

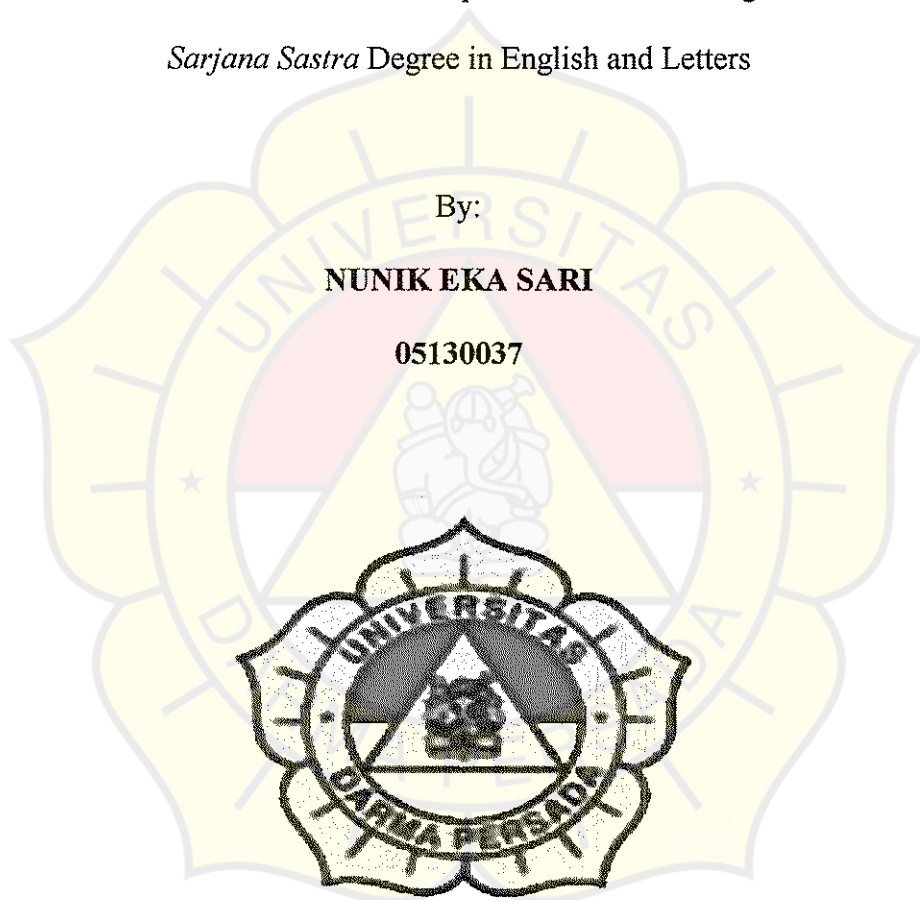
**THE ANALYSIS OF FOOD AND DRINK ADVERTISEMENT PRODUCTS
IN THE OPRAH MAGAZINE: A STUDY OF SEMIOTICS**

Submitted to fulfill the requirements in obtaining of
Sarjana Sastra Degree in English and Letters

By:

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DARMA PERSADA UNIVERSITY

FACULTY OF LETTERS

JAKARTA

2010

The long paper entitled:

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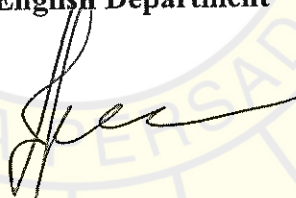


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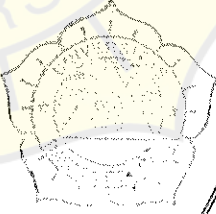

