

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Logo, emblem, or the brand is one of the most important parts of a product. Logo or symbol can be an added value for the product in the form of goods or services. Visual communication media in the form of logos, symbols, or marks should be characterized as well as messages or meanings represented by the visual and verbal messages that are intended to identify products or services of a company and it can be understood by consumers. Logo or symbol can be an identity and become a major factor in increasing the sale of a product.

Every product or company requires to adapt to changing times. Changes in lifestyles and trends gives an impact on demand market that always changes. Companies should as much as possible accomodate the needs of consumers both in terms of product quality, manner of presentation and how to deliver information products they want to offer to consumers. There are many kinds of ways to market a product that can be known by the people. The media used to market a product assortment as well as through social networking, television, brochures, magazines depending on whom the company wants to market its products.

Advertising is one excellent tool to introduce their products to consumers, either in the form of print advertisements as well as advertisements that we usually see on television. In advertisements, there are usually two types of signs. The first is verbal sign such as language, conveyed through speech or in text form. The second is non-verbal sign such as pictures, color, and gesture which resides in the advertisement. Each signs in advertisement has a function to describe something, a concept or information about the product (Barroso, Alicia, Advertising and Consumer Awareness of New Differentiated Products, CEMFI Working Paper No. 1104. 2011).

Basically, every ad features their products to attract consumers to use products offered from these ads. However, there is another case with cigarette advertising. The difference is cigarette ads never shows products namely cigarettes to be offered to the public. Government regulation requires the producers not to show their products in each advertisement. In this case, the producers of the advertisement are vying pitted creativity in making cigarette advertising. Thus, the resulting tobacco advertising is so great, unique, and sometimes amusing. Therefore, it is not surprising cigarette ads that we see today differ greatly from the image of tobacco products. Each ad must

have a hidden meaning. Through the relationship between the sign, signifier, and signified will lead us to the hidden meaning of the tobacco advertising.

In this research, the writer chooses Marlboro cigarettes ads version of "*Maybe ...*". Marlboro is the bestselling brand of cigarettes in the world. It is made by Philip Morris USA (a branch of Altria) within the United States, and by Philip Morris International (now separate from Altria) outside the United States. It is well known for its billboard advertisements, magazine ads of the Marlboro Man, and its associated long history in the sponsorship of motorsport. Philip Morris launched the Marlboro brand in 1924 as a women's cigarette, based on the slogan "Mild As May". The name was taken from street in London where PM's British factory was located. However, as early as 1885, a brand called "Marlborough" was already being marketed as a "ladies' favorite" by Philip Morris & Co. In the 1920s, advertising for the cigarette was primarily based around how ladylike the filter cigarette was, in an attempt to appeal to the mass market. To this end, the filter had a printed red band around it to hide lipstick stains, calling it "Beauty Tips to Keep the Paper from Your Lips".

It is an advertisement that has semiotic meaning that the writer is interested to analyze more deeply using theory of semiotic to know the messages that implies in this advertisement and what kind of messages that the company tries to convey to people.

1.2 Identification of the Problem

Based on the background, as the world's leading cigarette brands, Marlboro has issued many advertisements and verbal communication that represent their products, but there is one version of Marlboro ads that is different from those previously launched by Marlboro. The ads version is "Maybe ..." version. This version of ads has many kinds of picture and all of them do not present the products Marlboro as usual. The writer assumes that Marlboro has a meaning or an implied message to convey to consumers through the ads.

1.3 Limitation of the Problem

Marlboro has varied versions of advertisement. To make the research more specific focused, and not too large, the writer limits the problem which is the implied meaning that appears in Marlboro advertisement "Maybe..." versions. In this research the writer uses semiotics theories from Barthes which deals with denotation, connotation, signifier, and signified.

1.4 Formulation of the Problem

Based on the background of the problem, the writer classifies the problem into the form of questions as follows:

1. What are signifier and signified description in the Marlboro advertisement "Maybe ..." version?
2. What are the denotative and the connotative meanings from the Marlboro advertisement "Maybe ..." version?
3. What is myth contained in the Marlboro advertisement "Maybe ..." version?

1.5 Objective of the Research

The research objective are as follow :

1. To know what the denotative and the connotative meanings from Marlboro advertisement "Maybe ..." version are
2. To know how description of the signifier and signified in Marlboro advertisement "Maybe ..." version are
3. To identify the myth or the messages conveyed through the Marlboro advertisement "Maybe ..." version.

1.6 Methods of the Research

The research is conducted through a qualitative approach with a simple analysis of the advertisement. The analysis itself contains about the explanation from the compositions that are used in the advertisement such as sign, symbol, and tagline and the relations between each elements to know what kind of messages that the company tries to convey to the people.

1.7 Benefit of the Research

This research is dedicated not only to students or faculty, but also to the novice teachers in schools, as it is expected to be able to contribute to the recent development and research on semiotic approaches.

1.8 Systematic Organization of the Research

This writing of term paper uses paper organization. The writer organizes it into four chapters, 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, and benefits of the research about the analysis of revealing a meaning in the Marlboro advertisement "Maybe ..." version through semiotics theory.

Chapter 2: Framework of the Theories

This chapter consists of the theories of Roland Barthes about denotation, connotation, signifier, and signified.

Chapter 3: Revealing a Meaning in Marlboro Advertisement "*Maybe ...*" Version

In this chapter, the writer examines and analyses the data in order to answer the research questions. The writer discovers the signs that include a real meaning in the advertisement of the products from Marlboro Cigarette Company.

Chapter 4: Conclusion

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