

**BARTHES' MYTH INTERPRETATION IN NIKE "What Will They
Say About You?" ADVERTISEMENT**

TERM PAPER



By

IZNIATIH

2014130073

**STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
JAKARTA
2018**

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submitted in part-fulfilling for obtaining Strata One (S-1) degree



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2018**

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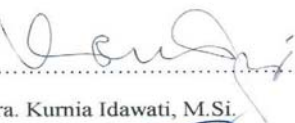
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"What Will They Say About You"
Advertisement

It has been approved by Advisor, Reader, and Head of English Department to be examined in front of the Board of Examiners, Program of Study Strata One (S-1) Degree of English Department, Faculty of Letters, University of Darma Persada.

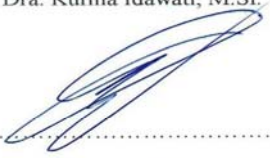
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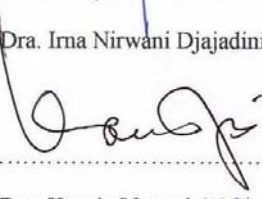
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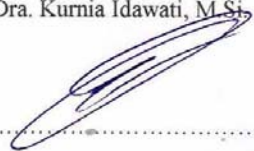
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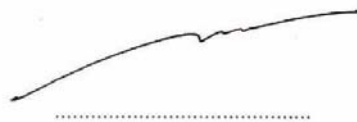
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ACKNOWLEDGEMENT

Praise be to the Almighty Allah SWT, who always gives me His guidance, ways, mercy, strength and power to complete this term paper entitled *Barthes' Myth Interpretation in Nike "What Will They Say About You" Advertisement*. This term-paper is submitted in part-fulfilling for obtaining Strata One (S-1) degree in English Department, Darma Persada University.

I am so grateful to all my lecturers in English Department who have taught and guided me thoroughly since my first semester. Especially, in finishing this term-paper, I would like to pay special thankfulness, warmth, and appreciation to the persons below who made my term-paper successful and assisted me at every point to cherish my goal:

1. Dra. Irna Nirwani Dj., M.Hum as the first advisor in writing term paper who has given her time to guide and correct the things that she knows it is wrong in this term paper related to its contents.
2. Kurnia Idawati M.Si., as the reader who has wonderfully supported and taught me about conducting a term paper from the beginning. Thank you for not only being my reader but also my advisor. Thank you for your comments and suggestions which are very valuable as this term paper progressed.
3. Tommy Andrian SS, M.Hum., as the most unpredictable and kindest chairperson during the examination. You are inspiring by giving the advice, corrections and, new knowledge.
4. Dra. Widiastuti as the most lovely Academic Advisor.
5. All lecturers in English Department who have taught me from the beginning till the end. I'm very thankful for all the valuable knowledges.
6. My Mom, Dad and Sister, family members and friends, without whom I was nothing: they not only assisted me financially but also extended their support morally and emotionally.

7. All of my great bestfriends, especially for the 'Classy Class', the people who always give me a gift on every special birthday, and support me in doing this beloved term-paper, Shofura, Arti, Ika, Ratu, Anggi, Sirly, and Naomi. They are kind-hearted and most smartest friends that I am acquainted with, because each of them has a special uniqueness. Specifically, we can complete each other. Overall, I could not ask it for more. I am so lucky to have them, and may God always bless our friendship into Jannah, Ameen.
8. My beloved Musketeers, Uha, Arti, Yuliana, Widya , Icha. I would like to say a big thanks to you, all. You are really persistent guys. I could not ask it for more, I am so grateful to have the friends like you. You guys help and strengthen each other.
9. From the bottom of my heart, I would like to say thank you so much to all of the my gorgeous friends, Pita, Novita, Yendi, Maya, Dita, Susi, Eny, and Petra, who are always supporting and advising each other in doing this term-paper. I am so grateful and lucky to have you all. May God bless our friendship into Jannah, Ameen
10. Rifqi Fauzan Saori who has inspired and motivated me in every side of this writing term paper. Thank you for your supports and prayers. It would be memorable in my life.
11. All of my seniors who are always supporting me until the end, and some of them have sent their term-paper to me. I would say thank you very much for the supports to Fajar Triana, Sylvia Purimas, Inez Nur Irawan, Syarif Hidayatullah, Zuhriahtika, Nur Fatimah, and Shintia. Thank you very much for your support.

This term-paper is far from perfection. Suggestions and constructive criticism are welcome to improve this term-paper.

Jakarta, January 19, 2019

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ABSTRACT

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"What Will They Say About You"
Advertisement

Advertisement is arguably the most important part of the brand of a company, as it is the part of a company's advertisement message that is most visible to consumers and ideally it comes to stand for the brand itself in their minds. The research in the term paper aims to find out the signifier and signified on the advertisement. It also finds out the meanings. In other words, the signs are used in the term paper is related to the study about sign, Semiotics, the theory of Roland Barthes. His theory uses the denotation and the connotation as its signified and signifier signs to find out the myth. In here, every scene of the advertisement has the hidden message.

Keywords : *Semiotics, Signs, Denotation, Connotation, and Myth.*

ABSTRAK

Iklan dapat dikatakan salah satu bagian paling penting dari sebuah perusahaan untuk melakukan sebuah promosi, karena pada dasarnya iklan merupakan pesan yang mudah untuk dilihat oleh pelanggan dan biasanya iklan mewakili merek itu sendiri. Penelitian ini bertujuan untuk menemukan penanda (Signifier) dan petanda (Signified) yang ada di dalam iklan. Selanjutnya, penelitian ini dimaksudkan untuk menemukan arti yang terkandung. Dengan kata lain, untuk mendapatkan pesan yang ada di balik iklan Nike “What Will They Say About You?”. Teori yang digunakan dalam penelitian ini adalah teori yang berhubungan dengan kajian tentang tanda (Sign). Lebih spesifik adalah teori Roland Barthes. Teorinya menggunakan denotasi (denotation) dan konotasi (connotation) sebagai penanda dan petandanya untuk menemukan mitos. Di setiap adegan, pasti ada pesan yang tersembunyi.

Kata kunci : *Semiotik, Tanda, Denotasi, Konotasi, dan Mitos.*

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CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Advertisement is potential to influence consumers and their social surroundings. Advertisement is everywhere, it takes from youtube, television, and video. One of the form is television. According to this website, I find the source of definition of television, <https://smallbusiness.advantages/limitations-television-advertising-html>, television in advertisement is one of the most popular ways of conveying a mass message and it is sending of promotional messages or media content to one or more potential program viewers. The viewers are influenced by the messages which results in actions that will give benefit for advertisers. The characteristics of television in advertisement are convenient and flexible to be understood, having a strong impact. Because it uses an audio and visual effects to create a lasting impact. As a result, in the television, no one is neutral about advertisement. We may love or we may hate it, many of us do both.

The era of globalization cannot be avoided by any company that wants to market their products. There are many kinds of ways to market a product that can be known by people, the media used to market a product assortment as well as through social networking, television, brochures, and magazines depending on whom the company wants to market its products.

Every company is required to adapt their products according to the times. World trade is very dynamic over the times; change in lifestyles and trends, impact on demand market that always changing. Companies should as much as possible to accommodate the needs of consumers both in terms of product quality, manner of presentation and how to deliver information products they want to offer to consumers. Through advertisement, companies are trying to attract customers to buy their products.

Afterward, the development of advertisement and advertising system in the consumer society altered to the any problem of social and cultural landscape. The problem primarily about the usage of sign, the image that appeared, and the

information that told, a meaning, and a how the advertising can influence the perception, understanding and people behave.

Advertisement ads seek to generate increased consumption of their products or services through "branding" which associates a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement.

Semiotic advertisement is defined as a process to provide information about something, generally the company's products, to the general public by using certain media and certain costs. Today a lot of media used to do advertising like television, radio, magazines, newspapers, internet, websites, blogs, and more. Of course, there are a variety of functions and objectives of an advertisement that aired in various media. But in general, it can be identified that it knows the advertisement as a promotion company for its products to the public. (<https://semiotics.analysis/of/indian/television.pdf>)

Through advertisement, we can know that new products are released. Advertising is a form of marketing communication used to promote or sell something, usually a business's product or service. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Advertising is one excellent tool to introduce company's products to consumers, either in the form of printed advertisements as well as advertisements that we usually see on television. In advertisement there are usually two types of sign, the first is verbal sign such as language, conveyed through speech or in text form. The second is non-verbal sign such as pictures, color and gesture which resides in the advertisement. Each signs in advertisement has a function to describe something, a concept or information about the product.

Advertising is a form of marketing communication used to promote or sell something, usually a business's product or service. Advertising by a government in favor of its own policies is often called propaganda. In Latin, *ad vertere* means "to turn toward". The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Every sign has a meaning to represent the message, an advertising message must have a strategy that is represented through images and text so that the message can be received and understood by the public. Signs can be analyzed by Roland Barthes theory called primary system and secondary system. The first step is the primary system; the meaning can be interpreted to be denotative meaning. The second step is secondary system which is an expansion of primary system which has the meaning that can be interpreted as a connotative meaning.

In this research, I choose advertisement NIKE "What Will They Say About You?" Advertisement. Nike advertisement is one of the most effective emotional branding examples in the marketing world today. This advertisement is showing the women can do anything what they want in sports. In "What Will They Say About You?" is a question many young females are challenged with at home. Women are met with this phrase from family and friends when they endeavor to try something unexpected or to push boundaries beyond social norms. This advertisement launches with a new film highlighting five remarkable women who have achieved personal success through competitive and amateur sport. Despite concerns or criticism, these women hope that the world will say they are pioneers, role models, and strong voices for their region.

Until now, I have not seen the advertisement that is focusing on women's power. But, through Nike In "What Will They Say About You? Commercial", It is proved that women also have a great power to do anything they want especially in sports. It also gives many positive effects for the women. For example, Zahra

Lari and Amal Mourad. This advertisement has semiotic meaning and I am interested in analysing it more deeply by using theory of semiotic to know the messages that implied in this advertisement and what kind of messages that the company tried to convey to people.

Based on the article, <https://www.upi.com.Nike-ad-asks-Arab-women-athletes-What-Will-They-Say-About-You/948148787126/>, this advertisement has been viewed more than 2 million times on various multimedia platforms. It is proved that this advertisement has a special uniqueness to be analysed.

1.2 Identification of the Problem

Based on the background above, I identify the main problem which is the myths that appear in NIKE “What Will They Say About You?” advertisement.

Based on the identification above, I assume that myths in the advertisement build the image of NIKE “What Will They Say About You?” advertisement and convey a message about the product through myths that are created in the advertisement.

1.3 Limitation of the Problem

To make the research more specific, focused, and not too limited the problem which are the myths that appears and also create the images in NIKE “What Will They Say About You?” advertisement. In this research, I use one semiotics theory which is Barthes’ theory that deals with denotation, connotation, and myth. In order to support the analyse, I choose the theory of colour from

1.4 Formulation of the Problem

Based on the background of the problem, I classify the problem into the form of questions as follows:

- 1.4.1 What is the connotative meanings in the advertisement viewed from Roland Barthes’ theory?
- 1.4.2 What image that is built by myths, about the product in the advertisement?
- 1.4.3 What message does the advertisement wants to convey?

1.5 Objective of the Research

In order to be able to reach the purpose of the research, the analyses steps are conducted in the following ways:

- 1.5.1 To find out about the meaning of the connotations which appear in the advertisement.
- 1.5.2 To find out the message that is built on every picture/scene in the advertisement.
- 1.5.3 To find out the myth that is created in the advertisement.

1.6 Methods of the Research

The research is 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 that is conveyed in the advertisement.

The steps that I take for the investigation of the research are 1.) I choose the important scenes and put the scenes into the paper, 2.) To find out the connotative meanings, I analyse the denotation then I make a table for taking the second order signification. In the part of connotative, I deliver the analyses into the words. 3.) I write down the message that is created on every scenes. I intentionally create a message on every scenes then in the last, It will be the data for the myth. 4.) The last step is to find out the myth, I finish all the denotative and connotative analyses the message and I get the myth.

1.7 Systematic Organization of the Research

This writing of term paper uses paper organization. I organize it into four sections that consist of four chapters, as follows:

Chapter 1: Introduction

In this chapter, I explain about the background, identification of the problems, limitation of the problems, formulation of the problems, objective of the research, methods of the research,

about the analysis of Barthes' myth interpretation in Nike
"What Will They Say About You?" Advertisement.

Chapter 2: Review of the Literature

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

Chapter 3: Myth Interpretation in Nike Advertisement.

In this chapter, I examine and analyse the data in order to answer the research questions. I discover the denotation, connotation, message and myth of the scenes from Nike Advertisement.

Chapter 4: Conclusion

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

CHAPTER 2

THEORITICAL FRAMEWORK

In this research, I use semiotic theories from Roland Barthes and J. Linschoten as well-known semioticians. Based on those theories, I will analyse the myth interpretation in Nike “*What Will They Say About You?*” Advertisement.

In semiotics, a sign is something that can be interpreted as having a meaning, which is something other than itself, and which is therefore able to communicate information to the one interpreting or decoding the sign. Signs can work through any of the senses, visual, auditory, tactile, olfactory or taste, and their meaning can be intentional such as a word uttered with a specific meaning, or unintentional such as a symptom being a sign of a particular medical condition.

