

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Problem

In the human's life is filled by signs. Mediated by the signs, the process of life is moved effectively. They can communicate between others and have better understanding of their environment simultaneously. One way that is use to convey the meaning, message, or information is through the mass media. This is the tool used in the delivery of messages from the source to the audience or the person receiving that its character opens which they can see, read and hear. (Cangara, 2000:25).

In this era, the lifestyle of modern society can not be separated from the mass media that follows the existing developments. Mass media became its own phenomenon in the communication process, it is because the mass media becomes mediator to convey information to public. Mass media is almost used by everyone and in various places as a means to convey messages and obtain information. Without the mass media we will not know the various developments that occur in the world. Mass media has many forms that are deliver through the means of communication, such as newspapers, radios, and televisions.

One of the most widely used mass media today is television. Almost everyone uses television as a medium for information. By using the television community no longer need to read or hear the news delivered, but can directly watch the communicator. A wide range of television can be reached simultaneously, messages and information delivered via television are able to reach its target audience. Television contains elements of sound, images, and motion, therefore the message conveyed can attract the attention of the public.

From a variety of broadcast programs that are shown on television, advertising is one of the most watched broadcasts of audience. Advertising is always present, and it is an unattached part of human life. We can find ads anywhere and anytime because advertising is everywhere. Although people may not be aware of it. Advertising is one form of impressions used as a means of promotion to influence audiences. Advertising uses every possible media to get its message through. Advertising and television are inseparable entities. Television requires

advertising as a source of income to continue its existence, while advertising requires television as a medium that can be promotional event, although ads can promote through other media. Advertising is a mass communication process that involves a particular sponsor, the advertiser who pays for the services of a mass media for broadcasting his advertising, for example through a television broadcast program (Suhandang, 2010: 13).

The manufactures notice in advertisement which is basically created to persuade or influence consumers to purchase and use their products. This makes the manufactures increase their creativity in selling their products. With all forms of creativity, advertising is made as attractive as possible to create a good image, not just the product but also the company. In addition, advertising also aims to create a different brand of the same product type.

Ad manufactur in this era using interactive kind of language such as text, images, and the manufacturers add proper sound (it can be some instruments or tracks) to deliver the information to consumers or to society in the world.

From the creativity, manufactures sometimes use the slogan to represent it. For example, there are some ads which always show the sleekness in Television such as kinds of beauty ads, water drink, foods, a vacation spot, etc. Some of those ads have a different slogan to give a remark for one product. Slogan is an instrument for giving information and stimulating people to say or even to act. It is an identity for someone, one group or more. Slogan tries to differentiate on someone, one group or more from the others. When people start to see or perhaps to remember the slogan in their mind, it will give the image for someone, one group or more. The slogan has succeeded to deliver the meaning of it.

The sign or symbol can be interpreted positively and negatively depending on how people interpret it. Sign or symbol can only be seen according to what appear, so there will be a lot of different meanings for a sign or symbol from some different people.

The beauty industry through the appearance of its ads is considered as triggers that make women never satisfied with the look of their bodies. The advertiser of that product appears to have confidence that the venue of the promotion and an increase in product awareness that is quite effective of the mass

media is women. Almost all display ads in the mass media use women as the ad object. Women are identical with esthetic and beauty where the use of a female figure in advertising aims to entice the customers. Women are a promising market commodity, therefore a lot of products are offered from different brands from the toe to the hair using a woman as a model. According to Martadi (in Widyatama, 2006: 2) the use figure of women on advertisement in order to have selling appeal. Women are believed to be able to increase product sales. When the target market of women its presence is the face of actualization that represents identity or existence. The use of female figures is inseparable from gender ideology which assumes women have feminine character.

The ad also appears in establishing ideal women's beauty today, so the standard of beauty has become a perception and culture for almost all women, although beauty standards in each region are different.

