



REVEALING A MEANING IN MARLBORO ADVERTISEMENT “MAYBE...” VERSION : A STUDY OF SEMIOTICS

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2013130010

UNIVERSITY OF DARMA PERSADA

BACKGROUND:

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 be it a 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 . In this research, the writer choose Marlboro cigarettes ads version of "Maybe ...". Marlboro is the bestselling brand of cigarettes in the world. The writer want to analyze the advertisement using semiotic theoris from Barthes to know what kind of messages that the compay tried to convey to the people.

FRAMEWORK OF THEORIES:

Semiotic Theory:

Barthes's

-Connotation

-Denotation

-Myth

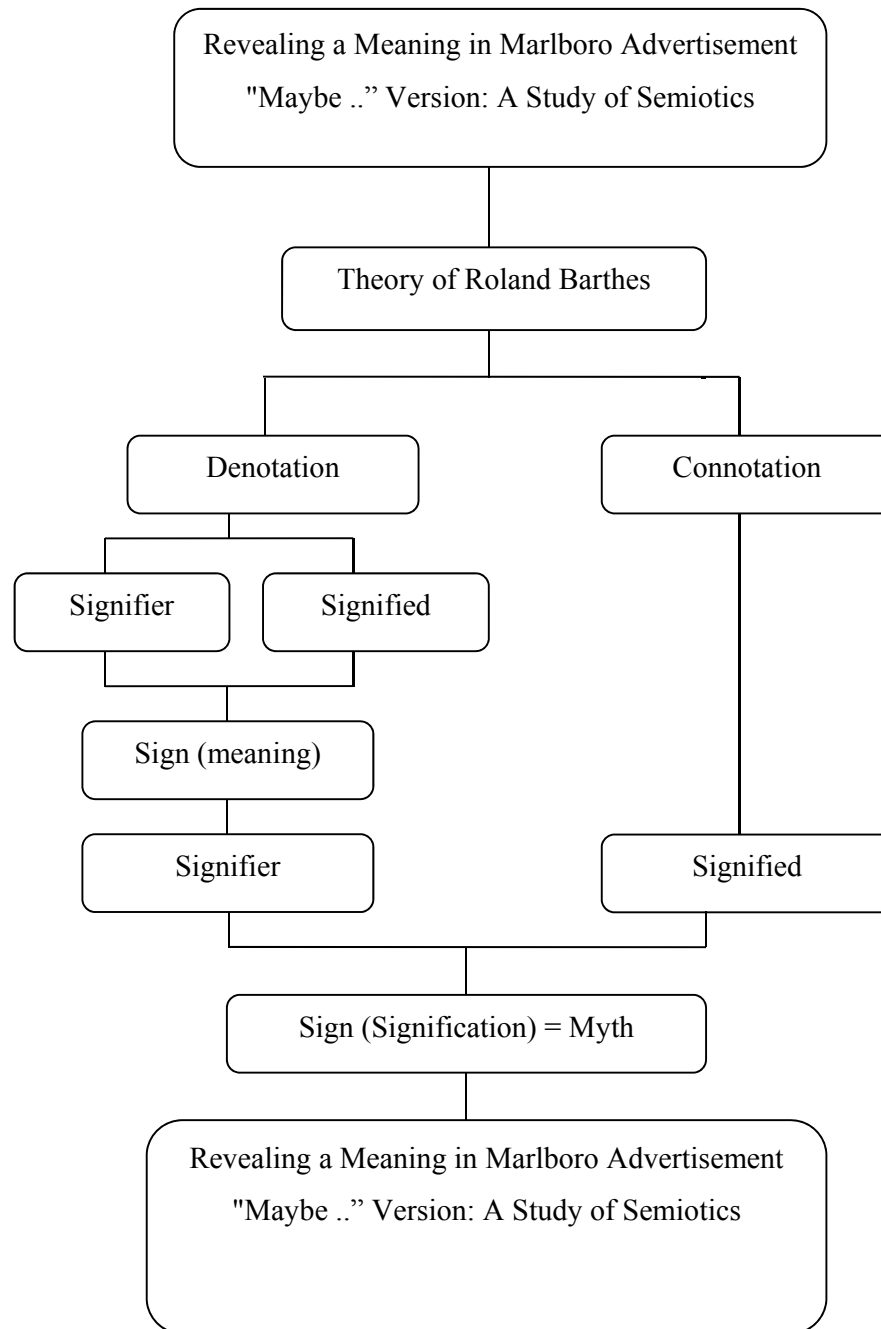
METHOD OF THE RESEARCH:

The research was conducted through a qualitative approach with a simple analysis of the advertisement. The writer analyze the signs, and symbols in the advertisement to know the message that want to be conveyed through the advertisement.

RESULT OF THE RESEARCH:

In the advertisement there are some indicators that brings people to make their own connotation meaning to it is advertisement. Pictures and text is the strongest indicator to convey the message about the products of Marlboro. Each advertisement creates those own mmeaning. From the myth that appears from the advertisement, it creates a new image about the product.

