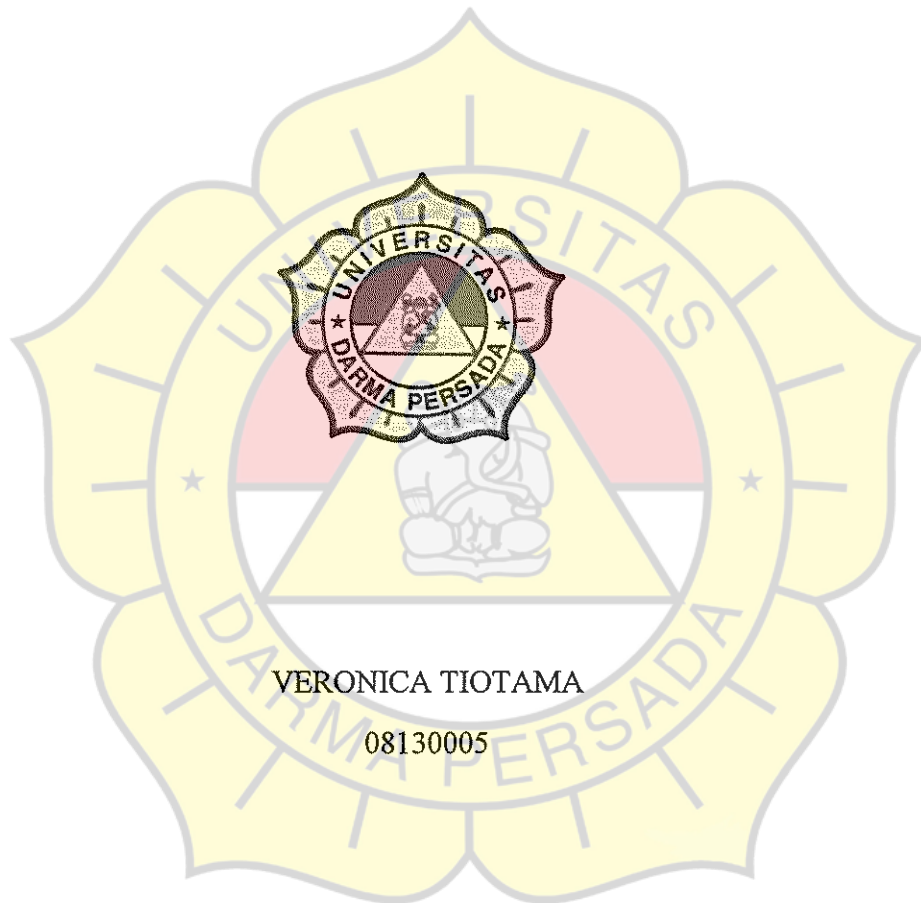


THE ANALYSIS OF MYTH IN THE
MINUTE MAID COMMERCIAL

TERM PAPER

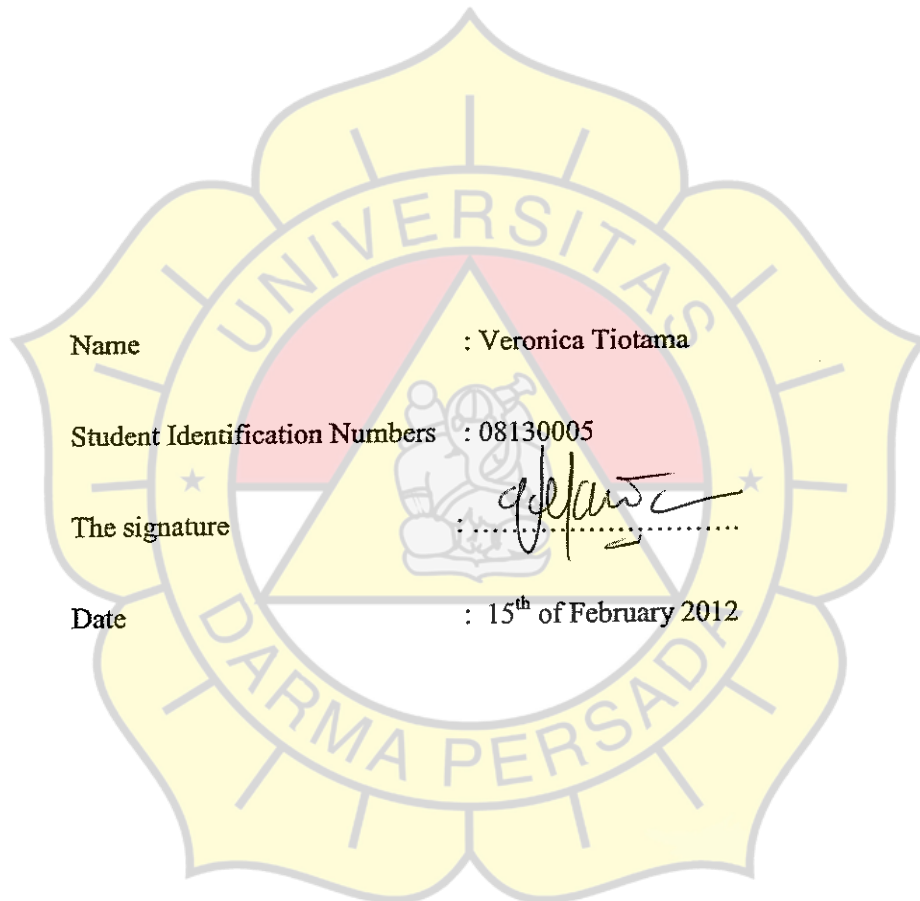
Submitted in part fulfillment of obtaining strata one (S-1) degree



ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
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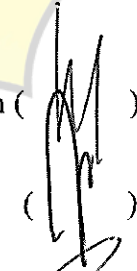
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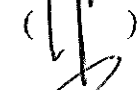
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Commercial

It has been approved by the advisor, reader and chairman of English Department to be tested in front of the board of Examiners on 23rd of Thursday 2012, Program of Study Strata One (S-1) Degree, English Department, Faculty of Letters, University of Darma Persada.

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This term paper has been tested on 23rd Thursday 2012


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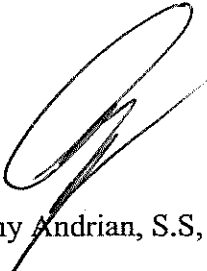
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PREFACE

Many praises and thanks I pray to The One and Supreme God, because of His blessings and grace, I can finish this term paper. The preparation of this term paper is conducted in order to fulfill one of the requirements to achieve a Bachelor degree English Literature on Faculty of letters, University of Darma Persada. I realize that without the help and guidance from various parties, from the lecturing period to the preparation of this term paper, it is very difficult for me to finish this term paper. Therefore, I will give thank to:

- (1) Dra. Irna Djajadiningrat, M. Hum, as my advisor who has provided time, energy, and mind to direct me in the preparation of this term paper;
- (2) Fridolini, S.S, M. Hum, as my reader who also has provided time, energy and mind to re-examine this term paper;
- (3) Syamsul Bachri, S.S, M. Si, as Dean of Faculty of Letters;
- (4) Tommy Andrian, S.S, M. Hum, as Head of English Department;
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- (7) All the staff and employees for their cooperation while I was studying at University of Darma Persada;
- (8) My parents, my brother and my sister who always support me in terms material and moral also the most important are their prayers that always accompanies me in every day;
- (9) My friends in class A which are always cheerful and willing to exchange opinions while we were studying, especially for my best friends in conducting this term paper: Nita, Tyas, Monik, Yunita, Reiza, Yossi, and Diana for the help and support that never stops flowing for me;

(10) All parties that I can not mention one by one, who also help me in finishing this term paper.

Last but not least, I hope that God Almighty is pleased to reply all the goodness of all parties who have helped me. Hopefully, this term paper brings benefits to the development of science.

Jakarta, February 2012

Writer



ABSTRACT

Nama : Veonica Tiotama

Program Studi : S-1

Judul : Analysis of Myth in the Minute Maid Commercial

Skripsi ini membahas semiotika, ilmu yang mempelajari tentang tanda dan bagaimana tanda tersebut mewakili pesan yang ingin disampaikan dari iklan produk minuman *Minute Maid*. Ada dua iklan yang dianalisis dalam skripsi ini. Iklan pertama adalah *Minute Maid Heart Wise Multi Vitamin* dan iklan kedua adalah *Minute Maid Enhanced Juices and Drinks*. Dalam penelitian ini penulis menggunakan pendekatan *order of two signification*, teori semiotika dari Roland Barthes sehingga dapat diketahui pesan dari iklan tersebut dan secara tidak langsung membentuk mitos bagi produk *Minute Maid*. Setelah dilakukan proses penelitian maka ditarik kesimpulan bahwa kesehatan dan kepraktisan kemudian menjadi citra yang ditampilkan oleh Minute Maid untuk menarik perhatian para calon konsumen agar membeli produk minuman ini.

