**CHAPTER 1**

**INTRODUCTION**

#### Background of the Research

#### Advertising is a tool of communication which can be delivered verbally, nonverbally, or even both, to let people know about certain products. Advertising also has a history of being considered a one*-*way form of communication. The term of advertising, according toWilliam J. Stanton, consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.

Nowadays, we can see advertising everywhere. The advertising manifests about the commercial product into the variety ways. We can see advertising in the billboard all along the road, street banner, and even in the mass media such a radio, television, and internet, where a very wide range of people can watch it. The aims of advertising are to inform people about new product, to introduce new variant of certain product and to maintain the label of product in order to still be known, and also to create a desire to possess the product.

But, in the present time, advertising is not only promoting a product that advertised in the media. In fact, it creates a system of the idea with the specific values. The advertising produced for the viewers always contains a certain message. A message created with codes which have to be understood by the viewers. The code appears directed to influence the viewers to buy the product advertised, and this is not random codes, but it’s a code with an essential message within the advertising. As codes that appear in the advertising for the viewers contained a message for the viewers to interpret, that is why I want to do the research about one of product advertising from Toyota, whichis Toyota Prius.

The term of interpretation of the sign in advertising is known as semiotics. The theory of semiotics itself is used for analyzing or approaching the signs appeared in the advertising. So, I am going to use semiotics theory to analyze the signs that appear in Toyota Prius advertisement.

Semiotics**,** which is also called Semiology, is the study of signs and sign-using behavior. It was defined by one of its founders, the Swiss linguist Ferdinand de Saussure, well-known as the father of modern linguistics, as the study of “the life of signs within society.” Although the word was used in this sense in the 17th century by the English philosopher John Locke, the idea of semiotics as an interdisciplinary mode for examining phenomena in different fields emerged only in the late 19th and early 20th centuries with the independent work of Saussure and of the American philosopher Charles Sanders Peirce.In his book, Course in General Linguistic (1983,15), Saussure explains:

*“Language is a system of signs which express ideas. Hence it is like writing, the deaf and dumb alphabet, symbolic rites, etiquette, military signal and so on, except that it is the most important of such systems. One may therefore envisage a science which studies the life of signs in the framework of social life....we shall call it semilogy (from the Greek semeion, ‘sign’). It will teach us what signs consist of the law which they governed.”*

Subsequently, Ferdinand de Saussure proposed a dualistic notion of sign, relating the signifier as the form of the word or phrase uttered, to the signified as the mental concept. And it’s important to note that according to Saussure, the sign is completely arbitrary, i.e. there was no necessary connection between the sign and its meaning.

The other semiotician that developed the theory of sign is Charles Sanders Peirce, or well-known as the father of pragmatics. Peirce defined the object sign into three categories, which are icon, index, and symbol. According to Peirce, icon is the connection between sign and object because of its similarities. Meanwhile index is the connection between sign and object because of cause and effect. And symbol is the connection between sign and object because of the agreement or convention in societies.

The term of Semiology/Semiotic definitely becomes more popular as a new approach for decoding a sign. Roland Barthes who is well-known as the scientist practiced Linguistic and Semiology model of Saussurean. In his book, he proposed another term to understand the sign by arranging and grouping codes into five, there are a hermeneutic code, semantic code, symbolic code, narrative/proairetic code and cultural code.

Interconnected with the semiotics theories above, in this research there will be analyzed the meaning and the message of Toyota Prius advertisement, by only using the semiotic theory of Barthes.

The Toyota Prius was the world’s first mass-produced petrol-electric hybrid vehicle. Its domestic launch in late 1997 marked the culmination of a concerted, five-year effort by Toyota Motor Corporation to develop and bring to market a practical, low-emission family vehicle. The principles and basic architecture of the first-generation Toyota Prius were so carefully and thoroughly developed from the outset that they have been applied across every hybrid model produced by Toyota Motor Corporation ever since.

