

CHAPTER I

INTRODUCTION

1.2 Background of the Research

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (endorsements).

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizes, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on.

The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit. Advertising can advertise a variety of things, such as automotive advertising one advertises a car.

Car is important in this era. With the number of options people can choose according to their needs. With the increasingly affordable prices that make the competition getting tougher, therefore the producers compete to create ads that are as attractive as possible so that consumers are interested in buying the product. One of the producers who often make creative advertising like this is Volkswagen.

The researcher believes every advertisement has a hidden meaning through the relationship between a Sign, Signifier and Signified. This will lead us in the direction of the hidden meaning

of such advertisements. In addition, Volkswagen advertisements are very interesting to discuss because they have a lot of hidden meaning. Therefore, the author feel the need to conduct a study on the semiotics of Volkswagen advertising.

1.2 Identification of the Problem

Based on the background previously stated, the identification of research problem of this topic refers to the Semiotics as the field of study about the signs meaning of Volkswagen advertisement.

Based on the identification of problem above, I assume that Volkswagen wants to show the new products if it has a lot of advantages and Volkswagen makes this commercial with an attractive appearance to make people interested.

1.3 Limitation of the Problem

Volkswagen car advertisements have various versions. Therefore, this paper is restricted only on advertising namely as follow, the first ones is Volkswagen car advertisement The New Volkswagen Amarok edition, next, Volkswagen car advertisement Turbo Diesel Injection edition, and the last ones Volkswagen car advertisement Volkswagen Original Parts edition. The semantic theory that the researcher applies is the theory of Roland Barthes on the relationship between Sign, Signifier and Signified

1.4 Statement of the Problem

Based on the assumption above, the research problem is formulated in the form of research questions as follows:

1. What are signifier and signified contained in the 3 advertisements of Volkswagen being discussed?
2. What does the meaning of 3 advertisements of Volkswagen that being discussed?

1.5 Objectives of the Research

In order to be able to reach the purpose of the research, the analysis steps are conducted in the following ways:

1. To find signifier and signified in the all 3 Volkswagen commercial advertisement being discussed.
2. To find out the meanings contained in the all 3 Volkswagen commercial advertisement being discussed.

1.6 Method of the Research

The research was conducted through a qualitative approach using study documentation. Documentation is one of the methods of qualitative data collection by viewing or analyzing the documents created by the subject himself or by others on the subject.

A large number of facts and data are stored in the form of documentation material. Most of the available data are shaped letters, diaries, reports, photographs, and video. The main properties of the data are not limited to space and time so as to give an opportunity for researchers to know the things that have occurred in the last time. In detail, the documentary material is divided into several types, autobiographies, personal letters, books or diaries, clippings, the data on the server and flash, the data stored on the website, and others.

In this case, researchers documented a Volkswagen ad images in the way they are taken from the internet. Then the author specified the data source, selected some images of the Volkswagen advertisement, then read and observed the text and images on the Volkswagen advertisement in depth. The author had assigned the data in accordance with the focus of the research, classified the data in accordance with the focus problems which are described in the text and image the Volkswagen advertisement being discussed.

1.7 Benefits of the Research

Based on the methods of the research above, this study is expected to contribute positively to the development of linguistics particular in semiotics and can provide a little knowledge regarding the analysis of semiotics on car advertisement. This term paper writing is also expected to provide knowledge to readers related to the semiotic analysis of car advertisement.

1.8 Systematic Organization of the Research

Based on the benefits of research above, systematic organization of thus research is arranged as follows:

CHAPTER I: INTRODUCTION

It consists of: Background of the problem, identification of the problem, limitation of the problem, statement of the problem, objective of the research, methods of the research, benefits of the research, and systematic organization of the research.

CHAPTER II: FRAMEWORK OF THEORIES

It consists of: The explanation theories. It includes semiotic and Roland Barthes Theory through the relationship between Sign and Signifier, Signified.

CHAPTER III: VOLKSWAGEN ADVERTISEMENT USING THE SEMIOTIC THEORY OF ROLAND BARTHES

This chapter discusses the hidden meaning of the Volkswagen advertisements, so we will know what Volkswagen want to share about their product to the public. The researcher uses Roland Barthes theory.

CHAPTER IV: CONCLUSION

It consists of: The conclusions that prove that the Volkswagen advertisements have different intentions at each of his ads.

Attachment: References and Poster of the research.