The phenomenon of the emergence of beautiful women figure as a model in advertising is quite rampant. Starting from body care products, food, even household purposes also show the figure of a beautiful woman. Television ads portray women as the center of attention, with fashionable clothes, faces with makeup, and a slim body.

Essentially, women have fascinating body, where the whole body part is often use as an ad object. The appearance of the figure of beautiful women on television was in line with the increasing consumption of cosmetic products and care for women. Through the media image of the beautiful women who have a slim body, clean face, and healthy hair turned out to affect public consumption of body care products, as evidenced by the rise of various products for women with various brands.

In addition, globalization which began to enter Indonesia since the Soeharto era in the late 1960s which adds complicated concept of Indonesian women's beauty. Therefore, the cosmetics industry is synonymous with beauty in the master by the western brands that automatically bring the concept of beauty that comes from the west. Finally, the concept of beauty that is brought and spread through cosmetic products is the beauty of the western version until now. Inevitably, advertising becomes the main weapon in constructing beauty concepts.

A study of 4,294 television commercials in the United Kingdom shows that statements about women's physical attractiveness are most commonly displayed through women's profiles and voiced by men. The message that a woman should be physically attractive to be acceptable, voiced aloud and clearly in the network of television commercials. Women are unconsciously turning to television to reinforce the latest beauty norm, only to be given further proof of their own body deficiencies. These ideal features encourage the hope of the dream body. Ideal bodies are usually featured in magazines, movies, and advertising worlds, depicting or presenting the ideal female figure as a slim, beautiful-legged figure, slender thighs, waist and hips, healthy hair, large breasts and smooth white skin.(Annastasia Meiliana, 2006:59-60)

Women modeled on magazines or beauty ads as a new standard or benchmark for the size of beauty. TV commercials seem to provide the latest input of magical products that can bridge the gap between reality and what is considered ideal. Advertising has been referred to as a form of conveying a beauty myth that affects television viewers to receive commercial messages as truth rather than as construction (Ibid:60).

One part of a woman's body is often used as the object of advertising is hair. Hair for women has an important role in appearance, because after all the hair is a woman's crown. Hair could change the appearance of women in a real time. Good hair can make women more confident. Examples of television commercials that use hair as objects are shampoo ads. Display ads in a shampoo product usually uses women who have beautiful hair, long, black and strong. These models are a trial result of the products offered. Unconsciously the consumer has presented a beautiful hair concept that has been arranged by advertisers. Beautiful hair according to the consumer is long hair, black, softness, not falling out, and not branching. The advent of shampoo advertising models featuring healthy and long hair has built audiences, especially women's view of the ideal hair stereotype. As if they do not have criteria, it cannot be said beautiful hair.

As described above, The image of healthy hair displayed in the shampoo ad creates anxiety for women, many women could do anything to make their hair look straight and strong. The women with curly hair could spend tens or even

hundreds of thousands of dollars and struggled to visit beauty salons to straighten hair, called rebonding (Widyatama, 2006: 48). This is because the result of cultural construction formed by the media through advertising that emphasizes beauty is long hair, black, straight, and strong. Ad symbolization has imprisoned and added so much the burden of life to be borne by women. That women should look beautiful, have long hair, black, strong. Back to the stereotypes of women, about women's imagery in the beauty ad, just to please others, especially men, while women themselves become part of the effort fun. The woman is not a party to enjoy the taste happy, women just happy when others are happy.

In this research focuses on how the form of sign or symbol in Pantene Pro-V moisture renewal ad Selena Gomez Version that represents the message that is tried to find out what exactly is contained in the advertisement in bringing up images of ideal female beauty. To find the meaning of ads Pantene Pro-V moisture renewal ads Selena Gomez version, the researcher use the semiotic approach in order to dissect the meaning of the symbols which is contained in both ads. Semiotics analysis is a method or method to analyze and give meanings to the symbols embedded in a symbol of messages or text. In other words, meaning of the symbols in the text, that are the center of attention semiotic analysis.

