

**A SEMIOTICS STUDY ON SLOGAN AND PICTURE OF
A MILD ADVERTISEMENT BUKAN BASA BASI
RED BOX VERSION**

THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2013**

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RED BOX VERSION**

THESIS

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

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ABSTRACT

Azmi, Khoiril. 2013. **A Semiotics Study on Slogan and Picture of A Mild Advertisement “Bukan Basa Basi” Red Box version.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies Brawijaya University. Supervisor: Endang Sasanti; Co-supervisor: Agus Gozali.

Keyword: semiotics, sign, advertisement, A Mild "Bukan Basa Basi" Red Box version.

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 be done using signs, signals, or symbols (Mulyana, 2000, p. 308). Sign is something that can be interpreted as having a meaning, therefore it is able to convey information 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 version. This study answers three problems, namely: (1) What are the signs found in the advertisement (2) What are the meanings of the signs in advertisement and (3) 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 to the research's subject such as behavior, perception, motivation and action. The researcher conducts content or document analysis to analyze the signs used in 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 "Bukan Basa Basi" Red box version. In the six advertisements, signs of the icon, index and symbol are found of A Mild "Bukan Basa Basi" Red Box version. The 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 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 reinforcement of the meaning description of icon and index. In addition, the six advertisements of A Mild "Bukan Basa Basi" Red box version have the same pattern in characteristic application of image layout, tagline and slogan.

The researcher suggests the next researchers broaden the semiotics scope such as analyze other objects, such as logos, brand products, or the cover of music.

ABSTRAK

Azmi, Khoiril. 2013. **Analisa Semiotika pada Slogan dan Gambar iklan A Mild “Bukan Basa Basi” versi Kotak Merah.** Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Endang Sasanti. (II) Agus Gozali

Kata Kunci: semiotik, tanda, iklan, A Mild “Bukan Basa Basi” versi kotak merah.

Komunikasi dapat dilakukan dengan beberapa cara, baik menggunakan komunikasi verbal maupun komunikasi non-verbal. Komunikasi verbal menggunakan bahasa dan komunikasi non-verbal adalah komunikasi non-linguistik. Komunikasi non-linguistik dapat dilakukan dengan menggunakan tanda-tanda, sinyal, atau simbol (Mulyana, 2000, p.308). Tanda merupakan salah satu cara untuk berkomunikasi. Sehingga, tanda berfungsi sebagai pemberi makna terhadap pesan yang terbentuk dan dapat tersampaikan kepada pembaca. Dalam penelitian ini, peneliti melakukan analisis semiotika dalam iklan A Mild "Bukan Basa Basi" versi Kotak Merah. Penelitian ini akan menjawab tiga pertanyaan, yaitu: (1) Apa tanda-tanda yang ditemukan dalam iklan, (2) Apa makna dari tanda-tanda dalam iklan Dan (3) Bagaimana tanda-tanda mendukung gagasan iklan.

Penelitian ini menggunakan teori Peirce model triadic seperti ikon, indek, dan simbol. Penelitian ini menggunakan penelitian kualitatif untuk memahami fenomena tentang apa yang terjadi pada subjek penelitian ini seperti perilaku, persepsi, motivasi dan tindakan. Peneliti melakukan analisis isi atau dokumen untuk menganalisa tanda-tanda yang digunakan dalam iklan A Mild "Bukan Basa Basi" versi kotak merah.

Penelitian ini mengungkapkan bahwa beberapa tanda-tanda mewakili isi iklan. Ada tanda-tanda yang dicontohkan oleh Peircean diterapkan dalam iklan A Mild "Bukan Basa Basi" versi Kotak Merah. Dalam enam iklan, tanda-tanda ikon, indeks dan simbol ditemukan dari iklan A Mild "Bukan Basa Basi" versi Kotak Merah. Tanda-tanda yang ditemukan adalah ikon dari deskripsi gambar yang mewakili arti 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 bentuk pemahaman dan didukung oleh symbol. Simbol merupakan slogan sebagai sebuah penguat deskripsi makna ikon dan indeks . Selain itu, enam iklan A Mild "Bukan Basa Basi" versi Kotak Merah memiliki pola yang sama dalam aplikasi karakteristik gambar tata letak, tagline dan slogan.

Peneliti menyarankan agar peneliti selanjutnya mengembangkan studi semiotik dengan meneliti objek yang berbeda seperti logo, merek produk dan sampul musik.

ACKNOWLEDGEMENTS

All Praise to ALLAH SWT who always gives blessing, power, strength and love in my life and study, especially in completing this thesis. The researcher also wants to deliver his best gratitude for Dra. Endang Sasanti, M.A as his supervisor and for his co-supervisor, Agus Gozali. S.Pd. for their patience in guiding and helping, correction, suggestion during the process of writing this thesis. Special gratitude is given for Dra. Ismarita Ida Rahmiati, M.Pd and Fatimah, M.App.Ling his S1 thesis examiner for giving correction and suggestion.

The greatest thanks are also given to his parents, Husaini and Dra Chusnul Chotimah for their supports, prayers and motivations in the process of writing this thesis. The special gratitude is also given to his girl friend Agustin Wulan Ningrum for the powerful spirit, motivation and encouragement given. The researcher also thanks to best friends, Beni, Fajar, Aldella, Rey, Ari, Agung, Ari W, Adit, Aunur, Dendi, Tio, Brian, Hari, Oryza Crew and other friends who cannot be mentioned.

Special thanks to Jumiati, S.Pd. as the peer checkers for the sharing and contribution given. Thank you very much toward all the people that the researcher has mentioned above and to those who cannot be mentioned one by one. May ALLAH SWT always bless us all, Amin.

Malang, June 24, 2013

The writer

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is essential for life. We cannot be separated from communicating with other people, from asking help, giving ideas or expressing emotional feeling to others. Basic communication is oral and written communication.

Oral communication is communication through mouth. This is exemplified by talking to each other. It is generally recommended when direct communication or interaction 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 simulation movement of the hands, arms or body, and facial expressions to express a speaker's thoughts.

Conveying the meaning in communication is influenced by several factors that reinforce each other, like gesture, images, words and objects. Sign is something that can be interpreted as having a meaning; therefore it is able to convey information to someone. People can interpret the code behind the use of certain signs by using Semiotics.

Actually semiotics is concerned with meaning making and representation in many forms. (Chandler, 2002, p. 2) "Semiotics involves the study not only of what we refer to as 'signs' in everybody speech, but of anything which 'stands for' something else. In semiotic sense, signs take the form of words, image, sounds, gestures and object". Basically, semiotics is not focused on the sign but on several meanings like text and media. "Semiotics is concerned with meaning-making and representation in many forms, perhaps most obviously in the form of text and media", (Chandler, 2002, p. 2). A form of text and media is a common form that can be understood without the use of signs; however, a text or media that uses signs will be easy to understand. Actually sign have two theories of thought that explains like dyadic model (signified and signifier), and triadic model (interpreter, representament and objects).

Text and media is a common sign that is easy to understand, especially text and media on advertisement announcement. A good public announcement should be fairly easy to understand and to read and also close by the public to make the readers have better understanding on the meaning of the text or the media. An efficient advertising slogan usually occurs to remind consumers of the product. According to Goddard (2002, p. 73), "slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign". Slogan can be identified in the form of product or service. It is usually intended to promote new products or new services, for a variety of desired goals. In marketing, product or service is anything

that can be offered to a market and can satisfy people's wants and needs. "Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea" (Belch, 2001, p. 14). Promotion is always included behind the form of words, sentences and pictures in an advertisement. People can find information from persuasive words or images. These factors usually convey a joke or satire in everyday life. For example, the A *Mild* cigarette advertisement slogan "Bukan Basa Basi" like "*kalo ada orang yang bilang dia kaya karena kerja keras, tanya dia? kerja keras siapa*" (when a person says that he is rich by working hard, ask him? whose hard work).

The advertisement in Indonesia contains many satires and conveyed in strange and contradictory ways. Some cigarette advertisements unique contain a variety of cultural, economic and even political commentaries. The example is A *Mild* advertisements "Bukan Basa Basi" red box versions which have a commentary on the political and socioeconomic situations in Indonesia. They also give some pictures of the effort to break through a wall, drawings brick, and rats running through a maze, and holding iron ball and chain. The success of advertisement depends on how the phenomenon is understood and seen to get more attention from viewers. A *Mild* advertisements have various types of promotional media such as television, newspapers, billboards, wallpaper, magazines or the internet. Actually, the researcher is interested in doing a research on the advertisement wallpaper of A *Mild* "Bukan Basa Basi" Red Box version, because A *Mild* advertisements have several variations

that describe aspects of social life, besides that, this also contains some of the signs in 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 linguistic field and comprehending the semiotic theory that always occurs within a society. Especially semiotics is a study of signs which exist in society. Eco (1976, P. 7) states "Semiotics is concerned with everything that can be taken as a sign".