There are two major theories about the way in which signs acquire the ability to transfer information; both theories understand the defining property of the sign as being a relation between a numbers of elements. In the tradition of semiotics developed by Ferdinand de Saussure the sign relation is dyadic, consisting only of a form of the sign (the signifier) and its meaning (the signified). Saussure saw this relation as being essentially arbitrary, motivated only by social convention. Saussure's theory has been particularly influential in the study of linguistic signs. The other major semiotic theory developed by C. S. Peirce defines the sign as a triadic relation as "something that stands for something, to someone in some capacity" This means that a sign is a relation between the sign vehicle (the specific physical form of the sign), a sign object (the aspect of the world that the sign carries meaning about) and an interpreter (the meaning of the sign as understood by an interpreter). According to Peirce signs can be divided by the type of relation that holds the sign relation together as icons, indices or symbols. Icons are those signs that signify by means of similarity between sign vehicle and sign object (e.g. a portrait, or a map), indices are those that signify by means of a direct relation of contiguity or causality between sign vehicle and sign object (e.g. a symptom), and symbols are those that signify through a law or arbitrary social convention.

Semiotics is the theory and study of signs, symbols and signification as communicative behavior, especially as elements of language or other systems of communication. It is the study of how meaning is created, not what it is. Below are some brief definitions of semiotic terms, beginning with the smallest unit of meaning and proceeding towards the larger and more complex. Semiotics is closely related to the field of linguistics, which, for its part, studies the structure and meaning of language more specifically. The semiotic tradition explores the study of signs and symbols as a significant part of communications. As different from linguistics, however, semiotics also studies non-linguistic sign systems. Semiotics studies focus on the relationship of the signifier and the signified, also taking into account interpretation of visual cues, body language, sound, and other contextual clues. Semiotics is linked with both linguistics and psychology. Semiotic users are not only studying what a symbol implies, but also how it got its meaning and how it functions to make meaning in society. Symbols allow the human brain continuously to create meaning using sensory input and decode symbols through both denotation and connotation.

In conducting this research, I use Roland Barthes's theory. Barthes theory develop significant to be a theory of grammar and its connotation meaning. The significant term was changed to be expression (E) and the signifie changed to be content (C). Moreover, he said that there must be a relation (R) between E and C or certain relation. Thus, it can form a sign. Barthes also took over the concepts of denotation, connotation and metasemiotics from Hjelmslevs. Barthes gives an example of connotation in order to make it understood easily. It is cover of magazine. At that time, he was in the barbershop and saw a *Paris Match Magazine*. There is a picture on the cover (E1) which is directed to a France uniformed black man giving honored to the France's flag. On the primer system (denotation), the black army is the C1 and it is develop to the new C2. On the secondary system (Connotation), France is a big country which has a variety of races.

2.1 ROLAND BARTHES

The distinction between denotation and connotation is the guiding idea of Barthes' semiotic theory. He claims that when we read signs and sign-complexes, we can distinguish between different kinds of messages. In semiotics, denotation and connotation are terms describing the relationship between the signifier and its signified, and an analytic distinction is made between two types of signified :

2.1.1 Denotation

In the part of Denotation and Connotation part, a denotative signified and a connotative signified. Meaning includes both denotation and connotation. 'Denotation' tends to be described as the definitional, literal, obvious or common-sense meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide and the first level of signification, it means the permanent sense of a word excluding all subjective evaluations (dictionnaire de la langue Francaise 1993), it describes the literal or obvious meaning of the sign, thus, denotation of the visual image refers to what all people see without association to their culture, ideology or society. Roland Barthes expressed that the denoted message bears analogical properties and it is primary to connotation in the process of signification.

As far as I know that 'Denotation' tends to be described as the definitional, 'literal', 'obvious' or 'commonsense' meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide. For the art historian Erwin Panofsky, the denotation of a representational visual image is what all viewers from any culture and at any time would recognize the image as depicting (Panofsky, 1970 : 51- 53). Even such a definition raises issues - *all* viewers? One suspects that this excludes very young children and those regarded as insane, for instance. But if it really means 'culturally well-adjusted' then it is already culture-specific, which takes us into the territory of connotation. The term 'connotation' is used to refer to the socio-cultural and 'personal' associations (ideological, emotional etc.) of the sign. These are typically related to the interpreter's class, age, gender, ethnicity and so on. Signs are more 'polysemic' - more open to interpretation - in their connotations than their denotations.

Denotation is sometimes regarded as a *digital* code and connotation as an *analogue* code (Wilden, 1987: 224).

In this level of signification, It can be identified that deals with the sign as the basic meaning that is independent of context and subjective interpretations as in connotation. Denotation is the "literal or obvious meaning" or the "first-order signifying system". The denotative meaning of an image refers to its literal, descriptive meaning. For example: the image of sunrise denoted as the beginning of the day , and the end of night, while in connotation the sunrise can be described if a new day full of hope , the end of darkness , may be light...etc and many other interpretations. For the art historian Erwin Panofsky, the denotation of a representational visual image is what all viewers from any culture and at any time would recognize the image as depicting (Panofsky, 1970 : 51–53).

2.1.2 Connotation

Connotation refers to "second- order signifying systems", additional cultural meanings we can also find from the image or text. Before discuss connotation from the Barthes perspective, we should first know the meaning of this word,' connotation is an idea suggested by a word in addition to its main meaning' (Oxford advanced learner's dictionary 2000). It is the implication evoked by words or statements and images over what they actually denote, also' connotative signs can be personal and individual or general and universal '(J.A Cuddon, 1998 : 51-52)

The term 'connotation' is used to refer to the socio-cultural and 'personal' associations (ideological, emotional, etc.) of the sign. These are typically related to the interpreter's class, age, gender, and ethnicity and so on. Connotation is a term used by Roland Barthes to explain the way signs work 'it describes the interaction that occurs when the sign meets the feelings or emotions of the users and the values of their culture '(John Fisk, 1992: 44).

As Roland Barthes noted, Saussure's model of the sign focused on denotation at the expense of connotation and it was left to subsequent theorists (notably Barthes himself – drawing on Hjelmslev) to offer an account of this important dimension of meaning (Barthes, 1967 : 89ff.). In 'The photographic

message' (1961) and 'The rhetoric of the image' (1964), Barthes argued that in photography connotation can be (analytically) distinguished from denotation. As John Fiske puts it 'denotation is what is photographed, connotation is how it is photographed' (Fiske, 1982 : 91). However, in photography, denotation is foregrounded at the expense of connotation. The photographic signifier seems to be virtually identical with its signified, and the photograph appears to be a 'natural sign' produced without the intervention of a code (Hall, 1973 : 132). For Barthes 'connotation relies upon the prior existence of denotation, it always works in the borrowed territory of the denoted' (Harry Jamieson 2007). We can say that connotation is built on denotation. In analyzing the realist literary text Barthes came to the conclusion that connotation produces the illusion of denotation, the illusion of the medium as transparent and of the signifier and the signified as being identical (Barthes, 1974 : 9). Thus denotation is just another connotation. From such a perspective, denotation can be seen as no more of a natural meaning than is connotation but rather as a process of naturalization.

For Barthes, connotation is the "tone" of the text, the manner which has been decorated. In the final analysis, the signified of a "connotative sign" is for Barthes the "fragment of an ideology", the signified, in turn, a "rhetoric," both going back to a "real system" via metalanguage obviously.

Barthes used the example of photography to demonstrate denotation. The photograph denotes what was in front of the camera when image was captured. But who the image is photographed, and what abstract values may be associated with the resultant picture and are the matter of connotation. A photograph of a face denotes that face, but what is connoted will depend on the genre of photography (Surveillance, fashion, news, art) and on stylistic manipulation of composition, color and etc. It is the same face can connote 'criminal', 'beauty', and 'supermodel'.

According to Barthes, there is a dual message within any singular sign: the aesthetic aspect, apparent, and the hidden ideological meaning that reinforces the historical significance of that sign in relation to the dominant socio- political and economic structure. Denotation takes place on the primary level of signification

and consists in what we think of as the literal, fixed, dictionary meaning of a word, ideally one that can be universally agreed upon. Connotation occurs on the secondary level of signification and consists of the changing associative meanings of a word. In his later writings, Barthes is explicit that the distinction between these two levels of signification is only a useful theoretical one (S/Z Barthes, 1974: 3-11 1977: 62- 67). Barthes identifies connotation with the operation of ideology (which he also calls "myth").

Connotation and denotation are often described in terms of *levels of representation* or *levels of meaning*. Roland Barthes adopted from Louis Hjelmslev the notion that there are different *orders of signification* (Barthes, 1957 : 114ff). The *first order of signification* is that of denotation: at this level there is a sign consisting of a signifier and a signified. Connotation is a *second-order of signification* which uses the denotative sign (signifier and signified) as its signifier and attaches to it an additional signified. In this framework connotation is a sign which derives from the signifier of a denotative sign (so denotation leads to a chain of connotations). This tends to suggest that denotation is an underlying and primary meaning - a notion which many other commentators have challenged. Barthes himself later gave priority to connotation, and in 1971 noted that it was no longer easy to separate the signifier from the signified, the ideological from the 'literal' (Barthes, 1977 : 166). In passing, we may note that this formulation underlines the point that 'what is a signifier or a signified depends entirely on the level at which the analysis operates: a signified on one level can become a signifier on another level' (Willemsen, 1994 : 105). This is the mechanism by which signs may seem to signify one thing but are loaded with multiple meanings.

Changing the form of the signifier while keeping the same signified can generate different connotations. Changes of style or tone may involve different connotations, such as when using different typefaces for exactly the same text, or changing from sharp focus to soft focus when taking a photograph. The choice of words often involves connotations, as in references to 'strikes' vs. 'disputes', 'union demands' vs. 'management offers', and so on. Tropes such as metaphor generate connotations.

Connotation is not a purely paradigmatic dimension, as Saussure's characterization of the paradigmatic dimension as 'associative' might suggest. Whilst absent signifiers with which it is associated are clearly a key factor in generating connotations, so too are syntagmatic associations. The connotations of a signifier relate in part to the other signifiers with which it occurs within a particular text. However, referring to connotation entirely in terms of paradigms and syntagms confines us to the language system, and yet connotation is very much a question of how language is *used*. A purely structuralist account also limits us to a synchronic perspective and yet both connotations and denotations are subject not only to socio-cultural variability but also to historical factors: they change over time. Signs referring to disempowered groups (such as 'woman') can be seen as having had far more negative denotations as well as negative connotations than they do now because of their framing within dominant and authoritative codes of their time - including even supposedly 'objective' scientific codes. Fiske warns that 'it is often easy to read connotative values as denotative facts' (Fiske, 1982 : 92). Just as dangerously seductive, however, is the tendency to accept denotation as the 'literal', 'self-evident' 'truth'. Semiotic analysis can help us to counter such habits of mind.

Whilst the dominant methodologies in semiotic analysis are *qualitative*, semiotics is not incompatible with the use of quantitative techniques. In 1957 the psychologist Charles Osgood published a book on *The Measurement of Meaning* together with some of his colleagues. In it these communication researchers outlined a technique called the *semantic differential* for the systematic mapping of *connotations* (or 'affective meanings'). The technique involves a pencil-and-paper test in which people are asked to give their impressionistic responses to a particular object, state or event by indicating specific positions in relation to at least nine pairs of bipolar adjectives on a scale of one to seven. The aim is to locate a concept in 'semantic space' in three

Dimensions: **evaluation** (e.g. *good/bad*); **potency** (e.g. *strong/weak*); and **activity** (e.g. *active/passive*). The method has proved useful in studying attitudes and emotional reactions. It has been used, for instance, to make

comparisons between different cultural groups. Whilst the technique has been used fairly widely in social science, it has not often been used by semioticians (including the self-styled 'scientist of connotations', Roland Barthes), although binary oppositions have routinely provided theoretical building-blocks for structuralist semioticians.

2.1.3 Myth

According to Barthes, "ideology or "myth" consists of the deployment of signifiers for the purpose of expressing and justifying the dominant values of a given society class or historical period (the signs express not just "themselves", but also all kind of value systems that surround them). As myths, signs tend to appear "natural" and self-evident (although they are basically always artificial, coded), hiding the operations of ideology.



Figure 1.4

Myth, as it were, hijacks meaning and turns it into a second-order meaning or what Barthes calls signification. Signification here refers to the second-order sign; it is meaning which has been produced through the transformation of already existent meaning, already existent (first-order) signs. Myth is a metal language: a second-order language which acts on a first-order language, a language which generates meaning out of already existent meaning.

According to Barthes myth has four characteristics, namely:

- Distorted. The relationship between form and concept are distorted and deformative. Concept distort the meaning of the form so that the first level of the system is no longer a meaning which refers to the actual facts.
- Intentional. Myth nothing for granted. Myth deliberately created, constructed by the culture of the people with a purpose.
Statement of fact. Myth naturalize message so we accept it as a truth that is undisputed, something that is naturally stated in ordinary reasoning.
- Motivational. According to Barthes, the myth contains a form of motivation. Myths are created by doing the selection of various possible concepts to be used.

