

VOLKSWAGEN ADVERTISEMENT THROUGH THE ROLAND BARTHES' SEMIOTIC

TERM PAPER

Submitted in part-fulfilling for obtaining

Strata One (S-1) Degree



By

Fariz Ibrahim

2012130013

**STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
JAKARTA
2018**

VOLKSWAGEN ADVERTISEMENT THROUGH THE ROLAND BARTHES' SEMIOTIC

TERM PAPER



By

**Fariz Ibrahim
2012130013**

**STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
JAKARTA
2018**

INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term-paper is the result of my own work, not a half or total plagiarism of someone else and all of the sources quoted or referred to have been stated correctly based on the actual date and time.

Name : Fariz Ibrahim

Reg. No : 2012130013

Signature :

Date : February 09, 2018

TEST FEASIBILITY APPROVAL PAGE

The term paper submitted by

Name : Fariz Ibrahim

Reg. No : 2012130013

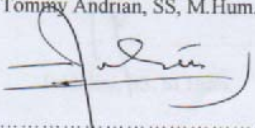
Study Program : English Department / Strata one degree (S-1)

The title of the term-paper : Volkswagen Advertisement through the Roland Barthes' Semiotics

has been approved by Advisor, Reader, and Head of English Department to be tested in front of the Board of Examiners in **closed session** on February 09, 2018 at the English Department, the Faculty of Letters, Darma Persada University.

Advisor : 

Tommy Andrian, SS, M.Hum.

Reader : 

Juliansyah, SS, M.Pd.

Head of English
Dept : 

Tommy Andrian, SS, M.Hum.

APPROVAL PAGE

The Term Paper has been tested on **closed session** on February 09, 2018

By

BOARD OF EXAMINERS

Consisting of:

Advisor

Tommy Andrian, SS, M.Hum.

Reader

Juliansyah, SS, M.Pd.

Chief of Board Examiner

Fridolini, SS, M.Hum.

Approved on February 13, 2018

Head of English Department,

Dean of Faculty of Letters,

Tommy Andrian, SS, M. Hum.

Dr. Nanny Dewi Sunengsih, M.Pd.

ACKNOWLEDGEMENT

First of all, the researcher wants to express gratitude to Allah SWT due to His favor and charity so that the researcher has finished the term paper entitled “Volkswagen Advertisement through the Roland Barthes’ Semiotics”. The term paper is submitted in part fulfillment for obtaining Strata One (S-1) of English Department University of Darma Persada, Jakarta.

The researcher finally managed to finish the term paper. Nobody is perfect. The researcher feels there are still many shortcomings in the term paper, but this is the best thing that the researcher could do.

Completion of this study cannot be separated from the support from many people and various parties. Accordingly, the researcher would like to say thanks to those who give their contribution for the researcher in finishing this term paper as the researcher listed follow:

1. Mr. Tommy Andrian, SS, M.Hum as the head of English department and the advisor who guide me patiently in making my term-paper, your suggestions and your help have an important role in my term-paper.
2. Mr. Juliansyah, SS, M.Pd. as the Reader who has checked and corrected the sentences, word by word in this term paper. Thank you for your comments and suggestions which were very valuable as this term paper progressed.
3. All lectures of English Department of Darma Persada University who have given me a lot of knowledge and learning.
4. My mother Tati Rohaeti and my father Purwanto who always remind and give me big supports to finish the term paper. All your loves and supports are really meaningful for me.
5. My beloved, Divaniza Octafijria who has motivated me in every side of the writing this term paper.
6. My best friends, Indira, Mido, Uwi, Ucup, Amek, Piki, Dika, etc. that I cannot mention one by one, but it does not lessen my respect to all of you who always ask me when I will finish my term paper, support me to finish my term paper,

give me advices and give the best wishes to my study. Thank you for being wonderful classmates and every happy moment.

Overall, I hope that Allah is pleased to give all the good of all those who have helped. At the end, I hope the term paper will be useful for all people, especially for those who have the research in the same field.

Jakarta, February 09, 2018

Researcher,

Fariz Ibrahim

ABSTRACT

Name : Fariz Ibrahim

Programme : Strata One (S-1) of English Department Darma Persada

Universtity

Title of the Research : Volkswagen Advertisement through the Roland

Barthes' Semiotics

Advertisement is a text that has the objective to announce something that appeals to many people and that adds a well known product in all public. An advertisement is an announcement in a newspaper, on television, or on a poster about something such as a product, event, or job. Advertising is in fact one of the marketing tactics. 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. The research in the term paper aims to find out the signifier and signified on the advertisement. In addition, it finds out the meaning consisted. In other words, the signs are conducted to get the message behind the Volkswagen advertisement. The theory used in the term paper is related to the study about sign, Semiotics. In specifically the researcher use the theory of Roland Barthes. His theory uses the denotation and the connotation as its signifier and signified signs to find out myth.

