basa Basi" Red Box version based on Peirce's relation the Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas3. Analyze how the signs support the idea in wallpaper advertisemen	
Brawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Basa Basa Red Box version. Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas 4. Drawing the conclusion based on the result of analysis. Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Br	25	144	a Universitas Brawijaya
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Brawijaya	Universi	W. S. S. W.		niversitas Brawijaya
Brawijaya	Universit		Y	hiversitas Brawijaya
Brawijaya	Universit			hiversitas Brawijaya
Brawijaya	Universit		77	niversitas Brawijaya
Brawijaya	Universita			Universitas Brawijaya
Brawijaya	Universitas	造性地	<u>Ca</u>	Universitas Brawijaya
Brawijaya	Universitas		源	Universitas Brawijaya
Brawijaya	Universitas P			Universitas Brawijaya
Brawijaya	Universitas Bl Universitas Bra			a Universitas Brawijaya
Brawijaya	Universitas Braw	4 4	aly	
Brawijaya	Universitas Brawija		ijay	
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Brawijaya	Universitas Brawijaya	Universitas Brawijaya		
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		
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Brawijaya	Universitas Brawijaya	Universitas Brawijaya		
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay	a Universitas Brawijaya
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Universitas Brawijaya Universitas ECHAPTER IV iversitas Brawijaya Universion S Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universities arch questions which are stated in the first chapter. It consists of two main as Brawijaya sections namely research findings and discussion. Univers4.1 Finding Universitas Brawijaya The researcher presented the finding and the analysis of the data which are six tas Brawijaya advertisement of A Mild "Bukan Basa Basi" Red Box version. The analysis aims to Universanswer the problems of the study. In the analysis, the data were analyzed based on the as Brawijaya Universitheory of sign by Peirce. The findings of the analysis are presented in the next as Brawijaya University behapter. 4.1.1 The Analysis of the First Advertisement **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Univer Figure 4.1 The first advertisement of A Mild "Bukan Basa Basi" Red Box niversitas Brawijaya Vers (Source: Niki, 2010 from www. Nikicomic.blogspot.com) Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij24ya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	University The sentence in the tagline "Mau Hidup Enak, Usaha!" (if yo	ou wantratas Brawijaya
Brawijaya	comfortable life, you have to make an effort). This tagline helps viewers	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universithe purpose of advertisement, which is reinforced by the image and slog	anı "Bukantas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Basa Basi" (not lip service). The tagline has meanings to enjoy the results universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univershard people must sacrifice energy, time and thought to get what they	want. The tas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universtagline is a unified whole cannot be separated and interpreted every sin	
Brawijaya	because the tagline helps the viewers understand the advertisement. The pl	Universitas Brawijaya hrase "Mau
Brawijaya	Chiversitas Bit	Ollivei Sitas Brawijaya
Brawijaya	UniversHidup Enak" (if you want a comfortable life) refers to the man in the adv	
Brawijaya	University In addition, the word "Usahal" (make an effort) refers to the action that	Universitas Brawijaya
Brawijaya	University addition, the word "Usaha!" (make an effort) refers to the action that	
Brawijaya	Universiperformed. Furthermore, the slogan "Bukan Basa Basi" (not lip service) is	a reminder Brawijaya
Brawijaya	Universit	I niversitas Brawijaya
Brawijaya	University which means that the suggestion in the tagline is serious and it is not a	
Brawijaya	University only.	niversitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universita In general, the researcher found several signs in the A Mild adv	
Brawijaya	Universitas Univers "Bukan Basa Basi" (not lip service) Red Box version like:	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas A.B. Icon	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas Braylion of a man	Universitas Brawijaya
Brawijaya Brawijaya	Universitas Brawija Universitas Brawijaya wijaya	Universitas Brawijaya Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Bławlcon of an weight itas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B6. VIcon of the cigarette box of <i>A Mild</i> Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 1. The mature age of a man is an index of worker	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B2. The heavy burden of the man on his shoulders is an index of har	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 3. The man's legs bound by iron chain is an index of regulation Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas B4. VBarbell and iron ball is an index of dependence as Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya Brawijaya	Universitas Braw The sentence in the slogan "Bukan Basa Basi" (not lip service)	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universities 2. The sentence in the timeline "Mau Hidup Enak Usaha!" (if y	
Brawijaya	Universita 2. The sentence in the universita Watt Hidup Eliak Osalia: (II)	Universitas Brawijaya
Brawijaya	Universi comfortable life, you have to make an effort).	niversitas Brawijaya
Brawijaya	Universin details the icon, index and symbol of advertisement can be analyzed as f	
Brawijaya	Universi	niversitas Brawijaya
Brawijaya	Universit The man in the advertisement is a sign of a worker, in a neat suit	
Brawijaya	- Control of the Cont	
Brawijaya	University shoes; this symbolizes office workers or other with responsibility for his university.	is job. The Universitas Brawijaya
Brawijaya	Universheavy burden on the shoulder is a form of the reality being in working	
Brawijaya	Universitas	Universitas Brawijaya
Brawijaya	Universexpresses a necessity to make a living, which means having a job and	not being tas Brawijaya
Brawijaya	Universita ployed.	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas The setting used in this advertisement shows the fact of life with a	
Brawijaya	Universitas Brawii Universitas B	Universitas Brawijaya
Brawijaya		
Brawijaya Brawijaya	undertaken to get the desired results. In this advertisement, the viewers c	
Brawijaya Brawijaya	Universitas Brawijaya	
Brawijaya		
Brawijaya	unyielding spirit to get the desired result. A bond at the foot shows a number of the spirit to get the desired result.	ecessity to
Brawijaya	Universities browing even though there is a heavy burden in life. The heavy b	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	univer responsibility that must be resolved with caution, this case is depicted wi	th the man Brawiiava
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya

Univergitas Brawijaya Universitas Brawijaya having weights on his shoulder. The researchers identified that the chains, barbell and iron balls are obstacles that must be overcome to achieve the success in the future. UniversThat the sign support the advertisement can be seen from the following evidence: ersitas Brawijava Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawi The use of signs in the advertisement is the correlation interconnected. Publishers Brawijaya Universimant to show a social fact in the community about the struggle to achieve the desired as Brawijaya s Brawijaya Universitas Brawijaya goal. This means that the comfortable life is determined by the selected destination. This relationship derived from the idea of a symbol that connects the tagline in the Universadvertisement with images. Tagline has an understanding highlighted in conveying as Brawij the meaning of the advertisement, but the meaning of the tagline can not be separated or interpreted every word, because the tagline is a unity. In addition, the relationship Universbetween the slogan, image or tagline gives option in life. At this point the audience is as Brawijava expected to get the meaning of the sign is contained in it. Universital The sign of picture in the advertisement is showing the character of a hard as Brawijaya worker with the facial expressions showing the ability and desire to pass all existing trials The viewers can see explicitly that he is alone with the burden on him. It also Universuggests the audience to imagine the man in the advertisement as himself who has a tas Brawi responsibility and confidence to overcome the burden of life. The settings with heavy burdens emphasize the obstacle or hurdle that must be overcome. The publisher wants versitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij versto give an idea that people have to try very hard to be successful. In addition, this is as Brawl also reinforced by the background of the tagline and slogan which has a red colour in Universithe tagline and black colour in a font are symbolizes energy, power, authority, vitality as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij and spirit to instill the emotion in him to transform the lives. Especially, the size of 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 Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the font is an emphasis on every word in the tagline, which gives another meaning in Brawijaya every word. But, if the words stand alone, it has different meaning with this analysis. Universitas Brawijaya Universitas Brawijaya Universitas Br Therefore, it can be summed up in this phrase that to enjoy the results of as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya working hard people must sacrifice energy, time and thought to get what they want. Universin addition, that to earn a decent living is not easy but it takes action to change the las Brawijaya s Brawijaya - Universitas Brawijaya life. Moreover, this is also supported by the slogan of A Mild advertisement with the Brawijaya slogan "Bukan Basa Basi" (not lip service), which means it is not just talk but actions Universimist under the large in life. Iniversitas Brawijaya hiversitas Brawijaya 4.1.2 The Analysis of the Second Advertisement ⊅niversitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** vers Figure 4.2 The second advertisement of A Mild "Bukan Basa Basi" Red Boxversitas Brawijaya version (Source: Niki, 2010 from www. Nikicomic.blogspot.com) **Universitas Brawijaya** Universita The sentence in the tagline "Waktunya Unjuk Gigi" (time to show what you are as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universable to do). The tagline helps viewers understand the purpose of advertisement, which as Brawijaya is reinforced by the image and the slogan "Bukan Basa Basi" (not lip service). The Brawijaya Universitas Brawijaya Universtagline have meanings that age is not a barrier to always work, showing what can be as Brawijaya produced with the ability to show that he is still capable of doing things that other 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

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universpeople do not realize. The tagline is a unified whole cannot be interpreted in the cannot be interpreted by the cannot be int	
Brawijaya	word, because the tagline helps viewers understand the advertisement.	The phrase Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univers"Waktunya Unjuk Gigi" (it's time to show what you are able to do) refers	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya man to take action that must be performed. It is expected that viewers wou	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universities old man in the advertisement as himself, so it is time for us show w	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	able to do. Furthermore, the slogan "Bukan Basa Basi" (not lip service) is	
Brawijaya	University that it's time we showed who we are.	Universitas Brawijaya
Brawijaya	Universitas Br	Universitas Brawijaya
Brawijaya	Universities In general, the researcher found several sign in the A Mild advertisement	
Brawijaya	Universite Univers Basa Basi" (not lip service) Red Box version like:	Universitas Brawijaya
Brawijaya		niversitas Brawijaya
Brawijaya	Universi A. Icon	niversitas Brawijaya
Brawijaya	Universit 1. Icon of an old person	hiversitas Brawijaya
Brawijaya	Universit 1. Icon of an old person Universit	hiversitas Brawijaya
Brawijaya	2. Icon of coat	niversitas Brawijaya
Brawijaya Brawijaya	Universita Universita 3. Icon of necktie	Iniversitas Brawijaya
Brawijaya	Universitas 3. Icon of necktie Universitas	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universities 4. Icon of white collar 3	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas B ₅ . Icon of bowler hat Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas B6. Icon of wrinkled face	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawii 7. Icon of the cigarette box of <i>A Mild</i> rawijaya	Universitas Brawijaya
Brawijaya	Universita Barawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B1. Wrinkled face is an index of elderly Universitas Brawijaya	Universitas Brawijaya
Brawijaya		
Brawijaya	2. The old man wearing a white collar is an index of a cleric	Universitas Brawijaya
Brawijaya	Universitas Brandministration and managementaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijava	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijava

Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities 3. The old man wearing a necktie is an index of conservatives, orderliness, as Brawijava Universitas Brawing dependability and outgoing. wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya UniversitasC: Symbolya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

1. The sentence in the slogan "Bukan Basa Basi" (not lip service)
Universitas Brawijaya Universitas B2. The sentence in the tagline "Waktunya Unjuk Gigi" (time to show what you as Brawijaya Universitas Brawijaya Universitas Bra are able to do). In details the icon, index and symbol of advertisement can be analyzed as follow: Universitas The sign of the old person in the advertisement with white collar, neat clothes as Brawijaya black suit, white shirt and tie has a meaning as an office worker, which is amplified by a bowler hat as the characteristic of British workers in the 1950's such as lawyers, Universbank officials and butler. Bowler hat has a meaning as a government worker that is as Brawijaya the characteristic of the aristocracy. Besides, it is reinforced with a striped tie motif as Universconservative, orderliness, dependability, outgoing and entertaining friends. The las Brawijaya Universitas Brawijaya condition is supported by the advertisement description showing an old man with a wrinkled face that indicates that the old man has to work hard with good results even Universthough he was old. The settings used in this advertisement show a maxim in life. The facial wrinkles Universing this advertisement describe age restriction in doing something. In this as Brawllaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universadvertisement viewers can find facial wrinkles show that the old man was old. In tas Brawijaya addition, this is reinforced with a suit that shows that the old man was an office Universitas Brawijaya Universworker, this is reinforce with the bowler hat which showed that the old man is a las Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya for the expected results. A closed mouth is a sign that the old man is toothless in the advertisements. The researcher identified that there is no age limit for doing the Universidesired, show what has been achieved and protest against the unfair treatment.niversitas Brawijaya itas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya That the sign support the advertisement can be seen from the following evidence: Universities The signs in this advertisement are built with good context giving rise to