

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Problem

Message is something conveyed by the communicator to communicate through the communication process. Another definition of the message is a set of verbal or nonverbal symbols that represent feelings, values, ideas, or the intent of the source. A message can have more than one meaning and some messages can have the same meaning that can be conveyed through several media, including advertisements. Advertising is a message conveyed with the aim of introducing a product to an audience with a particular media platform. Advertising is an important instrument in the marketing process. In practice, advertising becomes part of the marketing promotion.

With the development of the era in a more digital direction, there is a transformation in the form of a more varied advertisement. For example, you can find various advertisements on social media platforms or advertisements on creative billboards. All of these have one objective goal, namely how the audience/public is aware of the ad and is interested in buying the products offered.

Advertising is a communication process that has very important strengths as a marketing tool that helps promote products through mass communication channels in the form of persuasive information (Wright in Liliweri, 2011: 20). Advertising has functions such as informing, persuading, reminding, adding value, and helping (Shimp, 2003:357). In an advertisement there is communication to influence or persuade consumers to buy product. To communicate the products offered, a language is needed.

A language in advertising is very interesting to learn because not all people can understand the language contained in an advertisement, even in an advertisement has meaning hidden in it, and sometimes we can't understand the meaning implied in it or misinterpret the hidden meaning contained in the advertisement. In analyzing a language, there is knowledge that studies signs or symbols contained in an advertisement, which we know as semiotics. John and Foss (in Pujiati, 2015:2) explains that semiotics can be used as an important thing to help in understanding what happens to the message and understand how to convey a message in order can mean. Semiotics is a field of science or a method that studies the meaning contained in a sign or symbol. According to Sobur (in Sartini, 2011:123) semiotics comes from the Greek word '*semeion*' which means "sign". Semiotic Analysis seeks to find the meaning of signs including things hidden behind a sign (text, advertising, news). Because the sign system is very contextual and depends on sign user.

By using semiotic analysis, I can describe advertisements that related to signs and advertisements, as well as to understand a phenomenon experienced, such as behavior, perception, motivation, action in the form of words and language. The semiotics contained in an advertisement is very interesting to study and research deeper, by analyzing Adidas advertisements "Break Free" version. This is what got me interested in providing reviews and research. Furthermore, it is hoped that the advertisement can obtain a detailed picture of the meaning denotative, connotative and myth constructs in advertisements using semiotic analysis. So, I interested in researching it with the title "Barthes' Semiotic Analysis On Adidas "Break Free" Version Advertisement"

## **1.2 Identification of the Problem**

Based on the background above, I assumed a language in advertising is very interesting to learn because not all people can understand the language contained in an advertisement, even in an advertisement has meaning hidden in it, and sometimes we cannot understand the meaning implied in it or misinterpret the hidden meaning contained in the advertisement.

One of the interesting product advertisements is the Adidas. Adidas advertisements are always inspiring and interesting everyone who loves shoes. One of them, Adidas advertisements “*Break Free*” version which gives a deep message to the people who see the advertisement. Therefore, I interested to analyzing these advertisements using semiotics.

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

The research will be limited to only focus on finding the signifiers, signified, denotative, connotative and myth meaning as well as revealing the moral message that appear in the Adidas advertisement “*Break Free*” version.

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

From the identification of problem, there are some problems that I want to formulate as follows :

1. What are the signifiers, signified, denotative, connotative, and myth meanings found in the Adidas advertisement “*Break Free*” version?
2. What is the moral message contained in the Adidas advertisement “*Break Free*” version?

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

The main purpose of this study is answering the research questions. The objectives of this study are:

1. To explain the signifiers, signified, denotative, connotative, and myth meaning in the Adidas advertisement “*Break Free*” version.
2. To explain the moral message contained in the Adidas advertisement “*Break Free*” version.

### **1.6 Benefit of the Research**

This research is certainly to provide benefits for me and other parties who need it. As for the theoretical benefits, this research is expected to be useful in providing positive contribution in the development of scientific studies communication, especially semiotics and to provide a clear description about the moral message in Adidas advertisement “*Break Free*” version.

As for the practical benefits, the results of this research can be used by readers to interpret and understand a sign in Adidas advertisement “*Break Free*” version.

### **1.7 Systematic Organization of the Research**

The framework of the term paper writing which titled “Barthes’ Semiotic Analysis On Adidas “*Break Free*” Version Advertisement” is as follows:

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

This chapter consists of the phases of the research layout, such as the background of the problem, the identification of the problem, the limitation of the problem, the formulation of the problem, the objectives of the research, the benefit of the research, and the systematic organization of the research.

#### **CHAPTER 2 : THEORITICAL FRAMEWORK**

This chapter presents the result of my search on theories or related research studies on similar field. It provides the readers theories which they need to comprehend this present study.

#### **CHAPTER 3 : RESEARCH METHOD**

This chapter discusses about the research. Research method covers the time and location, approach and method research, object and data research, and also data collection and data analysis technique.

#### **CHAPTER 4 : BARTHES’ SEMIOTIC ANALYSIS ON ADIDAS “BREAK FREE” VERSION ADVERTISEMENT**

This chapter contains an analysis of semiotic on Adidas advertisement of data samples selected from Video Adidas advertisement “*Break Free*” version based on theories. The

analysis of the problem is served in two sub chapters: firstly, discuss about the denotative, connotative meaning in the Video Adidas advertisement “*Break Free*” version, and the last sub-chapter expressing the moral message contained in the Video Adidas advertisement “*Break Free*” version.

## **CHAPTER 5 : CONCLUSION**

The last chapter integrates the overall discussion and brings to the conclusion of the study.

