

**THE ANALYSIS OF SIGN IN THE COCA – COLA
COMMERCIALS:**

THE STUDY OF SEMIOTICS

Term paper submitted in part fulfillment of obtaining

Strata (S-1) One degree



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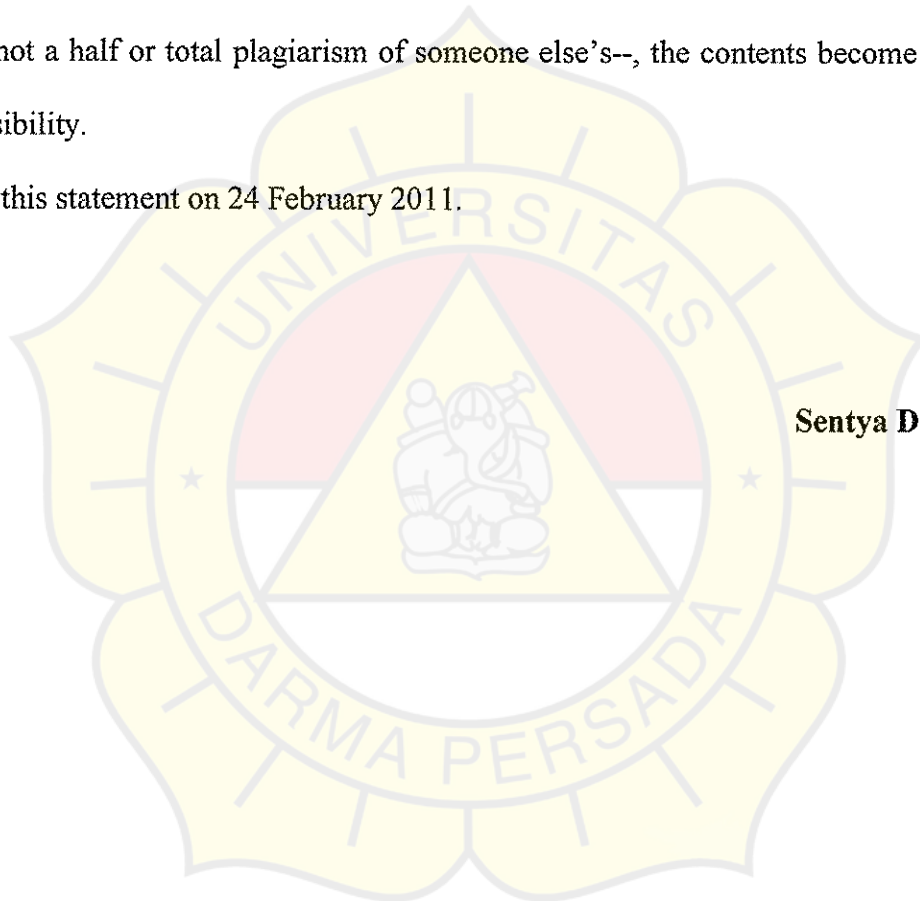

FAKULTAS BAHASA DAN SASTRA

The long paper of *Sarjana* entitled:

**THE ANALYSIS OF SIGN IN THE COCA – COLA COMMERCIAL:
STUDY OF SEMIOTICS**

is a scientific research that has been conducted under guidance of Dra. Irna N. Djajadiningrat, M.Hum. and Fridolini, S.S., M.Hum. As the paper is truly original and is not a half or total plagiarism of someone else's--, the contents become my responsibility.

I made this statement on 24 February 2011.