the as Brawllaya s Brawijaya Universitas Brawijaya corresponding correlation. The publisher wants to show the wrinkled and toothless face in an attempt to do things that other people do not think about. Toothless and Universimilated face is a sign of someone who has lived with the capacity of working hours as Brawijaya is not much. Besides, the old man is wearing a suit, tie and bowler hat which shows conservative value, orderliness and dependability. This means that in doing Universomething that other people do not realize it should have the values contained in it. At as Brawijava this point the audience is expected to understand that the old man in this Universadvertisement is a clerical worker, administration and management, which is marked as Brawijaya Universitas Brawijaya with a suit, tie and bowler hat. Universitas The sign of the old man in this advertisement shows the character of an office as Brawijaya Universworker like clerical workers, administration and management, which show that even as Brawijava though he was old, he is still able to do things that other people do not realize. The Brawii Universaudience can see explicitly that this old man alone wears clothing suit with wrinkles as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya In versface. This case also shows the audience to imagine the old man in the advertisement as himself who has the confidence to show that he is able to do things that other Universitas Brawijaya people do not realize. The settings with wrinkled face and toothless emphasis on an as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Obstacle that must be overcome, it is an emphasis on the elderly who most people 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 Universassume that the age is not productive at work. The publishers want to give viewers an as Brawijaya Universidea that old man should always strive to show things that other people do not realize. Universitas Brawijaya Universitas Brawijaya UniversMoreover, the meaning of the sign is also reinforced with a red background on the as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya tagline and slogan and black colour on the font. The red colour symbolizes some Universitas Brawijaya Universitas Brawijaya Universcharacteristics, such as love, strength, courage, danger, sacrifice, and vitality, whereas as Brawijaya us Brawijaya Universitas Brawijaya Universthe black colour symbolizes power and authority. In addition, colour and font size in as Brawijaya Universities tagline and slogan is the emphasis on each word. However, if the word stands Universalone, it has a different meaning between image, tagline and slogan. Iniversitas Brawijaya Therefore, it can be summed up that age is not a barrier to always work, show University what can be produced with the ability to show that he is still capable of doing things tas Brawijaya hiversitas Brawijaya Universthat other people do not realize. In addition, to gain the trusts do not stand still but as Brawijaya University showing our achievement advantages. Moreover, this is also supported by the slogan Univers"Bukan Basa Basi" (not lip service), which means that not only silent, show your as Brawijaya Universachievements in life. **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers 4.1.3 The Analysis of the Third Advertisement niversitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Figure 4.3 The third advertisement of A Mild "Bukan Basa Basi" Red Box Univers (Source: Niki, 2010 from www. Nikicomic.blogspot.com) The sentence in the tagline says "Apa Harus Ikut Arus?" (Should we go with the Universtream?) Is a reminder to viewers to understand the meaning of the image and tagline as Brawijaya University in the advertisement, which is reinforced by the image and slogan "Bukan Basa Basi" Univers(not lip service). The taglines have meanings that it takes courage to step up and tas Brawijaya Universchange our habits in life. The tagline is a unified whole cannot be interpreted every as Brawijava word, because the tagline helps viewers understand the advertisement. The phrase Univers"Apa Harus Ikut Arus?" (Should we go with the stream?) refers to the guinea pig to as Brawijaya find a way out in the maze, where the words in the tagline "Apa" (what) is the question that leads to the viewers. In addition to the word "Harus" (should) is an Universappeal to the viewers whether to follow the path in the maze. Furthermore, the slogan as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya "Bukan Basa Basi" (not lip service) is a slogan that means that the choice is a Universitas Brawijaya University for the success of our future. Ya University Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas In general, the researcher found several sign in the <i>A Mild</i> advertisement	ent "Bukan+oo Browiiovo
Brawijaya		
Brawijaya	Basa Basi" (not lip service) Red Box version like:	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Agleonijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas B2. Icon of mousever resitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Balcon of white side of the maze rawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas By A. Icon of black side of the maze	Universitas Brawijaya
Brawijaya	oniversitus bi	Universitas Brawijaya
Brawijaya	Universitas 5. Icon of the cigarette box of <i>A Mild</i>	Universitas Brawijaya
Brawijaya	Universita Universit B. Index	Universitas Brawijaya
Brawijaya	Ulliversi	iversitas Brawijaya
Brawijaya	1. The maze is an index of life	niversitas Brawijaya
Brawijaya	Universit 2. The black side of maze is an index of bleak life	hiversitas Brawijaya
Brawijaya		hiversitas Brawijaya
Brawijaya	3. The white side of maze is an index of enlightenment	niversitas Brawijaya
Brawijaya	Universita	niversitas Brawijaya
Brawijaya	Universita. 4. The mouse in the maze is an index of guinea pigs as the example	
Brawijaya	Universitas	Universitas Brawijaya
Brawijaya	Universitas C. Symbol	Universitas Brawijaya
Brawijaya	Universitas B ₁ . The sentence in the slogan "Bukan Basa Basi" (not lip service)	Universitas Brawijaya
Brawijaya	Universitas Brat Aya	Universitas Brawijaya
Brawijaya	Universitas B2. The sentence in the tagline "Apa Harus Ikut Arus?" (Should we g	
Brawijaya	Universitas Brawija wijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	In details the icon, index and symbol of advertisement can be analyzed as for	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	University A mouse in the advertisement is a sign of the guinea pig because	
Brawijaya	laboratory animals are mouse. According to the Foundation for Biomedica	ll Research
Brawijaya		
Brawijaya	Univers(FBR). Scientists and researchers rely on mouse for several reasons. On	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya easily-stored, can be maintained and can adapt well to the new environ	Universitas Brawijaya
Brawijaya	easily stored, can be maintained and can adapt well to the new environ	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Rrawijaya	Universitas Rrawijava Universitas Rrawijava Universitas Rrawijava	Universitas Rrawijava

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universmouse in the advertisement has a meaning as an attribute in life, it symbolizes at as Brawijaya
Brawijaya	tortuous life with the boundary between the room that does not allow the rat to jump
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universbecause of the position of mouse in the ad was looking for a way out. It is a form of tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya reality in life in order to find a way of life with an obstacle in front. The maze is a Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universcomplex network since ancient times. The maze has been used for various purposes, tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universiftom entertainment to safety protection. In fact, the composition of the maze can be as Brawijaya
Brawijaya	Universitas Brawijaya found in a small street or alleys in residential areas.