For Barthes, myths serve the ideological function of *naturalization* (Barthes, 1977 : 45 - 46). Their function is to naturalize the cultural - in other words, to make dominant culture, historical values, attitudes and beliefs seem entirely 'natural', 'normal', self-evident, timeless, obvious 'common-sense' - and thus objective and 'true' reflections of 'the way things are'. Contemporary sociologists argue that social groups tend to regard as 'natural' whatever confers privilege and power upon themselves. Barthes saw myth as serving the ideological interests of the bourgeoisie. 'Bourgeois ideology... turns culture into nature,' he declares (Barthes, 1974 : 206). George Lakoff and Mark Johnson outline key features of the myth of *objectivism* which is dominant and pervasive in Western culture - a myth which allies itself with scientific truth, rationality, accuracy, fairness and impartiality, and which is reflected in the discourse of science, law, government, journalism, morality, business, economics and scholarship (Lakoff & Johnson, 1980 : 188 - 189). Myths can function to hide the ideological function of signs and codes. The power of such myths is that they 'go without saying' and so appear not to need to be deciphered, interpreted or demystified.

The distinction between denotation and connotation is the guiding idea of Barthes' semiotic theory. He claims that when we read signs and sign- complexes, we can distinguish between different kinds of messages. Denotation is the "literal

or obvious meaning" or the "first-order signifying system". For example the denotative meaning of an image refers to its literal, descriptive meaning. Connotation refers to "second-order signifying systems", additional cultural meanings we can also find from the image or text. It relying on the cultural and historical context of the image and its viewers' lived, felt knowledge of those circumstances, evoking a magical, mythical quality. Connotation also relies on cultural or historical contexts, contexts of both the image and the viewer. (Barthes Roland, 1964 : Elements of Semiology)

The mythical level of signification can also be turned to the ideological at this level, signification is depend on the shared cultural values and beliefs. Consider the images of countryside is in advertising. Signification here depends on the myth or ideology that opposes city and country.

It can be identified that it critically examines the theory proposed by Kress and Leeuwen, 1996 : 20 for analyzing a visual communication. Various signs and pictures in the advertisement itself. We can assume that anything seems to carry a meaning for us. So, linguistic sign (words) and iconic signs (visual representations) are likely to be found in the advertisement.

In advertisements, image and text are the most powerful tools to convey the messages about the product, according to Malwina Barbara Wejher, 2001 : 3 , Advertisements are dependent on language because they take advantage from using specific semiotic properties that are crucial in advertising to obtain particular effects (p.26). Advertisers most often use images to include some information in order to escape explicit interpretation and therefore evade legal or moral restrictions (p. 28). Those elements can be analyzed by interpreting the meaning of the signs using Barthes's first-second order theory.

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- Statement of fact . Myth naturalize message so we accept it as a truth that is undisputed . Something that is naturally stated in ordinary reasoning .
- Motivational . According to Barthes, the myth contains a form of motivation . Myths are created by doing the selection of various possible concepts to be used.

It can be identified that semiotic analysis of cultural myths involves an attempt to deconstruct the ways in which codes operate within particular popular texts or genres, with the goal of revealing how certain values, attitudes and beliefs are supported whilst others are suppressed. The task of 'denaturalizing' such cultural assumptions is problematic when the semiotician is also a product of the same culture, since membership of a culture involves 'taking for granted' many of its dominant ideas. Nevertheless, where we seek to analyse our own cultures in this way it is essential to try to be explicitly reflexive about 'our own' values.

2.2 Theory of Colour

In this research I use color theories to explain the colors that used in the advertisement. “According to <http://edupaint.com-warna-Brewster.html>, that colors are not a symptom that can only be observed, the color can affect behavior, plays an important role in aesthetic evaluation and also determine whether we like or not an assortment of objects.” From the statement above can be explained that the color not only visible but the color be able to affect a person's behavior, affecting the aesthetic evaluation and also determine whether a person's love on an object or not only by the color. Phsycologically, colours are not a symptom that is only seen, colour also influences the behaviour. It controls the important role in estectic estimation and determines the feeling of being in love and not in love with

the kind of things. Based on the explanation above, it can be explained that colour is indeed could be seen through the eyes and it turns out that colour could influence on someone's behaviour.

These are the potential character of each colour that are able to give a powerful message to someone :

- Black, as the darkest and oldest colour, it becomes as the sign for darkness (including in human emotion). It is also as elegance and sophistication.
- White, as the brightest colour and it symbolizes as a light and silence perfection, sincerity, and goodness.
- Grey, as the neutral colour that means there is no having a character and a specific life.
- Red, as a strength, expansive, dominant, active, and alive colour.
- Yellow, it has a less light but, it represents the things that is characterized a light, the moments and give an impression to the something.
- Blue, this colour creates an impression that there is a something infinite and transcendent, beside that it has a challenge character.
- Green, this colour has a balance, nature, growth, freshness, health, adventure and energy and aligned character. It is raising up a peace sense and collecting new powers.

Colour can influence and stimulate a human eyes therefore it arises the electro magnetic vibes which arises an emotion the viewers. There are so many factors that can be considered to affix the colour in advertisement. In advertisement, colour has the functions as follows :

To Identify :	The utilization of colour is as the symbol or signs that contain a particular meaning and it has been agreed together. For example, Black colour as mourning.
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To Get Attention :	This is an avail of colour that is important for advertisement. The kinds of tests give the conclusion that the percentage of people who pay
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attention a printed message increase by affixing colour.

To Influence Psychology : The colours that dominate an advertisement or printed another paper have to be suitable with the whole message situation in that advertisement. affixing the colour that is slimming a refresh and warmth alternately suggests a situation which is between formal and cheerful. Red colour can more describe the heart situation and an idea about life, for example like an action, passion, and style. Yellow colour describes a warmth. Green colour describes a fertility, peace and devotion.

2.1.2 The Representation in communicating on advertisement

Representation usually can be understood as a description that is accurated or reality. Representation is not only having a meaning of “to present” (menghadirkan), “to image” (menggambarkan) or “to depict” (melukiskan). Representation is a way where you wanna mean what have you given on something that is described.

Brewster shows that an image that will have a different meaning and no guaranty that will be functioned or worked as it is like they are being decorated or created. In communicating advertisement, he is not only using the language as the tool, but another tools are pictures, colours and sounds. To study an advertisement in Semiotics perception, we can study it by using a sign system in a advertisement. advertisement is a sign system that consists at symbol, it can be verbal or it can be like icon.

CHAPTER 3

The Analyses of Barthes' Myth Interpretation In Nike "*What Will They Say About You?*" Advertisement

In this chapter, I analyse the data downloaded from youtube that is published in 2017. The advertisement has an interpretation and will be analysed using Semiotics Theories. First, I use Roland Barthes' theory, dealing with denotation, connotation, and myth. Second, I use Brewster's theory, dealing with colour physiologically. In this analyses, I will analyse every scene that is followed by the seconds on video using Roland Barthes' theory.

Nike is founded in 1964 as Blue Ribbon Sports and initially operated as a distributor for the Japanese shoemaker Onitsuka Tiger (now known as Asics). It officially became Nike Incorporation in 1971. The first Nike shoes were made inside a waffle iron. It sparked an idea for a grooved pattern on the sole of trainers to help athletes grip running tracks. It can be identified that, the things always refer to the all men. Yet in 2017, Nike intentionally has launched the new advertisement in order to give a spirit, inspiration, and encouragement for all the women to do better in sports as men. It aims that their position also can be equal as men.

This advertisement is incredibly well done, because it is captivating, powerful, and the brown-skinned athletes are performing a variety of feats including high level parkour athletes, intense boxing, riding a skateboard, and playing soccer (showing off the incredible ball-handling skills on a soccer pitch). There is also a woman dressed in traditional Saudi Arabian clothes riding a horse in a desert scene, and they are beautifully sweaty and seem to be able-bodied. But, not everyone is thrilled with Nike's new advertisement that is sporty empowerment advertisement. There is a resistance to the advertisement and a criticism from people.

A feminist Nike advertisement has managed to tick off a lot of people with bad opinions about women. This advertisement is interesting, because it proves that the bad opinions of women in the Middle East are truly wrong. The reason why I call it, because of every scenes that is roled by every woman prove that the

women can do anything as same as men. For example, first video in Nike advertisement “What Will They Say About You?” is opened with a woman who is running in a hijab with a Nike branded-tunic logo. As far as I know, if there is a woman who wears hijab in doing something outside, it will appear a controversy. Even, there are so many bad opinions about the women. Yet, Nike advertisement 2017 in here aims to serve today’s pioneers as well as inspire even more women and girls in the region are still facing the barriers and they have a limited access to sport.

3.1 The Analyses of Denotation and Connotation from Scene 1 to Scene 7

3.1.1 Denotation from Scene 1 to Scene 7



Scene 1



Scene 2



Scene 3



Scene 4



Scene 5



Scene 6



Scene 7

This advertisement has many scenes. It is starting from one until seven seconds. Each of scenes describes the meaning of denotation, connotation, and myth. The things that I have to do is finding the denotation, then dealing with the connotation. After getting those things, the myth will appear. I always make a message on each scenes that is analysed. After getting the message, in the last of the chapter, the message will be summed up in order to get the myth.

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Suburb	place	Sign of place for living in Dubai
2.	Veil	Head Dress	Hair cover for women Muslim
3.	Black	The Colour of the veil	Sophistication and elegance
4.	Training Cloth	Cloth	Sporting
5.	Legging	Pants	Sporting
6.	Brown	The Woman's skin	Strength and Protection

7.	The Swoosh	Logo	Motion and Speed
8.	Green	The Colour of her shoes	Freshness, Health, Adventure, and Energy
9.	Shoes	A patron of the feet	The sign of sale value
10.	Cardigan	A cloth	Informal outfit

The advertisement begins with a scene that a woman who wears a pro hijab, a green training clothes, and a black legging. She just comes out from her house and glances at left and right in order to see the situation that is happening outside. The woman who wears a pro hijab on this scene looks so serious. She dashes out as stares of confusion shoot at her. After making sure the situation is fine, she tries to tidy her veil up then starts jogging at outside in the slow steps. She is jogging for a few seconds. This video also describes a symbol of Nike logo branded on her veil, training cloth, and legging.

This house locates at suburb of Dubai. The woman who is visible in the video has a brown skin. This advertisement is different from the other advertisement, because it is stared up by the woman. And, I call as a pioneer for the woman.

The video also shows the shoes that is worn by her. This is the main point on the advertiser's purpose. The color of her shoes are green, it is completed with blue shoelaces. While she is jogging, there is an old woman who is looking at her so straightly, and she wears a brown cloth. It is completed with a little bit of stripes. For the veil, she is wearing a white veil.

The place for the advertisement is located at the edge of suburbs of Dubai. In this case, Nike releases an empowering advertisement for the Pro Hijab which is designed for muslims. It is not only about making a product available for Muslim and Arab women, but it is also giving a chance to those women who are putting off the idea of wearing the veil completely in order to compete.

3.1.2 Connotation from Scene 1 to Scene 7

The connotation will be described by words. Analysing the color is the right choice firstly. Black is the color of objects which do not emit or reflect light in any part of the visible spectrum. They absorb all such frequencies of light. Black is the absence of color and visually slimming. In clothing, the woman who is using a black colour in this veil is to convey the elegance and sophistication meaning.

The woman who wears a black veil connotes as elegance and sophistication, because it holds the energy of power and protection. She is outside and her veil is protecting her from the sun. Beside that, these scenes also describe mostly women who are having a desire to wear a light materials and it is not strongly hot and stick without any worries. On the other hand, it is going to inspire girls or women worldwide to follow their passion for sports. It shows all the world that veils do not stop you from playing sports. It can be identified that Nike is an international brand with a huge presence across the globe. It is economically intelligent to be providing for Muslim consumers not just in the United States, but it is for everywhere. In a statement released by Nike, they claim that the pro hijab is a part of an ongoing cultural shift which has seen more women than ever embracing sports. This first movement permeated an international consciousness in 2012.

The hijab which is worn by her on the scene contains a soft cloth. Nike is casting the light on an entire sector of the women's sportswear industry. The hijab has been a controversial subject in the world of the sports for some time, with a numerous athletes which is being banned from wearing these pieces while playing sports. The biggest question is why Nike releases this Pro Nike Hijab? The answer for this question is "Nike is keeping pace." The sportswear company has designed a lightweight Hijab for female Muslim athletes. It is taking the safety concerns and a high demand for comfortable and athletic hijabs into consideration. Although, Nike does not have the greatest reputation, but it has given the countless allegations.

The other connotation that appears in the video is her training clothes. She wears a green training clothes and the green pair of shoes. A green color connotes as freshness, health, adventure, and energy. The reason why I call them above, because the green color has healing power and understood to be the most restful and relaxing color for the human to be viewed. Green can help enhance vision, stability, and endurance. Those things are influencing, because green takes up more space in the spectrum visible to the human eye. In this case, the pair of shoes have the blue shoelaces and it connotes as the confidence. the reason why I call as the confidence, because of the existence the woman who wears a veil, it indicates that she is really brave to do exercising at outside, it means that she is active to do kind of one of sport activities.

