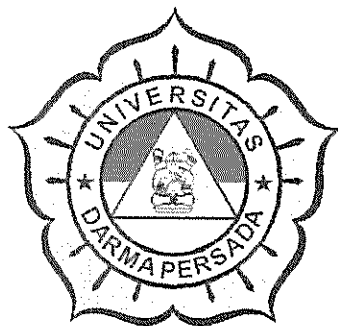


**A SEMIOTIC ANALYSIS OF AN ADVERTISING IMAGE IN
COMMERCIAL BREAK BY *iPHONE 4S SANTA VERSION***

TERM PAPER

Submitted in part-fulfilment of the requirements for obtaining the Strata One
(S-1) degree



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JAKARTA
2013**

INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term-paper is the result of my own work, the contents has become my responsibility and all the sources quoted or references have been stated correctly. I conducted under the guidance of Dra. Irna N. Djajadiningrat, M.Hum. and Tommy Andrian SS, M.Hum.

Jakarta, June 2013

Sincerely,

Efriska Imanuel

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TEST FEASIBILITY APPROVAL PAGE

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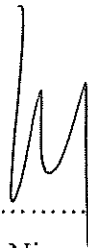
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SANTA VERSION

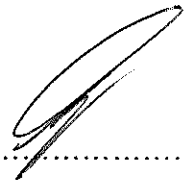
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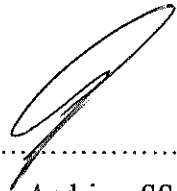
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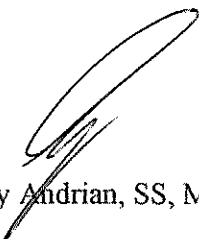
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PREFACE

Many thanks to Abba Father, Lord Jesus and Holy Spirit, for His mercy, love and grace I can finish my study at University of Darma Persada. I realize that only by His blessing I can complete this term-paper entitled “A SEMIOTIC ANALYSIS OF AN ADVERTISING IMAGE IN COMMERCIAL BREAK BY *iPHONE 4S SANTA VERSION*”. This term-paper is submitted to the Strata One Program, English Department, University of Darma Persada as a partial fulfillment of the requirements for obtaining the Strata One (S-1) degree.

Through all my study days, I have got a lot of knowledge. I am really grateful for having the expert lecturers in this university who give their knowledge, suggestion and support to me. I would like to give thanks to the people who are help me during my study and also people behind the making of this term-paper as listed as follow:

1. Dra. Irma Nirwani Djajadiningrat, M.Hum as the Adviser who spent her time to guide me in doing my term-paper, as my beloved linguistic lecture I would like to give my sincere gratitude for her patience, suggestion, encouragement and also her share knowledge that helps me so much. I could not have done this without her; I will never forget your kindness Mam!
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Last but not least, may Lord God Almighty bless you and reply all the kindness of all parties who have helped me. I myself, although having done my best, still believe that this term-paper is far from being perfect; however, I have done my utmost in conducting the term-paper. Therefore, suggestions and criticisms are very welcome to improve this term-paper. Overall, I hope that this term-paper is useful for the readers especially who are interested in Linguistics field.

Jakarta, June 2013

Writer

Efriska Imanuel

ABSTRAK

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IMAGE IN COMMERCIAL BREAK BY *iPHONE 4S*
SANTA VERSION

Skripsi ini membahas tentang tema linguistik yaitu semiotik. Semiotik adalah ilmu yang mengkaji tanda dalam kehidupan manusia. Penelitian ini menggunakan teori dari Roland Barthes dengan metode denotasi dan konotasi. Penulis menggunakan metode penelitian dengan pendekatan kualitatif; melalui denotasi dan konotasi penulis menganalisis ucapan, teks dan visualisasi untuk membuktikan citra yang dibangun dari mitos yang terbentuk dalam konotasi tingkat ke 2. Skripsi ini berdasarkan pada iklan komersil iPhone 4S versi Santa. Penulis mengidentifikasi masalah dari penelitian adalah menganalisis apakah citra iPhone 4S dari iklannya dan berdasarkan dari denotasi dan konotasi dalam ucapan, teks, dan visualisasi penulis ingin membuktikan bahwa citra dari iPhone 4S adalah asisten pribadi.

Kata kunci: *Konotasi, denotasi, citra, iPhone 4S, dan semiotik*

ABSTRACT

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The title of the term-paper : A SEMIOTIC ANALYSIS OF AN ADVERTISING
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This term-paper discusses about the theme of linguistic that is semiotic. Semiotic is a knowledge that examines the signs in human life. This research is using theory from Roland Barthes; denotation and connotation method. The writer uses the research method with qualitative approach; through the denotation and connotation the writer analysis the utterances, texts and the visualizations to prove the image that is built by the myth; formed in the connotation level 2. The term-paper is based on commercial break by iPhone 4S Santa Version. The writer identifies the problem of the research is to analyze what is image of iPhone 4S from the advertising and according through the denotation and connotation within the utterances, texts, and the visualizations the writer wants to prove that the iPhone 4S' image is a personal assistant.

Key words: *Connotation, denotation, image, iPhone 4S, and semiotics*

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CHAPTER 1

INTRODUCTION

A. Background

In this time we can find advertising everywhere. For instance is from traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising (billboards and posters), or new media as direct email, blog, websites or text message. Those are an effect from modernization and globalization in communication, as a tool in order to reach many sectors of life. It takes an important part in this time. Usually it used to broadcast the commercial advertising. The advertising delivers the message to consumer appropriately in order to grabs attention in market then receives profit. As it has functions, advertising is a form of communication used to persuade an audience. Advertising messages are usually paid for by sponsors and viewed via various media.

