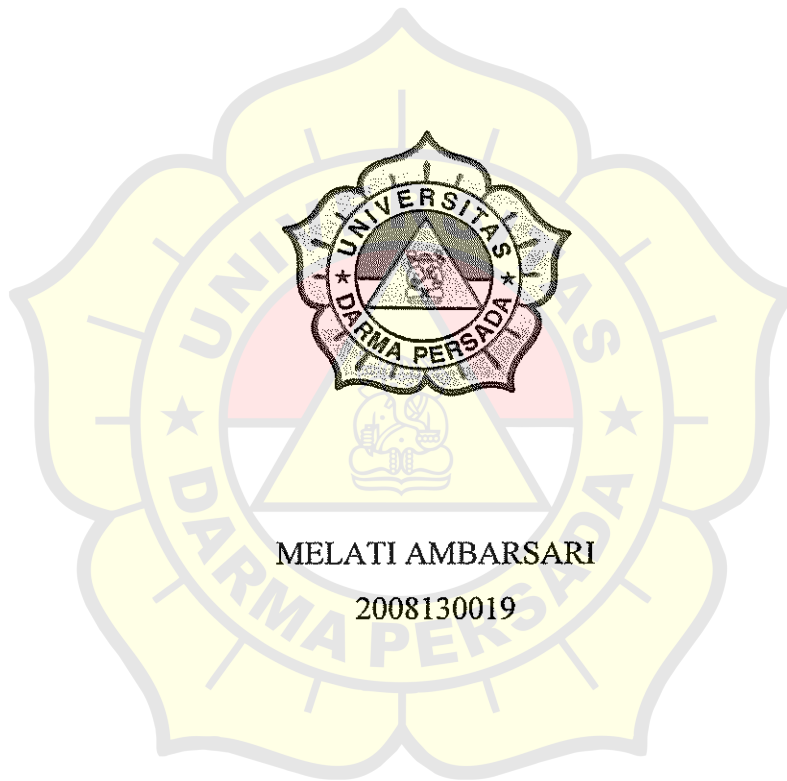# THE ANALYSIS OF DENOTATION AND CONNOTATION
IN NUTRILON ROYAL ADVERTISEMENTS
BY USING ROLAND BARTHES' THEORY

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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JAKARTA
2012

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INTELLECTUAL PROPERTY STATEMENT PAGE
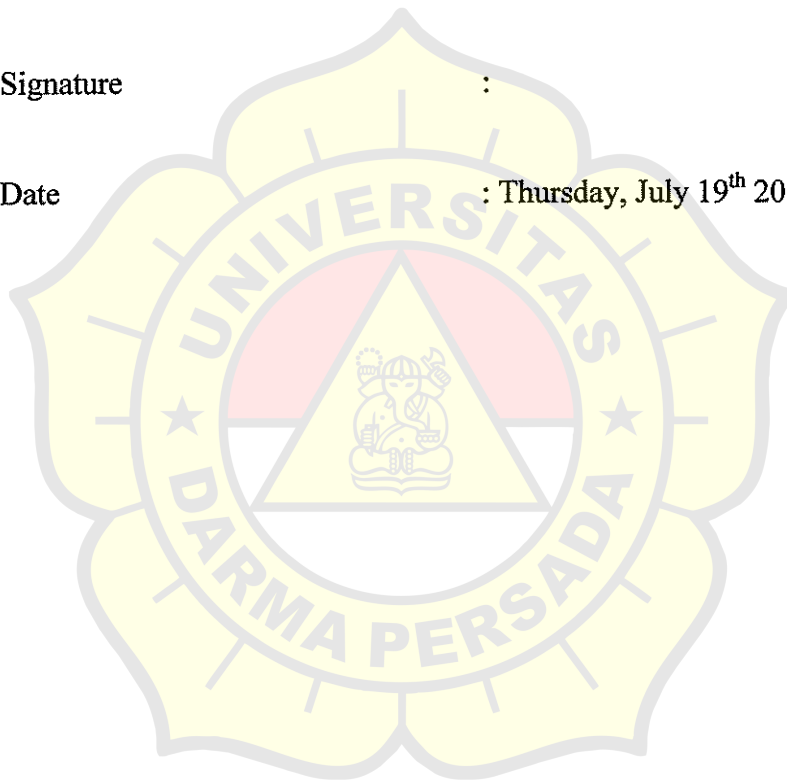
This term paper is my own work, and all sources quoted or referred to I stated it correctly.