Brawijaya	Universitas Brawijaya
Brawijaya	UniversitasThe settings used in this advertisement show a tortuous life demonstrated by as Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universmouse. maze is an overview of the obstacles and hurdles that give an idea about a Brawijaya
Brawijaya	Universities responsibility in life. In this advertisement viewers can find a mouse that is confused as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universin determining the direction of purpose, this implies about human nature which as Brawijaya
Brawijaya	University should define the purpose of life. Black or white side in the advertisement shows the Universitas Brawijaya
Brawijaya	
Brawijaya	Universway of life which must be achieved. Moreover, both sides in this advertisement is as Brawijaya
Brawijaya	Universitas Universitas Brawijaya opposite between the black or white side. The white side of the maze is leadings light as Brawijaya
Brawijaya	
Brawijaya	University to the way out. It is different with the black side of the maze, which means every life, tas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Univershas obstacles and hurdles to be passed over. jaya Universitas Brawijaya
Brawijaya Brawijaya	Universitas Brawijaya That the sign support the advertisement can be seen from the following evidence: Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya Brawijaya	Universitas The use of signs in the advertisement is the correlation which connects picture, tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitate and slogan. The publishers want to show a social fact in the community about as Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the struggle to achieve a desired goal. This means that a comfortable life is Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universities Brawleya diversities Brawleya Universities Brawleya Universities Brawleya Universities Brawleya Br
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	symbol that connects the tagline in the advertisement with images. In addition, the
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya relationship between the slogan, image or tagline gives option in life. At this point the audience is expected to get the meaning of the sign contained in it. University Signs in this advertisement provide understanding that the maze is a unity that as Brawijava cannot be separated, because the maze is an intricate combination of paths or sections Universin which it is difficult to find the exit. This advertisement gives a strong contribution tas Brawijaya s Brawijaya - Universitas Brawijaya to the delivery of meaning contained in it. The meaning can be interpreted as a path or obstacles in life. This submission can describe the relationship between the guinea Universpig and the maze. In addition, this is also reinforced by the tagline background and as Brawijaya font with red and black colour symbolizes energy, strength, vitality and spirit within him to transform the lives. Especially, the tagline is a unified whole cannot be Universeparated and interpreted every single word, because the tagline helps the viewers as Brawijava understand the advertisement. Moreover, font size in the tagline and slogan is an Universemphasis on every word which gives another meaning. However, if the words stand as Brawijaya alone, it has a different understanding with this analysis. The settings in this advertisement are the correlation between the tagline and image which are mutually as Braw Universeinforcing and limiting understanding of the audience. Universitas Brawijaya Therefore, it can be summed up in this advertisement, it takes courage to step up and change our habits in life. This is confirmed by the correlation between the image, as Brawijaya versitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawij tagline and slogan that is an interconnected unity to show an understanding of the meaning and limits the viewers. Other than that, this is also supported by the slogan Univers"Bukan Basa Basi" (not lip service) which means that, the choice is a responsibility as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya for the success of our future. 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 Univers 4.1.4 The Analysis of the Forth Advertisement niversitas Brawijaya **Universitas Brawijaya Universitas Brawijava Universitas Bray** Univers Figure 4.4 The forth advertisement of A Mild "Bukan Basa Basi" Red Box liversitas Brawijaya Įniversitas Brawijaya (Source: Niki, 2010 from www. Nikicomic.blogspot.com) The sentence in the tagline "Plintat-Plintut Makan Ati" (if you not have a as Brawijaya permanent establishment will make others angry). This tagline helps viewers Universal understand the purpose of advertisement, which is reinforced by the image and slogan Univers"Bukan Basa Basi" (not lip service). The tagline has meanings that, in determining a tas Brawijaya choice must be based on our confidence. The tagline is a unified whole cannot be understand/ethe tas Brawijaya Universinterpreted every word, because the tagline helps viewers advertisement. The phrase "Plintat-Plintut Makan Ati" (if you not have a permanent Universe establishment, will make others angry) refers to the road taken in option. The word Univers"Plintat-Plintut" (if you not have a permanent establishment) is a figure of speech as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya which means confusion for determining an option. In addition, the word "Makan Ati" (make others angry) refers to the speakers. Furthermore, the slogan "Bukan Basa as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univer Basi" (not lip service) which means that, to specify the decision in step must have a las Brawijava strong stance. Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	University In general, the researcher found several signs in the A Mild adv	ertisement as Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Basa Basi" (not lip service) Red Box version like: Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	1. Icon of intersection Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Baravijaya Universitas Brawijaya Versitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya U	Universitas Brawijaya
Brawijaya	Universitas B3 Icon of traffic symbol vawijaya	Universitas Brawijaya
Brawijaya	Universitas Brande AS Brande State S	Universitas Brawijaya
Brawijaya	Universitas Br	Universitas Brawijaya
Brawijaya	Universitas 5. Icon of clouds	Universitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universi 6. Icon of the cigarette box of <i>A Mild</i>	niversitas Brawijaya
Brawijaya	Universi B. Index	niversitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	1. Road branching is the index of the number of purposes	hiversitas Brawijaya
Brawijaya	2. Railway is the index of travel that is be passed	niversitas Brawijaya
Brawijaya	Universita 2. Ranway is the index of traver that is be passed	Iniversitas Brawijaya
Brawijaya	Universitas 3. Spanning forest is an index of a long road	Universitas Brawijaya
Brawijaya	Universitas \ \ \(\text{Clouds and the sky is an index of the infinite numerous } \)	Universitas Brawijaya
Brawijaya	Universities 1.4. Clouds and the sky is an index of the infinite purposes	Universitas Brawijaya
Brawijaya	Universitas C. Symbol a	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas B1. The sentence in the tagline "Plintat-Plintut Makan Ati" (if you no	
Brawijaya	Universitas Brawija Universitas Brawija Univer	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya Brawijaya	Universitas B ₂ . The sentence of slogan "Bukan Basa Basi" (not lip service) aya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya
Brawijaya	In details the icon, index and symbol of advertisement can be analyzed as for	
Brawijaya		
Brawijaya	Universitas Braying and The sign of railroads in this advertisement is a choice in life, this prount of the sign of railroads in this advertisement is a choice in life, this prount of the sign of railroads in this advertisement is a choice in life, this prount of the sign of railroads in this advertisement is a choice in life, this prount of the sign of railroads in this advertisement is a choice in life, this prount of the sign of railroads in this advertisement is a choice in life, this prount of the sign of railroads in this advertisement is a choice in life, this prount of the sign of railroads in this advertisement is a choice in life, this prount is a choice in life, the sign of the sign	oved to the University Rrawijaya
Brawijaya	Universailroads branching and endless. The railroads are a sign of choice to det	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	direction of life. Intersection in the railroads is a choice in deciding	ng desired Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Rrawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Univers destination. In general, the railroads is a tool to train the way that straight fit existing as Brawijaya
Brawijaya	University corridor, the straight path is a hallmark of the railway. Moreover, it is reinforced by a
