CHAPTER 1

INTRODUCTION

1.1   Background

At this time, advertisements can be found anywhere. Not just where a lot of people are gathered or in crowds, at any intersection the advertisement can be found. Advertisements that we often meet can be a sheet, billboards, brochures, logos, slagons, text and others. Advertisement usually published in the press or broadcast over the air, in television or on the internet.

Technological developments also change human habits in everyday life. Mobile telephone, the internet, social networks, tablets and other new media devices have greatly contributed in creating a seamless globalized society unlimited by physical distance; Altering the concepts of space, time and location (Saxena, 2005). Almost all the content that is on television we can see on the internet. This has caused many people to create public advertisement like commercials advertisement, products and services on the internet such as on YouTube, Instagram, Facebook and other sites that are heavily visited by Internet users.

Advertisement is any form of non-personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor' (Dominic, 2013). According to Benson-Eluwa, the advertising Practitioners of Nigeria (APCON) define advertising as an information which is persuasive and informative about goods and services that paid for or sum of ideas which defined by advertisers via using media (Benson-Eluwa, 2004).It seems that advertising is believed to be a way to boost sales by entrepreneurs who have a big budget to promote their products. This is seen from the abundance of advertisements on television and internet.

According to businesses, advertising help to selling goods and services. It is an important tool for business marketing. Consumers can learn every detail information by advertising. Producers and entrepreneurs are competing to make creative advertising possible so that it can attract the attention of the audience. It not only features a beautiful star or visual but also the message and meaning behind every image, song and gesture of each advertisement.The problem primarily about the usage of sign, the image that appeared, and the information that told, a meaning,

and how the advertising can influence the perception, understanding and people behave. Whether the advertising extends the information about the product offered concretely or, on the contrary, just extends about the falsifying the reality.

Nowadays, advertising creates its own image and impressions for its products and company. There is much we can see through the language in advertising, not just about what we see is the true truth but what we see has different truths. A language system according to de Saussure is based on the principle of negative difference, namely that the meaning of a sign is not obtained through an answer to the question is it, but through the discovery of what is not (Budiman, 2002: 30).

Advertisements are made in such a way to attract the attention of consumers. Not just by displaying the product, the recent advertisement creates a storyline that contains many hidden messages and direct messages to consumers. With stories, advertisers try to give their own impression to the audience. Because advertisements that are able to reach the target more focused, the audience can be selected, according to product segmentation and target market. In this case the most targeted audience in a print or electronic industry is women. Examples are beauty products. Many beauty product advertisements are made in such a way as to impress the audience with the product as well as with the advertisements. One of them is beautyproducts from Dove. Dove is a brand of beauty products that include shampoos, lotions, soaps and so forth.The company was founded in 1957. Dove is one beauty product that makes a lot of research with all the things that become the trend of beauty today. Dove has the slogan "The Real Beauty" which means Dove believes that beauty should be a source of confidence, and not a concern. Dove believes in helping consumers embrace the bodies that they have, and does not encourage the use of cover-ups, makeups, or concealers. This mindset led to the 2004   launch   of   the   Dove   Campaign   for   Real   Beauty.

Dove has many advertisements that inspire many people although Dove does not always display its products in advertisements.Almost every product has an advertisement that is created like a story that describes the problems or concerns of many women about their beauty. Dove has many positive messages that they want

to give to everyone whether it's a product user or not. This study focuses on the advertisement Dove *Love Your Curl* that published in 2015 on YouTube that tells about how we should love our curly hair. Dove makes research and encourages little girls to embrace their curls in their advertisements.Dove has been so successful on its mission to get women to love their bodies, the brand is now turning its attention to their hair. It's a well-known fact that many of them with curls hate their hair: as this new spot by Ogilvy Paris tells us, research shows only four out of ten girls think their curly hair is beautiful. So, Dove is starting with the kids and trying to encourage them to embrace curly.

The advertisement that have been selected for analysis, many things can be interpreted not just as product advertisements to sell but also messages for everyone. The interpretation of the sign in advertising is known as semiotics. Semiotic theory is used to analyze or approximate signs in advertising. So, the advertisementwill be analyzed using theory of semiotics in the advertisement Dove Love Your Curl. Semiotics aims to unearth the essence of a sign system that goes beyond the rules of grammar and syntax that rule the meaning of complex text, hidden, and dependent on meaning.