Name   : Melati Ambarsari

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Date   : Thursday, July 19th 2012

TEST FEASIBILLITY APPROVAL PAGE

Term Paper submitted by:

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Program of Study : Strata One (S-1) Degree

Title of Term Paper : The Analysis of Denotation and Connotation in Nutrilon Royal Advertisement by Using Roland Barthes' Theory

Has been approved by the Supervisor I, Supervisor II, and The Head of the Study Program to be tested in front of the board of Examiners on the day Thursday date July 19th 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 the day Thursday date July 19th 2012

By

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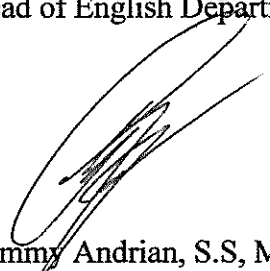Supervisor II   : Tommy Andrian, S,S, M.Hum   (   )

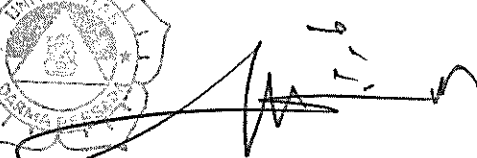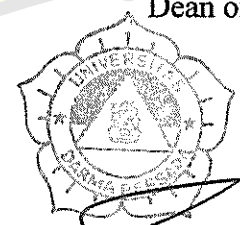Head of Examiners   : Fridolini, S.S, M.Hum   (   )

It is legitimated on the day Thursday date July 19th 2012.

Head of English Department,   Dean of Faculty of Letters,

Tommy Andrian, S.S, M.Hum   Syamsul Bachri, SS, M Si

PREFACE

In the name of God the Most Merciful and the Most Compassionate. Praise be to Allah, the Lord of the worlds who has been giving His blessing and mercy to the writer to complete the term paper entitled "The Analysis of Denotation and Connotation in Nutrilon Royal Advertisement by Using Roland Barthes' Theory".

The arrangement of this term paper is submitted in order to fulfill one of requirement for obtaining Strata One (S-1) Degree at the faculty of literature, University of Darma Persada.

In finishing this term paper, the writer really gives her regards and thanks for people who has given guidance and help; they are:

1. Dra. Irna N. Djajadiningrat, M.Hum, the First Supervisor who has given his best patience, guidance, motivation, suggestion and help to write a quality content of writer's term paper.

2. Tommy Andrian, S.S, M.Hum as the Second Supervisor who gives his suggestion and help to show the best way to improve writing this term paper in English and also as the Head of English Department.

3. Syamsul Bachri, S.S, M.Si as the Dean of Faculty of Letters.

4. All lecturers of English Department who give me useful knowledge as long as writer studies in University of Darma Persada.

5. My everything, my PAPA MAMA who always give their support and pray for me in order to always get the best in life. Thank for always wipe my tears and always being my shoulder to lead on. Writer realizes that without their loves, cares, supports, wishes, guidance, pray, times and helps writer could not finished the term paper.

6. My older and younger brothers who give me suggestion and motivation to be completed my term paper as soon.

7. Gita Lestari and Dian Lisyanto who have never been tired to give supports, spirit, and help when writer needs. You guys always cheer up and accompany

when writer feels down, stress out, tired and bored in doing this term paper. Thank for the laugh, the love and the joy you bring.

8. All of my best friend in A class of English Department 2008 who always support, help, and give me spirit to complete this term paper.

Finally, the writer realizes there are unintended errors in writing this term paper. The writer really allows all readers to give their suggestion to improve its content in order to be made as one of the good examples for the research.