Referring back to the logo of Nike, It can be identified that Nike Logo in a veil and training cloth are existing. Nike is intentionally showing off the logo in order to promote. The shape of the Nike depicts an arch of movement. The name of the logo is “The Swoosh”. The Swoosh is the logo of American athletic shoes and clothing manufacturer Nike, Inc. Today, it has become one of the most recognizable brand logos in the world and the most profitable. This logo is created in 1995 and it is introduced in 1971. The company founders of this brand are Bill Bowerman and Philip Knight. First founded as a Blue Ribbon Sports, an import company. Nike did not come into existence until 1971, when the company expanded into the production of their own sports footwear. The new iconic Nike “Swoosh” was selected half-heartedly by co-founder Philip Knight who said *“I dont love it, but it will grow on me.”* That is a little history about Nike Logo.

The denotation from the logo is a brand shoes, clothing, and another Sports that is founded by 2 company founders in United States. The connotation that I can analyse is as motion and speed, because Nike has a totally true, exact, and no doubtful meaning, it means that as the victory. Beside that, the logo now carries with it the connotations of long term, multi-billion dollar branding efforts. It represents transcendence through sports. Therefore, everything is matching with the desires.

3.1.3 The Message from Scene 1 to 7

The message that is built from scene 1 to 7, Nike is intentionally to introduce the new product to the world especially for the women. It means, the world has the leading sport brand in the world which comes up with a product like this. In the first scene, it tells that every woman who wears a veil can do the sports and she can be an athlete as equal as the man in the unlimited way. Beside that, it also sends the message to all women have to be brave in the competition. It can be identified that they also have a confidence as same as man. So, there is no matter if the women can choose the sports based on what they love. The reason why the advertiser's Nike brand chooses the location at the edges of suburb of Dubai is to encourage the women in Dubai to be confidence and reflect to the people whom they love to be proud of. As far as I know, there are barriers for many women to access sport and these are unique. Based on the data that I get, there is a woman who has a great ability, and her name is Amal Mourad. She is from Dubai and she is so hard to make sure her father that she can do her best in sports. Amal Mourad says "*Convincing my father is the most difficult thing that I have to do*". The reason why her father is not convinced is because of the culture in Dubai. It refers to the women who wears the veil to not do the activities at outside, so they are difficult to get the permission from the family. Yet, because of Nike advertisement here, she convinces her father to get the permission. In the end, she reaches her father's heart.

This advertisement also sends an important message about empowerment and about Muslim for being able to challenge norms. It can be inspiring young girls to show them what is possible. Beside just the Muslim aspect, it also shows that the women can be strong, active, happy and prosper in the way that they keep fit in. The women who wears a pro hijab is not valued that they can not have the passion in sports. Those opinions are wrong. It is because that they can be able to do the sports, even though they are wearing hijab.

This is about the state's women in this advertisement. Women exercising in public is a rare sight in much of the region and women only gymnastics are a few. They are not fully equipped for different sports and they are often more expensive

than gymnastics for men. In Saudi Arabia, physical education is prohibited in all-girls public schools and women's gymnastics remain illegal in the kingdom, because female athleticism is deemed un-Islamic. But, Nike intentionally creates this advertisement in order to make the state's women up and inspire women to do the passion based on their passion.

The last message that exists on these scenes are valuable, because of launching this Nike Pro Hijab for the women, this advertisement encourages a new generation of athletes to pursue sports professionally, because it is an unheard of to see the women train, exercise, and compete in hijab. Well, because of this advertisement, it is going to be a new phenomenon where more women have expressed. Those are the messages that is contained from the first picture and, the product will be launched in 2018.

3.2 The Analyses of Denotation and Connotation from scene 8 to scene 11 on “What Will They Say About You and You Shouldn't Be Here” phrases

3.2.1 Denotation from Scene 8 to 11



Scene 8



Scene 9



Scene 10



Scene 11

No.	Sign of the Picture	The 1st Order of Signification (signifier)	The 2nd Order of Signification (signifier)
1.	Blue	The colour of an older man's blouse	Masculine and self-expression
2.	Veil	Head Dress	Hair cover for Muslim
3.	Black	The Colour of cardigan	Sophistication and Elegance
4.	Skateboard	A Sport's device	Classic sports
5.	Army	The colour of Amal's T-shirt	Balance, growth and bravery
6.	Brown	The Woman's skin	Healing, security,
7.	Amal Mourad	A woman	Parkour Trainer and an athlete

These scenes tell about that in the evening with a little bit dark of cloud, there is a young woman with a veil who is using a skateboard along a street in suburbs of Dubai, she stares down by a middle-age man. She wears a black cardigan and brown veil. While she is skateboarding, there is also a man who wears a blue blouse. It can be identified that he is seriously seeing her. The woman's name on the second video is Amal Mourad. She is from the United Arab Emirates. Beside that, there are two specific phrases which are "What Will They Say About You?" and "You Shouldn't be here". Each of phrases certainly has a hidden message.

3.2.2 Connotation from Scene 8 to 11

The skateboard connotes as one of the sport devices. The utilization of skateboarding sports in suburb of Dubai is mostly available for men, yet not for the women. It is why while she is playing a skateboard, an older man who sees her seems wondered. In clothing, she wears a brown veil and black cardigan. In the beginning for this analyses, I choose to analyse the colour firstly. The brown colour connotes as elegance, healing and security.

The reason why it is elegance, healing and security, because brown affects the mind and body and brown colour is believed to create a wholesome feeling and a sense of orderliness with the convention. Brown is a stable and grounded colour that is believed to help you feel like you fit in and belong. As you can see from the second scenes, It can identified that she is wearing a messy outfit but, just because of her simpleness then she is wearing a brown veil and it helps her to fit her appearance. Even though, she just put her veil on an untidy appearance. (Brewster, 1831 : 33)

Referring back to the black cardigan, black also connotes as the elegance. The reason why I call as the elegance, because she wears it in a confident way. She seems confident, eventhough she realizes it is breaking the rule. She wears a green T-shirt and black legging. The reason why I call as the elegance and sophistication, because it holds the energy of power and protection. It can be identified that she is being outside, and its veil can be protecting her from the sun. After that, referring to the army T-shirt which she wears. From the meaning of

colour perspective, army is the colour of balance, growth and bravery. The reason why I it is balance, growth and bravery, because of the woman. she is so brave to do the skateboarding in the suburb of Dubai, even though the woman can not get the permission.

Referring further from the man who stares her so serious, he wears a blue blouse. The blue colour connotates as the self-expression, because it shows the human metabolism. The scene shows the expression from the man. He is gazing at her as cold as ice. It can be identified that he is wondered about her. In my perspective, his thought possibly thinks of “Why she does do with her skateboard? Why she has to do it? She should not be here and she is supposed to stay at her home”. Why do I write down that sentence, because it is the average of culture in suburb of Dubai.

According to this article, it can be classified in a short history that it tells about a <https://www.refinery29.com/amp/2017/nike-ad-hijab-women-sports-muslim-athletes> little bit of history of Amal Mourad about skateboarding. In the early 2000s, Amal Mourad brought skateboard in Egypt. She was 15 years old and she was going through a skater-punk phase, it is like almost every teen in suburban California. Her dad and step-mother were not really happy with her interest in the sport, they said it was unladylike and strange. She gives an opinion, skateboarding was not a thing yet in Cairo. But they let me skate around the neighborhood anyway. After a few days of skating around, she stopped. She too felt the chilling stare of people around me. A stare that made me feel like what I was doing was not within the norms of Egyptian society. Based on the data that I get is women and girls in the Middle East (and elsewhere), doing anything outside the norm is frowned upon. *“Culturally, your place is in the home. Your achievement should be getting married. You don’t want to do anything that could bring bad looks to your family”*.

For Mona Eltahawy, an Egyptian-American activist and the author of *Headscarves and Hymens*, a book about feminism in the Middle East, the question hits on what holds women back in Arab society: themselves. At first, Eltahawy was wary of Nike’s advertisement. After all, it was made to sell shoes. But, she

thinks the message is on point. *“I think it is an absolutely brilliant question to ask,”* she says. *“In light of Arab World, in light of the protests, in light of everything, the revolution is rising up against what people say. Sports are seen as masculine,”* says Ahmad. Especially the ones in the Nike advertisement like Parkour, skateboarding and boxing. In the Arab world women are expected to be “Petite and small, shouldn’t be running around,”. That expectation extends beyond athletics. “What Will They Say About You, if the women of you come home at 1 a.m.? if you are seen without a hijab? Dressed in a short skirt? Asks Eltahawy. But, some women in the region are fighting back, says Eltahawy. Outraged, she took to social media and asked muslim women to share stories of how society especially muslim men. Telling them how to behave. Because she wanted to demolish the question “What Will They Say About You?”

They respond. Within a day, she received 18,000 tweets from Muslim women from Indonesia to Malaysia to Pakistan. Using the hashtag #Dearsister, women tweets about being how to wear hijab that they are wearing too much make up that they are complaining too much about their period.

3.2.3 The Analyses of “What Will They Say About You and You Shouldnt Be Here” Phrases

The phrases are existing on the woman’s voice narrated in the Saudi dialect which are “What Will They Say About You?” and “You Shouldn’t Be Here”. The section “What Will They Say About You?” is a question many young Arab females are challenged with at home. Women are met with this phrase from family and friends when they endeavor to try something unexpected or to push boundaries beyond social norms. Based on the data <https://www.nike-what/will/they/say/about/you-phrase> that I get, *“it would make every women’s nightmares are growing up”*, says one of the athletes on the video. When those phrases are shaped, it refers to the fearing judgement and it will be a big nightmares for the women. Why it will be their nightmares? because these insecurities can be paralyzing for women when they are pursuing their goals. In this video, it is describing that the women have superpower in sports as same as men.

The analyses of “You Shouldn’t Be Here” phrase represents soft prohibition phrase. It means, the women are not supposed to do the skateboard in the suburb of Dubai. The older man also says it to the woman. The supporting reason why it is called as the prohibition, because one of the scenes intentionally describes the expression from the older man. He is just looking at her with a wondered expression. This phrase also describes that all women in the Middle East should better stay at home rather than do something sport at outside. In fact, it is always be a worst nightmare for the women. They are going to do the sport based on what they like. Because, the women are intentionally empowering the superpower. Especially for sport.

3.2.4 Message from scene 8 to scene 11 on “What Will They Say About You and You Shouldnt Be Here” Phrases

The message on this scene contains all the women have to avoid the fear to stand out and do something that is not part of the norm. If they genuinely want to do something amazing, they should not be afraid of hearing those phrases : do not be afraid of their own greatness, do not ever feel afraid of achieving the goals, eventhough there will be a controversy or barriers which bother them someday. Additional messages that I can give to all the women, they have to be brave and the women are same as men in doing sport. So, break a leg together to achieve it

3.3 The Analyses of Denotation and Connotation from scene 12 to 14 on “That This Is Not For You” phrase



Scene 12



Scene 13



Scene 14

No.	Sign of The Picture	The 1st Order Signification (Signifier)	The 2nd Order Signification (Signified)
1.	Arifa Bseiso	A woman	Athelete and boxer
2.	Red	The colour of Arifa's T-shirt	Strength, Power, and Determination as well as passion
3.	Gloves	Protector for the hand	Safety
4.	White	The colour of Arifa's friend T-shirt	Goodness and Successful
5.	Yellow	The colour of gloves	Energy and Happiness
6.	Boxing Field	Place	The sign of Place for boxers

3.3.1 Denotation from Scene 12 to 14

This scene depicts an athelete, her name is Arifa Bseiso. She is a boxer and she comes from Jordan. In this scene, there are two boxers who are fighting each other. Each of them is showing off the great athletic ability. The woman who wears a sleeveless red cloth is Arifa Bseiso. The boxing gloves of Arifa Bseiso is red. She is with her opponent but I can not find out her name. She wears a white sleeveless cloth. The boxing field of her opponent is yellow. The location of this scene place is the suburb of Dubai.

The background of this scene is about the woman who evaluates as not equal with the men. The people who live in the Middle East really evaluate that the women have to stay at home, even though they own a great passion. It can be identified that every human certainly has an own passion. Women also have a passion, especially for sports. But, the people nowadays are being unfair related to gender, because there are so many people who underestimate the women in sports. Because of this advertisement, it proves that the women can do her best in sports.

3.3.2 Connotation from Scene 12 to 14

This is a little bit of Arifa Bseiso's story. Arifa was not interested in sport until her early 20s. She said "I did not have an athletic role model to inspire me growing up,". But, since the advertisement is existent, and she is as the role model in the Nike Advertising "What Will they say About You?", she hopes that people will say that she is an inspiration to the woman in the ring, and she hopes to encourage others to find sport they are passionate about.

Firstly, referring to the red's boxer which is Arifa Bseiso. The connotation from the sleeveless red T-shirt Arifa Bseiso wears means as the strength, power, and determination as well as passion. The reason why I call as the strength, power and determination as well as passion, because the red indicates a courage and commonly associated with energy. The analyses here, Arifa Bseiso also has a courage to fight back her opponent, eventhough she has punched her. But, she is still trying to be courageous in the boxing field. The picture proves us that the women have to be courageous in facing anything. The boxing gloves that she wears also representing the energy. She believes that she has a strong energy to fight her rival without doubt. Although, she is beaten in the boxing field, but she is still showing a power.