In the context of semiotics, the signs contained within the appearance of the ads will be studied more deeply so obtained a thorough meaning of an advertising display. Study about this semiotics will be studied through a semiotics theory approach proposed by Roland Barthes. The message can be understood if there is a clear synchronization between sign and symbol. Each part of the aspects has its form that will be united with another form. It will create a clear point or message delivered. Then it will create a feedback if the message is clearly understood. In this research, the process of meaning to the signs contained in an ad display in the media will be done by giving attention to the meaning of denotative and connotative.

## **1.2 Identification of the Problem**

Based on the background of the research that explained in the previous page, the identification of the research in this term paper refers to the Semiotics as the field of study about the signs. More specifically to find the signifier and the



signified on the Pantene Pro-V Daily Moisture Renewal advertisement Selena Gomez version

### **1.3 Limitation of the Problem**

To make the research more specific, focused, and not too large, the writer limits the problem which are the myths that appears and also create the images in Pantene Pro-V Daily Moisture Renewal advertisement Selena Gomez version. In this research the writer uses Barthes's theory deals with denotation, connotation, and myth.

### **1.4 Formulation of the Problem**

Based on the restrictions above, the researcher formulates problems of the research as the followings:

1. What are the denotative and the connotative meanings from the signs and symbols in Pantene Pro-V Daily Moisture Renewal Selena Gomez version?
2. What the myths are implied in Pantene Pro-V Daily Moisture Renewal advertisement Selena Gomez version?

### **1.5 Objective of the Research**

Based on the identification of the research and the restrictions of the research above, the objectives of this research are:

1. To know what the denotative and the connotative meanings from the signs in Pantene Pro-V Daily Moisture Renewal advertisement Selena Gomez version are.
2. To identify the myth and prove the relationship between Barthes' theory of order signification in Pantene Pro-V Daily Moisture Renewal advertisement Selena Gomez version.

### **1.6 Significance of the Research**

Based on the objectives of the research, the researcher conducts this paper to find the relationship between Pantene Pro-V Daily Moisture Renewal Shampoo and Conditioner advertisement Selena Gomez version through Barthes' theory of Myth and order of signification.

### **1.7 Methods of the Research**

The research was conducted through a qualitative approach with a simple analysis of the advertisement. The analysis itself contains about the explanation from the compositions that are used in the advertisement such as sign, symbol, and tag-line and the relations between each elements to know what kind of myth conveyed in the advertisement is.

### **1.8 Benefit of the Research**

This research is dedicated not only to students or faculty, but also to the novice teachers in schools, as it is expected to be able to contribute to the recent development and research on semiotic approaches.

### **1.9 Systematic Organization of the Research**

This writing of term paper uses paper organization. The writer organizes it into four sections that consist of four chapters, as follows:

#### **CHAPTER 1 : INTRODUCTION**

It consists of Background of the Problem, Identification of The Problem, Restrictions of the Problem, Formulations of the Problem, Objectives of the Research, Significance of the Research, Methodology of the Research, Benefits of the Research and Systematic Organization of the Research.

#### **CHAPTE 2 : FRAMEWORKS OF THE THEORIES**

It consists of the theories that are used in the research: first, Order of Signification. There are denotation, connotation and myth. Second, the Meaning of the Color.

#### **CHAPTER 3 : THE WOMEN'S REPRESENTATION IN "PANTENE PRO-V DAILY MOISTURE RENEWAL" ADS SELENA GOMEZ VERSION AS THROUGH ROLAND BARTHES'S "SIGN" THEORY: A SEMIOTICS STUDY.**

Entitled The Women's Representation in "Pantene Pro-V Daily Renewal" ads Selena Gomez version Through Roland Barthes's "Sign" Theory. Using the Semiotic Theory of

Roland Barthes the researcher examines and analyses the data in order to answer the research questions. The researcher discovers the signs that affect the image of the products from P&G Company along with the myth about the products.

#### **CHAPTER 4 : CONCLUSION**

It contains the conclusion of the researcher from the analysis complete study.

