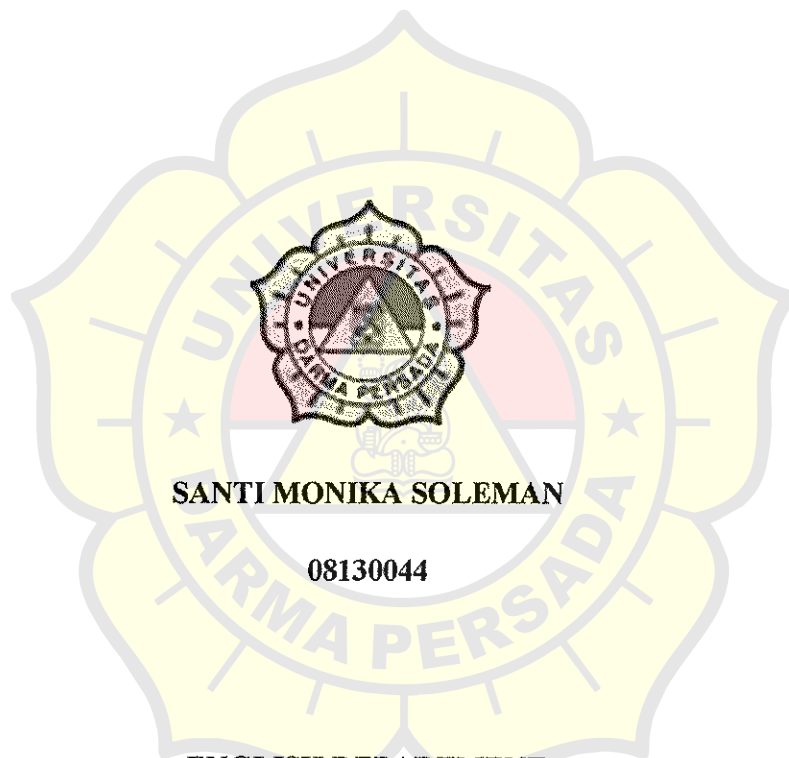


**THE ANALYSIS OF MYTH WITH VERBAL AND NON-  
VERBAL LANGUAGE IN PEPSI ADVERTISEMENT**

**TERM PAPER**

**A term paper submitted in part fulfillment of their requirements for  
obtaining strata One-(S-1) degree**



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**JAKARTA**

**2012**

## INTELLECTUAL PROPERTY STATEMENT PAGE

This term paper is the work of my own self and all good sources is quoted or referred to I have stated it correctly.

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## Preface



Praises be to Allah for all of His help and permits so the writer can be finished the term paper by hard effort and long time. The preparation of this term paper has been done in order to fulfill one of the requirements to attain a Bachelor degree in English Literature Literary Studies Program, the Faculty of Letters, Darma Persada University. I realizes that without the help and guidance from various parties and the lecture for the preparation of this term paper are very difficult for me to be able to finish this term paper. For this chance also the writer want to say thank very much for every people who gives their hand to help the writer in the process of writing. Therefore, I would like to thank:

- (1) Fridolini SS, M. Hum as a advisor who has provided her time, energy, and mind to guide and direct me in the preparation of this term paper.
- (2) Dra. Irna Djajadiningrat M. Hum as a reader who has given her time, energy, and mind in providing suggestions and constructive criticism in the preparation of this term paper.
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- (4) Head of Department of English Literature, Tommy Andrian, SS, M.Hum who are kind and funny to give his suggestion about this term paper and also about life.
- (5) Academic counselors and the lecturers who helps me from the first day in college until to the preparation of this term paper.
- (6) To my beloved parents, Nurlaili Idris S.Pd and Beni Arifin Soleman who have sacrificed to teach me many things about life and help me to survive of any

conditions and all of my lovely family who have supported me both materially and morally.

