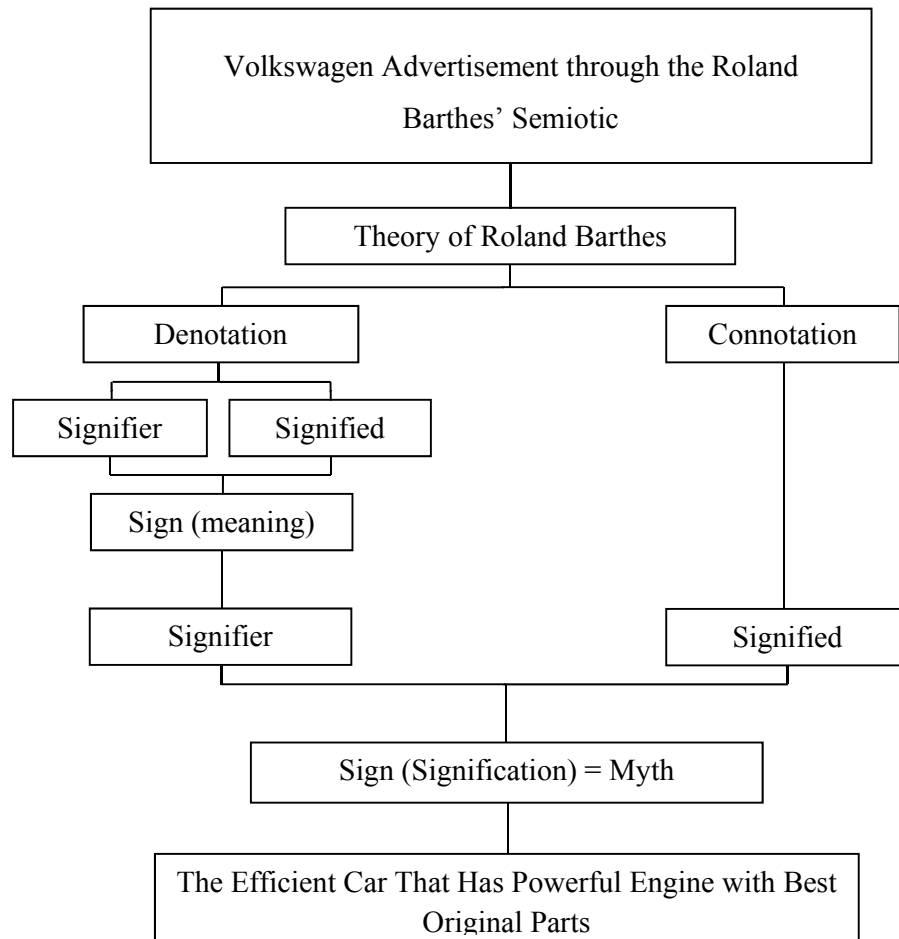


SCHEME OF THE RESEARCH



Problem / Question

- 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?

Analysis II

Analysis of Advertisement and Text



Objectives of The Research

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



Methodology of The Research

This study focuses on how the message is represented through the chosen picture, color, and words. Accordingly, the researcher uses the qualitative method - specifically the descriptive type - the researcher is going to dig deeper the commercial advertisement in detail.

Table of Analysis

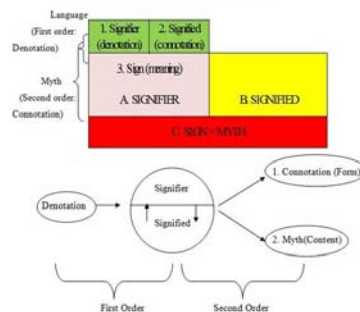
2.2.1 The Analysis of Volkswagen Advertisement