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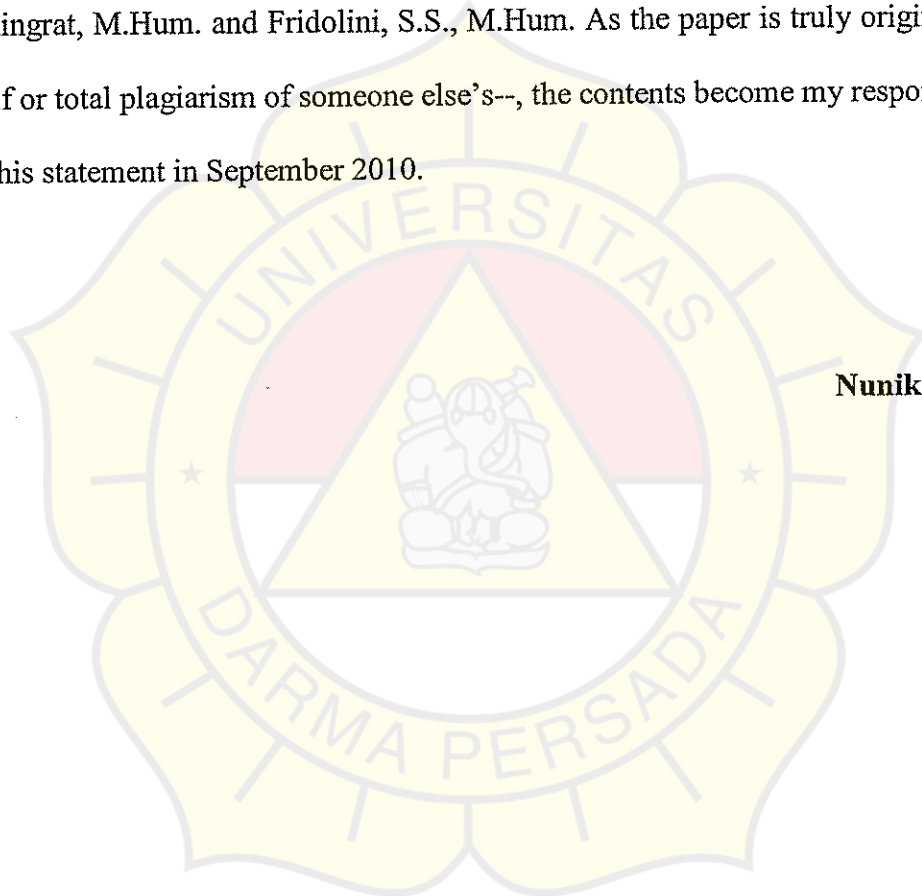

FAKULTAS SASTRA
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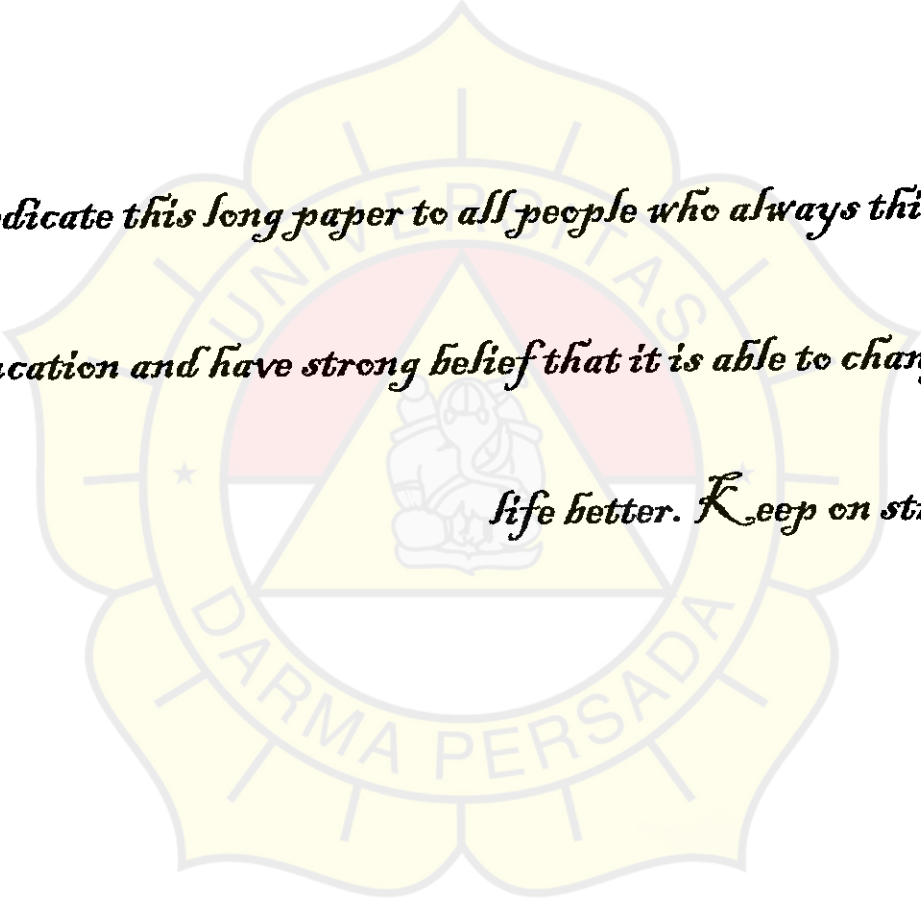
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is a scientific research that has been conducted under guidance of Dra. Irna N. Djajadiningrat, M.Hum. and Fridolini, S.S., M.Hum. As the paper is truly original and is not a half or total plagiarism of someone else's-- , the contents become my responsibility. I made this statement in September 2010.