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitretch of trees that are in the advertisement indicating that a trip is not easy to tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya achieve destination, due to obstacles and barriers is the process of achieving the goal. Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas The settings described in this advertisement are a decision to determine the tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universidirection of the destination. The destination is an option to determine the direction as Brawijaya
Brawijaya	taken. This is illustrated with two options marked with the traffic symbol. This
Brawijaya	offiversitas bit
Brawijaya	Universpicture gives comprehension to the audience about a choice in life which is depicted as Brawijaya
Brawijaya	University University branching railroads. This proves that every sign in the picture has a mutually as Brawijaya
Brawijaya	
Brawijaya	reinforcing relationship to form an understanding. The description of clouds and sky
Brawijaya	University
Brawijaya Brawijaya	Universita
Brawijaya	that a journey has a hurdle, which is showed by the gravel on the railroad tracks. University
Brawijaya	Universities Universities Universities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support the advertisement can be seen from the following evidence: ersities Brawley and the sign support
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universitas The use of signs in this ad uses correlation interconnected. The publishers want tas Brawijaya
Brawijaya	University to show a social fact that exists in the surrounding communities, about a choice in the Brawijaya
Brawijaya	Universitas Bra
Brawijaya	Universdecision making. This relationship is getting the idea of a symbol that connects with as Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya the tagline and image. Moreover, the relationship between the slogan, image or Brawijaya
Brawijaya	University tagline gives the appearance of restriction to the viewers in interpreting it. On this as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universoccasion the audience is expected to get the meaning of the signs contained in it.versitas Brawijaya
Brawijaya	Universitas Brawijaya The signs in this advertisement are the train tracks with the forest backdrop with Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universivery long road, where the railway carriage has a traffic sign indicating branching as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Rrawijaya	Universitas Rrawijava Universitas Rrawijava Universitas Rrawijava Universitas Rrawijava

Universitas Brawijaya Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers This ad gives a strong contribution to the delivery of meaning contained therein. This as Brawijaya means that the railway line branching is a choice in determining the direction of the Universignal, where the goal is a long journey in life. Moreover it is reinforced with forest as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya background stretch. This submission is intended for viewers to be able to understand Universitas Brawijaya Universities meaning contained with limitation of existing image and tagline in the as Brawijaya us Brawijaya Universitas Brawijaya advertisement. The setting in this advertisement is a correlation between the image as Brawijaya and tagline that gives the viewer the sense of the meaning contained therein. This is Universalso reinforced by the tagline red background with black font colour that symbolizes as Brawijaya niversitas Brawijaya energy, strength, authority, vitality and spirit to instill emotion in him to change lives. Especially, the font size is the emphasis on every word in the tagline, which gives a say Brawijaya Universdifferent sense. However, if the words stand alone, it has a different understanding as Brawijava with this analysis. Universital Therefore it can be summed up in this advertisement, that a life is a challenge and las Brawijaya an option to determine the life we choose. This is confirmed by the correlation between image, tagline and slogan that is a unity that shows an understanding of the as Brawijaya Universmeaning and limits the viewers understanding. In addition, it is also supported by the las Brawijava Universitas Brawing Slogan "Bukan Basa Basi" (not lip service) which means to specify the decision to Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers 4.1.5 The Analysis of the Fifth Advertisement Iniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya niversitas Brawijaya Univer Figure 4.5 The fifth advertisement of A Mild "Bukan Basa Basi" Red Box Univers (Source: Niki, 2010 from www. Nikicomic.blogspot.com) The sentence in the tagline "Silakan Blak-Blakan" (please say bluntly). This Universtagline helps viewers understand the purpose of advertisement, which is reinforced by as Brawijaya the image and slogan "Bukan Basa Basi" (not lip service). The taglines have Universimeanings in delivering an opinion we have the freedom argue and convey of aspirations. The tagline is a unified whole cannot be interpreted every word, because the tagline helps viewers understand the advertisement. The phrase "Silakan Blak-UniversBlakan" (please say bluntly) refers to the freedom to argue, where the word "silakan" tas Brawijaya (please) is the petition word that mean provides an explanation for doing a thing. In **Universitas Braw** addition, the slogan "Bukan Basa Basi" (not lip service) is a slogan that has a Universimeaning that freedom of opinion and aspirations not a secret, Convey the aspirations as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita In general, the researcher found several signs in the A Mild advertisement as Brawijaya Univers "Bukan Basa Basi" (not lip service) Red Box version like: Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	rawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	rawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Univeraitas B	rawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	rawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	rawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	rawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	rawijaya
Brawijaya	Universitas Anticonijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	rawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	rawijaya
Brawijaya	Universitas B2aIcon of freedom rsitas Brawijaya Universitas Brawijaya	Universitas B	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	
Brawijaya		Universitas B	
Brawijaya	Universitas B4. Icon of bulging eyes ersitas Brawijaya	Universitas B	
Brawijaya	Universitas Brawijaya	Universitas B	
Brawijaya	Universitas B5. Icon of stiff face	Universitas B	
Brawijaya	Universitas B6. Icon of the cigarette box of A Mild	Universitas B	
Brawijaya		Universitas B	
Brawijaya Brawijaya	Universitas Index Universita	Universitas B Universitas B	
Brawijaya	Universit 1. Stiff face is the index of resistance	niversitas B	
Brawijaya	University S. S. M. F. M. F. S. M. F. M	niversitas B	
Brawijaya	2. Finger in front of mouth is the index of voiceless	niversitas B	
Brawijaya	Universit 3. Long and untidy hair is the index of freedom in doing things	niversitas B	
Brawijaya	Universit	niversitas B	
Brawijaya	4. Staring seriously is the index of resistance	Jniversitas B	
Brawijaya	Universita C. Symbol	Universitas B	
Brawijaya	Universities	Universites R	rawijaya
Brawijaya	Universities 1. The sentence in the tagline "Silakan Blak-Blakan" (please say blue)	intly)versitas B	rawijaya
Brawijaya	Universitas B ₂ . The sentence of slogan "Bukan Basa Basi" (not lip service)	Universitas B	
Brawijaya	Universitas Bra	Universitas B	rawijaya
Brawijaya	UniversIn details the icon, index and symbol of advertisement can be analyzed as for	ollowversitas B	rawijaya
Brawijaya	Universitas Brawii Stiff Face in this advertisement means a sign that has a lot of meaning Universitas Stiff Face in this advertisement means a sign that has a lot of meaning Universitas Stiff Face in this advertisement means a sign that has a lot of meaning Universitas Stiff Face in this advertisement means a sign that has a lot of meaning Universitas Stiff Face in this advertisement means a sign that has a lot of meaning Universitas Stiff Face in this advertisement means a sign that has a lot of meaning Universitas Stiff Face in this advertisement means a sign that has a lot of meaning Universitas Stiff Face in this advertisement means a sign that has a lot of meaning Universitas Stiff Face in this advertisement means a sign that has a lot of meaning Universitate Stiff Face in this advertisement means a sign that has a lot of meaning Universitate Stiff Face in this advertisement means a sign that has a lot of meaning Universitate Stiff Face in this advertisement means a sign that has a lot of meaning Universitate Stiff Face In the Individual Stiff Face Individu	Universitas B	rawijaya
Brawijaya			
Brawijaya	This sign is very opposed to social life. Index finger in front of the mo		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya		
Brawijaya	Univer manner which expressed to covering up a secret or the truth. In generally		
Brawijaya	this figure shows the facial expressions of silence over a matter. Espe	ecially this	rawijaya
Brawijaya			
Brawijaya	Universities Provided		
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B Universitas B	
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas B	