Above all, the advertising has a purpose about image itself. When we look at the advertising, the way to send the message is not a simple as it seems. Every detail from each part has a sign which is want to communicate something. Sign has meaning; it represents something else; as language is a system of signs that express ideas (Saussure, 1983:16). The aim is in order to visualize the product and some give it by utterances; advertising infuses images and ideas into products and services.

According to Roland Barthes (1973) about his mode relation, what he said for system of sign, there are treasures of sign (text, picture, and thing) and the combination of the signs. The relationship between signifier and signified is not formed naturally, but based on convention to release any possibility meaning of signs. His systems of signification are about two order signification; denotation and connotation. The image occurred by the denotation and connotation meaning. We have to know the meaning of first order signification (denotation) and second

order signification (connotation). After the image occurred by the denotation and connotation meaning, the myth is formed by connotation level 2; therefore, whoever watches the advertising he or she will receive the messages (the image) then become believe it. This is a process of delivering the messages from producer to consumer, not only entertained by interesting package but also sent the ideas of the advertising.

Nowadays, there are so many advertising, because it is already global. One of them is displayed by television commercial. For example, Apple as a producer of iPhone (mobile phone) released their product (iPhone 4S) by commercial break on television with Santa version to welcoming Christmas in the end of 2011.

This Apple Santa advertising was the most effective one of the holiday season by Ace Metrix Incorporation, which it provides in market and on-demand television advertising analytics. Ace Metrix scores advertisings based on perceived effectiveness by a selection of randomly selected viewers, which it says are representative of the U.S. TV viewing audience. Apple has advertising, scored a 652 overall out of a total possible 950 points, which tallied from respondent scores on criteria such as relevance, persuasion, watch ability, information, etc. Apple has 652, was 8 percent higher than the average score for advertisings in the same technology oriented category. ([http:// www. imore. com / apples- iphone - 4s- santa- siri- ad- effective- holiday- advertisement](http://www.imore.com/apples-iphone-4s-santa-siri-ad-effective-holiday-advertisement). Wednesday, April 11 2012).

The news based on New York Times; Apple has Profit Doubles on Holiday by iPhone 4S Sales. After the advertising release; consumers still came out to buy the iPhone 4S, helping the company sell more than double the number of iPhones for the quarter ending December 31 than it did a year ago. ([http:// www.nytimes.com/2012/01/25/technology/apples -profit -doubles- as- holiday- customers- snapped- up- iphones.html?pagewanted=all&_r=0](http://www.nytimes.com/2012/01/25/technology/apples-profit-doubles-as-holiday-customers-snapped-up-iphones.html?pagewanted=all&_r=0). Thursday, April 12 2012).

In this research, the writer chooses iPhone 4S Santa Version because the producer already gives good impress to the viewer and affects it sales by all of signs through the advertising. The video commercial is interesting to be analyzed; the purpose is to know the image of this advertising. Based on Barthes's theory

that utterances, texts and visualizations which are displayed; they have a meaning. Those are first order signification (denotation) and second order signification (connotation). Both of them are occurring a myth that it is built by connotation level 2. The myth is a representation of advertising image.

B. Identification of the Problem

Based on the background, the writer identifies the problem of the research is to analysis what is the image of iPhone 4S from the advertising. Then the assumption of iPhone4S' image is a personal assistant.

C. Limitation of the Problem

Based on the identification of the problem, the writer limits the problem in the research of denotation and connotation through the utterances and the visualization.

D. Formulation of the Problem

Based on the limitation of the problem, the formulation of the problem is that whether the theme of this title is *A Semiotic Analysis of an Advertising Image in Commercial break by iPhone 4S Santa Version*. To answer this question, the writer formulates the problems as follow:

1. How are the denotation and connotation of utterances and texts affected in the advertising?
2. How are the denotation and connotation of visualizations affected in the advertising?
3. What is the image through the advertising by utterances, texts and visualizations?

E. Objectives of the Research

Based on the formulation of the problem, the purpose of this research is to prove whether the image of this advertising is personal assistant. To get the point, the writer does some steps as follows:

1. To analyze the denotation and connotation by the utterances and texts.
2. To analyze the denotation and connotation by the visualizations.
3. To prove the image of the advertising that is built by the utterances, texts and the visualizations.

F. Framework of the Theory

Based on the above mentioned formulation of the problem, in this research the writer uses the concepts of denotation and connotation by Roland Barthes.

G. Methods of the Research

Based on the framework of the theory, the writer uses the research method with qualitative approach. The writer will collect data from various sources that can support the analysis; it can be either from the book of philosophers that describes about semiotics or others references like articles, websites, and others information in internet services. The technical are following all the data from various sources (the theory, etc), the writer will observe directly to analyze the documents and materials from the advertising, then make reviews toward the data collection that contain sign, such as texts, pictures, symbols, colors, and sounds.

H. Benefits of the Research

Based on the methods of research, the benefits of this research are firstly it could be beneficial for students or researchers who want to explore more deeply about image of advertising. Secondly, this research can be beneficial because a lot of communication parts taken by the advertising which can give a bit contribution to analyze something new for further researches.

I. Organization of the Presentation

The systematic presentation is written as follows:

Chapter 1 Introduction

This chapter consists of: Background of the Problem, Identification of Problem, Limitation of the Problem, Formulation of the Problem, Objectives of the Research, Framework of the Theory, Methods of the Research, Benefits of the Research, and Organizational of the Presentation.

Chapter 2 Fundamental Theories

This chapter contains of definition of sign, denotation, connotation and myth according of Roland Barthes's theory.

Chapter 3 Analysis of an Advertising Image through Commercial Break of iPhone 4S Santa Version

This chapter contains of analysis of denotation and connotation of the utterances, texts and visualizations by the advertising.

Chapter 4 Conclusion

This chapter is the last chapter that contains conclusion of the analysis.