Sentya Dewi

i dedicate this long paper to all people who

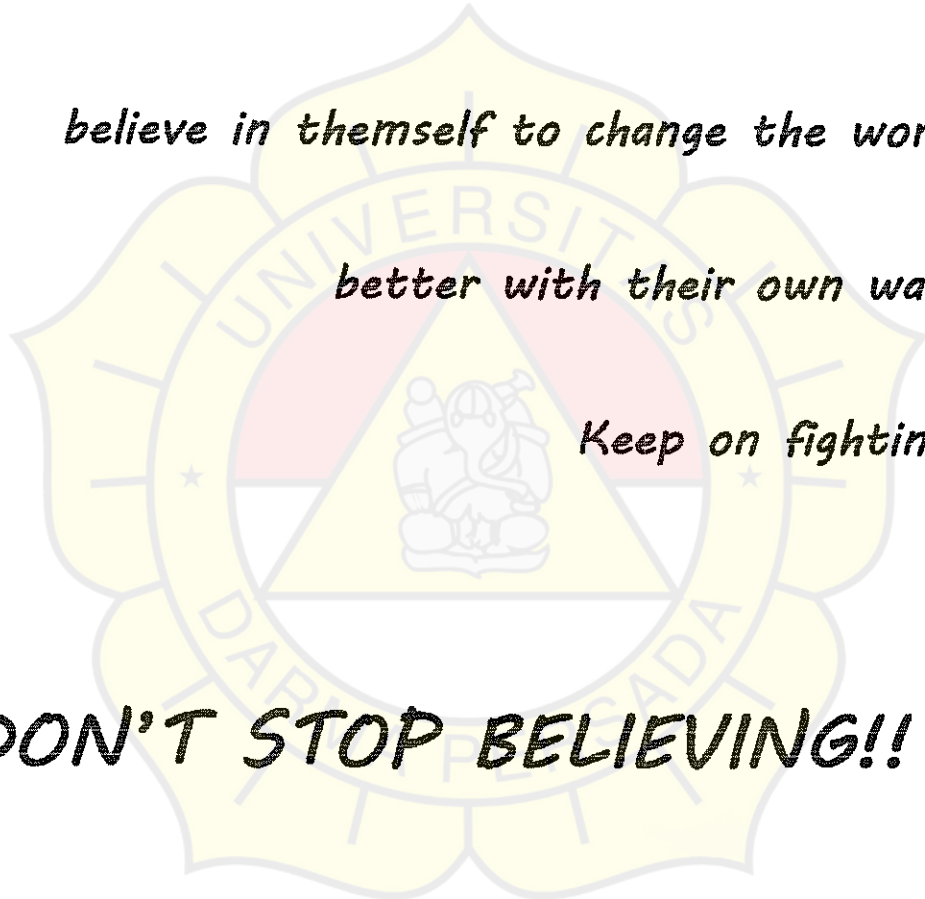
always fight to achieve their dreams and

believe in themselves to change the world

better with their own way!

Keep on fighting!

DON'T STOP BELIEVING!!



PREFACE

The long paper entitled *The Analysis of Sign in the Coca –Cola Commercials: a Study of Semiotics* is a part of requirements' fulfillment in obtaining of *Sarjana Sastra* Degree in English and Letters.

The paper proves the representation of the product through the used pictures and word in the advertisement using semiotics approach, first and second order of signification.

Strictly speaking, since I use my own ability, this long paper is still imperfect yet in both contextual discussion and technical analysis. Thus, feedback is always welcomed.

I put a high hope on this paper to help readers understand semiotics, especially the ones used in the television commercials.

ACKNOWLEDGEMENT

Alhamdulillahirabbil'alameen, all praise is due to Allah SWT, the Compassionate, and the Merciful. Many Thanks for all the mercy and blessing, to whom belongs the glory and majesty, eventually, I can completely finish this research as scheduled.

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I will hardly forget those people without whom this would not be, thanks indeed.

ABSTRAK

ANALISIS TANDA DALAM IKLAN COCA – COLA :

SEBUAH KAJIAN SEMIOTIKA

Skripsi ini mendiskusikan tentang tanda dan bagaimana tanda tersebut mewakili pesan yang ingin disampaikan dari iklan televisi produk minuman ringan Coca – Cola. Dua iklan dengan tema yang berbeda diambil sebagai materi penelitian. Iklan pertama adalah iklan *Coca – Cola Happiness Factory (The Coke Side of Life)* dan iklan kedua adalah *Coca – Cola Christmas Snow Globes (Coca – Cola Open Happiness)*. Tujuan dari penelitian ini adalah untuk memaknai setiap tanda yang digunakan dalam iklan tersebut dengan menggunakan pendekatan *orders of signification* dalam iklan sehingga dapat diketahui sebuah pesan dari iklan produk tersebut dimana pesan tersebut secara tidak langsung membentuk sebuah mitos bagi produk tersebut.

Kesimpulan skripsi ini adalah bahwa pembuat iklan berusaha menyampaikan maksud tertentu melalui tanda-tanda yang dikemas secara menarik dalam iklan sehingga pada akhirnya dapat membentuk sebuah pesan yang dapat mempengaruhi calon konsumen untuk membeli produk yang diiklankan.