Keywords: *Semiotics, Signs, Denotation, Connotation, Myth.*

ABSTRAK

Nama : Fariz Ibrahim

Program : Strata One (S-1) of English Department Darma Persada
Universtity

Judul Penelitian : Volkswagen Advertisement through the Roland Barthes'
Semiotics

Iklan adalah teks yang memiliki tujuan untuk mengumumkan sebuah sesuatu agar menarik bagi banyak orang dan agar suatu produk bertambah terkenal di semua kalangan umum. Iklan juga bisa diartikan sebagai pengumuman yang terdapat di koran, televisi, atau pada poster tentang sebuah produk, acara atau pekerjaan. Iklan dapat dikatakan sebagai salah satu taktik pemasaran. Iklan juga dapat dikatakan salah satu bagian penting dari sebuah perusahaan untuk melakukan sebuah promosi, karena pada dasarnya iklan merupakan pesan yang mudah untuk dilihat oleh pelanggan dan biasanya iklan mewakili merek itu sendiri. Penelitian ini bertujuan untuk menemukan penanda (signifier) dan petanda (signified) yang ada di dalam iklan. Selanjutnya, penelitian ini dimaksudkan untuk menemukan arti yang terkandung. Dengan kata lain, untuk mendapatkan pesan yang ada di balik iklan Volkswagen. Teori yang digunakan dalam penelitian ini adalah teori yang berhubungan dengan kajian tentang tanda (sign). Lebih spesifik peneliti menggunakan teori Roland Barthes. Teorinya menggunakan denotasi (denotation) dan konotasi (connotation) sebagai penanda dan petandanya untuk menemukan mitos.

Kata kunci: Semiotika, Tanda, Denotasi, Konotasi, Mitos.

TABLE OF CONTENTS

PAGE OF THE TITLE	i
INTELLECTUAL PROPERTY STATEMENT PAGE.....	ii
TEST FEASIBILITY APPROVAL PAGE.....	iii
APPROVAL PAGE	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vi
ABSTRAK	vii
TABLE OF CONTENTS.....	viii
CHAPTER I: INTRODUCTION	1
1.1 Background of the Research	1
1.2 Identification of the Problem	2
1.3 Limitation of the Problem	2
1.4 Statement of the Problem	2
1.5 Objectives of the Research	3
1.6 Method of the Research	3
1.7 Benefits of the Research	3
1.8 Systematic Organization of the Research	4
CHAPTER II: FRAMEWORK OF THE THEORIES	5
2.1 Story of Volkswagen	5
2.1.1 Volkswagen Prototype Car	8
2.1.2 Best-selling Cars	9
2.2 Semiotic Theories of Roland Barthes	10
2.3 The Order of Signification	15
2.3.3 Denotation	17
2.3.4 Connotation	17
2.3.5 Myth	18
2.4 The Meaning and Theory of Color	20
2.4.1 Meaning of the Color “White”	22
2.4.2 Meaning of the Color “Brown”	22
2.4.3 Meaning of the Color “Red”	23
2.5.4 Meaning of the Color “Blue”	23

2.5.5 Meaning of the Color “Black”	24
2.5.6 Meaning of the Color “Orange”	24
2.5.7 Meaning of the Color “Grey”	24
CHAPTER III: Volkswagen Advertisement through the Roland Barthes’ Semiotic	26
3.1 The Analysis of Volkswagen Advertisement Pictures	26
3.1.1 The Analysis of Volkswagen Advertisement	28
3.1.1.1 The Analysis of the First Volkswagen Advertisement	29
3.1.1.2 The Analysis of the Second Volkswagen Advertisement	32
3.1.1.3 The Analysis of the First Volkswagen Advertisement	33
3.1.2 Sign of the Picture	35
3.1.3 The First Order of Signification	36
3.1.3 The Second Order of Signification	37
3.2 The Analysis of the Text	46
3.2.1 The Analysis of the Text on the First Advertisement by Volkswagen	47
3.2.2 The Analysis of the Text on the Second Advertisement by Volkswagen	48
3.2.3 The Analysis of the Text on the Third Advertisement by Volkswagen	49
3.3 The Analysis of the Picture and the Text Which Represent the Message on the Advertisement	50
3.4 Verification of the Signs Represent a Message of the Advertisement	52
3.4.1 The Analysis of Volkswagen Advertisement	52
CHAPTER IV: CONCLUSION	54
REFERENCES	56
SCHEME OF THE RESEARCH	58
POSTER OF THE RESEARCH	59
CURRICULUM VITAE	60