Bekasi, June 26th 2012

Writer

Melati Ambarsari

ABSTRAK

Nama   : MelatiAmbarsari

Program Studi : Sastra Inggris-S1

Judul   : The Analysis of Denotation and Connotation in Nutrilon Royal Advertisement by Using Roland Barthes' Theory

Tujuan penelitian ini adalah untuk menganalisis mitos dalam iklan Nutrilon Royal dengan menggunakan metode semiotika. Semiotika adalah sebuah teori yang berasal dari teori bahasa namun memiliki fungsi sebagai metode analisis untuk mengkaji tanda. Salah satu bidang yang sangat erat kaitannya dengan semiotika adalah iklan. Lewat iklan, produsen mencoba untuk menyampaikan pesan-pesan mengenai produknya kepada konsumen. Pesan-pesan tersebut disampaikan melalui berbagai macam tanda baik yang berupa teks maupun gambar. Dalam menganalisis tanda-tanda dalam iklan Nutrilon Royal, peneliti menggunakan teori Roland barthes yang menyatakan bahwa setiap tanda memiliki pemaknaan awal yang disebut dengan denotasi dan pengembangannya yang disebut dengan konotasi. Teori tersebut digunakan untuk menganalisis mitos yang terbangun dalam iklan Nutrilon Royal. Kemudian mitos dalam iklan tersebut akan membangun sebuah citra.

Kata kunci: Semiotika, iklan, denotasi, konotasi, mitos, dan citra.

TABLE OF CONTENT

CHAPTER 1

INTRODUCTION

1.1 Background

Language develops very rapidly, particularly television which has opened new horizons in the world of advertising and very quickly entrenched throughout the world. Advertising in the context of semiotics can be observed as an attempt to convey the message by using set of signs in a system.

In the world of advertising, semiotics is widely used by advertisers in the manufacturing process. *Iklan tidak sekedar menyampaikan informasi tentang suatu produk (ide, jasa, dan barang) tetapi iklan sekaligus memiliki sifat "mendorong" dan "membujuk" agar orang menyukai, memilih kemudian membeli (Hoed: 1992).* (My translation: Advertising is not merely to convey the information about a product (ideas, services, and goods) but also has the function to "push" and "persuade" people to love, choose and then buy). With advertising, the advertiser tries to convey the messages about the advantages of products to the consumer. The messages are delivered through of variety signs which are the form of text or image. In the case, there is a commercial purpose (for profit) in display of advertising.

Advertisement is designed to attract awareness, give information, develop attitude and expect something from the actions of the consumers that benefit producers (advertisers). During the development of the advertisement, there are various forms of advertising in various media, both visual advertising, audio, even audiovisual advertising.

The display of advertisement that appears in various medias there are found different kinds of sign which made by the advertisers in an attempt to attract the consumers. The various kinds of signs are the point that will be assessed in an advertising display through a semiotic approach.

Communicating the advertisement is a simple process of delivering messages from producer to consumer. Designing an advertisement is a creative process that contains difficult and weird idea that sometimes hard to explain. Semiotic approach

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can be used as double-edged sword, as tool to produce something (product design), on the other hand semiotics acts as sword to dissect or analyze something.

Advertising is medium filled that full of variety signs which are used to express the advantage of product and influence consumers to use. The signs can be icons, index, or symbols in the form of pictures or words.

Untuk mengetahui makna tanda yang berupa gambar maka harus diketahui pemaknaan terhadap first order signification dan second order signification. First order signification merupakan pemaknaan pada suatu tanda berkaitan dengan benda yang dijadikan tanda. Pemaknaan pada second order signification berkaitan dengan karakter atau sifat yang dibawa oleh benda yang dijadikan tanda (Hoed: 1992). (My translation is: To know the meaning of the sign in the form of images, we have to know the meaning of first order signification and second order signification. First order signification is sign of associated with the objects used as signs. Meaning of the second order signification is associated with the character or nature which is brought by the objects that is used as signs).

Disclosure of commentaries on the first order signification is not really clear to be able to express what the advertiser purpose. To know more about the meaning of signs that existed at the advertisement, it needs the second order signification in the images and text of the advertisements.

In Nutrilon Royal advertisements there are signs that can be analyzed through the first order and second order signification. Images and texts in those advertisements have a meaning, the meaning of images and texts in these advertisements will be analyzed by using Roland Barthes' theory, those are first order and second order signification. Both of the process will display a myth. And the myth is exactly what will generate the image of the Nutrilon Royal advertisements.