Kata kunci:

Semiotika, Roland Barthes, iklan, mitos, kesehatan dan kepraktisan.

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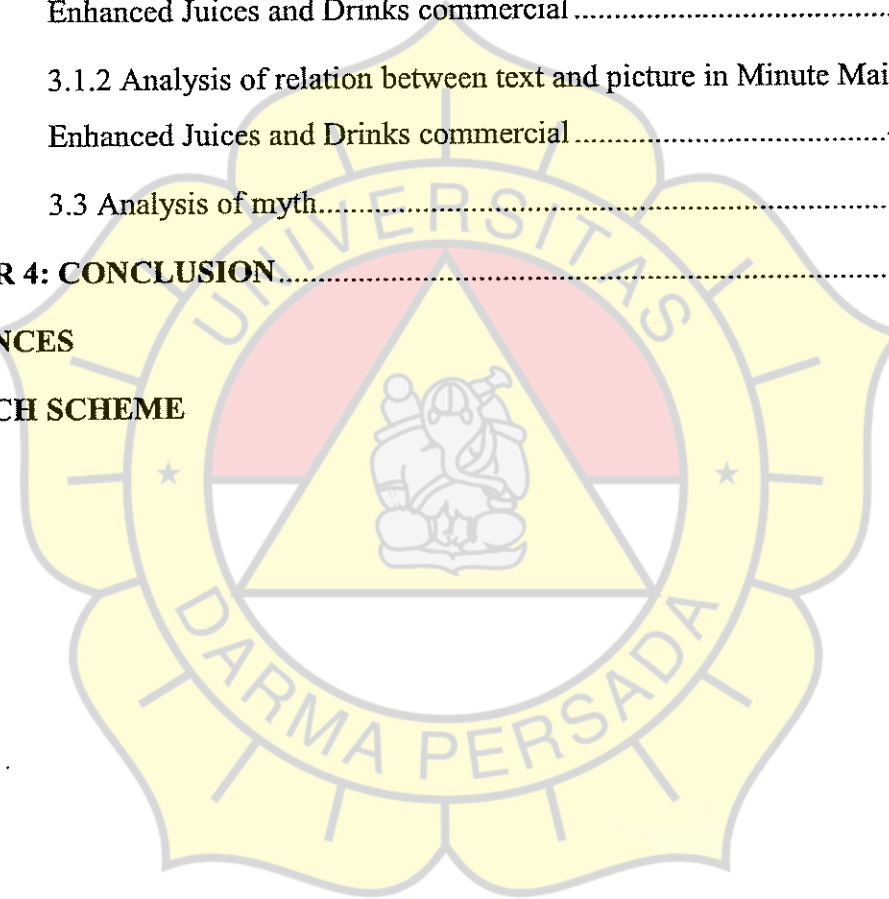
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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans are social creatures that depend on each others in their environment. The one of human needs is communication. The goal of communication is to get the information. Information has become very important thing in the aspect of life. The only tool to get the information is communication both verbally and non verbally. The technological growth makes mass media become an unseparated part in daily life because all information can be received by readers easily and instantly.

Mass media is a tool to convey the information, even more it can impress public opinion. The content of mass media is the result of construction in reality with language as a basic device. Commercial is a set of signs that has meaning. It can be interpreted anything by everyone. Commercial is a quick way to deliver a message between the product with the public. The producers use commercial to offer the products. With commercial, the producers try to convey messages about the advantages of the products to consumers. The messages are delivered through variety of signs both language and image. Therefore, a commercial maker has to be able to make the signs that could persuade the consumers to buy or use the products that are advertised. Swastha says that the main purpose of commercial is to sell and increase the demand of the products. Besides, the commercial also has goals to (1) support program and other promotional activities, (2) reach the people (3) make contact with supplier, (4) enter new market areas or attract new customers, (5) introduce new products, (6) prevent counterfeit goods, (7) increase sales and (8) improve company reputation by providing public services through commercials (http://eprints.undip.ac.id/17806/1/Indriani_Triandjojo.pdf)