The science of semiotics is originated from linguistics with its character Ferdinand de Saussure (1857-1913). Saussure is not only known as the Father of Linguistics but is also widely referred to as a semiotic figure in his *Course in General Linguistics* (1916). Semiotics comes from the Greek word semeion which means "sign". The term semeion seems to be derived from hippocratic or asklepiadic medicine with its attention to symptomatology and inferential diagnostics (Sobur, 2004: 95). The sign of that era still means something that points to something else. Seminologically, semiotics is a branch of science dealing with the study of signs and all things related to signs, such as sign systems and processes that apply to signs (van Zoest 1993: 1).

1.2   Identification of the Problem

Based on the background previously stated, the identification of the problem in this topic is that meaning of the message created by the image in Dove *Love Your Curl* advertisement can be delivered to audience. Number of viewers on youtube

can be determined as a proof that the advertisementcontains a meaning that can affect people who are anxious with the beauty of her hair.

According to the identifiction of the problem, it can be assumed that words and phrases in the advertisement build the image of Dove "Love Your Curl" advertisement and convey a message about the product through signifier, signified, and images from the connection among the words, phrases, and have meanings that can be interpreted.

1.3 Limitation of the Problem

There are several limitation that are inevitable. First, due to time constrains, this research conduct only throuhgobservation of the Dove *Love Your Curl*advertisement that published in 2015 on YouTube.

The limitation of the research is also more focused inhow the theory of interpretation of the signs, songs and language can reveal the message of this advertisement that which reached more than 11 million viewers.

1.4 Formulation of the Problem

Based on identification of the problem above, I identify that formulation of problems is as follows:

1. What is the meaning of *Signifier* and *signified* that appear in Dove Advertisement?
2. What is the message conveyed in Dove Advertisement?

1.5 Objective of the Problem

Based on formulation of problem above, I identify objectives of the problem are as follows:

1. To reveal the meaning of *signifier* and *signified* that appear in Dove Advertisement.
2. To reveal the message that conveyed in Dove Advertisement.

1.6   Method of the Research

Based on the theoretical framework, this research will be analised using qualitative method because some considerations that are flexible, not too detailed, unusual to identify a concept, and provide the possibility for changes when found facts that are more fundamental, interesting, and unique meaning in the field. This method is using by produce a descriptive data in collecting signifier and signified.

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

1.6.1   Preparation

In order to limit the research, this research only focuses and takes the objectto collects the information from the video ofDove*Love Your Curl*'s commercial advertisements by Dove US on that published on January 2015 in YouTube as the source.

1.6.2   Data Collecting

To get the Dove *Love Your Curl* advertisement, the advertisementfiles has been copiedfrom the internet media. The advertisement then used as materials to analyzed this research. The data collection technique is done using observation techniques and data analysis.

1.6.3   Data Analysis

After collecting data is collected, it is analyzed by usingFerdinand de Saussure's of Semioticsmodels such as*signifier* and *signified*in order to reveal the meanings contained in.

The steps of analysis are as the following:

1. Collecting the data with observation
2. Interpreting every scene in the video
3. Changing the video to be a piece of picture
4. Analysis the meaning and the message from the *signifier* and *signified*
5. Relating the analysis and concluding the research

1.7   Benefits of the Research

There are several purposes of the research that can be helful for those who want to obtain or increase their knowledge about semiotics, and the purpose of this study is to determine the *signifiant* and *signifie*that contained in Dove Love Your Curl advertisement on YouTube. And what message is conveyed in this advertisement. I also hope that this research can make it easier to understand and prevent any misunderstanding or minterpretation odf Dove *Love Your Curls* advertisement. Furthermore, the result of this research is expected to improve knowledge and interest of its readers to learn more about linguistics especially about semiotics.

1.8   Systematic Organization of the Research

2   The writing of this research uses paper organization. I organize it into some sections consisting of four chapters.

CHAPTER 1   :   INTRODUCTION

In this chapter, I explain an introduction consisting of background, identificatin of the research problem, limitation of the research, formulation of the research, objective of the research, significance of the research, methodology of the research, and systematics of the research.

CHAPTER 2   :   FRAMEWORK OF THE THEORIES

consisting of fundamental theories containing definitions of theories and ideas related to the meaning interpretation aspect by Ferdinand de Saussure.

CHAPTER 3   :   MESSAGE CONVEYED IN DOVE *LOVE YOUR CURLS* ADVERTISEMENT TROUGH FERDINAND DE SAUSSURE APPROACH.

In this chapter, I examine and analyze the data from Dove *Love Your Curls* Advertisement in order to answer the research questions.

CHAPTER 4   :   CONCLUSION

In this chapter, I conclude the analysis and present the result of the research to complete the study.