Univerzitas Brawijaya Universitas Brawijaya freedom of speech. But freedom is in stark contrast to the attitude of silence depicted with facial expressions and hand. Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University Existing arrangements in this advertisement is an act of silent or concealed as Brawijava ersitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawij information. This action is a decision that is in stark contrast with the existing ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universfreedom, the freedom which is free to argue and share information with each other. Tas Brawijaya s Brawijaya Universitas Brawijaya This image provides insight to viewers in attitude and action. This proves that every sign in the picture has a mutually reinforcing relationship to form an understanding. UniversThe visible signs of facial and hand expressions symbolize the attitude of silence on tas Brawijaya the information. This is in contrast with our habit to share information. University That the sign support the advertisement can be seen from the following evidence: Prawijaya The use of signs in this advertisement uses correlation interconnected; it is as Brawijava obtained from the correlation between image and tagline. The publishers want to Universition a social fact about the silent action reinforced by the signs in the pictures. Tas Brawijaya Universitas Brawijaya Moreover, the relationship between image, tagline and slogan gives viewers the restriction of thinking in deciphering the signs are there. On this occasion the Universaudience is expected to get the meaning of the signs contained in it. Universitas Brawijaya A sign in this advertisement is freedom bound, where freedom would have been Universmarked with disheveled hair. Sign is a collaboration of some of the signs contained in las Brawijaya versitas Brawijaya Universitas Brawijaya Universitas Brawijaya the advertisement. This advertisement makes a strong contribution to the delivery of as Brawn meaning contained therein. This means that freedom of speech is the cornerstone of Universite activity. Especially freedom of speech or expression is freedom of action in as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya aspirations, but do not rule out the possibility of free speech is the contrast in general Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universlife. This is evident from the few signs that the contrast between the image and the tas Brawijaya
Brawijaya	University tagline that contain multiple meanings, where the image has a meaning of free speech
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universis silenced in a gesture. While the tagline has a significance of freedom of speech as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Within aspires to express their opinions. This is intended for viewers to be able to Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universunderstand the meaning and significance and confine the viewer meaning with image tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universand tagline. The setting in this advertisement is the correlation between the image and taglines Brawijaya
Brawijaya	University tagline that gives the meaning contained therein. In addition, this is also reinforced by
Brawijaya	Universitas Brawijaya
Brawijaya	Universities and black colour as font symbolizes energy, power, tas Brawijaya
Brawijaya	University University, vitality and spirit to instill the emotion in him to transform the lives transform
Brawijaya Brawijaya	
Brawijaya	Universities Moreover, font size in the tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis on every word which tagline and slogan is an emphasis of the slogan is an emphasis of the slogan is a slogan in the slogan in the slogan is a slogan in the slogan in the slogan in the slogan is a slogan in the slog
Brawijaya	Universitives another meaning. But, if the words stand alone, it has different meaning with as Brawijaya
Brawijaya	Universita Brawijaya
Brawijaya	this analysis. Universita Universitas Brawijaya
Brawijaya	Universita Therefore it can be summed up in this advertisement, that free speech is the right tas Brawijaya
Brawijaya	Universitas Universitas Brawijava
Brawijaya	University every person to express their aspirations without any hidden secret, this is as Brawijaya
Brawijaya	University of the correlation of the sign in the tagline and slogan, which is an integral tas Brawijaya
Brawijaya	Universitas Bra Jaya Universitas Brawijaya
Brawijaya	Universand demonstrate an understanding of the meaning and the understanding of the tas Brawijaya
Brawijaya	Universitas Brawijaya viewer. It is also supported by the slogan "Bukan Basa Basi" (Not lip service) which tas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universities Brawijaya Universities Brawijaya Universities Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Universitas Brawijaya Universitas Brawijaya Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers 4.1.6 The Analysis of the Sixth Advertisement Iniversitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Figure 4.5 The sixth advertisement og A Mild "Bukan Basa Basu" Red Box version Univers(Source: Niki, 2010 from www. Nikicomic.blogspot.com) Iniversitas Brawijaya The sentence in the tagline "Maju Terus" (move on). This tagline helps viewers Universimal the purpose of advertisement, which is reinforced by the image and slogan last Univers"Bukan Basa Basi" (not lip service). The tagline is a unified whole cannot be as Brawijava interpreted every word, because the tagline helps viewers understand the Universadvertisement. Tagline "Maju Terus" (move on) refers to the persistence in change, as Brawijaya which is an act of amendment to change a habit. In addition, the slogan "Bukan Basa University (not lip service) is a slogan that has a meaning that activities should be carried as Brawijaya Universout with no strings attached much talk and get the expected results in accordance with **Universitas Brawijaya** what is revamped **Graversitas Brawijaya** Universitä In general, the researcher found several signs in the A Mild advertisement as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers" Bukan Basa Basi" (not lip service) Red Box version like: Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B1. Icon of a hole that has shape like a man, iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya Universitas	versitas Brawijaya vergitas Brawijaya versitas Brawijaya versitas Brawijaya versitas Brawijaya
Brawijaya Universitas	versitas Brawijaya versitas Brawijaya
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univ	versitas Brawijaya
Drawilleva Universitas Drawilleva Universitas Drawilleva Universitas Drawilleva Universitas Drawilleva	ersitas Rrawijava
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univ	Diaminay
	versitas Brawijaya
Brawijaya Universitas B ² a ^I con of ^{sturdy} wallitas Brawijaya Universitas Brawijaya Univ	versitas Brawijaya
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univ	versitas Brawijaya
	versitas Brawijaya
Brawijaya Universitas B4. Icon of the cigarette box of A Milda Universitas Brawijaya Univ	versitas Brawijaya
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univ	ersitas Brawijaya
Brawijaya Universitas Brawijaya Universitas Duniversitas Brawijaya Univ	ersitas Brawijaya
37 343 (7.113 37.	ersitas Brawijaya
Brawijaya Universitas Brawijaya U	versitas Brawijaya
Brawijaya Universitas B2. The brick wall is the index of strong obstacle which has to face in life	
Brawijaya Universitas B3. The black side in the wall is the index of strengthen meaning solidness.	ersitas Brawijaya
Brawijaya Universitas Br	ersitas Brawijaya
	ersitas Brawijaya
5. The stundy well is the index of concrete or got in assisty	versitas Brawijaya
Drawijaya Universi	versitas Brawijaya
C. Dylilool	versitas Brawijaya
	versitas Brawijaya versitas Brawijaya
- CAN VIII 2 2 / (A.V.) (2)	versitas Brawijaya
2. The sentence of slogan "Bukan Basa Basi" (not lip service)	versitas Brawijaya
Brawijaya Universin details the icon, index and symbol of advertisement can be analyzed as follow:	
	versitas Brawijaya
Brawijaya Universitas The big hole like people in the advertisement has multiple meanings conta	ined Versitas Brawijay
Brawijaya Universities in The significance of a penetrated wall is a struggle to get through all	
	ersitas Brawijaya
Brawijaya Universobstacles. Moreover, the meaning is reinforced by sturdy walls and a t	oricktas Brawijay
Brawijaya Universitas Brawij Symbolizing obstacles and temptations that must be passed. This is reinforced by	versitas Brawijaya
Brawijaya Universitas Brawijaya Universitas Brawijaya	versitas Brawijaya
Brawijaya Universidack and white side is a positive and negative effect. In general, this picture sh	
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univ	
Brawijaya Univer an enthusiast in the struggle to past obstacles, where the struggle is illustrated	
Brawijaya Universitas	rersitas Brawijaya
Brawijaya UniversitasThe settings in this advertisement are a sturdy brick wall penetrated by peo	
Brawijaya Universitas	versitas Brawijaya
	versitas Brawijaya
	versitas Brawijaya
	versitas Brawijaya versitas Brawijaya
	ersitas Brawijaya Presitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universthis obstacle is a brick wall that symbolizes room divider in problem solving, and tas Brawijaya
Brawijaya	Universities Brawijaya sturdy wall has a privacy function as protection against interference from outside.