However, sign does not mean only the visual signs such as warning signs or signs in public places but also photography, painting, drawing or even text can be entered into the study of semiotics. In this study, the researcher analyzed the advertisement of *A Mild* "Bukan Basa Basi" Red Box version. This research is expected to make the readers understand about the meaning of sign in the advertisement of *A Mild* "Bukan Basa Basi" Red Box version, and this study can give reference for the next researchers who are interested in semiotics study. In addition, the researcher also wants to know whether the meaning of advertisement supports the idea of *A Mild* "Bukan Basa Basi" Red Box version. From this background, the researcher intends to carry out a study entitled "A Semiotics Study on Slogan and Picture of *A Mild* Advertisement "Bukan Basa Basi" Red Box version.

1.2 Problems of the Study

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

1. What are the signs found in the advertisement of *A Mild* “Bukan Basa Basi” Red Box version?
2. What are the meaning of the signs in the advertisement of *A Mild* “Bukan Basa Basi” Red Box version?
3. How do the signs support the idea of the advertisement of *A Mild* “Bukan Basa Basi” Red Box version?

1.3 Objectives of the Study

In accordance to the problems of the study above, the objectives of the study are:

1. to find out the sign in *A Mild* advertisement “Bukan Basa Basi” Red Box version by using Peirce’s theory.
2. to find out the meaning of the sign in *A Mild* advertisement “Bukan Basa Basi” Red Box version by using Peirce’s theory.
3. to find out how the signs support the idea in *A Mild* advertisement “Bukan Basa Basi” Red Box version.

1.4 Definition of Key Terms

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

1. **Semiotics:** The study which is concerned with everything that can be taken as a sign (Eco in Chandler, 2002, p. 2). In this study the writer concerned with

meaning-making and representation in many form refer to as sign, signs take the form of words, images, sounds, gestures and objects.

2. **Advertisement:** A notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. (Oxford dictionaries)
3. **Slogan:** A phrase designed to be memorable, attaching to a product or service during a particular advertising campaign (Goddard, 2002).
4. **Sign:** Anything which stands for something else, in the form of words image, sounds, gestures and object (Chandler, 2002, p. 17).
5. **Icon:** A mode in which the signifier is perceived as resembling or imitating the signified - being similar in possessing sense of its qualities (Chandler, 2002, p. 37).
6. **Index:** A mode in which the signifier is not arbitrary but is directly connected in some way to the signified - this link can be observed or inferred (Chandler, 2002, p. 37).
7. **Symbol:** A mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional - so that the relationship must be learned (Chandler, 2002, p. 36).



CHAPTER II

REVIEW OF RELATED LITERATURE

The writer is going to review some theories related to this study. They are the theories of semiotic and its approach, advertisement and the review of previous study.

The researcher connects those theories to the focus of the study.

2.1 Semiotics

The term ‘semiotic’ is derived from Greek’s word “semion” whose meaning is sign. Semiotic is concerned with everything that can be taken as a sign (Eco in Chandler, 2002, p. 2). Ferdinand de Saussure, as the ‘father’ of modern linguistics, referred to semiotic/semiology as “a potential science that might investigate the nature of signs, study their impact on society, and state the laws that govern them” (Abbuhl et al, 1997). According to Chandler (2002, p. 2). Semiotics is the studies are not only referred to as ‘signs’ in everyday speech, but anything that can ‘stand for’ something else. In a semiotic sense, sign take the form of words, image, sounds, gestures and object

Semiotics deals with meaning-making and representations in many forms, perhaps most obviously in the form of texts and media (Chandler, 2002) Semiotic is a study which describes and interprets symbol used in everyday life because semiotics has a close relation with everything that human has created, therefore people can find semiotic everywhere.

Related to the study of semiotic, Chandler stated (2002, p. 14)

We may come to realize that information or meaning is not ‘contained’ in the world or in books, computers or audio-visual media. Meaning is not ‘transmitted’ to us – we actively create it according to a complex interplay of codes or conventions of which we are normally unaware. We learn from semiotic that we live in a world of signs and we have no way of understanding anything except thought signs and code into which they are organized.

Studying semiotics is interesting because it will give an understanding toward sign or symbol containing a message. One critic wittily remarked that “Semiotics tell us thing we already know in a language we will never understand” (Chandler, p.14).

It means that Semiotics is used for analyzing signs and the real meaning of the sign.

Through Semiotics we can know the meaning of signs around us, even the signs made by ourselves.

2.2 Sign

Chandler (2007) asserts that people create meanings from their creation and interpretation of signs. Signs can be in the form of words, image, sound, odors, flavors, acts or objects, but they can be signs only when people put them with meaning. This opinion is supported by Peirce (cited in Chandler, 2007, p. 32). Peirce states that nothing is called a sign except it is interpreted as a sign. Anything can be a sign as long as there is a person or a community interprets it referring to something other than itself.

Sign is the smallest unit of meaning and also can be used to communicate. Saussure (2006, p. 66) stated “a linguistic sign is not a link between a thing and a name, but between concept and a sound pattern. The sound pattern is not actually a sound, for a sound is

something physical. A sound pattern is the hearer's psychological impression of a sound, as given to him by the evidence of his senses". Sign cannot stand alone because it consists of signified and signifier.

Even according to Peirce (1931-58, p.2.302) as cited in Chandler (2002, p.17), "We think only in signs". What is meant by Peirce is that there is a process in our mind in manifesting the idea or concept into "something" as a sign. The tendency in manifesting an idea or concept into the things is based on the systems of convention in our society. So, to obtain valid and reliable interpretation should get the perception of many people.

2.2.1 Saussurean Model

One of the Saussure's semiotic principles is structural principles which perceive a sign as a unit between something materially, then called signifier and something conceptually, called signified. Saussure in Chandler (2002, p.19) stated a sign must have both a signifier and a signified. Signifier and signified has meaning when they are associated with other signifier and signified. The relationship between the signifier and signified is referred to as "signification",

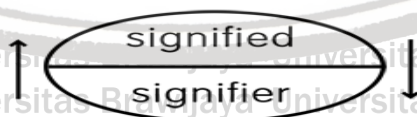


Figure 2.1. Saussure's model of the sign

(Source: Based on Saussure, 1974. In Chandler p. 18)

In this Saussure diagram the two arrows represent the relationship between the signifier and the signified and the diagram is called “signification”. The horizontal line dividing the two elements of the sign is called as “the bar”. Every sign must be consists of signifier and signified. Signifier is containing things which can be seen, heard, touched, smelled or tasted. Moreover, signified is a concept of thing appear in people’s mind when a certain signifier is stated.

2.2.2 Peircean Model

Beside Saussure, the pragmatist philosopher and the logician Charles Sanders Peirce (1839-1914) also had his own triadic model of sign that consists of three elements 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, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representamen.

The three elements of his triadic model consist of the representamen, the form which the sign takes (not necessary material); an interpretant the sense made of the sign; and the object, to which the sign refers.

A sign according to Peirce is the interaction between the representamen, the 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 Peirce includes the referent or object in his model of sign. For the representamen

Peirce's is similar in meaning to Saussure's signifier while Saussure's signified is similar to Peirce's interpretant (Chandler, 2002, p.33).

Johannes and Larsen (2002, p. 26) stated we can say that the sign consists of three interconnected elements:

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

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

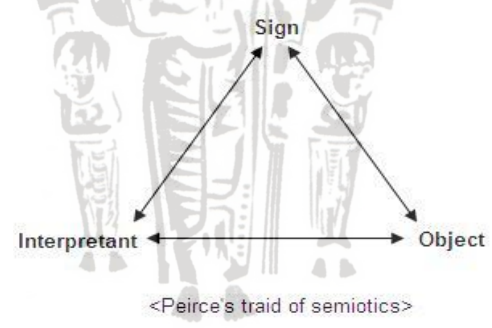


Figure 2.2. The relationship of triadic model
(Peirce in Johannes and Larsen, 2002, p.27)

Peirce in Chandler (2002, p. 32) formulated the model of "sign", of the "semiotic", and taxonomies in the more simple definition than the above. Peirce created a triadic (three-part) model follows: :

1. Symbol/symbolic: a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional. Examples: numbers, Morse code, traffic lights, national flag, language in general (alphabetical letters, punctuation marks, words, phrases, words and sentences)

2. Icon/iconic: a mode which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting, or smelling like it).

Examples: a portrait, a cartoon, a map, perfume, sound effects in radio drama.

3. Index/indexical: a mode in which the signifier is not arbitrary but is directly 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 somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the *interpretent* of the first sign. The sign stands for something, its *object*. 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.

This study investigates phenomenon happened in society which is still parts of culture in human society. Based on the statement, the researcher uses Peircean theories to investigate signs in wallpaper advertisement of A *Mild* "Bukan Basa Basi" 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 symbol, icon and index with a political and culture satire which sometimes people do not realize it.