In this research, the writer chooses Nutrilon Royal advertisements to know the image of the advertisement because Nutricia is a fast growing leading company in the Indonesian market for premium, specialized and innovative nutrition for babies and toddlers. They are specialized company, 100% dedicated to nutritional products for babies and toddlers and aim to actively contribute to the healthy growth and

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development of our vulnerable consumers. Nutrilon Royal is our highest premium quality baby formula (*http://www.nutricia.co.id/*).

Currently, there are three kinds of Nutrilon Royal advertisement perform in Indonesian television but the writer only takes two advertisements to be analyzed. The third advertisement appears while the writer is conducting her research. Because of the awesome visual in every Nutrilon Royal advertisements, those advertisement gets a lot of good responses from Indonesian television watchers. Most of the people who watch this advertisement feel amazed and not believe that the advertisement is baby formula advertisement. Those Nutrilon Royal advertisements always use children as the object in every advertisement. Besides, the children in Nutrilon Royal advertisements come from many clans in the world because Nutrilon Royal is quality baby formula and can be consumed by all babies in the entire world because this baby formula consists of so much nutrition that is needed for the children growth.

In addition, based on (*http://id-id.facebook.com/pages/Nutrilon-Royal/50151067280?sk=info*) Nutrilon Royal is the best baby formula because Nutrilon Royal contains not only AA/DHA to support baby's brain development, but also patented mixture of FOS/GOS prebiotics. And also Nutrilon Royal has been developed through continuous research and observational study with a view to naturally mimic prebiotics in breast milk. The formula with patented mixture of FOS/GOS prebioticsis is clinically proven of performing similar benefits to breast milk on the infant intestine by positively promoting the growth of healthy bacteria and contributing to the suppression of pathogens that cause diseases. These effects are the utmost importance for healthy intestines and strengthening the baby's immune system.

1.2 Identification of the Problem

Based on the background above, the main problem in this research is about imagery in "Nutrilon Royal" advertisement. The writer assumes the myths in "Nutrilon Royal" which are created can form the image of that advertisement.

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1.3 Limitation of the Problem

According to the identification of the problem, the writer limits the problem about the myths that can also generate the image in Nutrilon Royal advertisement.

1.4 Statement of the Problem

Based on the background of the problem above, the writer formulates the problem in this research as follows:

1.4.1   What are the denotative and connotative meanings in text of "Nutrilon Royal" advertisements?

1.4.2   What are the connotative meanings in the relation between texts and pictures of "Nutrilon Royal" advertisements?

1.4.3   What image is created from the myth in "Nutrilon Royal" advertisements?

1.5 Objective of the Research

From the statement of the problem above, the objective of the research are:

1.5.1   To analyze the denotative and connotative meanings in text of "Nutrilon Royal" advertisement.

1.5.2   To analyze the connotative meanings in the relation between texts and pictures of "Nutrilon Royal" advertisement.

1.5.3   To know the image created from the myth in "Nutrilon Royal" advertisement.

1.6 Benefit of the Research

This research has various benefits to the readers. The readers will get so much knowledge about Roland Barthes' theory, especially the theory of semiotics. The readers also will get the knowledge about semiotic method to analyze the advertisement. And the readers will understand about the meaning of signs and myth in the advertising.

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1.7 Methodology of the Research

In writing this term paper, the writer uses the qualitative research method with the written data such as text, book, and articles. The writer analyzes the data with the related theory. Finally, the writer presents the result of analysis.

1.8 Source of the Data

The writer conducts this research by using a source of data that obtained from the library of Darma Persada University, Nasional library and from internet.

1.9 Paper Organization of the Research

In writing this paper is found a systematic writing. The writer organizes in several chapters that consist of four chapters, namely:

CHAPTER 1: INTRODUCTION

In this chapter the writer explains about background, formulation of the research, objective of the research, benefit of the research, methodology of the research, source of the data, and paper organization of the research.

CHAPTER 2: FRAMEWORK OF THE THEORY

In this chapter the writer uses the theory of Roland Barthes to analyze the research and explain this theory clearly.

CHAPTER 3: ANALYSIS OF ROLAND BARTHES THEORY

In this chapter the writer analyzes the denotative meaning and connotative meaning in the "Nutrilon Royal" advertisement and then analyzes the myth within.

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CHAPTER 4: CONCLUSION

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