

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

In this current era, the development of advertising is currently growing rapidly through various media such as newspapers, magazines, radio, television, social media, etc which is there are oral and visual advertisements. Advertising is a form of allure of a product to promote that products. Therefore, advertisements must be made interesting, contain messages, and make a benefit to people then the ads that are made must also make people easy to understand, remember, and using a good delivery so that it can be wisely accepted by people who see, read, and listen to it. An advertisement there is a message contained by the author so that the ad is interesting and easy to remember by people. With creativity that makes advertising interesting, advertising becomes an important place in social life current era. People can see and understand the message contained in an advertisement because the message contained in an advertisement is an important allure that the ad must have. The message contained in the ad is mentally stored in the memory or mind of each person by simply viewing the visualization or people will capture the meaning that is told from the ad.

The term advertising itself comes from the Latin verb "advertere" which means 'directing one's attention to'. It states a form of announcement or representation intended to promote a particular sale. "Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor"(William Stanton, 1986). The role of advertising in marketing a product is to build awareness of the existence of the product offered, to increase the consumer's knowledge about the products offered, to persuade potential customers to buy and use the product and to differentiate themselves from one company to another.

Semiotics comes from the Greek "semeion" the meaning is sign, semiotics is defined as the science of signs, with the sign we seek order in the world stage. Semiotics is the study of the role of signs as part of social life (Ferdinand de Saussure, 2003). The basis of semiotics is the concept of the sign, not only the language and the communication system composed of the signs, but the world itself- as far as the human mind is concerned is made up entirely of signs because otherwise it will not be able to connect with reality. So, semiotics is a study that not only refers to the signs in daily conversation, but also everything that refers to other forms such as words, images, sounds, gestures, and objects. While de Saussure mentions this science with semiology, a study of the rule of signs as part of social life (a science which studies the role of signs as part of social life)

In advertisement there are other communication tools often used are images, colors and sounds. To review advertisements in semiotics perspective, we can review them through the sign system in advertisements. Advertisement use a sign system consisting of either verbal symbols or icons. Basically the emblem used in advertising consists of two types: verbal and nonverbal. The verbal symbol is the language we know, the nonverbal symbol is the form and color presented in the advertisement that does not imitate the form of reality. Icons are shapes and colors that are similar to or similar to real-life situations such as images of objects, people or animals (Sobur, 2003).

Signs have two components, signifier and signified. The signifier is the aspect of the sign, while the signified is the mental picture or concept of the relationship between the physical state and the mental concept called signification. In other words, signification is an effort in giving meaning to the sign (meaning making process). Saussure says that the signs are everything that is used for something else. There are two important approaches, namely the first approach based on Saussure's view that the signs are composed of two elements, the aspect of the image of sound (a kind of word or visual representation) and a concept of the image being propped up. According to Saussure, it does not mean that "the selection of the marker leaves the speaker at all" but, moreover, "motiveless," the abriter. In meaning, the signifier has a natural relationship with the marker (Saussure, 1966).

In this research, I choose in Google Maps, *Saroo Brierley: Homeward Bound, Hello World* advertisement. The data that I get from BBC News, Saroo was only five years old when he got lost. He was travelling with his older brother, working as a sweeper on India's trains. That fateful nap would determine the rest of his life. Saroo did not meet his brother on the train. Instead, he fell asleep and had a shock when he woke up 14 hours later. Though he did not realise it at first, he had arrived in Calcutta, India's third biggest city and notorious for its slums. Soon he was sleeping rough. The little boy learned to fend for himself. He became a beggar, one of the many children begging on the streets of the city. But in the end, he did get off the streets. He was taken in by an orphanage, which put him up for adoption. He was adopted by the Brierleys, a couple from Tasmania. Saroo settled down well in his new home. But as he got older the desire to find his birth family became increasingly strong. The problem was that as an illiterate five-year-old he had not known the name of the town he had come from. All he had to go on were his vivid memories. So he began using Google Earth to search for where he might have been born.