2.3 Advertisement

In Goddard (2002, p. 9), the terms ‘advertisement’ and ‘advertising’ are actually adopted from Latin word ‘advertere’ whose meaning is ‘turn toward’. Advertisement in general means public announcement that is used as a device to attract people’s attention for certain purposes. Advertisement can be announced on television, radio, magazine, and other media. Robin (2004, p. 34) stated “an advertisement is a specific message constructed to inform persuade, promote, or motivate people on behalf of a brand or social cause”.

Advertisement has a close relation with advertising, and advertising is one of the advertisement aspects. Advertisement has many aspects such as the design, the material, to whom the advertisement is directed and the activities of advertising itself.

According to Belch (2001, p. 15), advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The industry or company that makes that advertisement has to consider the strategy to make the product or service attractive in the target consumer’s point of view. One of the advertising strategies is considering the promotion. Promotion has been defined as the coordination of all seller-initiated effort to set up channels of information and persuasion to sell goods and services or promote an idea (Belch, 2001, p. 14). There is persuasion aspect in promotion itself.

Persuasion here is in the form of words, picture and slogan.

To make the target consumer more curious in the advertisement, it has to be creative. Creative advertisements make a relevant connection between the brand and its target audience and present a selling idea in an unexpected way (Jewler and Drawniany, 2005, p. 1). There is also a connection between the picture and the slogan when the advertisement is in a form of visual design like that in wallpaper advertisement of *A Mild* “bukan basa basi” red box version.

2.4 Slogan

Advertisement could not be separated from slogan. Slogan makes the advertisement more attractive. According to Goddard (2002, p. 73), slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign. Slogan is usually persuasive and expresses a particular aim or concept of a product. The slogan is made attractive and unique to make the customer know about the product and can remember it well. Slogan delivers an easily remembered message to the customer in a few words. The example is cigarette advertisement slogan in *A Mild* “bukan basa basi”.

Lane et al. (2005, p. 497) classified slogans into two parts namely institutional slogans and hard sell slogans. Institutional slogans are created to establish a prestigious image for a company. For example Prudential has a slogan “always listening always understands”. This slogan is memorable and gives a prestigious impression of the brand. Hard sell slogans make special features of the product or service being advertised and strongly competitive. The example is the slogan of

“M&M’s. The Milk Chocolate Melts in Your Mouth – Not in your Hands,” This slogan shows their strength to the customer that they have a good quality chocolate which is not easy to melt. In summary, slogan is one part of the advertisement which is usually persuasive and expresses a particular aim or concept of a product. The main purpose of slogan is to make the brand well known and remembered by the customer. Furthermore, it has an aim to persuade the customer to buy the product. To make it easy to remember by the customers, slogans are made from few words which are very unique, persuasive, and memorable.

2.5 Colors in advertisement

Color can appear because of the existence of the radiance which is caught by eyes then processed by human brain. Eyes and brain cooperate to produce a color. Nowadays, color is not only applied by artists in their painting, but also applied in so many designs, architectures, art works and etc. Applying color is not simple because color has characteristics which can affect emotion and can symbolize a certain personality.

According to Darmaprawira (2002, p.30), the fundamental color was found by Leonardo da Vinci in 15th century, those were red, yellow, blue, black and white.

Darmaprawira (2002, p.33) divided color into two categories, namely warm color and cold color. Warm color is color which tends to be warmth, passionate, motivated, stimulate, fun, and fresh. The colors which include into warm color are red, orange and yellow. Whereas, colors which include into cold color are blue, green, purple

because these colors tends to be dark. Characteristics which are serene, seduce, calm, and depressed. In addition, based on research by Maitland Graves in the book entitled *The Art of Color and Design* as cited in Darmaprawira (2002, p.33) defined:

1. Warm color : Yellow, Orange, Red

Characteristics: Positive, aggressive, active, stimulate.

2. Cold color : Green, Blue, Purple.

Characteristics: Negative, retreat, calm, excluded, secure.

Color depicts so many meanings depend on each person perspective and experience. Each culture also has different perspective of color. For examples, in Indonesia, we often use the idiom “*Minggu Kelabu*” which means there is an unhappy event or thing in Sunday, because “*kelabu*” or gray color in this case depicts unhappy thing, sadness or sorrow (Darmaprawira, 2002, p.38-39). It differs from East culture which tends use idiom of Blue Monday to show unhappy or sadness. So, every culture has its own perspective toward colors. Furthermore, the researcher will explain the psychology of color especially the fundamental color, as follow:

- 1. Red**

Red is the origin of color, as stated by Darmaprawira (2002,p.30) that red is one of the fundamental colors, so it personally relates with other colors. Based on Darmaprawira (2002,p.37), red color can symbolizes some characteristics, such as love, strength, bravery, passion, primitive, danger, sin, sacrifice, and vitality. Smith (www.sensationalcolor.com) stated that red influence human body with positive effects such as stimulate enthusiasm and energy, and encourage action and

confidence by increasing the blood pressure, heartbeat, pulse rate and respiration of human body. People may catch different perspective toward red based on their own experience toward it. In some cultures, red symbolizes many different things. In China and India, red shows about fortune and good luck (www.sensationalcolor.com). It can be seen that traditional uniform of China is in red color. Different with Singapore, Singapore tends to use red as a symbol of joy (www.sensationalcolor.com). Some restaurants use red as their logo's color or brand's color because red can increase appetite (www.now sourcing.com). In conclusion, red gives symbols of bravery, strength, confidence, courage, action and appetite.

2. Black

Black color is defined as giving strong emotions, power and authority, but in other hand black showing emptiness and a lack of color (www.sensationalcolor.com). This color can make people feel inconspicuous because of the lack of color in black. In addition, Darmaprawira (2002,p.48) defines that black gives positive and negative impression. Positively, black symbolizes firmness, formal and solid. Yet, negatively black is often used to describe disintegration, darkness, mistakes, sorrow and dead because this color is always related with night, mystery and dark energy. In conclusion, black is mysterious color because symbolize of power, authority, mystery and sorrow.

3. White

Over the world, the symbol of white has the same perspective that is cleanliness and purity although not in all culture. In addition, Darmaprawira (2002,p.47) mention characteristics of white that are positive, simple, purity, sincere, honestly, bright and holiness. White color becomes the opposite of black color. In Java tradition, the bride wears white gown and Moslem who do prayer always in white which mean come back to the purity and cleanness (www.sensationalcolor.com). In www.sensationalcolor.com, Smith defines white as symbols of purity, cleanliness, and neutrality. White brings human to the purity of soul, thought and action. So, white represents holy, purity and cleanliness of the soul, thought and action.

2.6 Previous Studies

Many semiotics researchers have been conducted so far. They are conducted not only by linguistics students but also by communication students. Many of them analyze advertisements as their subject. One of them is a study which was conducted by Cintya Medha Hazrina (2010) entitled, “A semiotic study on relationship between the slogan and the picture of Coca-Cola online commercials”. Her thesis was conducted in English Study Program Language and Literature Department, Faculty of Culture studies University of Brawijaya. The thesis used Peirce’s theory to analyze the online commercial and the relationship between pictures and slogans on Coca-Cola online commercial. Hazrina selected five Coca-Cola online commercial for the data. The result showed that there was a close relationship between picture and slogan

on Coca-Cola online commercial. Picture and slogan support each other in producing some expectations in making an impression on the target audience. The result also showed that the advertisement makers had different consideration in designing pictures and slogans of the advertisement.

