

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Communication is an endeavour by one mind to persuade a certain interpretation by another. This includes such things as disinformation, which is an endeavour to persuade a false interpretation of the course of events in the perceptual realm. The most important form of communication is language. According to Todd (1987), language is a set of signals by which ones communicate. A human language is evolved from primitive signalling system.

Semiotics is often engaged in the analysis of texts although it is far more than just a mode of textual analysis. It should probably be noted that a 'text' can exist in any medium and may be verbal, non-verbal, or both, despite the badge centric bias of this distinction. The term *text* usually refers to a message which has been recorded in some way such as writing, audio- and video-recording. Therefore, it is physically independent of its sender or receiver. A text is an assembly of signs such as words, images, sounds and/or gestures constructed and interpreted with reference to the conventions associated with a genre and in a particular medium of communication. Human experience is inherently multisensory, and every representation of experience is subject to the constraints and affordances of the medium involved. Every medium is constrained by the channels which it utilizes.

According to Saussure (1983, 15-16; 1974, 16), it is possible to conceive of a science which studies the role of signs as part of social life. It would form part of social psychology, and hence of general psychology. We shall call it semiology (from the Greek semeîon, 'sign'). It would investigate the nature of signs and the laws governing them. Since it does not yet exist, one cannot say for certain that it will exist. But it has a right to exist, a place ready for it in advance. Linguistics is only one branch of this general science. The laws which semiology will discover will be laws applicable in linguistics, and linguistics will thus be assigned to a clearly defined place in the field of human knowledge. Symbolism reflects only one form of relationship between signifiers and their signified.

According to Barthes (1967,9), 'semiology aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, and the complex associations of all of these, which form the content of ritual, convention or public entertainment: these constitute, if not languages, at least systems of signification.' In myth, the signifier is already formed by the signs of the language. Myth has in fact a double function: it points out and it notifies, it makes us understand something and it imposes it on us.

In this study, the writer attempts to find out whether there are any relations between the Manchester United as a sign and the loyalty of the fans through semiotics theory. Manchester United is an English professional club based in Old Trafford. It plays in the Premier League, a high-class professional league in England, and has already achieved 20 league titles. It has also won eleven FA Cups, four League Cups, and twenty FA Community Shields. In international leagues, Manchester United has won three European Cups, one UEFA Cup Winner's Cup, one UEFA Super Cup, one Intercontinental Cup, and one FIFA Club World Cup. Manchester United was the first English football club to win the European Cup in 1968. In 1998-1999 seasons, Manchester United became treble winner for winning the Premier League, the FA Cup, and the UEFA Champions League. Manchester United is the third-richest football club in the world for 2011-2012 in terms of revenue, with annual revenue of €395.9 million, and the second most valuable sports team in 2013, valued at \$3.165 billion. It is one of the most widely supported football teams in the world. By the end of 2013/2014 season, Manchester United has lost some matches and been stuck on the 7th rank of the table which means it has less possibility to win the title of Premier League. It is just a following season after it won the Premier League title in 2012-2013 season. Being on the 7th rank of the table also gives the club less opportunity to join the Champions Leagues as it is known that the club should finish on 2nd or 4th rank in its national league.

1.2 Identification of the Problem

According to the background, the writer finds out that Manchester United has been a sign for a big football club for winning many titles and trophies. This club has widely known and had fans all around the world. Unfortunately, by the end of 2013/2014 season it has been stuck on 7th rank of the table which means it only has small opportunity to win the league title either to join the Champion League. The writer attempts to find out whether there is any relation between the signs of Manchester United and the attraction to the fans which bounds them to their loyalty to the club through semiotics theory.

1.3 Limitation of the Problem

As a professional football team founded in 1878, Manchester United had been widely known all over the world. It serves couples of phenomenon since it was founded up to this time. From the beginning as it changed the name from Newton Heat to Manchester United as it is known right now; the Munich incident which it claimed its eight football players in flight disaster that it was at risk to be disqualified from Premier League in 1968; until the latest season

2013/2014 when the manager, Alex Fergusson, who had taken care the club for 26 years declared his retirement that brought some loss to the club itself because the adaptation with new manager was not developed well. Therefore, Manchester United was in crisis by the end the season.

The writer limits the analysis by only finding and analysing the signs of Manchester United which defines it as a professional football club throughout its history and the phenomenon that occurred on it in 2013/2014 season. The relation of both signs of Manchester United and the phenomenon that occurred in the club also related to the responds of the fans which represent their loyalty to the club. The limitation of the phenomenon is the occurrence happened in the club which might be related with its former manager and players as part of its symbol known by the fans.

1.4 Statement of the Problem

The writer finds that there are many phenomena in Manchester United as a professional football club. Therefore, the writer formulates the statement of the problems as follow:

1. What are the signs that define Manchester United?
2. What are the phenomena that occur in Manchester United?
3. How are the responds of the fans related to the signs and the phenomena of Manchester United?

1.5 Objectives of the Research

According to the above-mentioned problems, it can be stated that the general objectives of this analysis are:

1. To identify the signs which define Manchester United.
2. To identify the phenomena which occur in Manchester United.
3. To identify the responds of the fans of Manchester United related to its signs and phenomena.

1.6 Methods of the Research

The writer uses qualitative methodology of research in this term paper. The source is from written data, as texts, books, and articles. After collecting those data, the writer examines and analyses the related data and theories. Then, the writer presents the result of data analysis.

1.7 Benefits of the Research

In this study, the writer analyses a professional football club of Manchester United for the study because the club is famous and well known as an English successful team not only in neither England nor Europe but also all over the world. The signs which define the club and the phenomena that occur in the club are quite interesting to explore. The writer attempts to find out the relation between them to the loyalty of the fans which are seen from their responds about the signs of the club and the phenomena in it.

1.8 Systematic Organization of the Research

This writing of term paper uses paper organisation. The writer organises it to be four sections that consist of four chapters.

Chapter 1: Introduction

In this chapter, the writer explains about background, identification of the problems, limitation of the problems, statement of the problems, aim of the research, methods of the research, and benefits of the research about the analysis of the signs of Manchester United and the loyalty of the fans through semiotics theory.

Chapter 2: Framework of the Theories

This chapter consists of the theories of Ferdinand de Saussure about theories of signifier and signified; the theories of Roland Barthes about myth; and the theories of Charles Peirce about signs: symbol, icon and index. In this chapter, the writer also mentions theories about colours, the hierarchy of needs by Abraham Maslow that support the theories that are used.

Chapter 3: The Sign Analysis of Manchester United related to the Loyalty of the Fans

In this chapter, the writer examines and analyses the data in order to answer the research questions. The writer discovers the signs that define Manchester United as a professional club and the phenomena that occur in it. Then, the writer relates them to the loyalty of the fans which is seen by the responds of the fans itself.

Chapter 4: Conclusion

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