Nunik Eka Sari





*I dedicate this long paper to all people who always thirst for
education and have strong belief that it is able to change our
life better. Keep on striving.*

PREFACE

The long paper entitled *The Analysis of Food and Drink advertisement products in The Oprah Magazine: 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 magazine advertisement.

ACKNOWLEDGEMENT

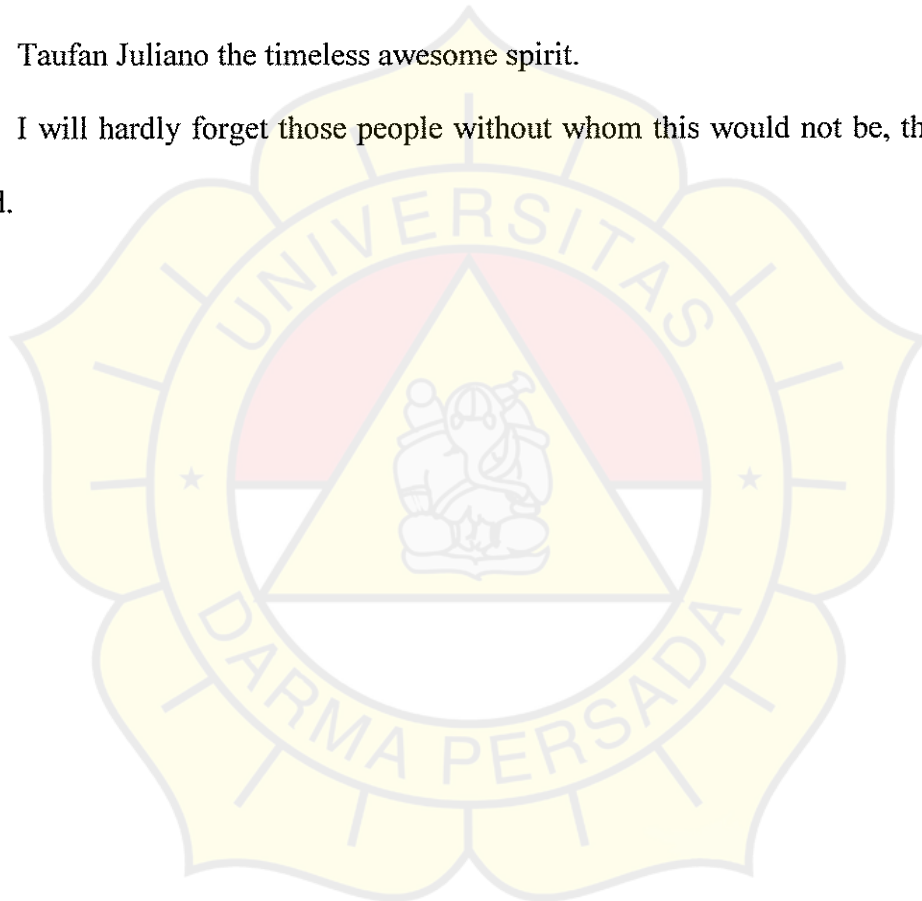
Alhamdulillah rabbi'alameen, all praise is due to Allah SWT, the Compassionate, and the Merciful. Many Thanks for all the mercy and blessing, to whom belongs the glory and majesty, eventually, I can completely finish this research as scheduled.