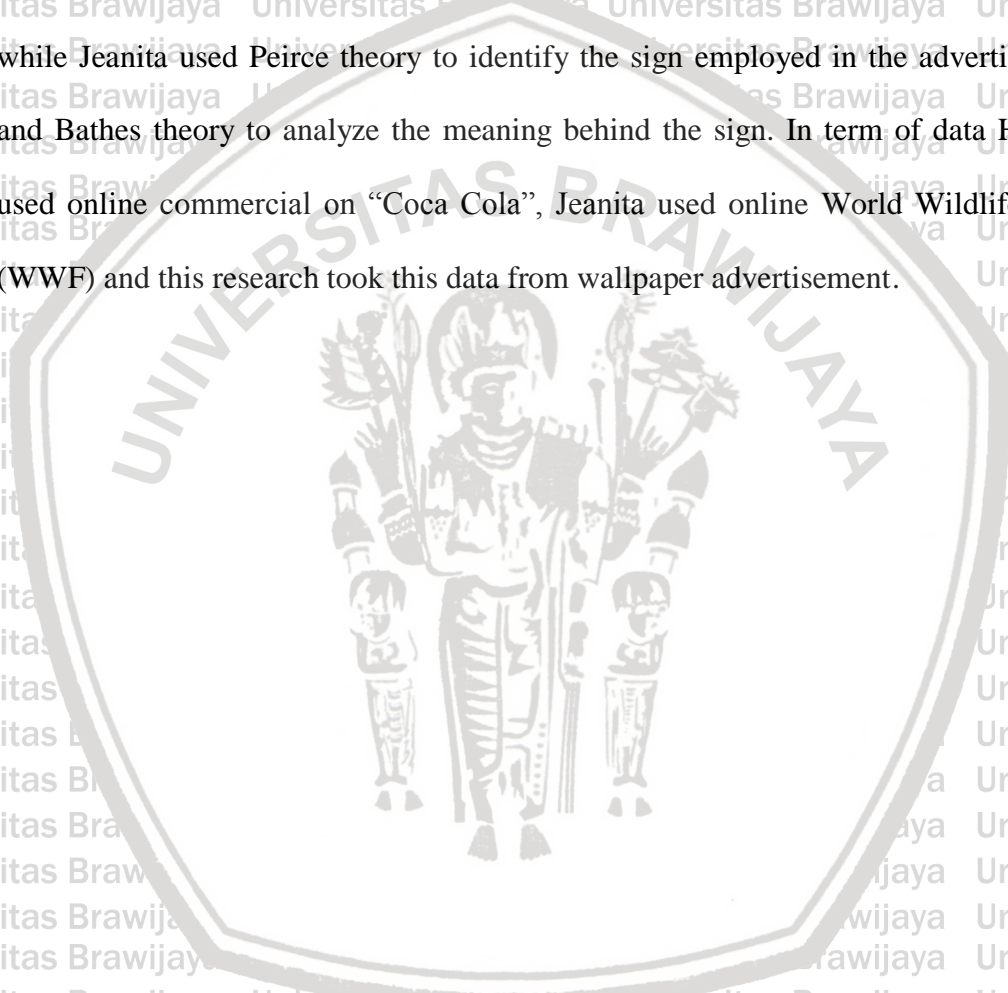
Another previous study was conducted by Chyntia Amelia Jeanita (2012) entitled “Semiotics Study on Connotative Meaning in *World Wildlife Fund (WWF)* Advertising Campaign Published Under The ‘Save The Tiger’ Theme”. In his study, she uses the theory of Pierce to identify the sign employed in the advertisements and the theory connotation by Barthes to analyze the meaning behind the sign. The method that she used was document analysis. This study reveals that there are five topics about “Save the Tiger” that the researcher analyzes. Furthermore, she finds that each advertisement consists of several signs and each sign found in the advertisement has certain message related to the topic of the advertisement. Also, each sign has particular position either as the main sign or supporting sign. The main and supporting signs both have relation to strengthen the message.

Compose to the previous study above, the researcher attempts to investigate the meaning of slogan and the picture of *A mild* “Bukan Basa Basi” Red Box version.

The researcher use Peircean theory to find out the kind of sign and the meaning in the advertisement as well as how the sign supports the idea. This study tries to investigate all sign aspects in the advertisement. The researcher finds that every advertisement has several sign contained therein, and each sign found in the advertisement has certain message to the tagline and slogan of the advertisement. The present study also

use color theory to analyze the data more comprehensively. In this thesis, the researcher takes six *A Mild* advertisements “Bukan Basa Basi” Red Box version as the subject of the study.

In term of theory used, Hazrina used Peirce theory, similar with present research, while Jeanita used Peirce theory to identify the sign employed in the advertisement and Bathes theory to analyze the meaning behind the sign. In term of data Hazrina used online commercial on “Coca Cola”, Jeanita used online World Wildlife Fund (WWF) and this research took this data from wallpaper advertisement.





CHAPTER III

RESEARCH METHOD

In this chapter the methods that are used within the study is discussed. It covers the explanation of type in research, data and data source, data collection and data analysis

3.1 Type of Research

This research is conducted to find out and analyze the sign used in A *Mild* cigarette advertisement “Bukan Basa Basi” Red Box version. This study is intended to find out the application of semiotic approach on advertisement and consideration by the maker to design the slogan and the picture on the advertisement. The researcher analyzed the sign used within the advertisement based on triadic relation theory by Peirce.

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

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

The researcher conducts the document analysis because the purpose of document analysis is identifying specified characteristics of the materials which in this research are semiotic within advertisement. Thus, the type of the research was document

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

3.2 Data Sources

The data which was analyzed are taken from <http://nikicomic.blogspot.com/2010/10/wallpaper-mild.html> there were six wallpaper advertisements which centralized in one version which were analyzed in this thesis. the version is Red Box version especially in *A Mild* "Bukan Basa Basi" tagline. The analyzed was on the meaning of sign on the advertisement which combined with picture, tagline and slogan on the advertisement. this study aims to find the effectiveness of sign on the advertisement, so the researcher makes limitation. The signs which were analyzed are signs which represent the content on the advertisement, like picture, tagline, slogan and background on the advertisement.

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 Indonesia. Moreover, "Bukan Basa Basi" Red Box version is a tagline that describes the political and socio-cultural situation in Indonesia on 2002 -2004. In addition, the researcher found many signs which could be analyzed using semiotics as the glasses

3.3 Data Collection

This research elaborated the analysis of sign which is found on wallpaper advertisement of *A Mild* “Bukan Basa Basu” Red Box version by using Semiotics approach. To do more in-depth research the writer conducted data in the following steps:

1. Downloading all wallpaper advertisement of *A Mild* “Bukan Basa Basu” Red Box version from <http://nikicomic.blogspot.com/2010/10/wallpaper-mild.html>.
2. Selecting six of ten wallpaper advertisement of *A Mild* “Bukan Basa Basu” Red Box version based on the richness of the data.

3.4 Data Analysis

The data in this study was collected and analyzed with the restriction on image, tagline, slogan and color contained therein with the following steps:

1. Analyze what signs found in wallpaper advertisement of *A Mild* “Bukan Basa Basu” Red Box version based on Peirce’s relation theory.
2. Analyze the meaning of the signs in wallpaper advertisement of *A Mild* “Bukan Basa Basu” Red Box version based on Peirce’s relation theory.
3. Analyze how the signs support the idea in wallpaper advertisement of *A Mild* “Bukan Basa Basu” Red Box version.
4. Drawing the conclusion based on the result of analysis.



CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the analysis of the data is done in line with the formulated research questions which are stated in the first chapter. It consists of two main sections namely research findings and discussion.

4.1 Finding

The researcher presented the finding and the analysis of the data which are six advertisement of *A Mild* “Bukan Basa Basi” Red Box version. The analysis aims to answer the problems of the study. In the analysis, the data were analyzed based on the theory of sign by Peirce. The findings of the analysis are presented in the next subchapter.

4.1.1 The Analysis of the First Advertisement

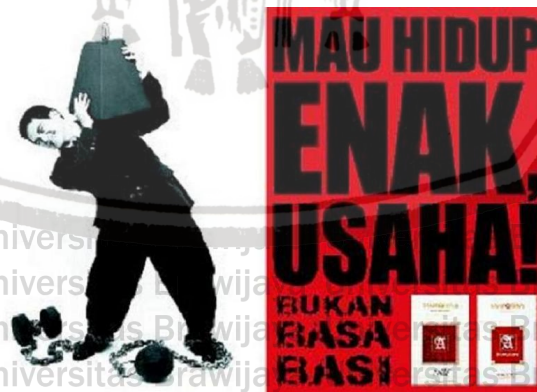


Figure 4.1 The first advertisement of *A Mild* “Bukan Basa Basi” Red Box version
(Source: Niki, 2010 from [www. Nikicomic.blogspot.com](http://www.Nikicomic.blogspot.com))

The sentence in the tagline "Mau Hidup Enak, Usaha!" (if you want a comfortable life, you have to make an effort). This tagline helps viewers understand the purpose of advertisement, which is reinforced by the image and slogan "Bukan Basa Basi" (not lip service). The tagline has meanings to enjoy the results of working hard people must sacrifice energy, time and thought to get what they want. The tagline is a unified whole cannot be separated and interpreted every single word, because the tagline helps the viewers understand the advertisement. The phrase "Mau Hidup Enak" (if you want a comfortable life) refers to the man in the advertisement. In addition, the word "Usaha!" (make an effort) refers to the action that should be performed. Furthermore, the slogan "Bukan Basa Basi" (not lip service) is a reminder which means that the suggestion in the tagline is serious and it is not a lip service only.

In general, the researcher found several signs in the *A Mild* advertisement "Bukan Basa Basi" (not lip service) Red Box version like:

A. Icon

1. Icon of a man
2. Icon of a barbell
3. Icon of iron chains
4. Icon of an weight
5. Icon of an iron ball
6. Icon of the cigarette box of *A Mild*

B. Index

1. The mature age of a man is an index of worker
2. The heavy burden of the man on his shoulders is an index of hard worker
3. The man's legs bound by iron chain is an index of regulation
4. Barbell and iron ball is an index of dependence

C. Symbol

1. The sentence in the slogan "Bukan Basa Basi" (not lip service)
2. The sentence in the timeline "Mau Hidup Enak Usaha!" (if you want a comfortable life, you have to make an effort).