This advertisement is so interesting to analyze, because this advertisement show the struggle of Saroo Brierley to find out his family especially his mother and his brother. This advertisement could inspire every people. The journey of Saroo also was filmed with the title "Lion" from the cast Dev Patel and Nicole Kidman. From Google Maps Advertisement about Saroo telling that how struggling to find out his family is very inspiring.

1.2 Identification of the Problem

According to the background of my research explained in the previous page, the writer identifies the main problem which is story of Saroo Brierley journey's to find out his family from the Google Maps Advertisement. Based on the identification of the problem that are explained above, the writer assume that the sign which are created in advertisement Google Maps, Saroo Brierley: Homeward Bound, Hello World could from the scene, picture, and the conversation from main character itself that can be convey the message to people through the message which are created in that advertisement.

1.3 Limitation of the Problem

The research that make more specific, focused, and not too limited the problem which are the message that appears in Google Maps, *Saroo Brierley: Homeward Bound, Hello World* advertisement. In this research, I uses two semiotics theories. First, Saussure's theory signifier and signified. Second, Peirce's theory about signs consists of representamen, object, and interpretant. Three notions of signs such as icon, index and symbol, are also used in the research. And the last is theory of color as a supporting theory.

1.4 Formulation of the Problem

Based on the background of the problems, I formulate the problem: Is my assumption of this advertisements, Google Maps, *Saroo Brierley: Homeward Bound, Hello World*, correct? In order to answer this question, I formulate the problem as follows:

1. What is the signifier and signified meanings in Google Maps, *Saroo Brierley: Homeward Bound, Hello World*?
2. What is the icon, index, and symbol meanings in Google Maps, *Saroo Brierley: Homeward Bound, Hello World*?
3. What is the message built by the advertisement based on its written narration by utterances delivered?

1.5 Objective of the Research

Based on problem formulation above, I aim to show that the objection of this research. I make several steps as follow:

1. To find out the signifier and signified meanings in Google Maps, *Saroo Brierley: Homeward Bound, Hello World*.
2. To find out the icon, index, and symbol meanings in Google Maps, *Saroo Brierley: Homeward Bound, Hello World*.
3. To find out the message built by the advertisement based on its written narration by utterances delivered.

1.6 Method of the Research

In conducting this research, theories revolving around semiotic approaches to find out the signified and signifier (Ferdinand de Saussure) and from the Pierce's three mode (Charles Pierce) are selected to support the writer's analysis on Google Maps, *Saroo Brierley: Homeward Bound, Hello World* Advertisements. Therefore, qualitative research was the appropriate method to help the researcher conduct this research.

1.7 Benefit of the Research

This research is useful to support the teaching of Semiotics courses. This research also to know about sign, signifier, icon, index, and symbol meanings. Because we need to know what the meaning of advertisement from oral or visual. Understanding the concept of sign, signifier, icon, index, and symbol meanings. From this research we can understand of what the advertisement delivered to the audience from oral or visual by the concept of sign, signifier, icon, index, and symbol. We can know the message of this advertisement delivered to the audience from writer narration.

1.8 Systematic Organization of the Research

Chapter 1: Introduction

In this chapter, I explain about the background, identification of the problems, limitation of the problems, formulation of the problems, objective of the research, methods of the research, about the analysis of Revealing Meaning Google Maps, *Saroo Brierley: Homeward Bound, Hello World* Advertisement through semiotics theory.

Chapter 2: Review of the Literature

This chapter explains the theoretical framework of linguistics. In this chapter explains more specifically the sign system according to Ferdinand de Saussure and Charles Sanders Peirce.

Chapter 3: Revealing Message on Google Maps, Saroo Brierley:
Homeward Bound, Hello World Advertisement.

In this chapter, I examine and analyse the data in order to answer the research questions. I discover the signifier and signified from Saussure's theory and icon index, symbol from Peirce's theory with an images appear from the connection among the words, phrases, and images of the scenes from Google Maps Advertisement.

Chapter 4: Conclusion

This chapter consists of the writer's conclusion from the analysis of the complete study.