The Toyota Prius was also the first manifestation of an important new platform that would go on to provide the foundation of forthcoming models such as the Corolla, Celica, RAV4 and second-generation Prius. Little wonder that the name Prius (Latin for ‘to go before’) was so appropriate for this breakthrough vehicle.

In terms of design, Toyota wrapped this world-leading environmental technology in a relatively traditional cab-forward shape and high-strength steel body structure. Penned by Toyota’s Calty Design centre in California, USA, it was uniquely sized between a supermini and a small family car, and had a low drag coefficient value of Cd 0.29.

* 1. **Identification of the Problem**

Based on the reasons that I has explained on the background above, I identify the problem of the research as the message that appear in the advertisement of Toyota Prius. According to the identification of problem, I assume that connotative meanings in the advertisement build the image of Toyota Prius, and convey a message to the viewers about the product that are created in the advertisement.

* 1. **Limitation of the Problem**

In order to limit the research, I only focus on the video of Toyota Prius’ commercial advertisements named 2016 Toyota Prius “The Longest Chase” from YouTube. I think that the advertisement will be full of interpretation to get the meaning from that advertising model. On the process of interpretation of Toyota Prius commercial advertising, I use a theory of semiotic from Barthes and focuses on the meaning of the advertisement in the denotation and connotation tofind out the images and messages about the product.

* 1. **Formulations of the Problem**

For the purpose of getting meanings and messages from the interpretation of the Toyota Prius advertisement, Iwant to explain and analyze the denotation and connotation meaning. Afterward, I interpret the images that are built by the connotative meanings. Then, I interpret the message behind the advertisement. The questions are as the followings:

* + 1. What are the denotative and connotative meanings in the advertisement viewed from Roland Barthes’ theory?
    2. What images that are built by connotative meanings, about the product, in the advertisement?
    3. What message does the advertisement want to convey?
  1. **Objectives of the Problem**

Based on the research question above, I have several objectives of the research as follow:

* + 1. To analyze the meanings of the denotation and connotation that appears in the advertisement.
    2. To reveal the images that are built by connotative meanings in the advertisement.
    3. To reveal the message that is created in the advertisement.
  1. **Methods of the Research**

The method that is used in this research is qualitative method, where I focus on describing, analyzing, and interpreting Toyota Prius advertisement denotative and connotative meanings based on Roland Barthes’ theory and identifies its message.

The steps that I take for the investigation of the research are 1.) choosing the important scenes and put the scenes into the paper, 2.) findingout the connotative meanings, I make tables which consist of the denotations and connotations from the scenes. 3.)then, finding out the images, I finish all the denotative and connotative analyses to find out the images built. 4) the last step is finding the message, after analyzing the denotative meanings, connotative meanings, and the image. By that way, I will find out what is the message that this advertisement tries to convey.

* 1. **Benefits of the Research**

Based on the objectives of the research above, this study is expected to be beneficial for those who are interested in getting deeper knowledge on language of sign, studying all the signs and symbols in a given culture that interact with the signs and symbols embedded in a brand, whether communications, packaging or product and shape consumer understanding. And the writer hopes this research can therefore be a powerful tool to create awareness, develop brand associations and add brand values that make a difference in the market.

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

This writing of term paper is organized itinto four sections that consist of four chapters, as follows:

Chapter 1: Introduction

In this chapter, I explain about the background, identificationof the problems, limitation of the problems, formulation of theproblems, objectives of the research, and methods of the research,about the analysis of Barthes’ denotative and connotative interpretation in Toyota Prius “The Longest Chase” Advertisement.

Chapter 2: Framework of the Theories

This chapter consists of the theories of Roland Barthes about denotation, and connotation. There is also the theory ofthe color according to Brewster. It summarizes the state of thecurrent literature that is relevant in my topic.

Chapter 3: Underlying Meaning in Toyota Prius “*The Longest Chase*” Advertisement: A Study of Semiotics

In this chapter, I examine and analyze the data in order toanswer the research questions. I discover the denotation, connotation, images and message of the scenes from Toyota Prius Advertisement.

Chapter 4: Conclusion

This chapter consists of the conclusion on the analyses of the complete study.