In details the icon, index and symbol of advertisement can be analyzed as follow:

The man in the advertisement is a sign of a worker, in a neat suit and leather shoes; this symbolizes office workers or other with responsibility for his job. The heavy burden on the shoulder is a form of the reality being in working conditions expresses a necessity to make a living, which means having a job and not being unemployed.

The setting used in this advertisement shows the fact of life with a very tough fight. Heavy burden in this work gives the idea of how great an obligation is undertaken to get the desired results. In this advertisement, the viewers can find the feet of the man are tied with iron chains and iron barbell weight. It also shows the unyielding spirit to get the desired result. A bond at the foot shows a necessity to keep moving even though there is a heavy burden in life. The heavy burden is a responsibility that must be resolved with caution, this case is depicted with the man

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.

That the sign support the advertisement can be seen from the following evidence:

The use of signs in the advertisement is the correlation interconnected. Publishers want to show a social fact in the community about the struggle to achieve the desired 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 advertisement with images. Tagline has an understanding highlighted in conveying 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 between the slogan, image or tagline gives option in life. At this point the audience is expected to get the meaning of the sign is contained in it.

The sign of picture in the advertisement is showing the character of a hard 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 suggests the audience to imagine the man in the advertisement as himself who has a 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 to give an idea that people have to try very hard to be successful. In addition, this is also reinforced by the background of the tagline and slogan which has a red colour in the tagline and black colour in a font are symbolizes energy, power, authority, vitality and spirit to instill the emotion in him to transform the lives. Especially, the size of

the font is an emphasis on every word in the tagline, which gives another meaning in every word. But, if the words stand alone, it has different meaning with this analysis.

Therefore, it can be summed up in this phrase that to enjoy the results of working hard people must sacrifice energy, time and thought to get what they want.

In addition, that to earn a decent living is not easy but it takes action to change the life. Moreover, this is also supported by the slogan of *A Mild* advertisement with the slogan "Bukan Basa Basi" (not lip service), which means it is not just talk but actions which needs to be done for a change in life.

4.1.2 The Analysis of the Second Advertisement



Figure 4.2 The second advertisement of *A Mild* "Bukan Basa Basi" Red Box version

(Source: Niki, 2010 from www.Nikicomic.blogspot.com)

The sentence in the tagline "Waktunya Unjuk Gigi" (time to show what you are able to do). The tagline helps viewers understand the purpose of advertisement, which is reinforced by the image and the slogan "Bukan Basa Basi" (not lip service). The tagline have meanings that age is not a barrier to always work, showing what can be produced with the ability to show that he is still capable of doing things that other

people do not realize. The tagline is a unified whole cannot be interpreted every word, because the tagline helps viewers understand the advertisement. The phrase "Waktunya Unjuk Gigi" (it's time to show what you are able to do) refers to the old man to take action that must be performed. It is expected that viewers would consider the old man in the advertisement as himself, so it is time for us show what we are able to do. Furthermore, the slogan "Bukan Basa Basi" (not lip service) is a reminder that it's time we showed who we are.

In general, the researcher found several sign in the *A Mild* advertisement "Bukan Basa Basi" (not lip service) Red Box version like:

A. Icon

1. Icon of an old person
2. Icon of coat
3. Icon of necktie
4. Icon of white collar
5. Icon of bowler hat
6. Icon of wrinkled face
7. Icon of the cigarette box of *A Mild*

B. Index

1. Wrinkled face is an index of elderly
2. The old man wearing a white collar is an index of a clerical worker, administration and management.

3. The old man wearing a necktie is an index of conservatives, orderliness, dependability and outgoing.

C. Symbol

1. The sentence in the slogan “Bukan Basa Basi” (not lip service)
2. The sentence in the tagline “Waktunya Unjuk Gigi” (time to show what you are able to do).

In details the icon, index and symbol of advertisement can be analyzed as follow:

The sign of the old person in the advertisement with white collar, neat clothes 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, bank officials and butler. Bowler hat has a meaning as a government worker that is the characteristic of the aristocracy. Besides, it is reinforced with a striped tie motif as conservative, orderliness, dependability, outgoing and entertaining friends. The 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 though he was old.

The settings used in this advertisement show a maxim in life. The facial wrinkles in this advertisement describe age restriction in doing something. In this advertisement viewers can find facial wrinkles show that the old man was old. In addition, this is reinforced with a suit that shows that the old man was an office worker, this is reinforce with the bowler hat which showed that the old man is a lawyer. This shows that the absence of age restriction in doing some work expression

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 desired, show what has been achieved and protest against the unfair treatment.

That the sign support the advertisement can be seen from the following evidence:

The signs in this advertisement are built with good context giving rise to the 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 wrinkled face is a sign of someone who has lived with the capacity of working hours 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 something that other people do not realize it should have the values contained in it. At this point the audience is expected to understand that the old man in this advertisement is a clerical worker, administration and management, which is marked with a suit, tie and bowler hat.

The sign of the old man in this advertisement shows the character of an office worker like clerical workers, administration and management, which show that even though he was old, he is still able to do things that other people do not realize. The audience can see explicitly that this old man alone wears clothing suit with wrinkles face. 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 people do not realize. The settings with wrinkled face and toothless emphasis on an obstacle that must be overcome, it is an emphasis on the elderly who most people

assume that the age is not productive at work. The publishers want to give viewers an idea that old man should always strive to show things that other people do not realize.

Moreover, the meaning of the sign is also reinforced with a red background on the tagline and slogan and black colour on the font. The red colour symbolizes some characteristics, such as love, strength, courage, danger, sacrifice, and vitality, whereas the black colour symbolizes power and authority. In addition, colour and font size in the tagline and slogan is the emphasis on each word. However, if the word stands alone, it has a different meaning between image, tagline and slogan.

Therefore, it can be summed up that age is not a barrier to always work, show what can be produced with the ability to show that he is still capable of doing things that other people do not realize. In addition, to gain the trusts do not stand still but showing our achievement advantages. Moreover, this is also supported by the slogan "Bukan Basa Basi" (not lip service), which means that not only silent, show your achievements in life.

4.1.3 The Analysis of the Third Advertisement

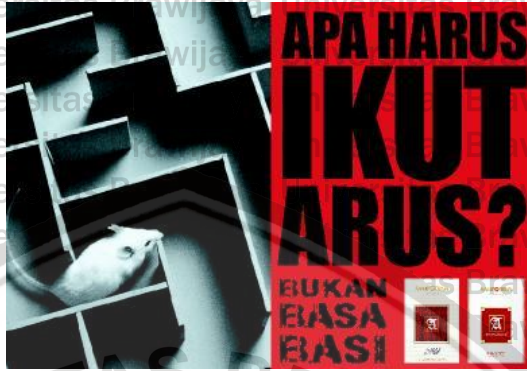


Figure 4.3 The third advertisement of A Mild “Bukan Basa Basi” Red Box version

(Source: Niki, 2010 from [www. Nikicomic.blogspot.com](http://www.Nikicomic.blogspot.com))

The sentence in the tagline says "Apa Harus Ikut Arus?" (Should we go with the stream?) Is a reminder to viewers to understand the meaning of the image and tagline in the advertisement, which is reinforced by the image and slogan "Bukan Basa Basi" (not lip service). The taglines have meanings that it takes courage to step up and change our habits in life. The tagline is a unified whole cannot be interpreted every word, because the tagline helps viewers understand the advertisement. The phrase "Apa Harus Ikut Arus?" (Should we go with the stream?) refers to the guinea pig to 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 appeal to the viewers whether to follow the path in the maze. Furthermore, the slogan "Bukan Basa Basi" (not lip service) is a slogan that means that the choice is a responsibility for the success of our future.

In general, the researcher found several sign in the *A Mild* advertisement “Bukan Basa Basi” (not lip service) Red Box version like:

A. Icon

1. Icon of maze
2. Icon of mouse
3. Icon of white side of the maze
4. Icon of black side of the maze
5. Icon of the cigarette box of *A Mild*

B. Index

1. The maze is an index of life
2. The black side of maze is an index of bleak life
3. The white side of maze is an index of enlightenment
4. The mouse in the maze is an index of guinea pigs as the example of life

C. Symbol

1. The sentence in the slogan “Bukan Basa Basi” (not lip service)
2. The sentence in the tagline “Apa Harus Ikut Arus?” (Should we go with the stream?)

In details the icon, index and symbol of advertisement can be analyzed as follow:

A mouse in the advertisement is a sign of the guinea pig because 95% of laboratory animals are mouse. According to the Foundation for Biomedical Research (FBR). Scientists and researchers rely on mouse for several reasons. One of them, easily stored, can be maintained and can adapt well to the new environment. The

mouse in the advertisement has a meaning as an attribute in life, it symbolizes a tortuous life with the boundary between the room that does not allow the rat to jump because of the position of mouse in the ad was looking for a way out. It is a form of reality in life in order to find a way of life with an obstacle in front. The maze is a complex network since ancient times. The maze has been used for various purposes, from entertainment to safety protection. In fact, the composition of the maze can be found in a small street or alleys in residential areas.