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	UniversThis picture gives an account of a man through walls is a level of social society. This tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya image gives the viewer an idea of a barrier in the social community. It is proving Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universevery sign in the picture has a relationship interconnected to form an understanding. Tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Univer Signs visible in this image are an attitude that will not stop to change for a progress. Signs visible in this image are an attitude that will not stop to change for a progress.
Brawijaya	That the sign support the advertisement can be seen from the following evidence: That the sign support the advertisement can be seen from the following evidence: Brawijaya
Brawijaya	omversitus bit
Brawijaya	Universita The use of signs in this advertisement is correlation interconnected. The as Brawijaya
Brawijaya	University publishers want to show that there is a social fact in the community about the ras Brawijaya
Brawijaya	
Brawijaya	struggles in life. The correlations are derived from the idea of an image that connects
Brawijaya	University
Brawijaya Brawijaya	
Brawijaya	Universitationship between image, tagline and slogan gives restriction to interpret the signs. Universitation between image, tagline and slogan gives restriction to interpret the signs. Universitation between image, tagline and slogan gives restriction to interpret the signs.
Brawijaya	UniversOn this opportunity the audience is expected to get the meaning of the signs as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitation of the Contained in it. Universitation of the Contained in it. Universitation of the Contained in it.
Brawijaya	Universitas Sign in this advertisement is a struggle to change the habits of life marked by a Brawijaya
Brawijaya	Universitas Bra
Brawijaya	Universman penetrating the wall, where the wall has a brick composition that has a meaning tas Brawijaya
Brawijaya	Universitas Brawija , wijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya as an obstacle in achieving change. In a general sense, the wall is a part of a building Brawijaya Universitas Brawijaya
Brawijaya	University that serves as a divider between the outer space with space inside. This means that as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universprotect against intrusion and weather, a room divider to another room, also functions tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya as a light barrier solar, wind, and to avoid disturbance of wild animals. Signs in this Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universadvertisement are a collaboration of images, tagline and slogan. This could mean that tas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Rrawijava	Universitas Rrawijava Universitas Rrawijava Universitas Rrawijava Universitas Rrawijava

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Univer48 tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universobstacles because life is a struggle. This is a hurdle to be success in life	fe changes tas Brawijaya
Brawijaya	expected by everyone. This is intended for viewers in order be able under	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univer meaning and significance limit viewer with image and tagline. The sett	
Brawijaya	Universities Brawijaya Universities Brawijaya Universities Brawijaya advertisement is the correlation between the image and tagline that give	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universional contained therein. In addition, this is also reinforced by the red background	und onetheitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universtagline and black colour as font symbolizes energy, power, authority, v	Itality and tas Brawijaya
Brawijaya	University to instill the emotion in him to transform the lives. Moreover, font	Universitas Brawijaya size in the
Brawijaya	Universitas bit	Universitas Brawijaya
Brawijaya	Universtagline and slogan is an emphasis on every word which gives another mean	\-\frac{1}{2}
Brawijaya	University University University University	niversitas Brawijaya
Brawijaya	SON THE TOTAL	niversitas Brawijaya
Brawijaya	Universi Therefore, it can be summed up in this advertisement that change is	needed by Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universevery person who wishes to change his life. These are confirmed by the	
Brawijaya	University between image, tagline and slogan which is an integral composition and de	I Iniversitas Brawijaya emonstrate
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universal understanding of the meaning and understanding of the audience.	
Brawijaya	Universities Unive	Universitas Brawijaya ot only talk
Brawijaya	1197	
Brawijaya Brawijaya	Universitias Bra	Universitas Brawijaya Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Braw Univers 4.2. Discussion wijaya	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas Brawijaya From the analysis of six ad <i>A Mild</i> "Bukan Basa Basi" Red Box v Universitas Brawijaya	ersion, the Universitas Brawijava
Brawijaya	Univer researchers found signs of icon, index and symbol associated with the sign	
Brawijaya		
Brawijaya	theory. The researcher found sign in the six wallpaper advertisemen	t, in each Brawijaya
Brawijaya	Universadvertisement has icon, index and symbol. The sixth wallpaper advertise	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	Univers different characteristics in applying the existing signs. On the first advertise	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Rrawijaya	Universitas Brawijava, Universitas Brawijava, Universitas Brawijava	Universitas Brawijava

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universithe sixth advertisement, the researcher found signs in each advertisement. In the first as Brawijaya
Brawijaya	and second advertisement uses sign of a man, the third uses a sign of a mouse in the
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universadvertisement, the fourth advertisement use sign of railroads, the fifth advertisement tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya using sign of man and the sixth advertisement using sign human-shaped hole. It can Universitas Brawijaya
Brawijaya	Universities be seen that the six advertisements have different correlations. Brawijaya Universities Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas The correlation sign in the first advertisement form a hard worker described by a las Brawijaya
Brawijaya	man who lift heavy weights. The second advertisement this correlation is formed
Brawijaya	Universitas Brawijaya
Brawijaya	Universifiem an old man who uses a bowler hat, it has a meaning as a white collar ortas Brawijaya
Brawijaya	University University University Specials The third advertisement has a correlation to the image formed.
