**CHAPTER 1**

**INTRODUCTION**

**1.1 Background of the Research**

In the era of globalization as now, advertisements can be found more easily on the internet through our mobile phones, such as on YouTube to make us feel more interested. It forces the companies to inevitably give their creativity more and more on selling their products to public.

Along with the fact stated above, the definition of advertisement according to (Berger, Arthur Asa.1986:7-10) is one of the communication tool that is effective to sell a product or service to the customer as a part of marketing. Some elements of images in the advertisement are functioned to deliver a message to the viewers. Unconsciously, the message itself will affect the consumer behavior and create a concept in the viewers’s mind that represents what the advertisement meant by. The image used in the advertisement can be a representation of culture and society that makes the viewers easily remember the products.

Every company is required to adapt their products according to the times. World trade is very dynamic over the times. Lifestyle changes and trends impact on demand market that is always changing. Companies should as much as possible accommodate the needs of consumers both in terms of product quality, manner of presentation and how to deliver information about the products they want to offer to the consumers. Through advertisement, companies try to attract customers to buy their products.

The development of the advertisement system is transformed into the social and cultural issue. The main problem is about the use of the sign, the image and the information that is told. The way of the advertisement can influence the perception of the people is also important. Whether the advertisement extends the information about the product offered concretely or otherwise merely extends about the falsification of reality.

In other word, the advertisement influences the societies with the messages and the ideology systematically inherent in the advertisement for modern people. The advertisers not only promote their products in the media, but also create the system of the idea with the specific values and stand on that system autonomously.

The advertisers try to increase the consumption of their products or services through branding which associates the name or image of a product of a certain quality. Non-commercial advertisers who spend money to advertise items other than a consumer product or services are the political parties, interest groups, religious organizations and governmental agencies.

The advertisement is produced for the viewers to deliver a certain message. A message is created with many codes aimed for the viewers to understand it. The code that appears is directed to influence the viewers to buy the advertised products. This is not arbitrary code, but it is a code with a message inherent within the advertisement. The code that appears in the advertisement contains a message for the viewers to interpret. The term of interpretation of sign in the advertisement is recognized as semiotics. The theory of semiotics itself is used to approach the sign that appears in the advertisement.

In the advertisement there are usually two types of signs. The first is verbal sign, such as language. Language is conveyed through speech or in text form. The second is non-verbal sign such as pictures, colors and gestures which reside in the advertisement. Each sign in the advertisement has a function to describe a concept or information about the product.

As for the advertisement, I choose Nike *“This is us”*advertisement. This advertisement is one of the most effective emotional branding examples in the marketing world today. This advertisement aims to encourage women to push beyond their personal barriers and the limitations. This advertisement shows the women who break out of the traditional poses to be athletes. This advertisement also shows the contrasts stereotypes. Nike hopes to inspire more women and girls to get active. Currently, there is a global decline in activity amongst children, and girls. They face a number of barriers. They are more likely than boys to lack confidence in their skills and feel self-conscious about their bodies. Nike *“This is us”* advertisement features prominent female figures from Turkey. They are basketball player, tennis player, national kickboxer and dancers.

Nike Women created three advertisements for different markets. Each advertisement challenges gender stereotypes with style. The advertisement is tailored to that particular region. The advertisements are part of the campaign that is launched locally in the Middle East, Russia, and Turkey. Nike tries to encourage women and girls to get more active. These campaigns are based on hyperlocal strategies rooted in powerful local insights. Nike *“This is us”* advertisement was published in 2017. This advertisement is launched in Turkey with English subtitles. The tagline of this advertisement is “Believe in More”.

This advertisement has a certain message for the viewers to understand. Each sign in the advertisement has a function to describe a concept or information about the product. In order to reveal the message implied in the advertisement, this research focuses on the interpretation of signs and revealing the message implied in the Nike *“This is us”* advertisement. To reveal the message in the advertisement, the writer use the theory of semiotics.

**1.2 Identification of the Problem**

Based on the background of the problem explained on the previous page, the writer identifies the problem is the message that is contained in the Nike “This is us” advertisement.

Based on the identification above, I assume that the Nike Company tries to encourage women to break down the barriers such as gender discrimination and social expectations. Nike also tries to encourage women to get more active and persuades them to buy the products through the Nike “This is us”advertisement.

**1.3 Limitation of the Problem**

In order to make the research more specific, it focuses on the message that is created and the implication behind the message in the Nike “This is us” advertisement. In this research, I use the theory of semiotics by Charles Sanders Peirce to analyze the semiosis process and to reveal the implication of the message in the advertisement. This research does not include the analysis of camera movement or shooting technique. It only focuses on the pictures and the text in the advertisement.

* 1. **Formulation of the Problem**

According to the explanation above, the research has the questions to solve the problem as follows :

* + 1. What is the message that is created in the advertisement ?
		2. What is the implication of the message in terms of break down the barriers that is contained in the advertisement ?
	1. **Objective of the Research**

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

* + 1. To find out the message that is created in the advertisement.
		2. To reveal the implication of the message in terms of break down the barriers that is contained in the advertisement.
	1. **Method of the Research**

In this research, I use qualitative descriptive method. By using qualitative descriptive method, the writer intends to explain the data, such as signs, tag-line and the relation between each element to reveal the implication of the message in the advertisement. The ending of the research is only based on the writer’s interpretation with the theories used. The data of this research is taken from Nike “This is us” advertisement. The advertisement was published in 2017. The advertisement is taken from YouTube.

According to the formulation of the problem and the purpose of the research, the writer will do :

* + 1. **Preparation**

In this step, the writer collects the information about the video of Nike “This is us” advertisement. Then, the writer looks for the theorieswhich relate to the analysis of the interpretation of signs and the message implied in the advertisement.

* + 1. **Data Collecting**

In collectingdata, I watch the video of the advertisement first. After that,I classify each scene from the advertisement. Then, I determine the scenes that can be considered as signs while the signs themselves will be analyzed using Peirce’s semiosis process theory.

* + 1. **Data Analysis**

After collecting the data from the advertisement has been completed, the writer processesthe data. The steps to analyze are based on the analysis concept:

1. Determining the scenes that can be considered as signs

2. Analyzing the signs through Peirce’s semiosis process

3. Interpreting the result of the semiosis process

4. Revealing the messageimplied

* 1. **Significance of the Research**

There are several purposes of the research that can be helpful to the people, as follows :

1. The writer hopesthe research will give a new mindset in the advertising projects that cultural value is important to be analyzed when an advertisementis taken abroad.

2. The research can be studied for linguistics students who learn about semiotics in order to more understand the relation between semiotics and cultural values.

* 1. **Systematic Organization of the Research**

This writing of term paperuses paper organization. I organize it into four sections that consist of four chapters, as follows:

Chapter 1 :is an introduction consists of background, identification of research problem, limitation of research, methodology of research, and systematics of research.

Chapter 2 : consists of fundamental theories containing definitions and elaboration of theories and ideas relatedto the semiosis process by Charles Sanders Peirce’s theory.

Chapter 3 : consists of the writer’s analysis on the interpretation of the signs that can reveal the message implied in the advertisement.

Chapter 4 : consists of the writer’s conclusion of the research.