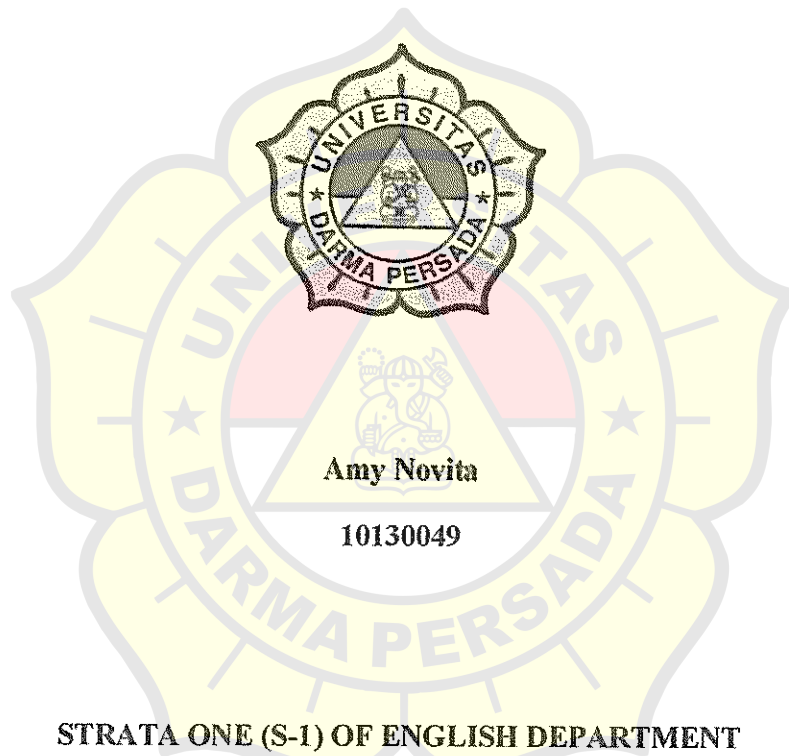


**THE SEMIOTICS OF LIPTON ICE TEA ADVERTISEMENT
THROUGH THE THEORY OF
ROLAND BARTHES**

TERM PAPER

Submitted in Part Fulfillment for Obtaining

Strata One (S-1) Degree



**STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
JAKARTA
2014**

INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term paper titled “The Semiotics of Lipton Ice Tea through The Theory of Roland Barthes” is the result of my own work, not a half or total plagiarism of someone else’s, and all of the sources quoted and referred to have been stated correctly.

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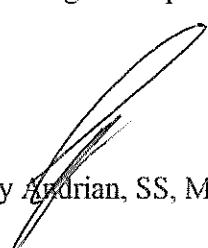
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PREFACE

First of all, the writer wants to express gratitude by saying thanks to Jesus Christ due to His favor and charity, the writer has finished the term paper entitled “*The Semiotics of Lipton Ice Tea Advertisement through The Theory of Roland Barthes*”.

The term paper is submitted in part fulfillment for obtaining Strata One (S-1) of English Department University of Darma Persada, Jakarta. Finishing a very challenging writing, the writer finally managed to finish the term paper. Nobody is perfect. The writer feels there are still many shortcomings in the term paper, but this is the best thing that the writer could do.

Completion of this study cannot be separated from the support from many people and various parties. Accordingly, the writer wants to say thanks to those who give their contribution for the writer in finishing this term paper as the writer listed follow:

1. Mr. Tommy Andrian, SS, M.Hum as my First Supervisor in writing the term paper who has given his time to guide and to correct thoroughly the things that he knows it is wrong in this term paper related its contents, and also as the Head of Faculty of Letters. You are inspiring by giving the advices how to do some works.
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4. Mr. Syamsul Bachri, SS, M.Si as the Dean of Faculty of Letters.
5. My parents, my Mom and my Dad who always give me big supports to finish the term paper. They said I can finish it and can do my best. All your loves and supports are really meaningful for me. Thank you for being my parents. You are both are THE BEST parents I have ever had. My only brother, Jordi Frank Henoe who always gives a “shocked therapy” for me because of his

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6. Yayasan Buddha Tzu Chi Indonesia as the foundation of my scholarship. Thank you for your help during the process of my study in University of Darma Persada.
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That is all. As the writer mentioned above, there is Nobody's perfect. Therefore, the writer is opened for the objective criticism and the constructive suggestion for the better improvement on this term paper. At the end, the writer hopes the term paper will be useful for all people, especially for those who have the research in the same field.