The settings used in this advertisement show a tortuous life demonstrated by mouse. maze is an overview of the obstacles and hurdles that give an idea about a responsibility in life. In this advertisement viewers can find a mouse that is confused in determining the direction of purpose, this implies about human nature which should define the purpose of life. Black or white side in the advertisement shows the way of life which must be achieved. Moreover, both sides in this advertisement is opposite between the black or white side. The white side of the maze is leadings light to the way out. It is different with the black side of the maze, which means every life, has obstacles and hurdles to be passed over.

That the sign support the advertisement can be seen from the following evidence:

The use of signs in the advertisement is the correlation which connects picture, tagline and slogan. The publishers want to show a social fact in the community about the struggle to achieve a desired goal. This means that a comfortable life is determined by the selection of destination. Correlations derived from the idea of a symbol that connects the tagline in the advertisement with images. In addition, the

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.

Signs in this advertisement provide understanding that the maze is a unity that cannot be separated, because the maze is an intricate combination of paths or sections in which it is difficult to find the exit. This advertisement gives a strong contribution 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 pig and the maze. In addition, this is also reinforced by the tagline background and 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 separated and interpreted every single word, because the tagline helps the viewers understand the advertisement. Moreover, font size in the tagline and slogan is an emphasis on every word which gives another meaning. However, if the words stand 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 reinforcing and limiting understanding of the audience.

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, 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 "Bukan Basa Basi" (not lip service) which means that, the choice is a responsibility for the success of our future.

4.1.4 The Analysis of the Forth Advertisement



Figure 4.4 The forth advertisement of *A Mild* “Bukan Basa Basi” Red Box version

(Source: Niki, 2010 from [www. Nikicomic.blogspot.com](http://www.Nikicomic.blogspot.com))

The sentence in the tagline "Plintat-Plintut Makan Ati" (if you not have a permanent establishment will make others angry). This tagline helps viewers understand the purpose of advertisement, which is reinforced by the image and slogan "Bukan Basa Basi" (not lip service). The tagline has meanings that, in determining a choice must be based on our confidence. The tagline is a unified whole cannot be interpreted every word, because the tagline helps viewers understand the advertisement. The phrase "Plintat-Plintut Makan Ati" (if you not have a permanent establishment, will make others angry) refers to the road taken in option. The word "Plintat-Plintut" (if you not have a permanent establishment) is a figure of speech 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 Basi" (not lip service) which means that, to specify the decision in step must have a strong stance.

In general, the researcher found several signs in the *A Mild* advertisement

“Bukan Basa Basi” (not lip service) Red Box version like:

A. Icon

1. Icon of intersection
2. Icon of railway
3. Icon of traffic symbol
4. Icon of pebbles
5. Icon of clouds
6. Icon of the cigarette box of *A Mild*

B. Index

1. Road branching is the index of the number of purposes
2. Railway is the index of travel that is be passed
3. Spanning forest is an index of a long road
4. Clouds and the sky is an index of the infinite purposes

C. Symbol

1. The sentence in the tagline “Plintat-Plintut Makan Ati” (if you not have a permanent establishment, will make others angry)
2. The sentence of slogan “Bukan Basa Basi” (not lip service)

In details the icon, index and symbol of advertisement can be analyzed as follow:

The sign of railroads in this advertisement is a choice in life, this proved to the railroads branching and endless. The railroads are a sign of choice to determine the direction of life. Intersection in the railroads is a choice in deciding desired

destination. In general, the railroads is a tool to train the way that straight fit existing corridor, the straight path is a hallmark of the railway. Moreover, it is reinforced by a stretch of trees that are in the advertisement indicating that a trip is not easy to achieve destination, due to obstacles and barriers is the process of achieving the goal.

The settings described in this advertisement are a decision to determine the direction of the destination. The destination is an option to determine the direction taken. This is illustrated with two options marked with the traffic symbol. This picture gives comprehension to the audience about a choice in life which is depicted by branching railroads. This proves that every sign in the picture has a mutually reinforcing relationship to form an understanding. The description of clouds and sky has a meaning of not limited in space and time. The gravel along the railroad meant that a journey has a hurdle, which is showed by the gravel on the railroad tracks.

That the sign support the advertisement can be seen from the following evidence:

The use of signs in this ad uses correlation interconnected. The publishers want to show a social fact that exists in the surrounding communities, about a choice in the decision making. This relationship is getting the idea of a symbol that connects with the tagline and image. Moreover, the relationship between the slogan, image or tagline gives the appearance of restriction to the viewers in interpreting it. On this occasion the audience is expected to get the meaning of the signs contained in it.

The signs in this advertisement are the train tracks with the forest backdrop with very long road, where the railway carriage has a traffic sign indicating branching rails. This sign is a collaboration of some of the signs contained in the advertisement.

This ad gives a strong contribution to the delivery of meaning contained therein. This means that the railway line branching is a choice in determining the direction of the goal, where the goal is a long journey in life. Moreover it is reinforced with forest background stretch. This submission is intended for viewers to be able to understand the meaning contained with limitation of existing image and tagline in the advertisement. The setting in this advertisement is a correlation between the image and tagline that gives the viewer the sense of the meaning contained therein. This is also reinforced by the tagline red background with black font colour that symbolizes 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 different sense. However, if the words stand alone, it has a different understanding with this analysis.

Therefore it can be summed up in this advertisement, that a life is a challenge and 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 meaning and limits the viewers understanding. In addition, it is also supported by the slogan "Bukan Basa Basi" (not lip service) which means to specify the decision to step.

4.1.5 The Analysis of the Fifth Advertisement

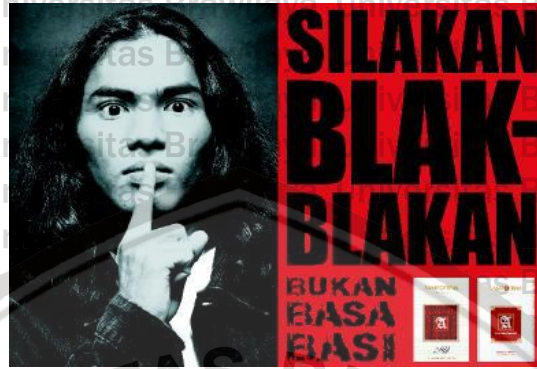


Figure 4.5 The fifth advertisement of *A Mild* “Bukan Basa Basi” Red Box version

(Source: Niki, 2010 from [www. Nikicomic.blogspot.com](http://www.Nikicomic.blogspot.com))

The sentence in the tagline "Silakan Blak-Blakan" (please say bluntly). This tagline helps viewers understand the purpose of advertisement, which is reinforced by the image and slogan "Bukan Basa Basi" (not lip service). The taglines have meanings 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-Blakan" (please say bluntly) refers to the freedom to argue, where the word "silakan" (please) is the petition word that mean provides an explanation for doing a thing. In addition, the slogan "Bukan Basa Basi" (not lip service) is a slogan that has a meaning that freedom of opinion and aspirations not a secret, Convey the aspirations clearly and unambiguously

In general, the researcher found several signs in the *A Mild* advertisement “Bukan Basa Basi” (not lip service) Red Box version like:

A. Icon

1. Icon of being mute
2. Icon of freedom
3. Icon of finger
4. Icon of bulging eyes
5. Icon of stiff face
6. Icon of the cigarette box of *A Mild*

B. Index

1. Stiff face is the index of resistance
2. Finger in front of mouth is the index of voiceless
3. Long and untidy hair is the index of freedom in doing things
4. Staring seriously is the index of resistance

C. Symbol

1. The sentence in the tagline “Silakan Blak-Blakan” (please say bluntly)
2. The sentence of slogan “Bukan Basa Basi” (not lip service)

In details the icon, index and symbol of advertisement can be analyzed as follow:

Stiff Face in this advertisement means a sign that has a lot of meanings in life.

This sign is very opposed to social life. Index finger in front of the mouth is the manner which expressed to covering up a secret or the truth. In generally the act of this figure shows the facial expressions of silence over a matter. Especially this picture which shows the character of a young man with desultory hair is a form of

freedom of speech. But freedom is in stark contrast to the attitude of silence depicted with facial expressions and hand.

Existing arrangements in this advertisement is an act of silent or concealed information. This action is a decision that is in stark contrast with the existing freedom, the freedom which is free to argue and share information with each other.

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.

The visible signs of facial and hand expressions symbolize the attitude of silence on the information. This is in contrast with our habit to share information.

That the sign support the advertisement can be seen from the following evidence:

The use of signs in this advertisement uses correlation interconnected; it is obtained from the correlation between image and tagline. The publishers want to show a social fact about the silent action reinforced by the signs in the pictures.