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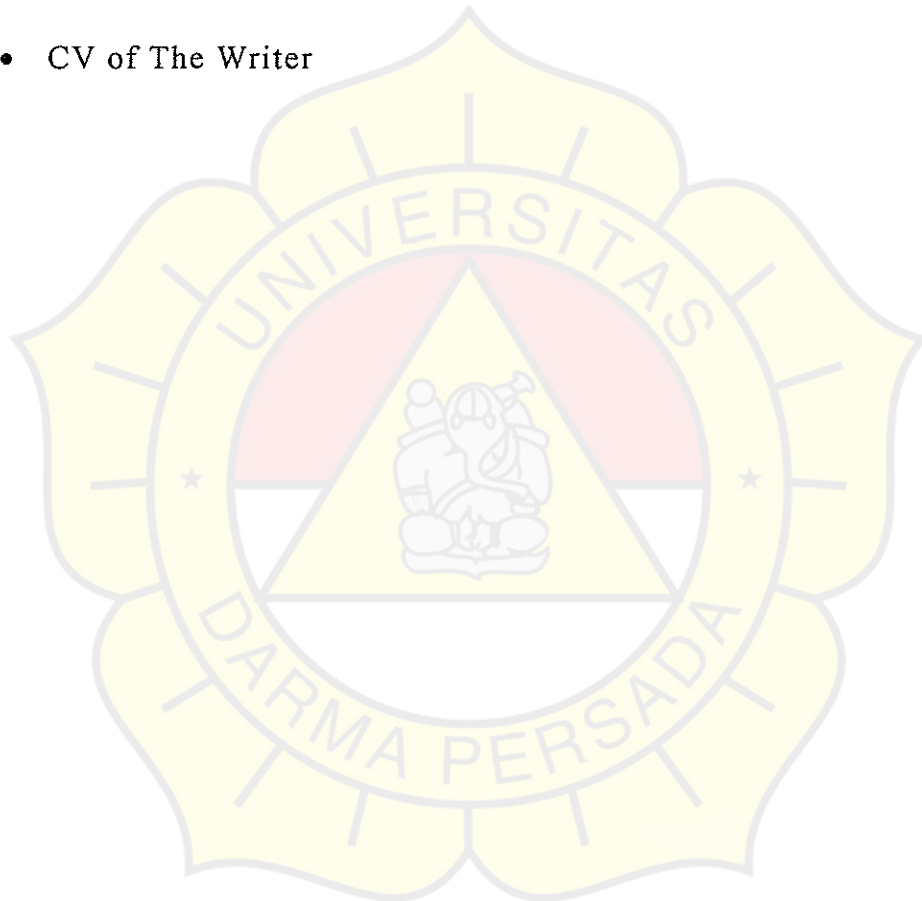
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CHAPTER 1

INTRODUCTION

1.1 Background

Communication is an important and most common thing in human life. It is something that cannot be separated from daily life. People do a communication in every single activity, both it is a communication to its people or to another people. According to *Kamus Linguistik* (Kridalaksana, 2008: 130), communication is “*penyampaian amanat dari sumber atau pengirim ke penerima melalui sebuah saluran*”. It is a meaningful sign transferal activity that needs to be understood by the communication participants.

There are two ways in communication; one way communication and two way communication. Two way communication is a communication from two different ways, that speaker and receiver ask and give responses to each other. Thus, each participant in communication activity will understand what message that they are trying to send, but somehow it's not that easy to clearly understand the meaning of the message. The communication participants should have shared knowledge in order to understand the meaning of the message.

Meanwhile, one way communication is just from one direction, one side. One way communication could be from one speaker or visual media that

transfers the message through pictures, texts, or sounds. For example, listening to radio is kind of one way communication. The receiver can't ask or object what the sender says because there is distance of places between sender and receiver. The voice of the broadcaster (sender) is formed into sound waves transferred by radio to be listened by people (receiver).

Listening to the radio is the same as seeing colors, pictures, or texts in visual media, but it has a very different impact of seeing colors, pictures, or texts in visual media than listening to the radio. In visual media, we get a lot of impression from the way of the message transferred. Visual media in this case, commercials, use the mix of colors, pictures, texts, and sounds beautifully. The colors, pictures, texts, and sounds are used to represent the message that commercials are trying to deliver.

Commercials are an instrument for giving information, persuading, or stimulating people to act. It is a public promotion of some products or services—a paid advertisement on television or radio. Commercials try to seduce people through its appearance. By performing nice and beautiful visualization it will often make people watching the commercials. When people start watching it, people have been persuaded not only to watch but also to buy the product. When people buy the product, the commercials have succeeded to deliver the message nicely.