I owe lots from these respected-beloved people, thus let me deliver my deepest sincere gratitude. My heartfelt thanks indeed to:

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5. My most super-incredible parents, Paidi Sastraatmaja and Siti Sugiyanti, my only brother, the most helpful one, Seto Cahyo Pramono, thank you all for the pray and support both mentally and financially.

6. My terrific best mates ever, like, Teguh Panuntun, thanks for bringing me some magazines from their original country more than requested, Novia Ariyanti for scanning the adverts, M. Fuad Hamzah for editing the scanned-adverts, Fitri Luh Wulandari for the total support and therefore making the examination “happen”, Siendy Marlenda Lado Fernandez and Barra Hananta Suthan for helping edit the scheme and lay out, and lastly Taufan Juliano the timeless awesome spirit.

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



ABSTRAK

ANALISIS IKLAN PRODUK-PRODUK MAKANAN DAN MINUMAN DALAM MAJALAH OPRAH: SEBUAH KAJIAN SEMIOTIKA

Skripsi ini mendiskusikan tentang tanda dan mitos produk-produk minuman dan makanan dalam majalah Oprah (*The Oprah Magazine*) edisi Maret 2010. Tiga iklan yang berbeda diambil sebagai materi penelitian. Iklan-iklan tersebut adalah iklan *Maxwell House (Original Roast)*, iklan *Lunchables*, dan iklan *Quaker Instant Oatmeal (Brown Sugar and Maple)*. Tujuan penelitian ini adalah untuk memaknai setiap tanda yang digunakan dalam iklan melalui pendekatan *orders of signification* sehingga membentuk mitos produk tersebut. Penelitian ini dilaksanakan dengan pendekatan semiotika.

Kesimpulan skripsi ini adalah bahwa pembuat iklan berusaha menyampaikan maksud tertentu melalui tanda-tanda yang digunakan dalam iklan sehingga pada akhirnya dapat membentuk mitos iklan tersebut dalam mempengaruhi calon konsumen.

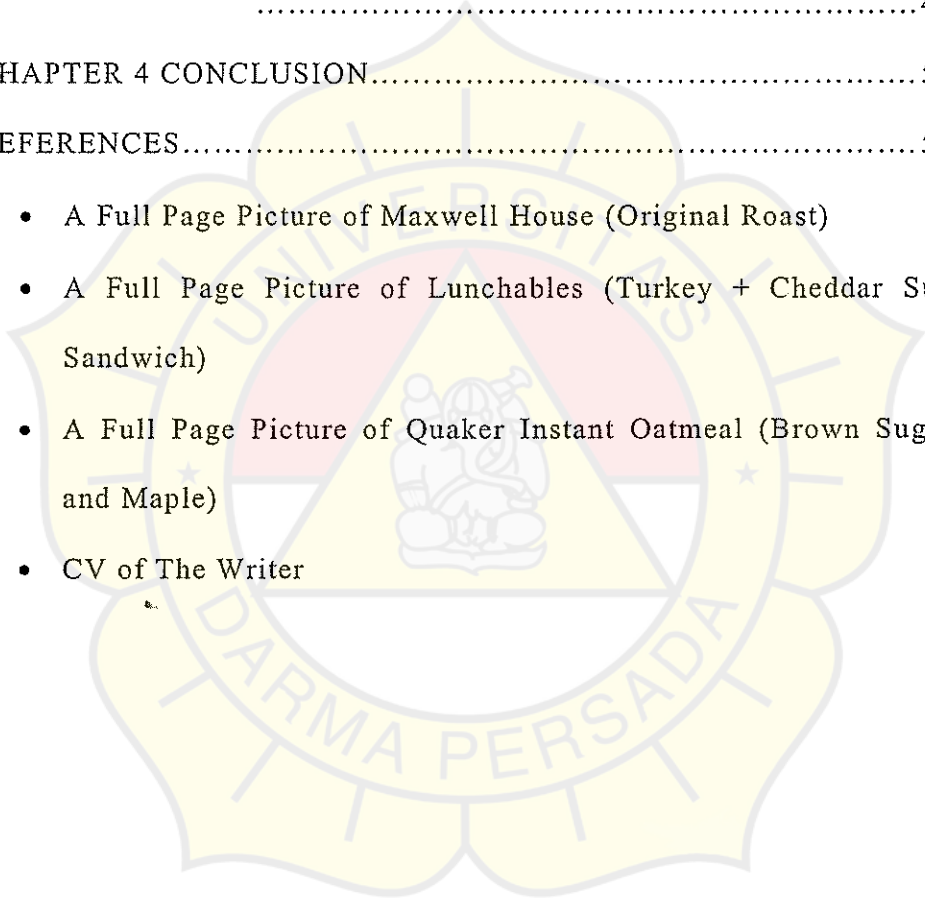
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- A Full Page Picture of Maxwell House (Original Roast)
- A Full Page Picture of Lunchables (Turkey + Cheddar Sub Sandwich)
- A Full Page Picture of Quaker Instant Oatmeal (Brown Sugar and Maple)
- CV of The Writer



