

# 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-atheletes-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.