Moreover, the relationship between image, tagline and slogan gives viewers the restriction of thinking in deciphering the signs are there. On this occasion the audience is expected to get the meaning of the signs contained in it.

A sign in this advertisement is freedom bound, where freedom would have been marked with disheveled hair. Sign is a collaboration of some of the signs contained in the advertisement. This advertisement makes a strong contribution to the delivery of meaning contained therein. This means that freedom of speech is the cornerstone of the activity. Especially freedom of speech or expression is freedom of action in aspirations, but do not rule out the possibility of free speech is the contrast in general

life. This is evident from the few signs that the contrast between the image and the tagline that contain multiple meanings, where the image has a meaning of free speech is silenced in a gesture. While the tagline has a significance of freedom of speech within aspires to express their opinions. This is intended for viewers to be able to understand the meaning and significance and confine the viewer meaning with image and tagline. The setting in this advertisement is the correlation between the image and tagline that gives the meaning contained therein. In addition, this is also reinforced by the red background on the tagline and black colour as font symbolizes energy, power, authority, vitality and spirit to instill the emotion in him to transform the lives. Moreover, font size in the tagline and slogan is an emphasis on every word which gives another meaning. But, if the words stand alone, it has different meaning with this analysis.

Therefore it can be summed up in this advertisement, that free speech is the right for every person to express their aspirations without any hidden secret, this is confirmed by the correlation of the sign in the tagline and slogan, which is an integral and demonstrate an understanding of the meaning and the understanding of the viewer. It is also supported by the slogan "Bukan Basa Basi" (Not lip service) which means that, time we spoke told the truth.

4.1.6 The Analysis of the Sixth Advertisement



Figure 4.5 The sixth advertisement of A Mild “Bukan Basa Basu” Red Box version

(Source: Niki, 2010 from [www. Nikicomic.blogspot.com](http://www.Nikicomic.blogspot.com))

The sentence in the tagline "Maju Terus" (move on). This tagline helps viewers understand the purpose of advertisement, which is reinforced by the image and slogan "Bukan Basa Basi" (not lip service). The tagline is a unified whole cannot be interpreted every word, because the tagline helps viewers understand the advertisement. Tagline "Maju Terus" (move on) refers to the persistence in change, which is an act of amendment to change a habit. In addition, the slogan "Bukan Basa Basi" (not lip service) is a slogan that has a meaning that activities should be carried out with no strings attached much talk and get the expected results in accordance with what is revamped

In general, the researcher found several signs in the A Mild advertisement “Bukan Basa Basi” (not lip service) Red Box version like:

A. Icon

1. Icon of a hole that has shape like a man.

2. Icon of sturdy wall.

3. Icon of brick wall.

4. Icon of the cigarette box of *A Mild*

B. Index

1. The wall is the index of obstacle of life

2. The brick wall is the index of strong obstacle which has to face in life

3. The black side in the wall is the index of strengthen meaning solidness.

4. The white side is the index of enlightenment of life

5. The sturdy wall is the index of separate or gab in society

C. Symbol

1. The sentence in the tagline “Maju Terus” (move on)

2. The sentence of slogan “Bukan Basa Basi” (not lip service)

In details the icon, index and symbol of advertisement can be analyzed as follow:

The big hole like people in the advertisement has multiple meanings contained therein. The significance of a penetrated wall is a struggle to get through all the obstacles. Moreover, the meaning is reinforced by sturdy walls and a brick symbolizing obstacles and temptations that must be passed. This is reinforced by the black and white side is a positive and negative effect. In general, this picture shows an enthusiast in the struggle to past obstacles, where the struggle is illustrated by a wall that had been penetrated.

The settings in this advertisement are a sturdy brick wall penetrated by people.

This action is a persistence or struggle to get through the obstacle in front of them,

this obstacle is a brick wall that symbolizes room divider in problem solving, and sturdy wall has a privacy function as protection against interference from outside.

This picture gives an account of a man through walls is a level of social society. This image gives the viewer an idea of a barrier in the social community. It is proving

every sign in the picture has a relationship interconnected to form an understanding.

Signs visible in this image are an attitude that will not stop to change for a progress.

That the sign support the advertisement can be seen from the following evidence:

The use of signs in this advertisement is correlation interconnected. The publishers want to show that there is a social fact in the community about the struggles in life. The correlations are derived from the idea of an image that connects with the tagline in the ad associated with the advertising slogan. In addition, the relationship between image, tagline and slogan gives restriction to interpret the signs.

On this opportunity the audience is expected to get the meaning of the signs contained in it.

Sign in this advertisement is a struggle to change the habits of life marked by a man penetrating the wall, where the wall has a brick composition that has a meaning as an obstacle in achieving change. In a general sense, the wall is a part of a building that serves as a divider between the outer space with space inside. This means that protect against intrusion and weather, a room divider to another room, also functions as a light barrier solar, wind, and to avoid disturbance of wild animals. Signs in this advertisement are a collaboration of images, tagline and slogan. This could mean that the picture in the advertisement has significant signs in the form barriers and

obstacles because life is a struggle. This is a hurdle to be success in life changes expected by everyone. This is intended for viewers in order be able understand the meaning and significance limit viewer with image and tagline. The setting in this advertisement is the correlation between the image and tagline that gives meaning contained therein. In addition, this is also reinforced by the red background on the tagline and black colour as font symbolizes energy, power, authority, vitality and spirit to instill the emotion in him to transform the lives. Moreover, font size in the tagline and slogan is an emphasis on every word which gives another meaning. But, if the words stand alone, it has different meaning with this analysis.

Therefore, it can be summed up in this advertisement that change is needed by every person who wishes to change his life. These are confirmed by the correlation between image, tagline and slogan which is an integral composition and demonstrate an understanding of the meaning and understanding of the audience. It is also supported by the slogan "bukan basa basi" (not lip service) which means not only talk but action is needed to change lives.

4.2. Discussion

From the analysis of six ad A Mild "Bukan Basa Basu" Red Box version, the researchers found signs of icon, index and symbol associated with the sign by Peirce's theory. The researcher found sign in the six wallpaper advertisement, in each advertisement has icon, index and symbol. The sixth wallpaper advertisement has different characteristics in applying the existing signs. On the first advertisement until

the sixth advertisement, the researcher found signs in each advertisement. In the first and second advertisement uses sign of a man, the third uses a sign of a mouse in the advertisement, the fourth advertisement use sign of railroads, the fifth advertisement using sign of man and the sixth advertisement using sign human-shaped hole. It can be seen that the six advertisements have different correlations.

The correlation sign in the first advertisement form a hard worker described by a man who lift heavy weights. The second advertisement this correlation is formed from an old man who uses a bowler hat, it has a meaning as a white collar or government officials. The third advertisement has a correlation to the image formed from a mouse that has a meaning as a guinea pig. The fourth advertisement is a choice in life defined by the railway crossing. Besides the fifth advertisement has established correlation of the image of a man who signalled for silence, this represents a silent action. The sixth advertisement has formed correlation of image a human-shaped hole that is an obstacle in life.

In addition, it is also reinforced by the ad background like red and black on the tagline and slogan. The red colour on the tagline and slogan has an imaging sense, love, strength, courage, passion, primitive, danger, sin, sacrifice, and vitality. black colour on the tagline and slogan font has a strong sense of emotion, power and authority, but the other side shows the black emptiness, guilt, suffering and death because this colour is always associated with the night, and the mystery of dark

energy. Moreover, font size in the tagline and slogan is an emphasis on every word which gives another meaning.

Meanwhile, the signs are also found in the *A Mild* advertisement “Bukan Basa Basa” Red Box version, which is a sign like icon in the advertisement. Icon in this advertisement is an object, scene, person or abstraction produced on the surface. The six advertisements of *A Mild* “Bukan Basa Basa” Red Box version have a sign in the form of icons in each advertisement, as the first advertisement that has the icon of a man, barbell, an iron chain, encumbrance and an iron ball. In the second advertisement has an icon of an old people, coat, necktie, white collar, bowler hat and icon of a wrinkled. The third advertisement has the icon of the maze, a mouse, white side of the maze and Icon of the black side of the maze. The fourth advertisement has an icon of intersection, railway, traffic lights, pebbles, the clouds, the sky and icon of forest. The fifth advertisement has icon of a mute, freedom, hand, bulging eyes and Icon of stiff face. The sixth advertisement has the icon of a hole that has a shape like a man, sturdy wall, brick wall. So, the signs presented by Peirce theory applied in six ad *A Mild* “Bukan Basa Basa” Red Box version.

This study prove that in make the advertisement is still considering the semiotics aspect, such as the signs used in any existing advertisement. The researcher used signs based on the Peirce theory which consists of representamen, interpreter and object, which in this explanation of icon, index and symbol. It can be argued that the communication can be formed from the existing signs and provide meaning in

advertisement. This is evident from the advertisement of *A Mild* "Bukan Basa basi" Red Box version with the tagline "mau hidup enak, usaha!" (if you want a comfortable life, you have to make an effort) in the first advertisement, "waktunya unjuk gigi" (time to show what you are able to do) in the second advertisement, "apa harus ikut arus?" (should we go with the stream) in a third advertisement, "plintat-plintut makan ati" (if you not have a permanent establishment will make other angry) in the four advertisements, "silakan blak-blakan" (please say bluntly) in fifth and "maju terus" (move on) in the sixth advertisement.