CHAPTER 1

INTRODUCTION

1.1 Background

Semiotics is becoming an essential knowledge in this world related to studying about communication. It holds an important role in our daily communication since it cannot be separated from our daily life. Semiotics is also known as semiology. Both refer to knowledge concerns with “sign”. So, semiotics or semiology is a study of sign or symbol. The sign usually delivers some certain information or meaning both verbal and/or non-verbal so that it is accepted by the readers and it becomes communicative. Readers will digest and interpret the information into their mind by their own background knowledge so that the result could be different.

A “sign” does not only represent something, but it also opens opportunities for interpreting for those who use and accept it. Ferdinand de Saussure, through his book entitled *Course in General Linguistics*, defines that semiology is a study that focus on a role of a sign as a part of social life (in Alex Sobur, 2003: vii). Semiotics is a study or analysis method to examine signs (Sobur, 2003: 15). Semiotics or semiology is actually about learning how humanity signifies things (Barthes in Sobur, 2003: 15).

As semiotics is a study about “signs”, we have to know the definition of “signs” according to some experts. “Signs” are basic to all communication (Littlejohn in Sobur 2003: 15). People can communicate over the signs with others and there are a lot of things to communicate in this world. Saussure

defines “sign” as unity that cannot be separated from two fields—signifier to depict ‘form’ or ‘expression’ and signified to depict ‘concept’ or ‘meaning’ (Sobur, 2003: viii).

The word “semiotics” is used for them who use English as their language and follow Charles Sanders Peirce; while “semiology” is used by they who live in Europe and follow Saussure (known as Saussurean), yet they refer to the same thing. Based on the root of linguistics history, semiotics or semiology is also known as semasiology, sememics, and semics (in Sobur, 2003: 12). But then semiotics or semiology is more often used. And for the next chance, I am going to use “semiotics” refers to the name of this study.

We may find some “signs” in our daily life and we may know the meaning of that “sign”. When the sky looks cloudy, we know that it’s going to rain so that we pick our raincoat or umbrella. When we see a picture of a boy in front of a door, we know that inside the door is only for men and women are forbidden to enter. We simply signify the sign and automatically do what comes in our mind after noticing it.

In communication media, especially in advertisement, semiotics holds an important part as the success of it. As on advertisement in magazines, a creator is challenged to create an advert as interesting as possible without forgetting the message that he wants to deliver by the advert as the purpose of it is to persuade people to use his product. The creator has to make the advert understood by readers and deliver the message of the product.

Magazine adverts focus on pictures and/or words to attract readers. Through the chosen pictures and/or words, readers will try to figure out the message and then eventually be persuaded to buy the product. When the readers can 'read' the message of the advert, it means that the creator has successfully put his ideas into his work. And when the readers finally buy and use the product means the success of the advertisement.