1. Signifier (Denotation)	2. Signified (Connotation)				
<ul style="list-style-type: none"> • The goat • The camel • The cheetah • The deer • The bird • The car • The text "If you want to reach high, you must be made the higher" • The text "Last fuel consumption with added engine power" • The text "Don't only see something just because it fits" 	<ul style="list-style-type: none"> • The powerful and fuel-efficient car 				
3. Sign					
<table border="1"> <tr> <th>A. Signifier Denotation - (First order of Signification)</th><th>B. Signified Connotation - (Second order of Signification)</th></tr> <tr> <td colspan="2">C. Sign = Myth The efficient car that has powerful engine with best original parts</td></tr> </table>		A. Signifier Denotation - (First order of Signification)	B. Signified Connotation - (Second order of Signification)	C. Sign = Myth The efficient car that has powerful engine with best original parts	
A. Signifier Denotation - (First order of Signification)	B. Signified Connotation - (Second order of Signification)				
C. Sign = Myth The efficient car that has powerful engine with best original parts					

Analysis I

- The Analysis of Volkswagen Advertisement
- The Analysis of the Text
- The Analysis of the Picture and the Text Which Represent the Message on the Advertisement
- Verification of the Signs Represent a Message of the Advertisement

Framework of The Theories



Conclusion

After analyzing this novel I can conclude that the semiotics theory by Roland Barthes can be used to analyze these advertisements. Advertisement is arguably the most important part of the brand of a company, as it is the part of a company's commercial message that is most visible to consumers and ideally it comes to stand for the brand itself in their minds. In the other hand, this advertisements can also be analyzed using Ferdinand De Saussure's theory.

CURRICULUM VITAE



Fariz Ibrahim

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farizibrahim@rocketmail.com

PERSONAL DATA

Nick Name	: Fariz
Place and Date of Birth	: Sumedang, May 04, 1994
Sex	: Male
Height / Weight	: 170 cm / 57 kg
Religion	: Moslem
Marital status	: Single
Nationality	: Indonesian

EDUCATIONS

Formal Education

2000 – 2006	: Angkasa 9 Elementary School
2006 – 2009	: 272 National Junior High School
2009 – 2012	: Angkasa 2 Senior High School
2012 – 2018	: Darma Persada University

Non - formal Education

2004 Computer Courses at LPIA Bekasi

SKILLS

- Operate computer (Microsoft Word, Microsoft Excel, Photoshop)
- Photography
- Writing

ACHIVEMENTS

- 7 - 8 June 2014 : Finish at 3rd race in Yamaha Cup Race round 3 in Jupiter Z1 STD TU 125 cc Novice class
- 21 - 22 June 2014 : Finish at 3rd race in Indospeed Race Series round 2 on One Make Race Suzuki Satria FU150 class
- 01 November 2015 : Finish at 1st race in Yamaha Sunday Race round 5 on 250 cc Class
- 26 - 27 March 2016 : Finish at 2nd race in Indospeed Race Series round 1 on One Make Race Honda CBR150R class
- 21 - 22 May 2016 : Finish at 2nd race in Indospeed Race Series round 2 on One Make Race Honda CBR150R class
- 13 - 14 August 2016 : Finish at 3rd race in Indospeed Race Series round 3 on One Make Race Honda CBR150R class
- 8 - 9 October 2016 : Finish at 2nd race in Indospeed Race Series round 4 on One Make Race Honda CBR150R class
- 5 - 6 November 2016 : Finish at 2nd race in Indospeed Race Series round 5 on One Make Race Honda CBR150R class and got runner up position from total point.
- 14 – 15 October 2017 : Finish at 1st race in Indospeed Race Series round 4 on One Make Race Honda CBR250RR class
- 9 – 10 December 2017: Finish at 1st race in Indospeed Race Series round 5 on One Make Race Honda CBR250RR class

POWERPOINT SLIDESHOW

VOLKSWAGEN ADVERTISEMENT THROUGH THE ROLAND BARTHES' SEMIOTIC

BY:
Fariz Ibrahim
2012130013



Think of the red light in a set of traffic lights

Identify

- **The signifier:** the red light
- **The signified:** that you cannot continue to drive your car any further
- **The sign:** you must stop the car because it is dangerous to continue and you will endanger yourself and others.