SCHEME OF THE RESEACRH



CURICULLUM VITAE

Name : Dwi Nur Arfani
Date of Birth : Jakarta, 23 April 1996
Sex : Female
Marital Status : Single
Religion : Islam
Address : Jl. Kramat V no.14 RT.03/09 Kec.
Senen, Kel. Kenari, Jakarta Pusat
Phone number : 085716062500
Email : arfanifanie@gmail.com



Educational Background

2001 - 2007 : Sekolah Dasar Kartini 1, Jakarta
2007 - 2010 : Sekolah Menengah Pertama Negeri 77, Jakarta
2010 -2013 : Sekolah Menengah Atas Kartini Nusantara 1, Jakarta
2013-Present : Darma Persada University, Jakarta ★

Achievement

2011 : Runner Up at Paskibraka Contest
2010 : The Highest English Score on Final Exam at Kartini 1
High School
2010 : The Highest Biology Score on Final Exam at Kartini 1
High School

Working Experience

2017 : Secretary at Zurich Insurance Indonesia
2016 – 2017 : English Teacher at Madrasah Kampung Tipar
(Pengabdian Masyarakat)
2016 : Ticketing at Arsha Composer Concert's
2015 : Marketing at FWD Insurance
2013 : Admin at Jakarta Fair 2013

ATTACHMENT



Picture 1



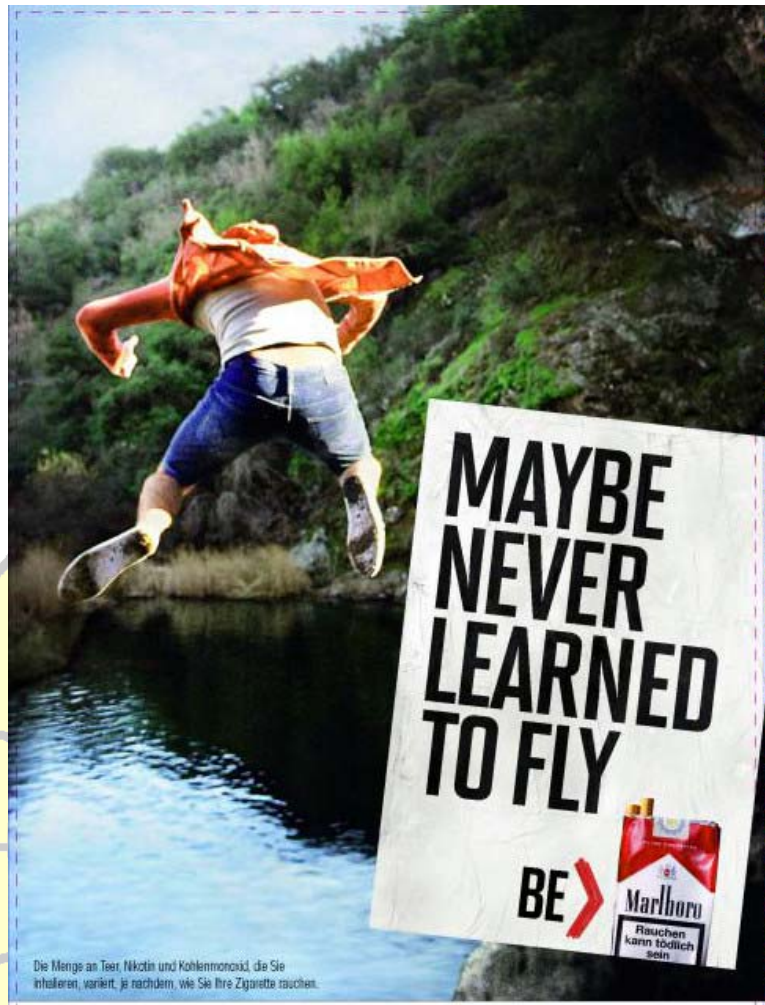
Picture 2



Picture 3



Picture 4



Picture 5

LISTENING AND READING
OFFICIAL INSTITUTIONAL SCORE REPORT

Dwi Nur Arfani		LISTENING		TOTAL SCORE 515
Name		Your score	310	
3171046304960003	1996/04/23	5	495	
Identification Number	Date of Birth (yyyy/mm/dd)			
2017/03/25	2019/03/25	READING		
Test Date (yyyy/mm/dd)	Valid Until (yyyy/mm/dd)	Your score	205	
		5	495	

Client/Institution Name: PT. Putra Pratama Raya

PT International Test Center-TOEIC Center Indonesia, Plaza Sentral, 17th Floor, Jl. Jend Sudirman, Kay 47, Jakarta, Indonesia, 12930