Jakarta, March 5, 2014

Writer,

Amy Novita

ABSTRACT

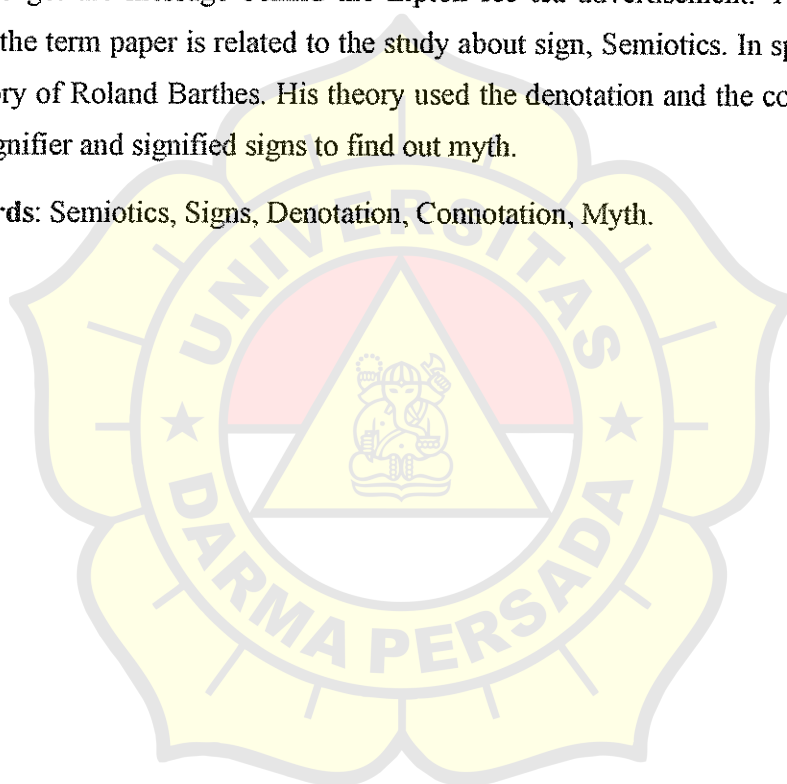
Amy Novita

S-1 of English Department

*The Semiotics of Lipton Ice Tea Advertisement
through The Theory of Roland Barthes*

The research in the term paper aims to find out the signifier and signified on the advertisement. In addition, it finds out the meaning consisted, in other words to get the message behind the Lipton Ice tea advertisement. The theory used in the term paper is related to the study about sign, Semiotics. In specifics is the theory of Roland Barthes. His theory used the denotation and the connotation as its signifier and signified signs to find out myth.

Keywords: Semiotics, Signs, Denotation, Connotation, Myth.



ABSTRAK

Amy Novita

S-1 of English Department

*The Semiotics of Lipton Ice Tea Advertisement
through The Theory of Roland Barthes*

Penelitian ini bertujuan untuk menemukan penanda (*signifier*) dan petanda (*signified*) yang ada di dalam iklan. Selanjutnya, penelitian ini dimaksudkan untuk menemukan arti yang terkandung. Dengan kata lain, untuk mendapatkan pesan yang ada di balik iklan *Lipton Ice Tea*. Teori yang digunakan dalam penelitian ini adalah teori yang berhubungan dengan kajian tentang tanda (*sign*). Lebih spesifik adalah teori Roland Barthes. Teorinya menggunakan denotasi (*denotation*) dan konotasi (*connotation*) sebagai penanda dan petandanya untuk menemukan mitos.

Kata kunci: Semiotika, Tanda, Denotasi, Konotasi, Mitos.