ADVERTISEMENT 1



ADVERTISEMENT 2



ADVERTISEMENT 3



CONCLUSION






GUIDING SHEET OF TERM PAPER

Page | 17







I. Lembar Kepembimbingan Skripsi

LAPORAN KEMAJUAN PENULISAN SKRIPSI SARJANA

Nama Mahasiswa : Fariz Ibrahim
 Dosen Pembimbing I : Tommy Andrian, SS, M.Hum
 Dosen Pembimbing II : Juliansyah, SS, M.Pd
 Judul Skripsi : Volkswagen Advertisement through the
 Roland Barthes' Semiotics
 Mulai Bimbingan : Mei 2016
 Tahun Akademik : 2016/2017

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	29/4/2016 Jum'at	Revisi Judul - Perbaiki abstrak minimal 150 kata	
2.	13/1/2017 Jum'at	- Ganti Judul skripsi menjadi "Volkswagen Advertisement Through The Roland Barthes' Semiotic" - Perbaiki chapter III terluasnya jamban	
3.	26/1/2017 Kamis	- Koreksi grammar chapter II - Tambahkan beberapa sub bab	

BUKU KONTROL DAN BIMBINGAN MAHASISWA PROGRAM STUDI SASTRA INGGRIS S-1 UNSADA

4.	17/5/2017 Jumat	- Perbaiki kutipan, harus spasi 1	
5.	20/6/2017 Selasa	- Lengkapi bibliography, CV - Lengkapi pembahasan dengan minimal 55 halaman	
6.	21/6/2017 Rabu	- Koreksi grammar chapter III - Perbaiki pointer terlalu maju	
7.	4/7/2017 Selasa	- Perbaiki tabel, harus spasi 1 - Hilangkan numbering di chapter III ganti dengan bold text	
8.	5/7/2017 Rabu	- Perbaiki Conclusion Chapter IV harus menjawab Problem of research - Perbaiki acknowledgement, abstract, dan table of content	
9.			

10.			
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Jakarta, 7 July - 2017

Menyetujui :

Pembimbing I

(.....)

Pembimbing II

(.....)

Mengetahui :

Pembimbing Akademik

(.....)

Kajur Inggris S-1

(.....)

Fariz Ibrahim		LISTENING		TOTAL SCORE 600
Name		Your score 345		
2012130013	1994/05/04	50 100 150 200 250 300 350 400 450		
Identification Number	Date of Birth (yyyy/mm/dd)	READING		
2016/08/05	2018/08/05	Your score 255		
Test Date (yyyy/mm/dd)	Valid Until (yyyy/mm/dd)	50 100 150 200 250 300 350 400 450		
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				
This score report is intended to be used only by the institution which sponsored the test administration.				

LISTENING Your scaled score is between 300 and 400. Test takers who score around 300 typically have the following strengths: • 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. To see weaknesses typical of test takers who score around 300, see the "Proficiency Description Table. If your performance is closer to 400, you should also review the descriptors for test takers who score around 400.		READING Your scaled score is close to 250. Test takers who score around 250 typically have the following strengths: • They can make simple inferences based on a limited amount of text. • They can locate the correct answer to a factual question when the language of the text matches the information that is required. They can sometimes answer a factual question when the answer is a simple paraphrase of the information in the text. • They can sometimes connect information within one or two sentences. • They can understand easy vocabulary, and they can sometimes understand medium-level vocabulary. • They can understand common, rule-based grammatical structures. They can make correct grammatical choices, even when other features of language, such as difficult vocabulary or the need to connect information, are present. To see weaknesses typical of test takers who score around 250, see the "Proficiency Description Table.	
ABILITIES MEASURED PERCENT CORRECT OF ABILITIES MEASURED 0% 100%		ABILITIES MEASURED PERCENT CORRECT OF ABILITIES MEASURED 0% 100%	
Can infer gist/purpose and basic context based on information that is explicitly stated in short spoken texts	50	Can make inferences based on information in written texts	61
Can infer gist/purpose and basic context based on information that is explicitly stated in extended spoken texts	64	Can locate and understand specific information in written texts	52
Can understand details in short spoken texts	90	Can connect information across multiple sentences in a single written text, and across texts	41
Can understand details in extended spoken texts	69	Can understand vocabulary in written texts	55
		Can understand grammar in written texts	65

* 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.