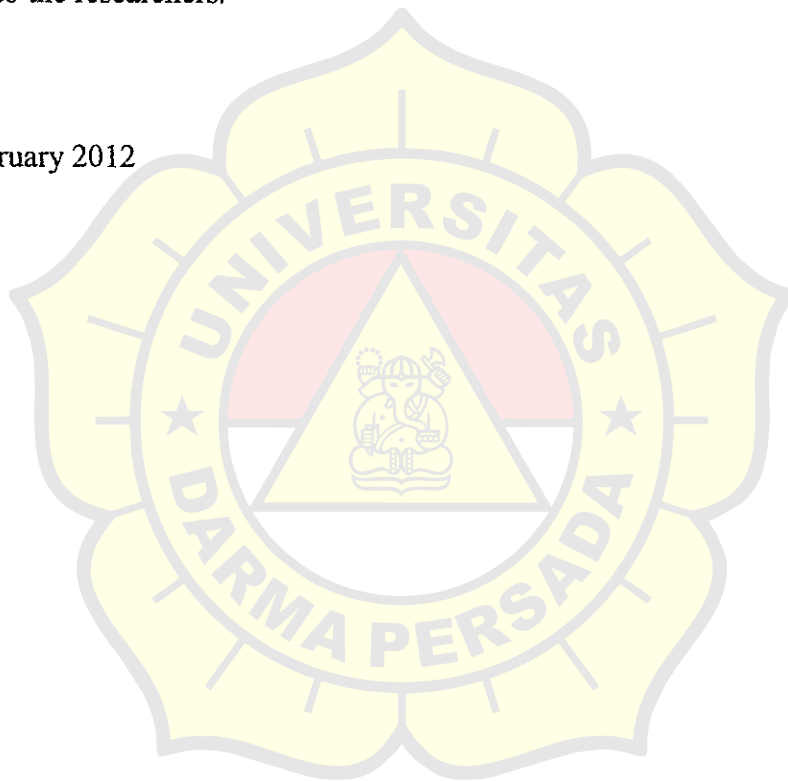
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(9) Some parties who their names I can not mention one by one many thanks for helping me patiently.

Hopefully this term paper brings benefits to the development of science and for subsequent to the researchers.

Jakarta, February 2012

Writer



## Abstract

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Judul : Analisis mitos dengan bahasa verbal dan non-verbal pada iklan Pepsi

Skripsi ini membahas kajian ilmu semiotika yang merupakan salah satu kajian dalam ilmu linguistik yang berupa analisis iklan Pepsi oleh Michael Jackson. Dalam analisis iklan ini menggunakan teori dari salah satu ahli semiotika yaitu Roland Barthes. Roland Barthes menurut teorinya melihat makna sampai pada tahapan kedua dari sistem signifikasi sehingga menghasilkan apa yang ia sebut dengan mitos. Melalui tahapan dari sistem signifikasi pada sistem pemaknaan denotasi dan konotasi menurut Roland Barthes yang digunakan untuk menganalisis penelitian tentang iklan ini. Penelitian ini adalah penelitian ragam kualitatif, jenis penelitian kepustakaan, sifatnya interpretatif atau merupakan analisis dengan menggunakan metode pengumpulan data yang berupa kalimat, teks, atau lirik yang ada dalam iklan Pepsi dengan slogan Pepsi the choice of the new generation sebagai sumber primer dan didukung oleh beberapa sumber buku dan data dari internet yang terkait dengan teori dan materi yang sesuai dengan objek yang sedang diteliti serta konsep, penjelasan, dan definisi yang relevan sebagai sumber data sekunder.

Kata kunci: semiotika, iklan, Roland Barthes, mitos, citra, makna konotasi denotasi

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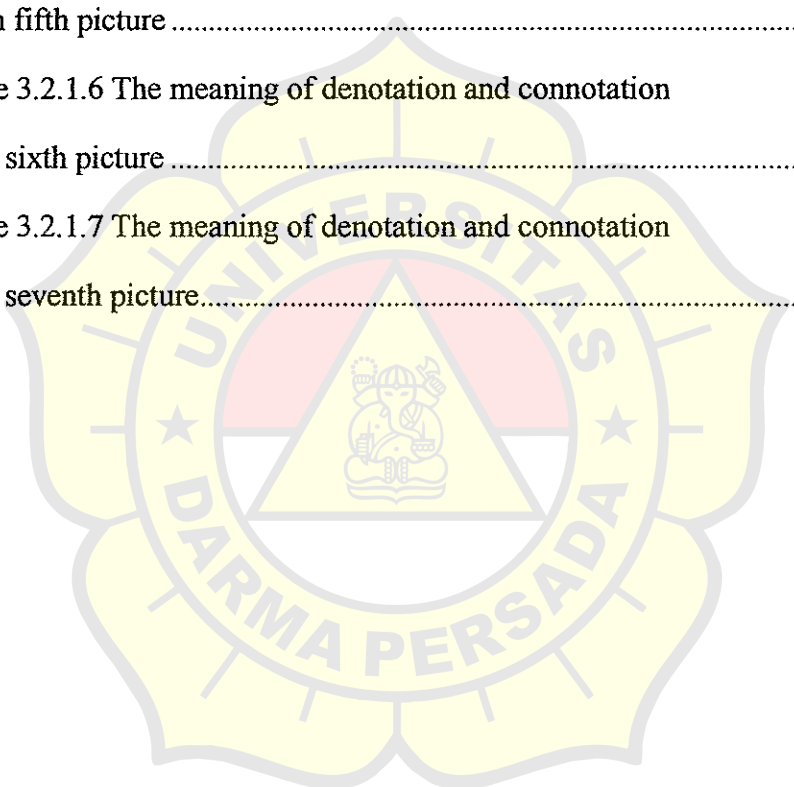
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# Chapter 1