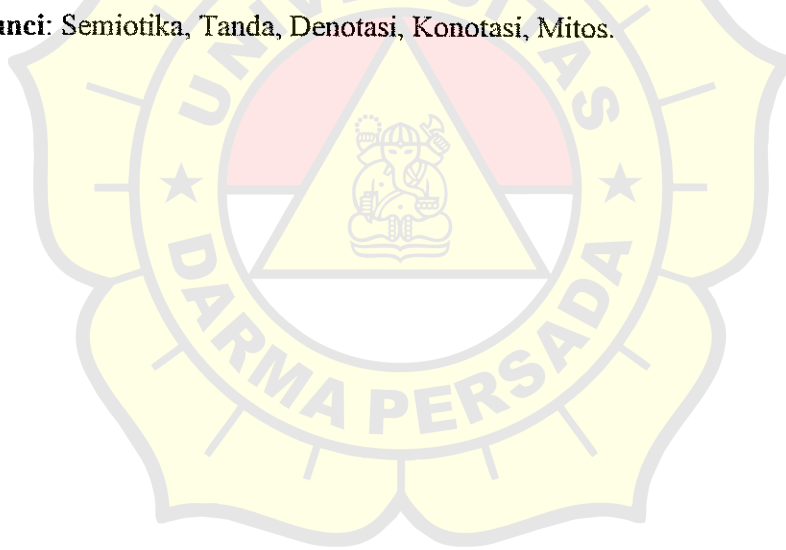


TABLE OF CONTENTS

PAGE OF THE TITLE	i
INTELLECTUAL PROPERTY STATEMENT PAGE	ii
TEST FEASIBILTY APPROVAL PAGE	iii
APPROVAL PAGE	iv
PREFACE	v
ABSTRACT	vii
ABSTRAK	viii
TABLE OF CONTENTS	ix
CHAPTER 1 INTRODUCTION	
1.1. Background of The Research	1
1.2. Identification of The Problem	2
1.3. Limitation of The Problem	2
1.4. Statement of The Problem	3
1.5. Objectives of The Research	3
1.6. Frameworks of The Theories	3
1.7. Methods of The Research	3
1.8. Benefits of The Research	3
1.9. Systematic Organization of The Research	4
CHAPTER 2 FRAMEWORK OF THE THEORIES	
2.1. The Order of Signification	5
2.1.1. Denotation	7
2.1.2. Connotation	7
2.1.3. Myth	7
2.2. The Meaning of The Color	9
2.2.1. Meaning of The Color “Green”	9
2.2.2. Meaning of The Color “White”	9
2.2.3. Meaning of The Color “Yellow”	10
2.2.4. Meaning of The Color “Brown”	11
2.2.5. Meaning of The Color “Red”	11

CHAPTER 3 THE SEMIOTICS OF LIPTON ICE TEA ADVERTISEMENT THROUGH THE THEORY OF ROLAND BARTHES

3.1. The Analysis of The Pictures	12
3.1.1. The Analysis of Lipton Ice Tea – Hugh Jackman in Budapest, Hungary	13
3.1.1.1. The First Order of Signification	24
3.1.1.2. The Second Order of Signification	25
3.1.2. The Analysis of Lipton Ice Tea “Slap” TV with Hugh Jackman	28
3.1.2.1. The First Order of Signification	48
3.1.2.2. The Second Order of Signification	48
3.2. The Analysis of The Text	52
3.2.1. The Analysis Of The Text On The Advertisement Of Lipton Ice Tea – Hugh Jackman in Budapest, Hungary and The Advertisement Of Lipton Ice Tea “Slap” TV with Hugh Jackman	52
3.3. The Analysis of The Pictures and The Text Which Represent The Message on The Advertisement	55
3.3.1. Lipton Ice Tea Hugh Jackman in Budapest, Hungary	56
3.3.2. Lipton Ice Tea “Slap” TV with Hugh Jackman Advertisement	57
3.3.3. Verification that The Signs Represent The Message of The Advertisement	58
3.3.3.1. Lipton Ice Tea Hugh Jackman In Budapest, Hungary	58
3.3.3.2. Lipton Ice Tea “Slap” TV With Hugh Jackman	59
CHAPTER 4 CLOSING	
4.1. Conclusion	62
BIBLIOGRAPHY	64
SCHEME OF THE RESEARCH	66
BIODATA	67

CHAPTER 1

INTRODUCTION

1.1. Background of The Research

Human being needs to communicate. Communication in socializing with the other people is very important. It is useful for human survival itself. It is impossible if people eschew away from the activities to communicate because they can communicate much with each other. It is such a benefit that they need, for example, is getting information from someone else or from something they have seen, have read, or have heard and they can give the information to the others. One of the tools for communication is language.

There is a form of verbal and a form of writing in language. Spoken language can be a form of speech or something which is delivered, while the language in the form of writing can take the form of a drawing, writing, signs, and some are the combination of the texts and the images.

There are also many forms of the language that used to communicate or to convey something to the crowd, one of it is a sign. One way that is used to convey the meaning, message, or information is through the mass media. This is the tool used in the delivery of messages from the source to the audience or the person receiving that its character opens which they can see, read and hear. (Cangara, 2000:25).