Society lifestyle that consumptive provides opportunities for producers to offer their products. They try to put all their expertises and creativities in making

commercial to persuade the consumers. Competition makes the producers to keep their image products in the marketplace. Verbal power in the commercial must can affect the consumers feelings and beliefs to the products. In this case, the writer analyzes *Minute Maid* beverage commercial as research material about signs and as an example that can be useful for the readers. *Minute Maid* is a brand of The Coca-Cola Company, the world's largest beverage company. Along with Coca-Cola, recognized as the world's best-known brand, the Company markets four of the world's top five soft drink brands, including diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1 billion servings each day (<http://www.thefreelibrary.com/Minute+Maid%28R%29+Introduces+Heart+Wise%28TM%29+-+First+National+Orange...a0109250739>). The writer takes *Minute Maid* commercial from *Youtube.com*, an official videos website. The writer chooses *Minute Maid* because this product is identical to the health drink where Coca-Cola Company is very popular with the carbonized drinks. The analysis consists of two *Minute Maid* commercials. The first commercial is *Minute Maid Heart Wise Multi Vitamin* and the second commercial is *Minute Maid Enhanced Juices and Drinks*. The writer analyzes about the sentences that is spoken by announcer and icons in both commercials. It will create myth and need to be observed, studied and researched by using the appropriate tool, that is semiotics.

1.2 Identification of the Problem

Based on the background above, the writer assumes that *Minute Maid* commercials will create myth that build an image for the product through the language and the picture.

1.3 Limitation of the Problem

The writer limits the problem to the myth that build image as a trademark in *Minute Maid* commercials.

1.4 Statement of the Problem

From the problem above, this study is formulated as follows:

- 1.4.1 What are the denotative and connotative meanings that appear in the texts of *Minute Maid* commercials?
- 1.4.2 What are the relations between texts and pictures in Minute Maid commercials?
- 1.4.3 What are the myths that appear in the *Minute Maid* commercials?

1.5 Aim of the Research

The aim of the study is to analyze semiotic of Roland Barthes that contains in *Minute Maid* commercials, namely:

- 1.5.1 Analysis of denotative and connotative meaning in texts of *Minute Maid* commercials.
- 1.5.2 Analysis of the relations between the texts and picture in *Minute Maid* commercials.
- 1.5.3 Analysis of myth in the *Minute Maid* commercials.

1.6 Theoretical Framework

In this study, the writer uses the theory of Roland Barthes. In the theory, Barthes develops semiotics into two levels, namely the level of denotation and connotation. Denotation is level that describes the relationship between signifier and signified in reality. It produces explicit meaning, direct, and obvious. Connotation is level that explains the relation between signifier and signified in which the operation of implicit meaning, indirect, and uncertain (<http://junaedi2008.blogspot.com/2009/01/teori-semiotik.html>). Roland Barthes is the successor of Saussure's thought. Saussure is interested in the way of forming complex sentences and how to form sentences to determine meaning, but are less interested that the same sentence may convey different meanings to different people in different situation. Roland Barthes continues this thought by emphasizing the interaction between the text with personal experiences and cultural users. Barthes's notion is known as the "order of signification", includes

denotation (dictionary meaning) and connotation (double meaning born from cultural and personal experience). This is the point of difference between Saussure and Barthes although Barthes still uses the term of signifier-signified that is carried by Saussure. Barthes also sees another aspect of "myth" that marks a community. Myth according to Barthes is located on the second level, so after forming the system sign-signifier-signified, the sign will be a new sign then become into a second sign and form a new sign. So, sign which has a connotative meaning later evolved into the denotative meaning, the denotative meaning will become myth.

1.7 Methods of Research

In conducting this term paper, the writer uses qualitative research method. The writer uses this type, a study that focuses on the analysis or interpretation of written material based on the context. The research material is taken by the commercial.

1.8 Benefits of Research

This research has benefit to give deepen information to the readers. Readers will get knowledge about the theory of semiotics, specifically the theory of Roland Barthes about the meanings of denotation, connotation and signs that appear in *Minute Maid* commercials.

1.9 Systematic Organization of the Research

In conducting this term paper, the writer uses a systematic writing that consist of four chapters, namely:

CHAPTER 1: INTRODUCTION

In this chapter the writer explains about background of the research, identification of the problem, limitation of the problem, statement of the problem, aim of the research, theoretical

framework, methods of research, benefits of research, source of the data, systematic organization of the research.

CHAPTER 2: THEORITICAL FRAMEWORK

In this chapter the writer uses theory of Roland Barthes to analyze *Minute Maid* commercials and explain this theory clearly.

CHAPTER 3: ANALYSIS

In this chapter, the writer analyzes the meanings of denotation and connotation in *Minute Maid* commercials then analyzes the myth within.

CHAPTER 4: CONCLUSION

The result of analysis or term paper