Another connotation in the third scene is about the woman who wears a white sleeveless T-shirt and a yellow boxing gloves. The white colour connotates as the goodness and successful in the beginning. The reason why it is as the successful in the beginning and goodness, because the woman who wears a white sleeveless T-shirt is truly a winner. She has succeeded to punch Arifa Bseiso in the boxing field. The boxing gloves that she wears is yellow colour. Yellow

colour connotes as the energy and happiness, because yellow produces a warming effect, arouses cheerfulness, stimulates mental activity and generates muscle energy. Yellow is the best colour to create enthusiasm for life and it can be awaken a greater confidence and optimism. The scene on the video proves that the woman who wears a yellow boxing gloves becomes the winner, because it stimulates her energy to fight Arifa Bseiso in the boxing field.

3.3.3 The Analyse of “That This Is Not For You” Phrase

There is a phrase “That this is not for you”. Based on the scene above, it analyses all the women who are involved in the boxing, saying that boxing is not suitable for the women. Women only may join as the housewife not to spread and achieve their goals in sports. Yet, the connection of the phrase and the scenes is opposite and it sends the message to the viewers that the women oppose that phrase. The reason why I call it, because one of the scene shows that the women actually can do whatever she wants. The proof is Arifa Bseiso. She competes as the boxer in the boxing field. As far as I know that the boxing usually for men but, this advertisement gives the answer.

3.3.4 The Message from scene 12 to 14 on “That This Is Not For You” Phrase

The message that is contained on these scenes, is expected to inspire people to remove the labels (the big nightmares) they put on themselves. All the women have to be flexible and strong in all the situation. Especially for sports. They have to get a conditioning. They may not be stopped the anyone. Beside that, this advertisement also contains another message to all women that they must have the courage to find what is their true passion.

Another message in every scene tells to the women that they can choose, whatever is supposed to be based on their passion in sport, whatever they like and whatever is without any of stereotypes. They can do anything that they want. No matter how the difficult it is. They have to find their passion and being passionate in sports. Beside that, this advertisement also wants to inspire people to remove labels they put on themselves for example like “I am not flexible”, “I am not strong”, “I dont have the conditioning”. Do not let this stop you, all. If you have a

body, you are an athlete. Let it change you to allow and transform you for the better.

3.4 The Analyses of Denotation and Connotation from scene 15 to 17 on “That this is not your sport” Phrase



Scene 15



Scene 16



Scene 17

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Swimming Pool	Place	The metaphor for being trapped
2.	A swimsuit	Cloth	Sporting
3.	Black	The Colour of swimsuit	The Strength and Elegance
4.	Roller Bandages	A soft cloth	A Great Airflow
5.	A pony-tailed	A hair	Flexible Characteristic

3.4.1 Denotation from Scene 15 to 17

The denotation which depicts on this scene is a fighter who sinks in a swimming pool with her eyes closed in a meditative state for 3 minutes with a ponytailed-hair. The woman who roles in this scene is still Arifa Bseiso. Arifa Bseiso also does the pose that she wants to fight with her opponent. She wears a black swimsuit, and it is completed with two hands on white roller bandages. After closing her eyes for 3 seconds, then she opens her eyes in a slow way. While showing the picture, there are also two phrases which are “that is not for your sport” and “or maybe”. It can be identified that the place for swimming pool which is roled by Arifa Bseiso seems so bright. There is a light from the sky. The light which is radiated in the swimming pool gives the myth.

3.4.2 Connotation from Scene 15 to 17

The connotation that is existing above, she wears a black swimsuit. The colour swimsuit connotates as the strength and elegance. The reason why I call as the strength and the elegance, because it creates a barrier between itself, and the outside world, it is also providing a comfort while protecting its emotions and

feelings. Beside that, it is also hiding insecurities and a lack of confidence. Based on psychologically, if the people are in the swimming pool for a few minutes and the eyes are closed, what will happen? those people will be insecure or not confident for a while. But, Arifa Bseiso shows the proof. She is wearing a black swimsuit and it can be identified that she really has a power. Actually, she can do her best and she will not be insecure. Beside that, Arifa Bseiso also does the pose like she has to fight with her opponent, and it means that she is really ready to face the challenge which will happen to her.

Now, the analyse for the light in the swimming pool. As you can see, when Arifa Bseiso does the pose it, it means that she desires to fight, the light radiates into her. It means, this advertisement intentionally would like to be focused only for a goal. It can be identified that if you have focused on one your passion at sport, you have to be commitment on it. Throwing away the kind of a half hearted step. Do not be lazy to achieve it, because if all women do it with a half hearted, it will give disadvantages. One of them is that they will not be successful and will not be focused.

Another analyse is about her hands which are completed with two roller bandages. This roller bandages here are made by a soft woven fabric, and it is allowing a great airflow. The white colour connotates as the simple colour. The reason why I call as the simple colour, because when the roller bandages reserves into the water, it is still representing as the purity and cleanliness.

3.4.3 The Analyse of “That this is not your sport” Phrase

The phrase of “That is not for your sport” has bad opinions about women, because it refers to the prohibition too for the women in doing the sport, especially for the swimming sport. It analyses that the swimming sport is not suitable for the women. But, the connection the phrase between these scenes are opposite. It turns out that it is wrong fact to the viewers, because the woman can do her best in sports as equal as men outside. For the fact, the woman in the swimming pool and she is diving for a while. Even her eyes is closed, but coming back to start opening. Her expression looks full of challenges and struggles. Doing the pose like that, she just like wants to fight to the opponent. It means, she has a

great bravery to face the world. No matter what the situation it is. Another phrase is “or maybe” has a mystery on it. But after thinking for a while, the phrases turn around to the “this is for your sport”, because the picture shows the proof that the woman also can do her best in sports.

Another phrase on this video is “Or Maybe”. This phrase actually refers to the women. It describes that women can change everything whether in sports or another cases. This phrase also proves to the viewers to not underestimate anyone. It can be better or best though. In the previous phrase, “That is not for your sport” phrase means not really fair, because women also are same like men. She can do her best in sports. the proof is the picture on this video.

3.4.4 The Message from scene 15 to 17 on “That this is not your sport” Phrase

The message of every scenes in the video depicts everything that the women do in sport’s world, they have to be ready. They have to be ready for facing the hard situation. Whether it can hurt them. These scenes give the description that the women have to be tough and never give up on difficult matters and situations. They have to face it wisely and bravely. Eventhough, they have striken the scars, but they have to keep fighting on it.

Additional message on this video tells about bravery. The women have to be ready for facing the difficult or hard situation when they do their passion in sports. whenever she feels like loser, she has to wake up again. The second message, they have to be a fighter and never give up. The reason why I call like that, because we live in a cruel world. Someone will look at us by the gender and I disagree about that. If you have an amazing passion, doing it as hard as you face. Everything you do will have a great value.

3.5 The Analyses of Denotation and Connotation from scene 18 to 19 on “They Will Say That You Are Strong” Phrase



Scene 18



Scene 19

No.	Sign of The Picture	The 1st Order Signification (Signifier)	The 2nd Order Signification (Signified)
1.	desert	A place	The place for riding horse in Dubai
2.	Horse	An Animal	The sign of women's vehicle
3.	Sorban	A scarf	The sign of face cover for women Muslim in Dubai

3.5.1 Denotation from Scene 18 to 19

The denotation on this scene is a woman who rides a horse. She wears a sorban in order to cover her face from the dust in the desert. It can be identified that woman is so strong, because the horse lifts the feet up. In this video, the horse also sounds like “a horse voice”. After that, the place for sitting to the woman is coloured as green and it is surrounded by the rombe rombe. Moving to see the colour of the horse. The horse is having a white colour. Choosing for white colour certainly has a hidden message. After that, the location locates in desert. There is also a phrase of “They will say that you are strong”. It also gives the relation in the previous phrase, which is “or maybe”.

3.5.2 Connotation from Scene 18 to 19

The woman who is riding a horse connotes as braver and strong, because not everyone is as brave as woman in this video. She really does her passion in riding a horse. Mostly riding a horse is done by men. But, this advertisement proves that the women can ride a horse too. It shows the woman who rides a horse like as the brave and strong woman.

The second connotation from this picture is the cloth for sitting in the horse coloured as the green. Green connotes as the energy, ambition, and adventure. The reason why it is as the energy, because when she rides a horse she certainly spends her energy as well. Based on the data that I get, the colour green affects us physically and mentally in several different ways. Next, the reason why I call as the ambition, because the woman who is riding a horse certainly is completed with an ambition. She is really full of ambition. The video also describes how the ambitious she controls, when the horse is lifting the feet up as high as the quarter. Meanwhile, the reason why it is as the adventure, because we know that from the picture. It is riding a horse and it is not a common sports, yet it is uncommon activity. Not all the women can do as brave as like her. But, this scene succeeds to prove the woman can be brave even be stronger also.

In this video, the horse lifts the feet up and the woman is still holding on by the rope that is tied on the horse. When the horse's feet is up, it expresses that the horse is being a little bit angry, but the woman who rides the horse still can

control the horse as well. I admit, the woman really strong, when she faces the kind of horse like that. As far as I know, the vehicle's women in Arab, they just can see the horse or the camel. They can not use a car. I imagine, if it is not strong, the woman who sits in the green cloth on the horse, she will be fallen. If she does not have a power, she will not be successful to ride the horse.

The next connotation is about the colour of horse. The horse on the video has a white colour. Based on psychologically, white colour connotes as the sincerity and perfection. The reason why it is as the sincerity, because the horse which is ridden seems full of spirit and a little bit angry. Choosing the white horse signs as the perfection. As we know, white refers to the light, kindness. The reason why it is as the perfection, because this horse is genuinely helping the woman to attain her goal to be a great rider in riding a horse. The proof that happens on this scene, the woman is still strong and great.

Moving to the location's analyses, the reason why the advertiser chooses the desert as the location, because of the suitable moment and situation. If the people want to ride the horse, it will be needed a large and wide place to. Because, the speed of the horse is really fast. The horses really need a large area.

3.5.3 The Analyse of "They Will Say That You Are Strong" Phrase

This phrase will prove that the women are really strong. Seeing the previous phrases, it always refers to the underestimate the women. But, the connection the phrase and these scenes has proved that the women can not be underestimated. The meaning of this phrase is about the result that will happen on women in the future, and that is a statement from the narrator about the women's perspective in doing sports, because the previous phrase is "Or Maybe". As far as I know, the phrase of "Or Maybe" in here, referring to the possibility, and it can be right or not right about the success for the women in the future. In this phrase, it is also analysing the position for the women if they would like to go to another places. Actually the women are prohibited to use the vehicle so that they are riding a horse. Riding a horse is not really easy, because it takes a lot of energy. Just because of this advertisement is existent, the position of women in the Middle East starts to be equal and some of men will say to them like this "They are really

strong”. Beside that, It will prove the bad opinions to those who underestimate the women in riding a horse. We know that riding a horse is one of thing which makes everyone will be proud of.

3.5.4 The Message from scene 18 to scene 19 on “They Will Say That You Are Strong” phrase

The message from each scenes contains the woman can show to the world that she can empower the passion in sport and being an equal like men. There are no differences between men and women in sports. all the people can do whatever it is and it is not influenced by the stereotypes at all. The women can show to the world how the strong they are. Eventhough, the power of strength between men and women are really different. But, it does not mean that the women are weaker.

Another messages on this scene, all women can do their passion as well as they want. There is no prohibition and it may be getting a permission. If the women would like to do sport, they can just do it. Women have a right to choose the kind of sports as free as they want. Nothing can stop them. Beside that, the women also have to be brave and strong. The reason why I call it, because they will face something an unexpected that they do not know sports in the future. For example, when one of them wants to do riding the horse’s sports, yet there are many people who tease her like, “Hey, don’t you know? It is forbidden for the women. You have to stay at home, because your passion is not riding a horse. It is only for men. Me, as the woman really disagrees, if there is an opinion like that. We all can do our passion freely. There is no barrier and blocked way. If every women listens and accepts the teases like that, this advertisement gives the right answer.

3.6 The Analyses of Denotation and Connotation from scene 20 to 21 on “They’ll Say You’re Strong” Phrase



Scene 20



Scene 21

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Boxing field	A place	The sign of competition for boxers
2.	Red	The colour of sleeveless T-shirt	Energetic and powerful
3.	Gloves	A Sport's Device	The sign of body protector for boxers
4.	Black	The colour of gloves' boxing	Strength and Bravery

5.	wrinkled	Expression	The metaphor for the serious expression
6.	Brown	The colour of her skin	The trength for the women

3.6.1 Denotation from scene 20 to scene 21

Based on the scene, the denotation is about a woman who has a great ability is Arifa Bseiso. Her eyebrows are wrinkled and her eyes are so sharp. This is a continue from the previous video. But, seeing her expression. She tries to stand out again. The previous scene shows that Arifa Bseiso has been punched by her opponent until she is fallen into the boxing field. But, she gets up and tries to punch her opponent back in this scene. While she is punching her opponent, she is also focusing on. These scenes also describe about the gloves. The gloves that she wears, it is referring to black colour. She is wearing a red sleeveless cloth. In this scene, if we see the clearer to the woman then she has a brown skin.