So, the six advertisements of *A Mild* "Bukan Basa Basi" Red Box version implements elements interconnected among icon, index and symbol. This study reveal of some existing signs represent the content of advertisement *A Mild* "Bukan Basa Basi" Red Box version. The findings and analysis of existing signs, found that every advertisement contains markings in accordance with the picture of the realities of life. Thus, it can be concluded that signs used in advertisement of *A Mild* "Bukan Basa Basi" Red Box version represents the content of the advertisement.



CHAPTER V

CONCLUSION AND SUGGESTION

After analyzing and interpreting data in previous chapter, the researcher gives some conclusion and suggestions. The conclusion is drawn based on the research questions, which suggestions are intended to give information to the readers or to the next researchers who are interested in doing further research in the same field.

5.1 Conclusion

This study analyzes the advertisement signs in the *A Mild* “Bukan Basa Basi” Red Box version. The researcher found six advertisements of *A Mild* "Bukan Basa basi" Red box version that has a lot of data for analysis. Based on the theory of Peirce, the researcher found the use of signs in making this advertisement, where in every advertisement contains a form of sign icon, index and symbol. The use of signs in communication also means to form an understanding in these markers, where the signs have the meaning contained in the advertisement.

The researcher finds signs in every advertisement *A Mild* "Bukan Basa Basi" Red Box version, which give a clear meaning in every advertisement. One of the signs in the advertisement is a tagline that provide an understanding of the signs in the community such as “Mau Hidup Enak Usaha” (if you want a comfortable life, you have to make an effort), “Waktunya Unjuk Gigi” (time to show what you are able to do), “Apa Harus Ikut Arus?” (should we go with the stream?), “Plintat-Plintut Makan

Ati” (if you not have a permanent establishment will make others angry), "Silakan Blak-Blakan” (please say bluntly), “Maju Terus” (move on). The signs have meaning in the context of the limitations of existing viewers in the advertisement. So, it can be concluded that the interpretation of viewers to advertisements depends on situation, which is reinforced by the advertising signs mentioned.

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 six advertisements of *A Mild* “Bukan Basa Basi” Red Box version uses the same 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 slogan. The characteristic of the image on the advertisement is a sign to explain the meaning of the advertisement. In addition, the use of the characteristics of each image is different meaning. Good public advertisement should be fairly easy to understand and to read and also close by the public to make the readers have better understanding on the meaning of the text and media.

5.2. Suggestion

By finishing this research, the researcher proposed suggestions to the parties who are influence directly to this research, namely:

1. Faculty of Culture Studies, Universitas Brawijaya

The researcher suggests to the Faculty of Culture Studies, Universitas Brawijaya to give more references related to semiotics studies. So that, those students who take semiotics researches will not find difficulties in finding theory and references.

2. The Students

Many students are interested in semiotics study. It is actually a good opportunity to broaden semiotics study. Yet, in fact, there is still a little number of students who dare to take semiotics as their research. This condition is caused by the difficulties in finding theory and references. Hence, students are expected to collect theories and references before taking the desired research in order to avoid misunderstandings in analyzing theories and references.

3. The Next Researchers

This study is presented to broaden the semiotics study. For the next researchers who are interested in the semiotics study, the researcher suggests that they should 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 to analyze other objects which use visual communication designs, such as logos, brand products, music covers, or the emoticons used in some social media. So, it is hoped, the next researchers can enrich the semiotics study especially in the study of signs and codes.

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APPENDICES

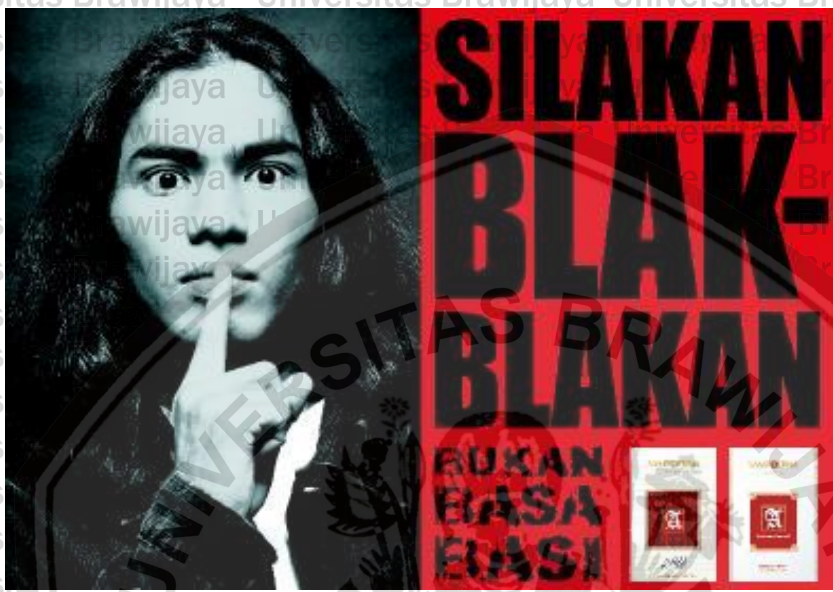
Appendix 1. The Advertisement of A Mild “Bukan Basa Basi” Red Box version



Appendix 2. The Advertisement of A Mild “Bukan Basa Basi” Red Box version



Appendix 3. The Advertisement of A Mild “Bukan Basa Basi” Red Box version



Appendix 4. The Advertisement of A Mild “Bukan Basa Basi” Red Box version



Appendix 5. The Advertisement of A Mild “Bukan Basa Basi” Red Box version



Appendix 6. The Advertisement of A Mild “Bukan Basa Basi” Red Box version



Appendix 7. Berita Acara Skripsi



KEMENTERIAN PENDIDIKAN NASIONAL UNIVERSITAS BRAWIJAYA FAKULTAS ILMU BUDAYA

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Advertisement *Bukan Basa Basi* Red Box Version
5. Tanggal Mengajukan : 8 Januari 2012
6. Tanggal Selesai Revisi: 20 Agustus 2013
Nama Pembimbing : I. Dra. Endang Sasanti, M.A.
II. Agus Gozali S,Pd
7. Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing	Paraf
1	2 April 2012	Menyerahkan Bab I	I	
2	12 April 2012	Konsultasi Bab I	I	
3	24 April 2012	Konsultasi Bab I	I	
4	10 Mei 2012	Menyerahkan Bab I-III	I	
5	15 Mei 2012	Menyerahkan Bab I-III	II	
6	4 Juni 2012	Konsultasi Bab I-III	II	
7	5 Oktober 2012	Konsultasi Bab I-III	I	
8	13 November 2012	Konsultasi Bab I-III	II	
9	18 Desember 2012	Konsultasi Bab I-III	I	
10	22 Februari 2013	Konsultasi Bab I-III	I	
11	25 Februari 2013	Konsultasi Bab I-III	II	
12	28 Februari 2013	Konsultasi Bab I-III	I	
13	13 Maret 2013	Konsultasi Bab I-III	I	
14	15 Maret 2013	ACC Sempro	I	
15	19 Maret 2013	Konsultasi Bab I-III	II	
16	20 Maret 2013	Konsultasi Bab I-III	II	

17	21 Maret 2013	Konsultasi Bab I-III	II	
18	2 April 2013	Revisi Bab I-III	I	
19	9 April 2013	Revisi Bab I-III	I	
20	12 April 2013	Revisi Bab I-III	II	
21	15 April 2013	Revisi Bab I-III	I	
22	21 Juni 2013	Konsultasi Bab IV-V	I	
23	22 Juni 2013	Konsultasi Bab IV-V	I	
24	24 Juni 2013	Konsultasi Bab IV-V	II	
25	27 Juni 2013	Konsultasi Bab IV-V	II	
26	3 Juli 2013	ACC Semhas	I	
27	4 Juli 2013	ACC Semhas	II	
28	15 Juli 2013	ACC Kompre	I	
29	15 Juli 2013	ACC Kompre	II	
30	17 Juli 2013	Revisi Bab I-V	I	
31	17 Juli 2013	Revisi Bab I-V	II	
32	22 Juli 2013	Revisi Bab I-V	II	
33	16 Agustus 2013	Revisi Setelah Ujian	I	
34	19 Agustus 2013	Revisi Setelah Ujian	II	
35	19 Agustus 2013	Revisi Setelah Ujian	Penguji I	
36	19 Agustus 2013	Revisi Setelah Ujian	Penguji II	

8. Telah dievaluasi dan diuji dengan nilai:



Malang, 19 Agustus 2013

Dosen Pembimbing I

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