As magazine advert use pictures and/or words, the creator has to pick interesting picture that represent the product. Basically, a picture, with or without words, delivers some certain meanings of the creator. In this case, readers are forced to understand the meaning by analyzing it with his own knowledge and framework. However, it's not easy to understand what the creator wants to say through his work. Therefore, I am so interested in analyzing pictures and its words in the magazine advertisement to reveal the messages the creator wants to deliver by applying some semiotics approach.

Another thing that the advert creator inserts on his advert is by making the myth of the product. Through the myth, s/he persuades the candidate consumers and convinces them as well about the product. Based on Oxford Learner's Pocket Dictionary, myth is something that many people believe but does not exist or is false. While according to Barthes, myth is a system of communication, that it is a message. This allows one to perceive that myth cannot possibly an object, a concept, or an idea; it is a mode of signification, a form (Barthes, 1993, on Kumpulan Bahan Bacaan Mata Kuliah Teori Kebudayaan UI, 1996).

When an ad creator has successfully emerged a myth of the product, it will be easier to influence the candidate consumer to buy it. Thus, a myth of the product has also an important role in the advertisement. Sometimes, the writer (as a consumer) is easily influenced by the myth of the product when buying it. It means that the purpose of the advert is successful.

The focus on this research is on how magazine adverts persuade their readers to buy/use their products through the pictures and words used in the advertisements.

Based on the communication study, advertisement is a process of message delivered from the communicator or message sender to the communicant or message receivers through media in order to make the communicant interested, then choose and buy. An advertisement is not only giving information of a product (idea, service and stuffs), but also having a character to “urge” and “persuade” people to love, choose and then buy it (Hoed, 1992) Therefore, the creative team of the advertisement make it look commercial to grab people’s attention and gain more benefit.

The definition of advertisement based on Cambridge Advanced Learner’s Dictionary (Third Edition) is that advertisement is a picture, short film, song etc. which tries to persuade people to buy a product or service. Meanwhile, according to Oxford Advanced Learner’s Dictionary Seventh Edition, advertisement is a notice, picture or film telling people about a product, job or service. Refers to those meanings I could say that

advertisement is a sort of media to inform people about a product/service and it's usually used to persuade people to use and buy it.

Advertisements are media that contain lots of signs used by producer to express the point plus of a product and influence targeted consumers to buy and use it. The further definition will be written in chapter 2 of this paper.

1.2 Problem Identification

Concerning to the background stated above, the problem which appears is the multi-thought of people's in a magazine advertisement so that I assume that there's certain reason behind the applied pictures and words of the advertisement and that those applied pictures and words construct the myth of the product.

1.3 Problem Limitation

The problem discussed here is only the advertisements in The Oprah Magazine (O) issued in March 2010.

1.4 Problem Formulation

According to the limitation of the problem above, the researcher formulates the problem of the research as the following:

1. Is there any certain meaning behind the applied pictures of the advertisement?
2. Is there any certain meaning behind the applied words of the advertisement?
3. Do the chosen pictures and words construct the myth of the product?

1.5 Objectives

To reach all the purposes, the researcher conducts the analysis steps as follow:

1. To analyze pictures to find out the meaning of each in the advertisement.
2. To analyze words to find out the meaning of each in the advertisement
3. To prove those pictures and words that construct the myth of the product.

1.6 Framework of Theories

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

1.7 Methodology of the Research

This study focuses on how the advertisements magazine persuade the customers through all the chosen pictures and words, therefore the method used by the researcher is qualitative method, specifically the descriptive type because the researcher is going to depict all the advertisements in details including to reveal the meaning of the chosen colors.

1.8 Systematization of the Research

The systematization of this research begins with chapter 1, an introduction which covers background, problem identification, problem limitation, problem formulation, objectives, 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 advertisements magazine. Then, chapter 3 is the analysis of the advertisements

in The Oprah Magazine. The last step is that the researcher would conclude all content from chapter 1 until chapter 3 in chapter 4.