Brawijaya	Universign government officials. The third advertisement has a correlation to the image formed as Brawijaya
Brawijaya	Universifier a mouse that has a meaning as a guinea pig. The fourth advertisement is a Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universchoice in life defined by the railway crossing. Besides the fifth advertisement has as Brawijaya
Brawijaya	University established correlation of the image of a man who signalled for silence, this
Brawijaya	Universita Universitas Brawijaya
Brawijaya	University represents a silent action. The sixth advertisement has formed correlation of image at as Brawijaya
Brawijaya	Universitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas B. A Universitas Brawijaya Lieuwardt a In addition, it is also reinforced by the ad background like red and black on the top Brawijaya
Brawijaya	Universitae In addition, it is also reinforced by the ad background like red and black on the as Brawijaya
Brawijaya	Universitas Braw tagline and slogan. The red colour on the tagline and slogan has an imaging sense, Universitas Brawijaya
Brawijaya Brawijaya	
Brawijaya	Universities, strength, courage, passion, primitive, danger, sin, sacrifice, and vitality. black tas Brawijaya Universities Brawijaya Universities Brawijaya Universities Brawijaya
Brawijaya	colour on the tagline and slogan font has a strong sense of emotion, power and
Brawijaya	
Brawijaya	authority, but the other side shows the black emptiness, guilt, suffering and death universities Brawijaya
Brawijaya	Universibecause this colour is always associated with the night, and the mystery of dark as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universadvertisement. This is evident from the advertisement of A Mild "Bukan Basa basi" as Brawijaya Red Box version with the tagline "man hidup enak, usaha!" (if you want a Universitas Brawijaya Universitas Brawijaya Universcomfortable life, you have to make an effort) in the first advertisement, "waktunya as Brawijava sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya unjuk gigi" (time to show what you are able to do) in the second advertisement, "apa sitas Brawijaya Universharus ikut arus?" (should we go with the stream) in a third advertisement, "plintat-las Brawijaya is Brawijaya Universitas Brawijaya plintut makan ati" (if you not have a permanent establishment will make other angry) tas Brawijaya University of the four advertisements, "silakan blak-blakan" (please say bluntly) in fifth and as Brawijaya Univers' maju terus' (move on) in the sixth advertisement. So, the six advertisements of A Mild "Bukan Basa Basi" Red Box version as Brawijaya Universimplements elements interconnected among icon, index and symbol. This study as Brawijava reveal of some existing signs represent the content of advertisement A Mild "Bukan UniversBasa Basi" Red Box version. The findings and analysis of existing signs, found that as Brawijaya every advertisement contains markings in accordance with the picture of the realities University of life. Thus, it can be concluded that signs used in advertisement of A Mild "Bukan as Brawijaya" UniversBasa Basi" Red Box version represents the content of the advertisement. Universitas Brawijaya Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universi Universi This study analyzes the advertisement signs in the A Mild "Bukan F	Miversitas Brawijaya Basa Basi
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Brawijaya	University basil Red box version that has a lot of data for analysis. Based on the	hiversitas Brawijaya
Brawijaya	Universbasi" Red box version that has a lot of data for analysis. Based on the	
Brawijaya	University Peirce, the researcher found the use of signs in making this advertisement	, where in tas Brawijaya
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Brawijaya	Universitas Bi	Universitas Brawijaya
Brawijaya	Universigns have the meaning contained in the advertisement.	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Box version, which give a clear meaning in every advertisement. One of the Universitas Brawijaya	ne signs in Universitas Brawijaya
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Universitas Brawijaya UniversAti" (if you not have a permanent establishment will make others angry), "Silakan as Brawijaya Blak-Blakan" (please say bluntly), "Maju Terus" (move on). The signs have meaning Universin the context of the limitations of existing viewers in the advertisement. So, it can be as Brawijava concluded that the interpretation of viewers to advertisements depends on situation, Brawijaya Universible the is reinforced by the advertising signs mentioned. Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya From six advertisements of A Mild "Bukan Basa Basi" Red Box version, the researcher concluded that the signs contained in every advertisement of A Mild. The University advertisements of A Mild "Bukan Basa Basi" Red Box version uses the same as Brawijaya characteristic features in terms of the layout of the image, tagline and slogan, which is reinforced by the characteristic red background and black font on the tagline and tas Brawijaya Universiogan. The characteristic of the image on the advertisement is a sign to explain the as Brawijava meaning of the advertisement. In addition, the use of the characteristics of each image Universis different meaning. Good public advertisement should be fairly easy to understand as Brawijaya and to read and also close by the public to make the readers have better understanding on the meaning of the text and media. Universitas Brawijaya 5.2. Suggestion By finishing this research, the researcher proposed suggestions to the parties who Universare influence directly to this research, namely: Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya 1. Faculty of Culture Studies, Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univerzitas Brawijaya Universitas The researcher suggests to the Faculty of Culture Studies, Universitas Brawijaya Brawijaya to give more references related to semiotics studies. So that, those students who take Universemiotics researches will not find difficulties in finding theory and references. niversitas Brawijaya Universitas Brawijaya 2. The Students Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita Many students are interested in semiotics study. It is actually a good opportunity as Brawijaya Brawijaya Universitas Brawijaya to broaden semiotics study. Yet, in fact, there is still a little number of students who as Brawijaya dare to take semiotics as their research. This condition is caused by the difficulties in Universifinding theory and references. Hence, students are expected to collect theories and as Brawijaya Universeferences before taking the desired research in order to avoid misunderstandings in Universanalyzing theories and references. hiversitas Brawijaya Univers3. The Next Researchers This study is presented to broaden the semiotics study. For the next researchers University of are interested in the semiotics study, the researcher suggests that they should as Brawijaya broaden their scope such as in the intertextuality and intratextuality. Moreover, for the researchers who are going to analyze the signs and codes, the researcher suggests as Brawijaya University analyze other objects which use visual communication designs, such as logos, as Brawijava brand products, music covers, or the emoticons used in some social media. So, it is Brawijaya Univershoped, the next researchers can enrich the semiotics study especially in the study of las Brawijaya Universitas Brawijaya Universitas Brawijaya Universigns and codes. Universitas Brawijaya Universitas Brawijaya

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