

CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

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 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, so that it can be widely 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 media 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 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.

According to <https://onlinelibrary.wiley.com/doi/full/10.1002/9781118611.wbielsi137>, retrieved on April 07, 2020, 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. According to Stanton (1986:462), 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; This message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor. 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.

According to Yakin & Tory (2014:1) semiotics is the study of signs. In general, the definition of semiotics, as different semioticians agree it on, is "the study of sign or an epistemology about the existence or the actuality of sign in social life". According to Saussure, a sign has two entities, namely Signifier and Signified or "Signs" and "Meanings" or "Signers" and "Signs". Signifier is the sound that is approved or the agreed streak (material aspects), that is what is agreed upon and what is written or read. Marked is a mental picture, which is a thought or concept of mental and language aspects. The relationship between physical and physical signifies the significance. In other words, signification is to give meaning to the world. Implicit in Saussure's resolution is a principle, semiotics rely heavily on the main rules or social codes that apply in society, so that they can be used to make related papers.

This research about Pepsi advertisement aims to find out the meaning of sign. Theory of sign more specific from the Swiss linguist Ferdinand de Saussure (1857–1913). Saussure as cited in Chandler (2007:2-3) states that a science which studies the role of signs as part of social life. It is beyond the most basic definition as 'the study of signs', 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) and the distinction between **signifier** and **signified** is crucial. The signifier is the image used to stand for something else, while the signified is what it stands for (a real thing or, in a stricter reading, a sense-impression). 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 arbiter.

In this research, the writer chooses Pepsi advertisement *Kendall Jenner: Live Bolder, Live Louder, Live for Now*. According to <https://Live for Now>, retrieved on April 04, 2020, the Pepsi commercial features American fashion model

and television personality Kendall Jenner and the song "Lions" by Skip Marley. The ad begins silently with a person's hand cracking open a Pepsi can and then a shot of a young man playing a cello on a rooftop. The view pans backward on a city and then zooms in on the musician with sweat flying off of his face as he plays. The music soundtrack then begins, with no other sound accompanying the visual footage. The view switches to a protest with mostly young people walking displaying V signs as gestures of peace and carrying signs, including one that says "Join the Conversation" and others with peace symbols.

The view then switches to a young woman in a hijab, who appears to be a professional photographer going through her print photographs with a red marker. Then the view switches to Jenner's character, clad in a silver dress being photographed in a photo shoot, but suddenly she also showing a curious of the protesters passing nearby. The cellist, shown indoors in a new location, notices the protest as well, then drinks a Pepsi while viewing passing marchers from a balcony. Below the balcony, two young women drink a Pepsi.

Then two other women take photo as the march passes behind them, and then switches to the photographer, growing frustrated and then sending her prints flying in a gesture of irritation. She then also notices the protest outside. The view then switches to the protesters, looking cheerful. The photographer looks captivated, grabs her camera, and heads outside toward the protesters. There are images of more young people marching, then the cellist playing music alongside a guitarist as two men dance. Jenner's character is shown again, still in a photo shoot but increasingly focusing on the protest. The cellist passes her, and gestures with his head for her to join them. Jenner responds by pulling off her blond wig to reveal her dark brown hair, cutting to a shot of her hair being blown forward. She hands the wig to a black woman assistant without looking at her, wipes off her dark lipstick, and heads toward the protest.

The camera then shows several police officers standing rigidly watching the protest, then two young protesters, then two men - one in a religious robe - and a woman, several of these characters displaying V signs. Jenner, now in a more casual outfit, passes swiftly through the crowd and advances toward the police officers. She hands a Pepsi can to one of the police officers, as the photographer, looking

riveted, snaps multiple photographs of the interaction. The police officer drinks from the can, and the crowd of protesters cheers enthusiastically. The photographer puts aside her camera and hugs a protester in celebration. The commercial ends displaying the phrases "Live Bolder", "Live Louder", and "Live for Now".

This advertisement is so interesting to analyse, because this advertisement has a lot of interpretation by people from a negative or positive interpretation.

1.2. Identification of the Problem

According to the background of the problem mentioned above, the writer identifies the main problem which is the Pepsi advertisement story. The writer assumes that the signs made in Pepsi, Kendall Jenner: Live Bolder, Live Louder, Live for Now advertisements obtained from scenes, images or symbols that appear in these advertisements can convey the meaning and message of the advertisement.