“Periklanan, selain merupakan kegiatan pemasaran, juga merupakan kegiatan komunikasi. Dari segi komunikasi, rekayasa unsur pesan

sangat tergantung kepada khalayak sasaran yang dituju dan melalui media apa ikan tersebut sebaiknya disampaikan” (Tinarbuko, 2009: 2)

The commercials are not only using colors, pictures, texts, and sounds to deliver the message but the commercials are also using the 3D objects or animations to show the creativity that somehow cannot be visualized by using the real object as human and nature. It is a breakthrough in advertising field, but somehow the visualization that shows the moving animations or 3D objects are making people hard to understand the message because there are no texts or voices. It makes people need to think harder about the meaning of the moving animations or 3D objects that are used in the TV commercial. Moreover, people are not someone who has a same thought with other people. Every person has a different perception and point of view in seeing something. It means the commercials not always success to persuade the people, depends on how the commercials present the message and who sees it.

The colors, pictures, texts, and sounds used in commercial are actually part of a study of sign, a main object of semiotics study. Sign is something which stands to somebody for something in some respects or capacity; it addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign (Peirce, on *Kumpulan Bahan Bacaan Mata Kuliah Teori Kebudayaan UI*, 1996). Sign or symbol basically is a form language that could have lot of meanings. A certain sign or symbol could have a different meaning for one community, but it could be nothing. The sign or symbol could be interpreted positively and negatively depends on how people interpret it. Sign or symbol could only be seen and meant according to what

it's seen, so there would be a lot of different meanings for a sign or symbol from some different peoples.

The focus of the research is on how the form of sign or symbol in the television commercials that represents the messages that are tried to be delivered to the people.

There are two kinds of sign or symbol that are used in commercials; verbal and nonverbal. Verbal sign is the language that we know. Nonverbal sign is colors, pictures, texts, or sounds that commercials have, that are not specifically imitating the form of reality. In order to attract people's attention, the verbal message should be interesting. It is able to attract people's attention by offering exclusivism, special feature, and specific characteristics that would anesthetize people.

As ideological medium, this is very interesting to observe and to uncover the meaning of commercial message. Especially it is not only for creating ideological meaning, but also for creating financial accumulation importance that wraps the ideological meaning. It means that the ideological meanings that are made in commercials are used by capitalist for life. In contrary; capital changes and developments make the production of new ideological meanings possible (Purwantari, 1998 in Sobur, 2006: 116, 120).

However, commercial is one of cultures realization that has purposes not only to offer or to influence the consumer to buy the products but also to insert certain values that are hidden inside. That is why we can say that

commercial in our daily life is symbolic. It means the commercial could be a symbol as long as the image that shown compose and reflect the real values.

Commercials try to visualize the sign or symbol as fine as it could be. The commercials should be created from creative idea that combines the sign or symbol (colors, pictures, texts, or sounds) as a whole aspect that supports each other to deliver a strong message that can be understood by people who watch it. The message could be understood if there are a clear synchronization between sign and symbol. Each part of the aspects has its form that will be united with another form. It will create a clear point or message that will be delivered. Then it would create a feedback if the message is clearly understood.

1.2 Assumption

Concerning to the background stated above, I assume that sign, which is poured into symbol, code, or its sign, represents the message that is trying to be delivered by the Coca - Cola commercials to public.

1.3 Formulation of the Problem

Based on the assumption above, I formulate problems of the research as the following:

1. How the form of sign in the Coca - Cola commercials is
2. How the form of the messages in the Coca - Cola commercials is

3. The sign represents the message of the Coca - Cola commercials or not

1.4 Objectives of the Research

To reach all the purposes, I conduct the analysis steps as follow:

1. To identify the form of sign in the Coca - Cola commercials
2. To identify the form of message in the Coca - Cola commercials
3. To prove that the sign represents the message of the Coca - Cola commercials

1.5 Framework of Theories

To conduct this research, I am going to use the theory of orders of signification and myth by Roland Barthes.

1.6 Methodology of the Research

This study focuses on how the message is represented through all the chosen pictures, colors, and words; therefore I use the qualitative method, specifically the descriptive type because I am going to depict the commercial in details.

1.7 Systematization of the Research

The systematization of this research begins with chapter 1, an introduction which covers background, assumption, formulation of the problem, objectives of the research, framework of the theories, methodology

of the research, and systematization of the research. Following the introduction is chapter 2, fundamental theories which contain definition and explanation of the theories and ideas concerning the semiotics on commercial television. Then, chapter 3 is the analysis of the Coca - Cola commercials. The last step is that I would conclude all content from chapter 1 until chapter 3 in chapter 4.