3.6.2 Connotation from scene 20 to scene 21

Firstly, from her eyebrows are wrinkled, it connotates as the spirit and serious expression. The reason why I call like that because Arifa Bseiso is competing with a sleeveless white cloth woman. It can be identified that she focuses on being a great boxer. She tries to fight back, and finally she can do that. After that, I wanna analyse the brown skin. The advertiser has actually the aim why the advertiser chooses the brown skin woman in this advertisement. this is the analyse, brown colour connotates as sincere phsyologically, because Arifa Bseiso looks so hard-working. She really wants to defeat her opponent back. Another connotations for brown colour in here, why the advertiser chooses her as the pioneer, because the woman has a brown colour and it is actually having a protection. Seeing the location, it is locating in the desert and it seems so hot for sure.

The connotation from her eyes are so sharp, and it means as serious expression, because she is being faced at an opponent. So it means that she has to focus on that. Her eyes refers to one direction.

Referring back to the black gloves that she wears. Black colour connotes as the strength, bravery, because she has a power to defeat her opponent even though, in the previous scene she was a loser. But, it does not mean she is a loser. She tries to stand out and punch her back. Beside that, the reason why I call as the bravery, because she really never be afraid to face the thing that hurts her. In this case, the risk she can be felt, punched, hurt, a wounded. But, the gloves that she wears, it has been proved that she has a bravery to face all those risks. In the end, she is a winner.

Based on the data that I get, <https://www.livestrong.com/article-the-advantages-of-brown-skin> is about the brown skin. It has so many advantages. The reasons on the scene, because the brown skin has actually protection from the UV. It will not make the skin to be easy for being burnt directly. We know that the place for boxing field is possibly taken a risk for getting a skin cancer. The owner of the brown skin has a pigment or many melanin content. This content can protect her from the light of UV. Another reason, the brown skin also has super strength for the bones. Coming back to see the picture. Arifa Bsesiso's face is punched by her opponent and it is stricken her face's bones, but it proves that Arifa Bseiso is still being strong, even she can punch back her opponent. Those facts or informations are about the brown skin. So, it can be identified why the advertiser chooses the pioneer who has a brown skin.

This is the reason why the advertiser chooses Arifa Bseiso as the model of this advertisement. Firstly, Arifa Bseiso is a female athlete who has a definition of beauty and brawn. She is a real of amateur boxer. Secondly, she has so many awards. This is the history about her. Arifa does not have an athletic upbringing, but she quickly discovered her passion and her coach, which is named as Ayman al Nadi. He discovered her talent for boxing. here is an award which is attained, she becomes the national boxing champion of Jordan and captain of the woman's national boxing team of Jordan. Thirdly, Arifa is one of the face of women's boxing in the Middle East. This face has taken many forms. For example, Arifa has a BA in Radio, Tv, Film, and Journalism and has over 12 years experience in the industry. She has a message to all the women, which is "You never know what

you are capable for her it was boxing, find YOUR boxing and let it transform you, Arifa Bseiso”. (<http://news.nike.com/news/pba63c75/sneakpeak.com>)

3.6.3 The Analyse of “They’ll Say You’re Strong” Phrase

This phrase means that the women are really strong. Even though, in fact, there is a possibility that perhaps can happen on the women, which is they are not strong. This phrase really represents that all women can do in sport, especially for boxing sport. It will not be difficult for them to do the sport whatever based on they want. Even though, the sport is hard. The people will say that they are really strong. It also shows to the people who underestimate the power of women and they are actually can do their best. In this scene, the phrase of They’ll Say You’re Strong means you have to make a lot of efforts to achieve the goals, the goals in here means a victory and achievement to be the winner in the boxing field. Based on my knowledge, this scene describes about both of women who are fighting and each of them is trying to survive from the punch.

3.6.4 The Message from scene 20 to 21 on “They’ll Say You’re Strong” Phrase

The message that is contained on this scene is not only about the product, yet about the real life also. This scene is telling something valued. It means that if the women experience the bad situations or face the situation that make them feel so fallen, the women have to stand out and try to defeat it strongly. The women is prohibited to be giving up on it, because we live in this cruel world. It means that there will be ups and downs. This scene teaches us to be the strong and be brave woman. The great women will have a real strength and spirit to face that. Beside that, all the women have to be full of spirit if they want to chase her dreams. Especially for sports. whatever the hard barrier, they have to face it bravely. Beside that, it is also telling to the women who will be a fighter, they have to be brave and being able to get wounded or having a scars. When you will be a athlete like being a boxer, you have to be serious and commitment.

3.7 The Analyses of Denotation and Connotation from scene 22 to 24 on “That No One Can Stop You” phrase



Scene 22



Scene 23



Scene 24

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Football Shirt	A Cloth	Sporting
2.	Football	A sport	The sign of women's sport
3.	Orange	The colour of Her training cloth	Success, Encouragement, and confidence
4.	A grass soccer field	A place	A football field

3.7.1 Denotation from Scene 22 to 24

There is a soccer group who wears an orange football shirt. The soccer group consists of 10 women. Their expression on that scene, it can be identified as solidarity. Before playing football, they do cheering for a few seconds in order to give a spirit and they strengthen each other. The woman who is focusing to get the ball. She is wearing an orange football shirt that is completed a black line. The football pants is black. Referring back to the expression, she looks so serious. While a woman is trying to get the ball, there are two women who try to catch up the ball. Those women are wearing a white, which is completed a black line and a blue football pants. The women in this video describe the differences between the skin tone whose they own. The woman who wears an orange has a white skin tone. In the right side, the woman has a white also. Yet, in the left side, the woman has a black skin tone. Moving to the location for this picture. It is located in the football field, and it is still in Dubai. There is also the phrase “That no one can stop you”. It is not only the phrase, but it has a hidden message on it.

3.7.2 Connotation from Scene 22 to 24

The connotation of orange colour connotes success, encouragement, and confidence. The reason why I call as the success, because it describes a solidarity. Solidarity means doing something great together in the football field. When you would like to do something successful in sport, you have to have solidarity. The reason why I call as the encouragement, because they want to compete with another soccer group. Automatically, they have to encourage each other in order to have a spirit when one of them is starting to enter to the football field. Encouragement means so worth in this case. The reason, playing football is a must to encourage each other. Whatever the situation it is, as the one group the women in this video have to be full of spirit. Because orange promotes a sense of a general wellness and emotional energy that should be shared. Such as compassion, passion and warmth. Orange will help a person recover from the disappointment. The last connotation refers to the word of confidence, because the orange colour can create a physical effects such as heightened sense of activity, boost an aspiration, stimulated mental activity, increased oxygen to supply to the

brain. While they are playing football, automatically they will focus on strategy that they have had in their brain certainly.

The connotation that is appeared on this scene, the previous orange colour has given the meaning. Black in here is only as the completed in their cloth pattern. The shape of black color is a square. The football field in here connotates as the place for playing a football. It is having a green colour. Green connotates as the freshness. The reason why the field represents as the freshness, because it is can be healing power and the relaxing colour for the human eye to view. It is suitable for the soccer player who were playing in that field.

3.7.3 The Analyse of “That No One Can Stop You” Phrase

The phrase of “That no one can stop you” has a meaning that there is really no one can stop the women’s passion. Even though, their passion refers to the men’s passion which is playing football in this video. But it does not mean the women can not do that. They can do anything based on their skills and what they like. In this analyse, it is describing that the woman is dribbling the ball into the opponent, and it represents that they are still doing the hard effort to achieve the goal without doubt at all.

3.7.4 The Message from scene 22 to 24 on “That No One Can Stop You” Phrase

I decide to make a message from this picture that every women can be a soccer player also. Whatever their passion, they are supposed to be passionate. Additional message from the advertiser in here are the product that is labeled as Nike can be available for the women who want to develop their skills in football sports. In this video also tells that the soccer player are the women. The message that is contained for the women who have been passionate in football is they can join and follow their passion. The phrase “That No One can Stop You” also save the hidden message, and it gives a spirit to all women.

3.8 The Analyses of Denotation and Connotation from scene 25 to 28 on “That You Will Find Your Way” phrase



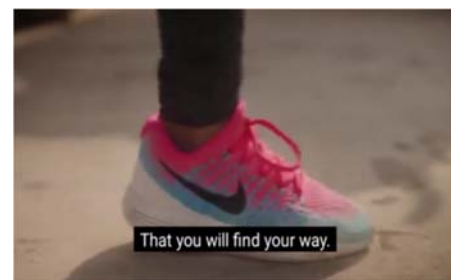
Scene 25



Scene 26



Scene 27



Scene 28

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	White	The Colour of Training Cloth	Purity and cleanliness
2.	Grey	The Colour of sleeve cloth	The sense of calm and composure
3.	Blue	The Colour of shoes	The additional of supporting brand
4.	Running fast	A sport	The sign of being an athlete
5.	Pink	The colour of shoes	feminine
6.	Rooftop	A Place	place of center of putting the hard devices

3.8.1 Denotation from Scene 25 to 28

These scenes are the kind of proof that Nike product are really advertising this advertisement to the women. I mean, it is not only about the product, but it is also for encouraging the women to compete in sports world. The denotation is in the afternoon, and there is a woman who is running in the rooftop and she wears a long training cloth that is completed with a grey for the sleeve and white for the background. She is also wearing a black legging completed with Nike symbol. She is running fast and full of strategic. After that, she jumps into another rooftops. As we can see, the distance between the starting rooftop to the target rooftop is far enough. But, it can not stop her to keep going. In the end, her shoes are treaded to the ground. In this analyse, I see the pair of shoes have a blue and pink colour which is completed with the Nike symbol on that shoes as always. After that, there is also a phrase , which is “That you will find your way”.

3.8.2 Connotation from Scene 25 to 28

Firstly, there is a woman who is running in the rooftop. Rooftop represents as the place of center of putting the hard devices like air conditioners and the things that are sometimes unutilized. Then, she also wears a white training cloth with a grey sleeve. The colour of grey connotes as stable, because it is creating a sense of calm and composure. We know that on that scene, the woman is really so stable even though the place for running is really dangerous. The pink colour connotes as feminine, because of this video is roled as the woman and she is trying to achieve her potential for success by running in the rooftop. The place is not suitable with the woman. So, by wearing a shoes from Nike, it can make her feet to be safe. Beside that, the colour blue represents as the colour of trust. The reason why I call like that, because of knowing the place on the video seems not right for running to the woman. The relation all of these colour have been represented the meaning of that shoes. Secondly, the woman is running so fast. Then, it is one of the sports that is valued as uncommon sport in Middle East. The reason why I call like that, because it is the culture. The woman prefer to staying at home rather than having a activity outside.

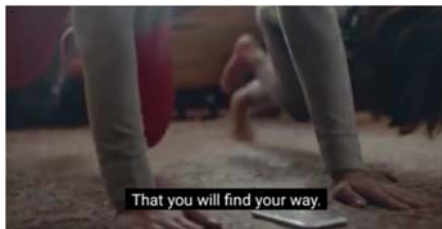
3.8.3 The Analyse of “That You Will Find Your Way” Phrase

The analyse of the phrase means, which is “That You Will Find Your Way”. It refers to the all women who are trapped in the situation that they can not do their passion in this world. Seeing the scene that occurs on the scene, it is a big challenge for her to pass through from the building to another building. It means that when the women feel the barrier comes, they have to remember the phrase of “They will find their way to solve the barrier”. Beside that, this advertisement has been changing their nightmares into a good dream.

3.8.4 The Message from scene 25 to 28 on “That You Will Find Your Way” Phrase

The message that is hidden on these scenes are telling to the world that the woman can do her passion in sport in a safe way, even though it locates in the uncommon place to be become as the place for running. Beside that, it tells the message that the woman are supposed to be confidence on her own self, because of the distance that the women passed through. The distance is far enough to be jumped in fact. If the woman does not have a strong confidence, the woman will be fallen into the ground. This product also gives the message for all the women. The product of training clothes, the shoes, and the kind of cloth that are completed with Nike’s logo, they can be available for wearing those stuffs. It can be worn in the uncommon place. The most important thing that they have to know about the aim of this advertisement is to encourage all the women to be more active in the sports world.

3.9 The Analyses of Denotation and Connoatation from scene 29 to 31 on “That You Will Find Your Way” phrase



Scene 29



Scene 30



Scene 31

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Phone	Communication Tools	The device of counting stopwatch
2.	Grey	The Colour of sleeve cloth	Neutral and Balance
3.	Television	A tool	The sign of device of visibility
4.	A house	The place	A sign for ordinary people who is living.

3.9.1 Denotation from Scene 29 to 31

The woman who is trying to use the style of pushing up, but she is changing her style by keep running in a place. She is using her phone to count how long she can run by doing the style of pushing up like that. For the representative model for the woman is still the same woman like the previous scene. The women in the scene, it can be identified that she is passionate, and it is referring to the Arifa Bseiso. She uses a tanktop which is completed with Nike's Logo. It has a black background, but for the written text includes a white colour.