1.3. Limitation of the Problem

Based on the limitation above, the writer limits the research to signifier and signified of the ad and focused on sign and their meanings that appears in Pepsi advertisement *Kendall Jenner: Live Bolder, Live Louder, Live for Now*. In this research, the writer uses semiotics theory and dealing with Saussure's theory signifier and signified.

1.4. Formulation of the Problem

Based on the limitation on the problem mentioned before, the writer formulates the problems which as follows:

1. What are the signifiers and signified found in Pepsi Advertisement titled *Kendall Jenner: Live Bolder, Live Louder, and Live for Now*?
2. What are the meanings of the signs found in Pepsi Advertisement titled *Kendall Jenner: Live Bolder, Live Louder, Live for Now*?

1.5. Objectives of the Research

Based on the formulation of the problem above, so the objective of the research are as follows:

1. To find out the signifiers and signified in Pepsi Advertisement titled *Kendall Jenner: Live Bolder, Live Louder, Live for Now*.

2. To find out the meaning of the signs in Pepsi Advertisement *Kendall Jenner: Live Bolder, Live Louder, Live for Now*.

1.6. Method of the Research

This research uses qualitative approach. Berg (2009:2) defines qualitative approach can often be far more involved, intense work, and produce data that require hours of analysis that cannot be done solely by a software program, It means that uses mostly non-numeric data such as narrative text. The writer uses descriptive method. According to Manuel and Medel (1998:25), descriptive method involves the description, recording, analysis and interpretation of the present nature, composition, or process of phenomena. The focus is on the prevailing conditions, on how a person, group, or thing behaves or functions at the time of the study. Sanchez (1980:24) cite the process of descriptive method as going beyond mere gathering and tabulation of data. It involves the element of interpretation with the meaning or significance of what is described. Thus, description is often combined with comparison and contrast involving measurement, classification, interpretation and evaluation.

The data source are taken from Pepsi YouTube Channel, by watching it through <https://www.youtube.com/watch?v=dA5Yq1DLSmQ&t=2s>. Data used for this research are signifier and signified found on Pepsi advertisement. The data analysis for this research are as follows: 1) watching the videos, 2) finding the signifier and signified on Pepsi ad, 3) analysing the signifier and signified by using Saussure's theory, 4) revealing meaning of the ad based on the analysis of signifier and signified, 5) making conclusions based on data.

1.7. Benefit of the Research

This research is useful to support the teaching of semiotics courses. This research is also used to know about sign, signifiers and signified and the meaning of the advertisement delivers from oral or visual. From this research, we can understand of what the advertisement delivered to the audience from oral or visual by the concept of sign, signifier and signified. We also can know the message of this advertisement delivered to the audience from writer narration.

1.8. Systematic Organization of the Research

In order to give clear organization of the research and as guidance for the readers to understand the whole study, the paper organization is explained as follow:

CHAPTER 1 : INTRODUCTION

In this chapter, the writer explains about background, identification of the problems, limitation of the problems, formulation of the problems, objective of the research, methods of the research, about the analyzes of Sign and Their Meanings Pepsi Advertisement titled *Kendall Jenner: Live Bolder, Live Louder, Live for Now* through semiotics theory.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

This chapter consist of the theory of linguistics. In this chapter the writer explains more specifically the sign system according to Ferdinand de Saussure.

CHAPTER 3 : SIGN AND THEIR MEANINGS ON PEPSI ADVERTISEMENT TITLED KENDALL JENNER: LIVE BOLDER, LIVE LOUDER, LIVE FOR NOW (A SEMIOTIC STUDY)

In this chapter, the writer examines and analyzes the data in order to answer the research questions. The writer discovers the signifier and signified from Saussure's theory with an image appears from the connection the images of the scenes from Pepsi Advertisement.

CHAPTER 4 : CONCLUSION

Chapter four consists of the conclusion on the analysis of the complete study.

**CHAPTER 2
FRAMEWORK OF THE THEORIES**

In Chapter One, the writer has explained about the background of the problem and research questions. In this chapter, the writer wants to explain in detail