

CHAPTER I INTRODUCTION

1.1 Background of the Research

Language is a tool of human life to communicate with one another. To communicate with other society we need a language and sign. The function of communication is not only to deliver our thought but also deliver a message and meaning in conversation. To deliver the message correctly in conversation the most important thing used in communication is language.

According to Wardhaugh (1972:3) 'Language is a system of arbitrary vocal symbols used for human communication.' From the quotation by using the language, people can express their opinion, ideas, and wishes to other people. Sign in language takes the forms of word, images, gesture and object. So, human needs to identifies themselves and the other to understand every aspect of knowing its meaning.

Peirce states on Chandler (2002:3) 'Nothing is a sign unless it is interpreted as a sign' It refers to any of things that can be a sign as long as someone interprets it as 'signifying' in which it 'stands for' something else. In this era of globalization and modern technology the society gets information from various media such as newspaper, internet, television, and radio to promote the product or services. There are several signs to promote the product. The advertisement should attract costumer's attantion to make perception to the product and make costumer interested to buy the product or services. Because advertisement in media have a big power to change mind.

Some product that companies produce needs the product they are sell to be sold and meet all costumer needs. So creativities is needed to gain the costumer's attantion. The companies should create a creative advertismen and promote the product because advertisement often change societies paradigm and can find anywhere we need to takes a new and modern word such as chic/glamours, simple/easy, suitable/unsuitable. By using that advertisement change the paradigm of society.

Some media electronics are television, internet, radio, film, and video ads. Meanwhile printed media are magazine, brochure, billboard, and newspaper. Internet is the best place to promote the product because we are live in digital era that makes us easy to gain customer. Bunch of people will spend their free time with their smartphone seeing his/her social media. Many of offline supermarket or brand now open their online store or web store so people easily can shop in their mobile phone. Therefore, the writer chooses internet as a media of the research with theBalm's advertisement.

There are certain messages that the creator of advertisement wants to give to the reader it means that not all people can understand the meaning or the idea well and people finds the difficulties on interpreting the advertisement. Generally, the difficulties come when the creator of advertisement uses the sign as language to express the message so it difficult to the reader understand the meaning completely. The writer wants to use semiotics study to analyse the advertisement. Semiotics is a study of sign delivered by a sender to the receiver that purpose to gain the attention to customer to buy the product.

In semiotics study there are two theories that explain about the sign. Ferdinand de Saussure theory that says that the signifier and signified as the type of sign. Then the second theory comes from Charles Sanders Peirce who explains that semiotics has three types of sign, the sign itself mentioned as representant, object, and interpretant. All of them are called as semiosis. The study focuses on the eye of palette product of thBalm. The reason that the writer chose theBalm because in this era cosmetics take an effect like in every woman's bag there is a piece of makeup product.

Based on the explanation above, the writer is interested in doing a research about semiotics in the theBalm's advertisement. Every each of sign, symbols, and interpretant is explained until the meaning of the advertisement reveals. The writer would like to give entitled to this term paper "Peirce's sign, object, and interpretant in The Advertisements of "theBalm's Voyage Volume 2": a study of semiotic"

1.2 Identification of the Problem

Based on the background above, the writer decides to analyse the symbols and sign that appear in the advertisement. There are four advertisements picture in theBalm's instagram that represent the meaning of the product. The semiotics process of Charles Sanders Peirce's theory is used to analyse this research. The writer describes the relation between the representamen, object, and interpretant to find the meaning of the product advertisement.

1.3 Limitation of the Problem

In the limitation of the research, the writer analyses Peirce's theory in the advertisement of theBalm Voyage Volume 2 using linguistic approach. Symbols consist of headline and tagline of the advertisement. There are two versions of theBalm product, firstly named "theBalm Voyage Holiday Face Palette" and the second version named "theBalm Voyage Volume 2". The theory of Charles Sanders Peirce is applied to analyse the message in the advertisement.

1.4 Formulation of the Problem

According to the background above, the writer finds out the formulation of the problem as follow:

1. What are the meanings of icon and symbol in the advertisement of "The Balm's Voyage Volume 2 using Peirce's theory?"
2. How are the semiosis processes in each advertisement of "The Balm's Voyage Volume 2?"

1.5 Objectives of the Research

According to the problem above, the objective are:

1. To identify the meaning of icon and symbol in the the advertisement of "The Balm's Voyage Volume 2 by using Peirce's theory
2. To identify how the semiosis process ineach advertisement of "The Balm's Voyage Volume 2 by using Peirce's theory

1.6 Method of the Research

The method that the writer used in this research is qualitative method which is relying on verbal data and non-numeric as fundamental analysis and problem solving for this research. Qualitative is technique to describes and interprets the sign on the theBalm's advertisement.

To analyze the writer analysis the meaning of theBalm's advertisements. First sign can be words, picture, color then the writer analyzes and describes the meaning of sign on the advertisement based on the triadic elements of Peirce.

1.7 Benefits of the Research

The writer hopes this research could describe the process of semiotics process in object, sign, and interpetant on advertisement and give significant affect to the readers who are interested in semiotics, especially in learning about peirce's theory and how to apply it.

1.8 Systematic Organization of the Research

The term paper has paper organization. The writer organizes the term paper into four chapters as follow:

Chapter 1 : Introduction

In chapter 1, the writer explains the background of the Research, identification of the problem, limitation of the problem, formulation of the problem, objectives of the research, method of the research, benefits of the research, and systematic organization of the reaserch applied Peirce's Sign, Object, and Interpretant.

Chapter 2 : Frameworks of Theories

This chapter consists of Charles Sanders Peirce's theory about Sign, Object, Interpretant, and Advertisement. Other theory in Semiotic is by Ferdinand de Saussure.

Chapter 3 : Finding and Discussions

Each sign, object, and interpretant on advertisement is explained through the theory of Charles Sanders Peirce. Each advertisement is explained trough the theory of Peirce.

Chapter 4 : Conclusion

In this chapter, the writer concludes the analysis of study to complete the research.