While Arifa Bseiso is on the the boxing field, she is trying to punch her new opponent, Some men watch her action from television. Based on the video that I see, when Arifa Bseiso has been punched with her opponent in the boxing field,

the men who are watching suddenly give shouting to say “Yeahhh”. The reason why they say that, because of her victory in fighting the opponent. Beside that, there is also a phrase that refers to every scenes. The phrase is “That you will find your way”.

3.9.2 Connotation from Scene 29 to 31

Firstly, the phone on the video represents as the device for being a stopwatch when she is trying to running fast in one place. It also has a purpose which is to count how long she can do it. In the other hand, the colour of grey represents as the the neutral and balance, because of grey colour is controlled. It has a steadying effect on other colours. In this video, Arifa Bseiso is selected again as the model for this scene.

Secondly, there is a house that represents as a place. It is a place for them for watching Arifa Bseiso’s action. They are really all ears and full of attention when they watch it. In the end, they shout “Yeahh”, and it represents as the happy interjection. I would like to describe also for the situation in the house. It seems rather dark but it is still a long-blue lamp. After that, moving to the phrase.

3.9.3 The Analyse of “That You Will Find Your Way” phrase

The phrase “that you will find your way” represents as the slogan for the women who are not still chasing their passion, but there are still barriers everywhere. One thing that will be a saviour, because of being this advertisement, it is not only promoting the product Nike, but it is only empowering a power to all the women that they can do their best in sport.

3.9.4 The Message from scene 29 to 31 on “That You Will Find Your Way” Phrase

The message that is contained on every scenes are telling the women to be more adventurer. Whatever the hard situation it is, just passing through it as well. In this phrase, the women are given a soft spirit in order to achieve their goals, eventhough they will have barriers in the future. Beside that, Nike product like shoes, clothes, legging are being available in using for the free place whether it can be rooftop, desert or another place.

**3.10 The Analyses of Denotation and Connotation from scene 32 to 34 on
“That You Are Their Equal and That You Amaze Them” Phrases**



Scene 32



Scene 33



Scene 34

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Zahra Lari	A woman	A figure Skater and an athelete
2.	Indoor field	A Place	The silent and suitable place for doing the skater.
3.	Black	The colour of her training cloth	Sophistication and Elegance
4.	Nike Pro Hijab	A Veil	The sign of sale value
5.	A tight fitting figure skater	An Outfit	Informal outfit

3.10.1 Denotation from Scene 32 to 34

The denotation that is existing on the next scenes are a woman who is named as Zahra Lari. She is a first a figure skater from the UAE to compete internationally. In this video, the woman who is spinning in a fast time is Zahra Lari. The place for the location is indoor room. Beside that, she wears a black A tight fitting figure skater and nike pro hijab from her head until leg. The veil that she wears, it is having a nike's logo.

3.10.2 Connotation from scene 32 to 34

After knowing the denotation, doing the analyse based on the second order signification. The woman who is in the scene is still being named as Zahra Lari. The reason why the advertiser chooses her as the model in this advertisement, because she is a participater who participates in international figure saking competitions. She is also wearing a headscarf which means as nike pro hijab. She is the first figure skater to compete in hijab. In this video, she is using a black tight fitting figure skater. It represents as the outfit for her. This is a little bit of her history before going to be internatonal. Zahra Lari is performing routines in front

of men actually. And she said it is not an easy task. The words that she utters “My father felt that it went too much against our normal traditions and culture for a girl to compete in sports,” recall Lari. At first, she decides not to skate competitively to avoid annoying her father. There is a phrase “As a family, we went to the competitions only to cheer for my friends that were competing.”. But, after seeing his daughter’s enthusiasms for her colleagues on the ice rink, he gradually relented and finally gave Lari a permission to enter the competition.

Next, moving to the indoor field. The indoor field represents as the suitable place for doing the skater. The reason why I call it, because it is suitable and the floor is soft to be used by skating. She is also alone in the indoor field. In the other hand, the black of tight fitting figure skater represents as the suitable outfit that she wears. The reason why I call as the suitable outfit, because those outfit are completed with opaque cloth. Beside that, black colour also connotes as the elegance and sophistication colour. The reason why I call as the elegance and sophistication colour, because it holds the energy of power and protection.

3.10.3 The Analyses of “That You Are Their Equal and That You Amaze Them” Phrases

The connotation of the phrases that is including in the video refer “That you are their equal” and “That you amaze them”. Those phrases represent as the strength of the woman that is indeed they would like to be equal. They have a power to be a great in sports. It is because of they do the action for that. Even, they are convincing the people to be amazed just because of their passion in sports. finally, they proved it into this sports. So, whatever it is, you will find your way. The analyse of the phrase of “That You Are Their Equal” describes that the position for women are supposed to be equal. This is only about the sport. They are free to do whatever they like, especially for sport. No one can bother their passion. One thing, the men should think twice that the women actually can show their best to the world.

3.10.4 The Message from scene 32 to 34 on “That You Are Their Equal and That You Amaze Them” phrases

The message that is contained on these scenes tells to all women have to be passionate again in facing the difficulties. Even though, she was almost giving up. Yet, all they have to do is believe in yourself also. You might be alone in a place but, you do it for practicing to be a great woman. The phrase of “That You Are Their Equal. After the women are getting the right to be equal in front of the men, then they will amaze you by doing something great in sport. For example, the sport of ballet (Dance). We know that doing that sport really takes regular practices and the women who have the passion on it, they are supposed to be persistent also. If they are not persistent, they will not amaze the people by doing this sport.

3.11 The Analyses of Denotation and Connotation from scene 35 to 36 on “That You Are Their Equal” Phrase



Scene 35



Scene 36

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Balquess Fathi	A woman	A great singer
2.	Malabar	A region	The place for having fun
3.	Red-patterned long	A Cardigan	passion, desire, energetic
4.	A motorcycle	A Vehicle	The sign of the luxurious thing
5.	Necklasses	A Jewelry	Luxury

3.11.1 Denotation from scene 35 to 36

The denotation that I can analyse is about a woman who is in Malabar. She is Balquess fathi. She is a singer. Balquess fathi brings her friends into a place, which is into a Malabar. That place seems the uncommon area, because it consists of blue light. Balquess fathi is actually using a white $\frac{1}{4}$ dress which is completed with Nike's logo and her legging also. She is wearing many kind of jewelry.

3.11.2 Connotation from scene 35 to 36

The connotation that is appeared on this picture is that the reason why the advertiser chooses Balquess fathi as the role model for this advertisement, because she is a great singer in Emirati. That is why I choose her. Beside that, in the picture, there is also a red-patterned long . It represents as her cardigan. This cardigan is so long and full of the red colour. The red colour represents as passion, desire, because it exudes a strong and powerful masculine energy. Red is energizing, and it excites the emotions and motivates us to take action. In this video, Balquess fathi is seemed so energizing, because she shows the expression as suitable as on the scene. After that, focusing on the motorcycle. Putting the

motorcycle in a place represents as a group. The reason why I call like that, because Balquess fathia is not alone. She is with her friends.

3.11.3 The Analyses of “That You Are Their Equal and That You Amaze Them” Phrases

This phrase describes about the importance of women's position. It means that actually the women can show one of the unique performances and characters in front of the people, especially for men. The women dress up like that actually have the aims. It consists of 2 aims. First, to get an attention from the men, but it does not only get attention. The women would like to show off how brave and confident they are. They will be okay for wearing the kind of clothes whatsoever they desire. It cannot stop them to explore something unique in order to be equal and can amaze them.

3.11.4 The Message from scene 35 to 36 on “That You Are Their Equal and That You Amaze Them” phrases

The message that is existing on this picture that being an energizing woman. It can be identified that she is showing off the luxury. The connection between the scene and the phrase is connected, because if we have the sense like that, we can achieve our passion as well as possible. It is also describing the situation that the women have to be brave in order to prevent herself from things which can hurt her someday. After the women are getting the right to be equal in front of the men, then they will amaze you by doing something great in sport. For example, being one of gangsters. We know that, being a gangster will have so many risks that the women face in the future. In order to avoid the negative things from that, they have to be positive and just because of the positive thinking, it will amaze the point of view's men about the women for being a gangster. In this phrase also shows the message that, do not see the person by the covers, because the people have no idea. Who knows that person is one of the good people.

3.12 The Analyses of Denotation and Connotation from scene 37 to 39 on “That You Amaze Them” Phrase



Scene 37



Scene 38



Scene 39

No.	Sign of the Picture	The First Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Ines Boukbakri	A woman	Tunisian foil fencer and an athlete
2.	The green carpet	A theater	Sign Place of doing a battle
3.	White	The colour of her T-shirt	The virginity of the soul and mind.

3.12.1 Denotation from Scene 37 to 39

The denotation that I can analyse, there is a woman which is named as Ines Boukbakri. She is a Tunisian foil fencer. She was born on December in 1988. The reason why the advertiser chooses her as the role model of this advertisement, because she is a two-time olympian who won a bronze medal at 2016 summer.

After that, she is fighting with her opponent and it is completed with a sword. In this picture, it describes that she never gives up on what is happening. She is fighting in the green carpet. When she tries to attack her opponent firstly, she does not. In the second chance, she succeeds to attack her opponent in opponent's mask. After that, her expression looks so glad and it is because of her victory in fighting.

3.12.2 Connotation from Scene 37 to 39

The connotation that is contained on the scenes, Ines Boukbari is a Tunisian foil fencer. The advertiser represents her as the role model because she was really a real of an athlete. Especially for the figure skater. Beside that, the colour of her outfit is white. It can be identified that white represents as the colour of virginity of the soul and mind, because it is expressing a most delicate vibration in doing the sports. After that, there is scene on this which represents about the expression. Her expression is glad after finishing the fight. Moving to the green carpet. The connotation of the green colour on the carpet connotes as the freshness and calming, because I know the situation on the green carpet is doing a fight using a sword each other.

3.12.3 The Analyse of “That You Amaze Them” Phrase

In this phrase, being a fencer is not easy. It takes a long time to practice to be a professional fencer. The important thing from this phrase is not only about its writing, but it is a spirit for the women who are still not confident in doing a hard sport outside. In fact, when the women are doing something unique, it will get the attention directly without seek attention. Not everyone can do this sport. It is a phrase that describe how the women has been strong for a while when they face the hard things or situation. The result, just because of their treatment or behaviour then it can amaze the people actually.

3.12.4 The Message from scene 37 to 39 on “That You Amaze Them” phrases

The message that we can find in this picture is every woman actually can be whatever they would like to be. It means that until being a fencer. We know that the sports like a fence is not an easy sport for the woman. But, it does not

prohibite the woman to get access to that sport. If the woman has a body, it means that you are an athlete. The most important thing that the women have to remember is when they are doing something great, they have to be sure for everything that it will give a best result, which is something that makes them to be amazed just because of you. You dont have to be worry. Doing something that is positive ways in order to amaze them. Doing something that is valuable in sport, for example like being a profesional fencer and they have to practice regularly without delay. If there is a challenge that makes you to be afraid, do not be afraid. Showing it to the world that you can be amazed and do your best.

3.13 The Analyses of Denotation and Connotation from scene 40 to 44 on “They Will Say That You Will Become Something Great”



Scene 40



Scene 41



Scene 42



Scene 43



Scene 44

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Ice Skater	A Place	Fancy Sport
2.	Brown's Skater	A shoes	Luxurius shoes for the little athelete

3.13 Denotation from scene 40 to 44

The description that I can write down, there is a young child who wants to enter the ice skater field. she seems so unconfident. the reason why I call as the unconfident, because she is glancing at the left and right view. And then, she lifts her skater's shoes into the ice field. there was a also a phrase "Or maybe" and "they will say that you will become something great"

3.13.2 Connotation from scene 40 to 44

The connotation in the scene only represents the young children. She seems unconfident, because her expression of young child is afraid to get access to the ice field. Yet, it does not mean for her to give up. She is still trying to do her best by putting the one of the skater's shoes on the ice field. there is also a light which is filled with a blue. The blue colour actually represents as stability, because it is considered a beneficial to her mind and soul when she would like to get access to the field.

3.13.3 The Analyse of "They Will Say That You Will Become Something Great" phrase

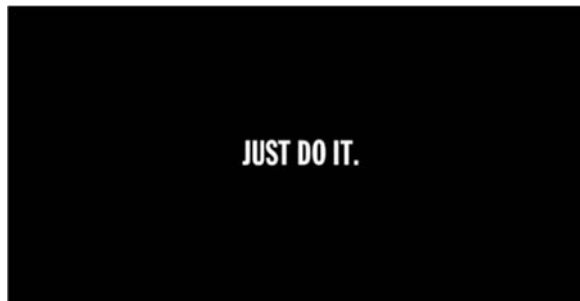
There is also a phrase that "That they will say that you become something great" is having a connotation such as an motivation for the women, it can be seen from the kind of ages, like young adult, children and women. Beside that, it is also represents as an inspiration for the women. The reason why I call like that, because in this scene, there is a girl who has a fear face and she would like to show off her passion, but there is no an inspiration that proves her to be a great person. Yet, because of the presence of this advertisement, it would add her sense to increase the development of passion.

