

THE ANALYSIS OF MYTH IN YOU C 1000 ADVERTISEMENT
BASED ON ROLAND BARTHES THEORY

TERM PAPER

A term paper submitted to the faculty of letters in part-fulfillment of the requirements
for obtaining strata one (S-1) degree



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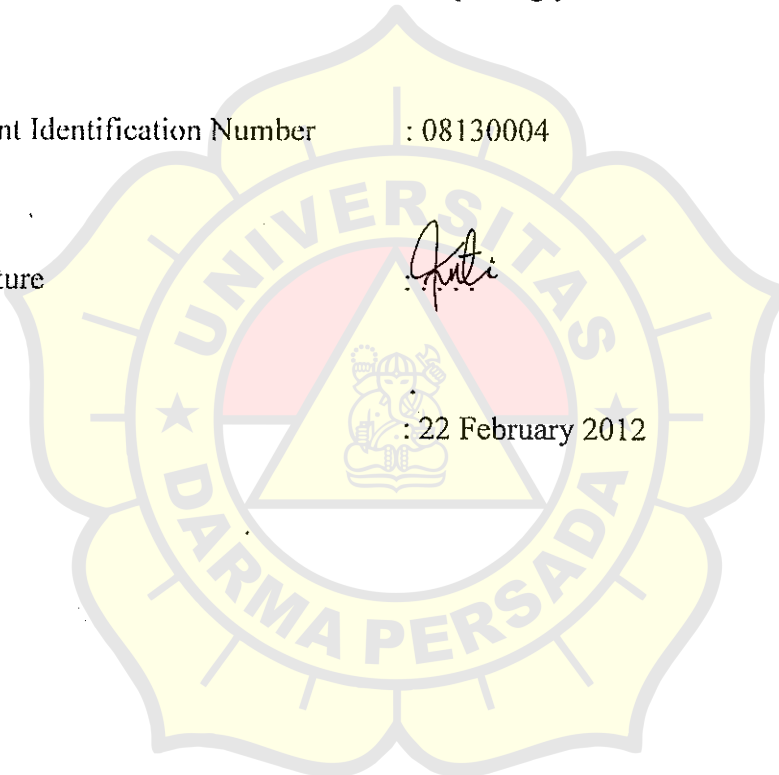
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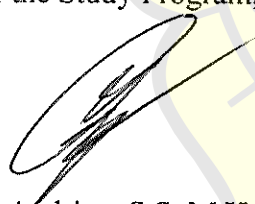
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PREFACE

I pray gratitude to Almighty Allah SWT for his blessing because finally I could finish my term paper. The arrangement of this term paper is submitted in order to comply one of requirement for obtaining strata one (S-1) degree at the faculty of literature, University of Darma Persada. I acknowledge that without the assistance, guidance, and support from various parties start from the beginning of the lecture until the preparation of this term paper, I will get the difficulty to complete my term paper. Therefore, I myself do would like to say the great thanks to:

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I wish Allah SWT would repay all their kindness as they have given me support, guidance, and help in completing this term paper. I hope so this term paper can be useful for the reader and especially the development of linguistics.

Jakarta, February 2012

The Writer

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ABSTRAK

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Judul : Analysis of Myth in You C 1000 Advertisement Based on Roland Barthes's Theory

Dalam penelitian ini, peneliti membahas tentang semiotika yang merupakan ilmu yang mengkaji tentang tanda. Hubungan semiotika dengan penelitian ini adalah sebagai metode yang digunakan dalam penelitian iklan You C 1000. Penelitian ini menggunakan teori Roland Barthes yang menyatakan bahwa setiap tanda memperoleh pemaknaan awal yang diketahui secara umum atau disebut juga dengan denotasi dan disebutnya sebagai sistem primer dan pengembangannya atau disebut dengan konotasi dan disebutnya sebagai sistem sekunder. Teori tersebut digunakan oleh peneliti untuk membongkar mitos-mitos yang terbangun dalam iklan You C 1000. Kemudian ketika mitos sudah terbangun, citra dalam iklan tersebut pun akan terbangun.

Kata kunci:

Semiotika, iklan, teori, sistem primer, sistem sekunder, mitos, dan citra

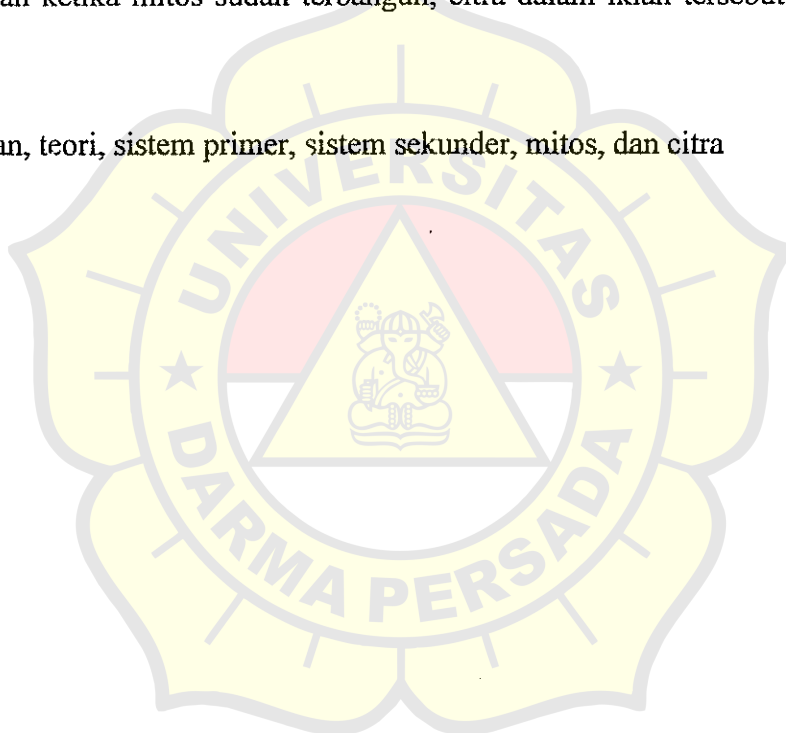


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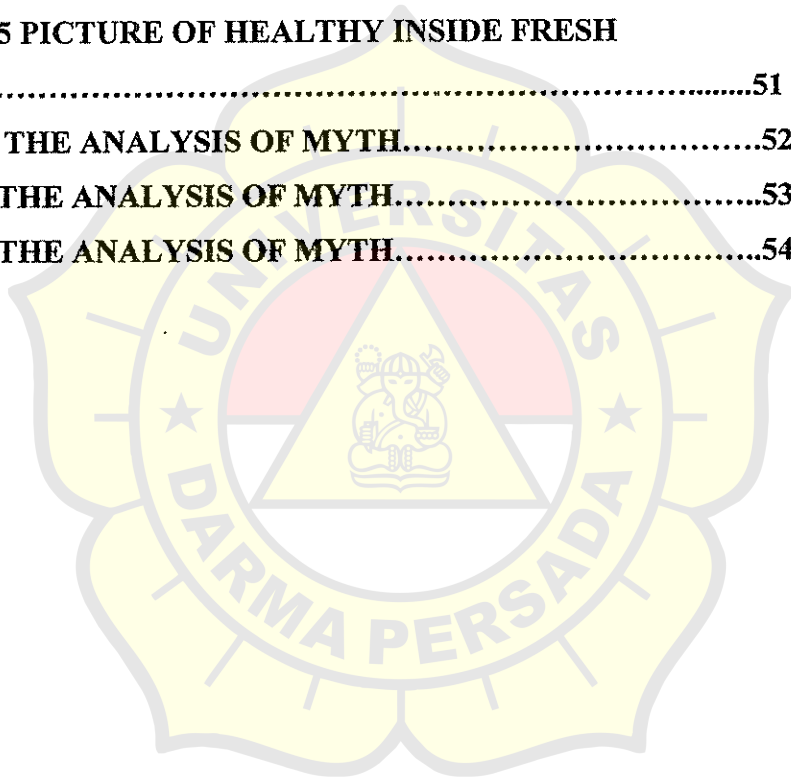
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CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Advertisement is communication, which has a function to convey information about product and service and offer them to consumer (Madjadikara in Indriani Triandjojo thesis, chap. 2). According to Rhenald Kasali (in Indriani Triandjojo thesis, chap. 2), advertisements are all kinds of messages about products and services which want to be conveyed through media and showed to people. Whereas the meaning of advertisement based on Shadaly is a message that is conveyed by someone or group of company that is circulated with contract of payment (in Indriani Triandjojo thesis, chap. 2). Advertisement not only gives the information about its products and service but also persuades people to like, choose, and buy them. Advertisement can be conveyed through printed media such as magazine, newspaper, and brochure and electronical media such as television and radio.

The advertisements involve the signs. There are two signs in advertisement. The first is verbal such as language, which is uttered in that advertisement and text. Barthes explains that text is oral and written language. Barthes in Hoed (2011:3) mentions that the sign is something that constructs (a process of meaning as a connection between signifier and signified) and is constructed (a result of that process) in human's cognition. The second sign is non-verbal such as picture, color, and gesture, which are in that advertisement. Each advertisement has the sign, which produces the meaning. A sign in advertisement has a function to describe a concept or feeling. Then the receiver of the sign (spectator) decodes or interprets the meaning of the sign.

In advertisement, text and picture can produce a sign, which is contained signifier and signified. De Saussure says that signifier is a form of the sign and signified is meaning of the sign. Signifier and signified can form denotative and connotative

meaning. That denotative meaning has an explicit meaning, which only conveys information. While that connotative meaning not only has an explicit meaning but also involves feeling, cultural value, and the other. The implicit meaning of connotation, which involves feeling and cultural value, needs context. The connotative meaning, which involves feeling, is flower. The man who gives the flower to his couple means love. Flower involves feeling because the flower symbolizes the feeling of the man that he loves his couple. The connotation that involves cultural value is Joglo roof. It generates Javanese because Joglo is Java cultures. Joglo is also Indonesian house, especially Javanese.