## INTRODUCTION

### 1.1 Background of the Research

Advertisements in television have a lot of meanings. It is often presented from a variety of assumptions from society. Advertisement is one of study, which is related to the semiotic field. In the study of semiotics, advertisement is a form of textuality to convey messages. Semiotic concepts will be used to show the relationships of signs in advertisement both verbal and non-verbal. It supports the integrity of the discourse. In advertisements have many sentences, icons, songs, and picture to attracts people's attentions. According to the science of communication, advertisements have messages to persuade people to buy the product, so people will be interested to choose and buy it. Advertisement does not only provide informations but also it has a power to "push" and "persuade" people to buy the product (Hoed 1992). The existence of a representation of the concept in advertisement tends to emphasize the signs and the meanings itself. One of the good advertisements is Pepsi. Pepsi have sentences, colours, and pictures to get the effectiveness of the messages that is conveyed to public. Thus, people will be interested to buy Pepsi.

The writer is interested to analyze Pepsi advertisement with the slogan *The Choice of the New Generation*. That is because the advertisement can proves the existence of myths in this advertisement. In United State, the most famous Pepsi campaign is Pepsi advertisement with the slogan *The Choice Of The New Generation*. Michael jackson as a model in Pepsi advertisement is successful to raise the provits of Pepsi's products. This brings benefits to Pepsi's products and the Pepsi Bottling Group Company. By presenting a phenomenal artist like Michael Jackson in the Pepsi advertisement, this advertisement can prove the existence of mtyh. In the Pepsi advertisement are also use the children as a symbol as generation youth who look active and fresh. it means that Pepsi is a

carbonated drink which brings freshness. Advertisement describes the process production and exchange of meanings. People can show their opinions or the interpretations about signs and meanings of what is represented in the advertisement independently.

### **1.2 Identification of the Problem**

Based on the background above, the writer identifies the major problem in the research is the myth that generates the image of freshness in the Pepsi advertisement based on the semiotic study by Roland Barthes. Thus, the writer assumes that there is a myth that creates the image of freshness in Pepsi advertisement.

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

In this research, the writer limits the problem in the connotation and denotation meaning from the sentences and the pictures in Pepsi advertisement. It creates the myth that generates the image of freshness in the Pepsi advertisement.

### **1.4 Statement of the Problem**

Based on the background of study above, the writer formulates the problem of the study as follows:

- 1 What are the denotation and the connotation meanings that are created by verbal language in Pepsi advertisement?
- 2 What are the denotation and the connotation meanings that are created by non-verbal languages in Pepsi advertisement?
- 3 Is it appropriate that Pepsi advertisement creates a freshness image?

### **1.5 Aim of the research**

From the problem mentioned above, the writer has the following objectives:

- 1) To analyze the denotation and connotation meaning of verbal and non-verbal language in Pepsi advertisement



- 2) To analyze the denotation and connotation meaning of verbal and non-verbal language in Pepsi advertisement.
- 3) To prove the image of freshness in Pepsi advertisement.

### **1.6 Benefits of the research**

The results of this study are expected to give some benefits. This research can give useful information for the people who want to learn about semiotics study by Roland Barthes. This research can be useful for the references for other writers who want to research similarly research. This research can give the information for the people how to understand the meaning of signs in the stage of denotative and connotative in semiotics field. Hopefully, this research can also makes people to understand about the meanings and messages in advertisement based on semiotic study.

### **1.7 Methods of Research**

In this research, the writer uses a qualitative method. It is because the data are the sentences and pictures in Pepsi advertisement.

The forms of this method are words, sentences, schemes, and pictures. The method is a procedure of research that creates descriptive data such as verbal and non-verbal language from social phenomenon and human's problem. Source of the data in this study is Pepsi advertisement. The data are sentences and pictures Pepsi advertisement. Michael Jackson as a model in Pepsi advertisement represents the signs, which have denotation and connotation meaning to create a myth based on the semiotic study by Roland Barthes.

### **1.8 Source of the Data**

This research uses data source that consists of primary and secondary data. Primary data is taken from the library in Darma Persada University and the National library. The secondary data is taken from the internet.



## **1.9 Systematic Organization of the Research**

The writer is going to organize this research in order to make easier to understand. This research is divided into four chapters:

### **CHAPTER 1 : INTRODUCTION**

In this chapter, explains the explanation about the background of study, the identification of study, the limitation of study, the formulation of study, the theoretical framework, the objective of study, benefits of the study, methodology of the study, source of the data, and the research paper organization

### **CHAPTER 2 : THE THEORETICAL FRAMEWORK**

In this chapter, explains about the theoretical framework from the Linguists.

### **CHAPTER 3 : THE ANALYSIS OF MYTH IN A SEMIOTICS STUDY**

In this chapter, explains about the analysis of myth in the Pepsi drink's advertisement.

### **CHAPTER 4 : CONCLUSION**

In this chapter is the last explanation and the conclusion.