3.13.4 The Message from scene 40 to 44 on "They Will Say That You Will Become Something Great" phrase

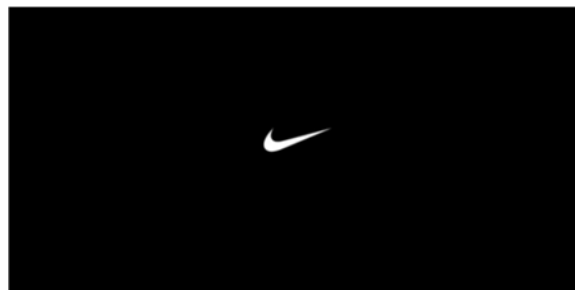
The message that is contained on these pictures are do not be afraid of facing something that is seemed difficult in the first, we will never know for the next. So, whatever it is, just be brave and keep going on for all the girls and the women. As far as I know, that phrase can be analysed as something good that will

happen in the future if the girls are being brave and confident in doing skating ice. And I connotate it as the barriers. The barriers that they will face for getting something great, they have to face it hardly.

3.14 The Analyses of Denotation and Connotation from scene 45 to 46



Scene 45



Scene 46

No.	Sign of the Picture	The 1st Order of Signification (Signifier)	The 2nd Order of Signification (Signified)
1.	Black	A colour of background	Sophistication for the tagline for Nike
2.	The Swoosh	A logo	A victory for Nike product
3.	White	The colour of The Swoosh	Purity and Goodness

3.14.1 Denotation from Scene 44 to 46

In the picture of 44, there is a tagline from Nike “Just Do It” and there is a sign of the sign “Swoosh” in Nike. It is having a black background. For the writing and the sign has a white colour. The font that is appeared on this background is Calibri.

3.14.2 Connotation from Scene 44 to 45

The connotation from the tagline of “Just Do it” is representing as an authentic. Because the character of Nike’s brand has many values and brand purposes. In here, the advertiser sells the kind of Nike’s stuffs, for example : Shoes, Legging, Nike pro hijab and Training clothes. A brand’s symbolic meaning originates with its underlying purpose, and is expressed as a field vibration that radiates from the very core of a company. When the slogan of “Just Do It was created, there was a deep campaigns. The slogan such as “Just Do It” are not easy to be achieved, but it is absolutely worth striving for. Based on the data that I get, when Dan Wieden was asked about what inspired him to come up with the tagline, “Just Do It” ironically, they answered like this “but, none of this backstory is present. Instead, he took inspiration from the last words of a convicted murderer, Gary Gilmore who said “Let’s Do It”.” Just because of the dislikeness of the word, then they changed it into “Just Do It”.

The tagline “Just Do It” and the Nike’s logo which is “The Swoosh” represent as the global sportswear. The reason why I call like that because it is both simple and memorable. It can make the consumers believe that they can be successful by wearing its product. Simplicity is really the secret of all “big ideas.” In here, many sports teams and high profile athletes are being sponsored by Nike with their tagline is “Just Do It” with a Swoosh logo. The tagline was introduced by Dan Wieden. The tagline was widely praised for being both “Universal and intensely personal”. But, it is actually the tagline of “Just Do It” was influenced by the infamous murderer, which was Gary Gilmore.

The shape of Nike Swoosh logo is shaped as a wing of the Greek goddess of Victory, Nike. So, the history of this shape had the wing shape in mind because of the Goddess. This is little bit of Swoosh logo in Nike, “Nike” is named after

ancient Greek Goddess of victory. Greek folklore has it that Goddess Nike influenced countless brave warriors to win battles of their motherland. That is why the wings of Goddess Nike is called swoosh and it is said to have brought motivation and audacity to the warriors at that time. After analysing the shape, turning to the font. The font uses for the text in order to look elegant. The company name appears in bold letters as a means advertising the brand. The font appears to be Calibri.

The black colour represents as the sophistication and elegance, because black colour can be constructed colour. It can contrast with any colour, the colour is white.

The white colour represents as the goodness and stability. The reason why I call as the goodness and the stability, because the background is filled with a dark colour and for the stability colour refer to the white. As far as I know that the history of Nike was terrible. But, the creator intentionally put the white colour to prove that the Nike's brand can be the global brand.

3.14.4 The Myth

The myth from all the scenes that is arranged from the first until 46 scenes are not indicating about the product, but it is also inspiring and encouraging all of the women. All the Nike product, for example: Shoes, Training Clothes, and Legging are being available in using for the different places whether it can be rooftop, desert, boxing field, grass soccer field, and another places.

The world has the leading sport brand in the world which comes up with a product that every woman who wears a veil and hijab actually can do the sports, and they can be an athlete as equal as the man without limitation. Beside that, all women have to be brave in facing the competition. The women should have a confidence and bravery as same as men at outside. Eventhough, they realize that there will be barriers for many women to access the sport. Whatsoever the situation it is, the women do not have to give up, because It encourages a new generation of athletes to pursue sports professionally. All the women have to have the courage to find what is their exactly passion. The women have to be ready for facing the difficult or hard situation when they do their passion in Sports.

whenever she feels like loser, she has to wake up again. they have to be a fighter and never give up.

The woman actually can show to the world that she can empower the passion in sport and being an equal like men. There are no differences between man and women in sports. All the people can do whatever it is, and it is not influenced by the gender at all. The women can show to the world how strong they are.

CHAPTER 4

CONCLUSION

This chapter consists of the conclusion from the analysis in the previous chapter. This research also dedicated for students and faculty, as it is expected to be able to contribute to the recent development and research on Semiotic approaches using qualitative method.

The objectives of the research are to identify the denotative then the connotative meanings from Barthes' Myth Interpretation In Nike "*What Will They Say About You?*" Advertisement , and to identify what kinds of messages that want to be convey through the myths in Barthes' Myth Interpretation In Nike "*What Will They Say About You?*" Advertisement.

I use the theory of semiotics to conduct the analysis of Barthes' Myth Interpretation In Nike "*What Will They Say About You?*" Advertisement. I analyse Barthes' Myth Interpretation In Nike "*What Will They Say About You?*" Advertisement using a semiotican theory, which is the theory of Roland Barthes. The writer also uses Brewster's Theory, dealing with colour physhologically to support the analyses. For the each of analyses, I analyse every scene that is followed by the seconds on video using Roland Barthes' theory.

According to the analyses of Barthes' Myth Interpretation In Nike "*What Will They Say About You?*" Advertisement, there are 46 scenes that are appeared in the advertisement. Each of scenes is having the denotative meanings, connotative meanings and the message. After all, I conclude the message into one and the myth will be appeared.

Nike advertisement is one of the most effective emotional branding examples in the marketing world today. This advertisement is showing the women can do anything what they want in sports. In "*What Will They Say About You?*" is a question many young females are challenged with at home. Women are met with this phrase from family and friends when they endeavor to try something unexpected or to push boundaries beyond social norms. This advertisement launches with a new film highlighting five remarkable women who have achieved personal success through competitive and amateur sport. Despite concerns or

criticism, these women hope that the world will say they are pioneers, role models, and strong voices for their region.

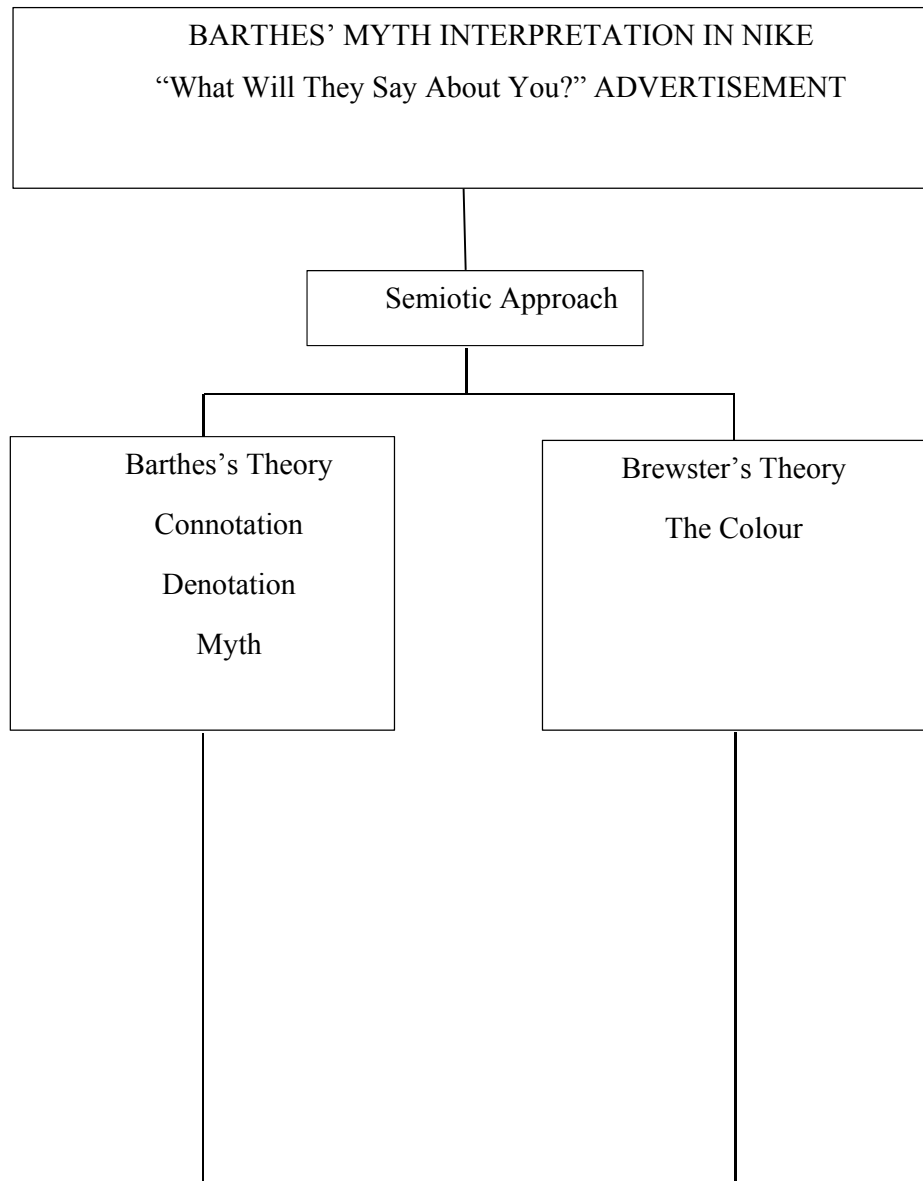
Until now, I have not seen the advertisement that is focusing on women power. But, through Nike In “What Will They Say About You? Advertisement”, it has been proved that the women also has a great power to do anything what they want especially in sports. It also gives many positive effects for the women. This advertisement has been viewed more than 4 million times on various multimedia platforms.

The myth from all the scenes that is arranged from the first until 46 scenes, it is not only for the product, but it is also inspiring and encouraging the others especially for the women. Nike product like shoes, clothes, legging are being available in using for the all the places whether it can be rooftop, desert, grass field, and another place. Every woman who wears a veil in the world indeed can do the sports, and they can be an athlete as equal as the man without barriers. Beside that, the women have to be brave when they face the difficult things. It can be competition and another barriers that come from the people in Middle East. This is also inspiring the women that they have to put their confidence in their heart, which is balanced as a man. Even though, there will be barriers for many women to access sport. But, they are prohibited to give up. Culturally, the place for the women in the Middle East are the home. Their achievement should be getting married. But, some women in the region are fighting back for that. This advertisement contains the myth is to encourage the women that they can have a new generation of being an athlete to pursue the sports as professional as athlete. All the women have to have the courage to find what is their exactly passion.

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SCHEME OF THE RESEARCH



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2004 - 2009 : Sekolah Dasar Negeri 19 Pistim, Jakarta
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Organization Experiences

- Bendahara OSIS Smk Diponegoro 1 Jakarta
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- Bendahara Acara kampus LKMM 2016
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Achievements

- 2013 : Being the 3rd winner in Story Telling Competition
- 2013 : Being the 1st winner in MC competition in the school
- 2012 – 2014 : Got the English Scholarsip for taking course (2 years)
- 2016 : Jenesys Program Participant (Exchange Youth)
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BARTHES' MYTH INTERPRETATION IN NIKE "What Will They Say About You?" ADVERTISEMENT

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BACKGROUND

Advertisement is one excellent tool to introduce company's products to consumers. An advertising message has to have a strategy that is represented through images and text so that the message can be received and understood by the public. In this research, I choose Nike "What Will They Say About You?" Advertisement. I want to analyse the advertisement using Semiotic Theories from Roland Barthes and J. Linschostin to know what is the myth that is contained from each denotations, connotations, and messages.

FRAMEWORK OF THEORIES:

Semiotic Theory:

Barthes's

- Connotation
- Denotation
- Myth

Brewster

- Color

Method of 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.

RESULT OF THE RESEARCH

In this advertisement, there are some indicators that bring people to make their own connotation meaning to this advertisement. There is a woman who wears a black veil. Here, black connotes as elegance and sophistication, because it holds the energy of power and protection. The message from this advertisement, Nike is intentionally to introduce the new product to the world especially for the women. It means that this advertisement is not only about the product, but it is inspiring the women to be better in achieving their goals in sports.