Mass media has many forms that are delivered through the means of communication such as newspapers, radios, and televisions. One form of mass media communication tools that is delivered through the television is an advertisement. There is sign which is used as an introduction to a message or specific information that is persuasive, in other words, it aims to encourage or influence in the advertising. One interesting example of the advertising scoop is an advertisement of beverage.

Basically, the advertisement is created to persuade or influence the consumers (people who see this advertisement) to purchase and use of the advertised product. Beverage manufacturers are trying to create something unique from the advertisement to entice the consumers. This makes the producers increase their creativity in selling their products. There is a model and an actress known to advertise and to promote their products, using a place with beautiful scenery that is tailored to the benefits of the product, using certain themes, using interactive kind of language such as text, images, and the manufacturers add proper sound (it can be some instruments or tracks) to deliver the information to consumers or to society in the world.

It serves something new to the audience who sees the advertisement. It makes them curious to know what the end of the advertisement. All the creativity in one advertisement will be something very worth to sell to the audience and the consumers. In addition, through the advertisement of Lipton Ice Tea, it can bring an image for the audience to enjoy their activities by drinking Lipton's product.

The writer defines study about advertisement in relation to Semiotics which is known as the study of sign because it is very important to identify what is consisted in the advertisement or what is the message behind the advertisement. Further, the writer needs to identify the problem to find the elements that are composed in the study of Semiotics on the advertisement of Lipton Ice Tea.

1.2. Identification of The Problem

The identification of the problem in the term paper refers to the Semiotics as the field of study about the sign, more specific to find the signifier and the signified on the advertisement of Lipton Ice Tea.

1.3. Limitation of The Problem

The advertisement of Lipton Ice Tea has variety of versions. Therefore the restriction of the problem in this study is as follows:

- a. To find signifier and signified in the advertisement of Lipton Ice Tea.
- b. To find the meaning of myth in the advertisement of Lipton Ice Tea.

1.4. Statement of The Problem

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

- a. What are signifier and signified consisted in the advertisement of Lipton Ice Tea?
- b. What is myth contained in each version of Lipton Ice Tea advertisement?

1.5. Objectives of The Research

Based on the identification of problem and the limitation of the problem above, the objectives of this research are:

- a. To find the descriptions of the signifier and the signified in the advertisement of Lipton Ice Tea.
- b. To identify the myth contained in each version of Lipton Ice Tea advertisement.

1.6. Framework of The Theories

The theory that is used in the research paper is the theory of semiotics by Roland Barthes. Specifically, it is to find out the signifier and signified in the relation to the myth.

1.7. Methods of The Research

The ways determine the successful of a research, in addition to analyze, will be proved from the methods that are used in data collection. Data collection methods are used in this research paper is qualitative data. There are written data, texts, books and articles that can support this research.

1.8. Benefits of The Research

The benefits of the research are to fathom the study about Semiotics, especially through the advertisement which uses the advertisement of Lipton Ice Tea. In addition, there is another way to find the meaning that is contained on the

advertisement through the seeking of signifier and signified of the advertisement that is presented to the audience.

1.9. Systematic Organization of The Research

Based on the benefits of the research above, the systematic organization of the research in this term paper as follow:

CHAPTER 1: INTRODUCTION

It consists of: Background of The Research, Identification of The Problem, Limitation of The Problem, Statement of The Problem, Objectives of The Research, Framework of The Theories, Methods of The Research, Benefits of The Research and Systematic Organization of The Research.

CHAPTER 2: FRAMEWORK OF THE THEORIES

It consists of the theories that are used in the research: first, Order of Signification. There are denotation, connotation and myth. Second, The Meaning of The Color. There are Meaning of The Color “Green”, Meaning of The Color “White” and Meaning of The Color “Yellow”.

CHAPTER 3: THE SEMIOTICS OF LIPTON ICE TEA THROUGH THE THEORY OF ROLAND BARTHES

Chapter 3 entitled The Semiotics of Lipton Ice Tea Through The Theory of Roland Barthes contains The Analysis of The Picture on the advertisement of Lipton Ice Tea –Hugh Jackman in Budapest, Hungary and the advertisement of Lipton Ice Tea TV with Hugh Jackman through the first order and second order of signification. In addition, there is the analysis of myth in relation with the signification order.

CHAPTER 4: CLOSING

It contains the conclusion of the research and shows how the advertisement of Lipton Ice Tea represents the message that Lipton Ice Tea is a positive drinking for everyone, and it is compatible to enjoy everywhere.