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LISTENING		READING	
<p>Your scaled score is close to 300. Test takers who score around 300 typically have the following strengths:</p> <ul style="list-style-type: none"> • They can sometimes infer the central idea, purpose, and basic context of short spoken exchanges, especially when the vocabulary is not difficult. • They can understand the central idea, purpose, and basic context of extended spoken texts when this information is supported by repetition or paraphrase. • They can understand details in short spoken exchanges when easy or medium-level vocabulary is used. • They can understand details in extended spoken texts when the information is supported by repetition and when the requested information comes at the beginning or end of the spoken text. They can understand details when the information is slightly paraphrased. <p>To see weaknesses typical of test takers who score around 300, see the "Proficiency Description Table."</p>		<p>Your scaled score is between 150 and 250. Test takers who score around 150 typically have the following strengths:</p> <ul style="list-style-type: none"> • They can locate the correct answer to a factual question when not very much reading is necessary and when the language of the text matches the information that is required. • They can understand easy vocabulary and common phrases. • They can understand the most-common, rule-based grammatical structures when not very much reading is necessary. <p>To see weaknesses typical of test takers who score around 150, see the "Proficiency Description Table. If your performance is closer to 250, you should review the descriptors for test takers who score around 250.</p>	
ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED	ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
Can infer gist purpose and basic context based on information that is explicitly stated in short spoken texts	87	Can make inferences based on information in written texts	37
Can infer gist purpose and basic context based on information that is explicitly stated in extended spoken texts	65	Can locate and understand specific information in written texts	36
Can understand details in short spoken texts	83	Can connect information across multiple sentences in a single written text and across texts	35
Can understand details in extended spoken texts	51	Can understand vocabulary in written texts	41
		Can understand grammar in written texts	70

* Proficiency Description Table can be found on our web site, www.ets.org/toeic

HOW TO READ YOUR SCORE REPORT:

Percent Correct of Abilities Measured:

Percentage of items you answered correctly on this test form for each one of the Abilities Measured. Your performance on questions testing these abilities cannot be compared to the performance of test-takers who take other forms or to your own performance on other test forms.

Note: TOEIC scores more than two years old cannot be reported or validated.



LISTENING AND READING OFFICIAL INSTITUTIONAL SCORE REPORT

NAME Dwi Nur Arfani

IDENTIFICATION NUMBER 3171046304960003

DATE OF BIRTH (yyyy/mm/dd) 1996/04/23

TEST DATE (yyyy/mm/dd) 2017/07/21

VALID UNTIL (yyyy/mm/dd) 2019/07/21

LISTENING
Your score **300**

READING
Your score **190**

TOTAL SCORE
490

Client/Institution Name: PT. Putra Pratama Raya

PT International Test Center-TOEIC Center Indonesia, Plaza Sentral, 17th Floor, Jl. Jend Sudirman, Kav 47, Jakarta, Indonesia; 12930

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LISTENING		READING	
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ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED	ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
Can infer gist, purpose and basic context based on information that is explicitly stated in short spoken texts	77	Can make inferences based on information in written texts	31
Can infer gist, purpose and basic context based on information that is explicitly stated in extended spoken texts	70	Can locate and understand specific information in written texts	46
Can understand details in short spoken texts	83	Can connect information across multiple sentences in a single written text, and across texts	33
Can understand details in extended spoken texts	41	Can understand vocabulary in written texts	46
		Can understand grammar in written texts	50

* Proficiency Description Table can be found on our web site, www.ets.org/toEIC

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Percentage of items you answered correctly on this test form for each one of the Abilities Measured. Your performance on questions testing these abilities cannot be compared to the performance of test-takers who take other forms or to your own performance on other test forms.





Note: TOEIC scores more than two years old cannot be reported or validated.

I. Lembar Kepembimbingan Skripsi

LAPORAN KEMAJUAN PENULISAN
SKRIPSI SARJANA

Nama Mahasiswa : DWI NUR ARFANI
 Dosen Pembimbing I : TOMMY ANDRIAN, SS, M. Hum
 Dosen Pembimbing II : JULIANSYAH, S.Pd., M.Pd
 Judul Skripsi : Revealing a Meaning on Marlboro
 Advertisement : "Maybe..." Version:
 A Study of Semiotic
 Mulai Bimbingan :
 Tahun Akademik : 2013

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	Senin 17-04-17	- Background rephrasing	
2.	Jum'at 16 Mei	Bimbingan Bab II - revisi Background	
3.	Jum'at 16 Juni	- History dari Advertisement - Logo Marlboro	

4.	Selasa 4 Juli	Bimbingan Bab <u>II</u> & <u>IV</u> - revisi tabel analisis	
5.			
6.	Jumat 16 Juni	Penyerahan Bab I & II ke Pembaca	
7.	Rabu 5 Juli	Penyerahan Bab <u>III</u> & <u>IV</u> ke Pembaca	
8.			
9.			

10.			
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Jakarta,

Pembimbing I

Menyetujui :

Pembimbing II

(TOMMY ANDRIAN), SS, M. Hum

(JULIAN SYAH S. Pd., M. Pd

Mengetahui :

Pembimbing Akademik

Kajur Inggris S-1

(IRVA NURWANI DZ. Dra.), M. Hum

(TOMMY ANDRIAN), SS, M. Hum,