Every sign has the meaning, which can be analyzed through two systems. Barthes calls as “primary system” (denotation) then he expands to be “secondary system” (connotation). Primary system is the first step. The meaning can be interpreted to be denotative meaning. Second step is secondary system. It is an expansion of primary system which has the meaning that can be interpreted to be connotative meaning. If the connotation has adhered with people, it can be myth. Finally the myth can form an image of a product in the advertisement.

In this research, the writer chooses You C 1000 advertisement to know the images of the advertisement because You C 1000 is vitamin C health beverages under license from House Wellness Foods that is one of the largest food companies in Japan. To convey the messages of You C 1000, the advertisement uses Miss Universe as the icon of You C 1000 advertisement. You C 1000 is Indonesian healthy drink which contains 1000 mg of vitamin C. Since 2004, You C 1000 always uses the winners of Miss Universe to star in the commercial ad such as Amelia Vega, Natalie Glebova, Zuleyka Rivera, Riyo Mori, and Dayana Mendoza. Starting from Zuleyka, each Miss Universe has two versions of the advertisement. The first one is usually looking plain with white color dominating the background while the second one shows colorful life of Indonesia. You C 1000 has three flavors such as apple, orange, and lemon. You C 1000 has the benefits, which represent the messages of it such as strengthen the

immune system, increase stamina, prevent flu, promotes faster recovery, contribute to radiant looking skin, fight bad cholesterol, lower risk of heart attack, lower effect of smoking and air pollution, boost calcium absorption for stronger bones and teeth (<http://youc1000.com/>). You C 1000 has the signs such as verbal and non-verbal signs that have the meanings and relations. The meanings of those verbal and non-verbal signs can be analysed through two systems that are mentioned as primary system and secondary system. Myths can be created from those systems. The myths also can generate the images of You C 1000 advertisement. The writer chooses three versions of You C 1000 advertisement, which use the icons of Miss Universe; Zuleyka Rivera, Dayana Mendoza, and Ximena Navarrete. The focus of You C 1000 advertisement, which is used Roland Barthes theory, is verbal signs such as oral and written texts. Non-verbal signs only support verbal signs.

1.2 Identification of the Problem

Based on the background of the problem above, the writer identifies the main problem is myths which are created in You C 1000 advertisement. The writer assumes that the myths which are created can form the image of that advertisement.

1.3 Limitation of the Problem

The writer limits the problem of myths which are created. The myths also can form the images in You C 1000 advertisement.

1.4 Statement of the Problem

According to the background of the problem, the writer discusses about the matters as follows.

1. What are the denotative meanings and connotative meanings which are in You C 1000 advertisement?

2. What are the meanings that are created from the verbal signs and pictures in You C 1000 advertisement?
3. What are the images that are created from the myths in You C 1000 advertisement?

1.5 Aim of The Research

Based on the formulation of the research above, then the objective of the research are.

1. To analyze the denotative meanings and connotative meanings in You C 1000 advertisement.
2. To know the meanings from the verbal signs and the pictures in You C 1000 advertisement.
3. To know the images which are created from the myth of You C 1000 advertisement.

1.6 Theoretical of Framework

The writer uses Roland Barthes's theory in this research, composed by Benny H. Hoed that entitles Semiotics and Dynamics of Sociocultural and Alex Sobur that entitles semiotic of communication. Barthes says that the signs can be understood and interpreted with two systems, those are.

1. In primary system, the sign is produced and understood in first step mentioned by denotation.
2. In secondary system, the sign generates the new meaning mentioned by connotation.

1.7 Methods of Research

In this term paper, the writer uses qualitative methodology of the research. The source is from written data (texts, books, and articles). Then the writer examines, analyzes the related data and theory, and presents the result of data's analysis.

1.8 Benefits of Research

There are some benefits of this research. Some of them are to give and deepen the information and knowledge about Roland Barthe's theory. Hopefully this research can give the comprehension about the meanings of denotation and connotation of the signs occur in You C 1000 advertisement.

1.9 Systematic Organization of the Research

This writing of term paper has paper organization. The writer arranges it to be some sections that consist of four chapters. Those are:

CHAPTER 1 : INTRODUCTION

In this chapter, the writer gives the explanation about background, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, theoretical frameworks, benefits of the research, methodology of the research, source of the data, paper organization of the research.

CHAPTER 2 : THEORETICAL

This chapter consists of Roland Barthes's theory

CHAPTER 3 : ANALYSIS ROLAND BARTHES'S THEORY

In this chapter, the writer analyzes the meaning of denotation and connotation, relation between words or sentences, and the myths.

CHAPTER 4 : CONCLUSION

This chapter is the last discussion that consists of the conclusion of analyses.

