

**AN ANALYSIS OF AUTOMOTIVE ADVERTISEMENT
"AUDI A8 – “PRISON BREAK” SUPER BOWL TV
COMMERCIAL" USING THE SEMIOTIC THEORY OF
ROLAND BARTHES**

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INTELLECTUAL PROPERTY STATEMENT PAGE

AN ANALYSIS OF AUTOMOTIVE ADVERTISEMENT "AUDI A8 – "PRISON BREAK" SUPER BOWL TV COMMERCIAL" USING THE SEMIOTIC THEORY OF ROLAND BARTHES

Is a scientific research I conducted under the guidance of Tommy Andrian S.S., M.Hum since the term paper is truly original not a half or total plagiarism of another works, the contents has become my responsibility. The things related to other's people work are written is quotation and included within bibliography.

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ABSTRAK

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Judul : *An Analysis of Automotive Advertisement "Audi A8 – "Prison Break" Super Bowl TV Commercial" Using The Semiotic Theory of Roland Barthes*

Selama 40 tahun terakhir ini, iklan telah berkembang dengan sangat pesatnya dan bahkan menghasilkan keuntungan bernilai hingga miliaran Dollar. Oleh karena itu, iklan memiliki dampak langsung bagi kehidupan masyarakat. Skripsi ini mendiskusikan tentang tanda dan bagaimana tanda tersebut mewakili pesan yang ingin disampaikan dari iklan televisi produk otomotif yakni mobil Audi yang dibuat pada akhir tahun 2011. Penelitian ini bertujuan untuk menemukan penanda dan petanda 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 produk otomotif Audi. Teori yang digunakan dalam penelitian ini adalah lebih kepada teori yang berhubungan dengan kajian tentang tanda. Lebih spesifik adalah teori Roland Barthes. Teorinya menggunakan denotasi dan konotasi sebagai penanda dan petandanya untuk menemukan mitos. Kesimpulan skripsi ini adalah bahwa pembuat iklan berusaha menyampaikan maksud tertentu melalui tanda-tanda yang dikemas secara menarik dalam iklan sehingga pada akhirnya dapat membentuk sebuah pesan yang dapat memengaruhi calon konsumen untuk membeli produk yang diiklankan, terutama pada iklan otomotif.

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

ABSTRACT

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Title : *An Analysis of Automotive Advertisement "Audi A8 –
"Prison Break" Super Bowl TV Commercial" Using The
Semiotic Theory of Roland Barthes*

Over the past 40 years advertising has grown rapidly, and advertising industry is worth billions of Dollar. Advertising therefore has a direct impact on people's lives, and automotive advertising is no exception This thesis discusses the signs and how these markers represent the message of television advertising automotive of Audi's car products that has made at the end of 2011. The research in the term paper aims to find out the signifier and signified on the advertisement. In additional, it finds out the meaning consisted, in other words to get the message behind of Audi 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. The conclusion of this term paper that the producer is trying to convey a specific intent by the signs attractively packaged in advertising which in turn can form a message that may affect potential consumers to buy the advertised product especially for the automotive advertisement

Keywords: Semiotics, Signs, Denotation, Connotation, Myth

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CHAPTER 1

INTRODUCTION

1.1. Background of The Research

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.

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 automotive.

Basically, the advertisement is created to persuade or influence the consumers (people who see this advertisement) to purchase and use of the advertised product. Automotive 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.

Nowadays, advertisement is presented in various media such as television, radio, movie, magazine, newspaper, the internet, and billboard. In line with the growth of technology, television becomes the most attractive media since it involves audio and visualization. Television advertisements often present various issues in entertaining visualizations. There are some ads which are always shown the slideness in Television such as kinds of foods, beverage & automotive, etc. Some of those ads have a different slogan to give a remark for one product especially for products like car. One of the automotive advertisements that use entertaining visualization is the *Audi car* television advertisements. As we can see, that 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 Audi A8 - "Prison Break" Super Bowl TV Commercial, it can bring an image for the audience to feel the luxury of having a car like Audi A8.

Slogan is an instrument for giving information and stimulating people to say or even to act. It is an identity for someone, one group or more. Slogan tries to differentiate on someone, one group or more from the others. When people start to see or perhaps to remember it in their mind, it will give the image for someone, one group or more, the slogan has succeeded to deliver the meaning of it nicely.

The colour, text and sound used in slogan is actually part of study of sign, a main object of semiotic study. Sign is something which stands to someone, one group or more, that is, creates in the mind of person or fans an equivalent sign, or perhaps a more developed sign (Peirce, on *Kumpulan Bahasa Bacaan Mata Kuliah Teori Kebudayaan UI*, 1996). Sign or symbol basically is a form language that could have a lot of meaning. A certain sign or symbol can has a different

meaning for one community, but it can be nothing. The sign or symbol can be interpreted positively and negatively depends on how people interpret it. Sign or symbol can only see according to what its seen, so there will be a lot of different meanings for a sign or symbol from some different people.

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 the advertisement of Audi A8 - "Prison Break" Super Bowl TV Commercial. The message can be understood if there are a clear synchronization between sign and symbol. Each part of the aspects has its form that will be united with another form. It will create a clear point or message that will be delivered. Then it will create a feedback if the message is clearly understood.

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 Audi A8 - "Prison Break" Super Bowl TV Commercial

1.3. Limitation of The Problem

The advertisement of Audi (car) 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 Audi A8 - "Prison Break" Super Bowl TV Commercial
- b. To find the meaning of myth in the advertisement of Audi A8 - "Prison Break" Super Bowl TV Commercial.

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 Audi A8 - "Prison Break" Super Bowl TV Commercial?
- b. What is myth contained in the version of Audi A8 - "Prison Break" Super Bowl TV Commercial?

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 identify the analysis visual picture and words from the advertisement of Audi A8 - "Prison Break" Super Bowl TV Commercial.
- b. To identify the myth and to prove the relationship between Barthes' theory of order signification that contained in the version of Audi A8 - "Prison Break" Super Bowl TV Commercial.

1.6. 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.

1.7. 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 Audi A8 - "Prison Break" Super Bowl TV Commercial. 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.

1.8. 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.

CHAPTER 3: AN ANALYSIS OF AUTOMOTIVE ADVERTISEMENT "AUDI A8 – "PRISON BREAK" SUPER BOWL TV COMMERCIAL" USING THE SEMIOTIC THEORY OF ROLAND BARTHES

Chapter 3 entitled "An Analysis of Automotive Advertisement "Audi A8-"Prison Break" Super Bowl TV Commercial" Using The Semiotic Theory of Roland Barthes 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 Automotive (cars) represents the message that Audi A8-"Prison Break" is a luxurious and a fabulous car for everyone who really wants to enjoy how to ride in a different way and feeling so satisfied to having this car.