

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

According to Collins Dictionaries (n.d.), one definition of advertisement is: “an announcement online, or in a newspaper, on television, or on a poster about something such as a product, event, or job.” In general, advertising has several functions. Among them, the most obvious goal of advertising is to promote sales by promoting the product, creating a good public image for buyers, and enhancing the brand image (Radhika, n.d.).

Posters are “Large printed pictures, photographs, or notices that you stick or pin to a wall or board, usually for decoration or to advertise something.” (Cambridge Dictionary, n.d.). In fact, we can easily see the posters and have seen a lot of them. For example, we may have seen posters on walls on the road or movie posters in movie theaters. It is also commonly found on the Internet. There are also cases where posters are made to convey certain messages.

Messages that are found in posters can be analyzed by using the branch of linguistics which is called Semiotics. Based on Ferdinand de Saussure’s Semiotics that I use in this thesis, according to Encyclopaedia Britannica (n.d.), the

definition of Semiotics is: "the study of signs and sign-using behavior." To briefly explain the theory of Saussure that I will use, "the theory of Saussure is that language is a set of signs, and that each sign consists of two parts which are a signifier and a signified." (Mambrol, 2018). Also, Saussure's semiotics were completed in the late 19th and early 20th centuries. Mediatexthack (n.d.) defines the signifier is the object, item, or code that we 'read' – so, a painting, a word, a picture." Each signifier has a meaning, and that signifier represents the concept or meaning. This concept is the signified. Although the signifier is more stable as it is something that can be perceived naturally, the signified is not. The meaning varies from a person to another as it deals with a mental concept and understanding each person has. If we take 'blue color' for example, the signifier does not change because it becomes the 'blue color' itself, but the signified can be sadness or sea. Like this, signified is arbitrary because it depends on people's understanding.

One of the advertisement posters that I believe have an interesting concept to analyze is Black Dog Deluxe Gold Reserve Aged 12. Black dog is a product of Scottish whisky which is produced by James MacKinlay in 1883 and is distributed by United Spirits Limited, an Indian liquor company (Dhempe, 2013). Due to the nature of the product sold, which is alcohol, the target market of the product is adults and/or people who have reached the legal age to drink alcohol. Black Dog is a product that is quite popular in India and is sold a lot around the country; however, the product may not be well-known to people outside of India.

The poster that I chose for my data source in my thesis is the advertisement poster for the Black Dog Deluxe Gold Reserve Aged 12 which began production in 2013. On the poster, in the lower left part, we can see three men are laughing and talking in a luxurious place where we can see the

city view, and on the right of them there is a large drawing of a Black Dog product. The overall poster color is black and gold to create a luxurious atmosphere. When I saw this poster at the beginning, I liked the impression of the colors. I think the poster designer shows a concept that attracts attention, namely the concept of a modern and a luxurious lifestyle.

One of India's luxury lifestyles is, for example, a scotch whisky tasting event in India to serve customers with high net worth at luxury brand events. The market for Scotch whisky is growing in India and among young and wealthy consumers in India Scotch has become a symbol of luxury and status (Luxpresso, 2012).

My study is significant because of two reasons. The first is to make people aware that a poster may convey more than the product they advertise. The second is to add some more literature to the existing analysis of semiotics.

Total words: 700

1.2 Statement of the Problem

This thesis aims to answer the following questions:

1. What are the signifiers and the signifieds that found in the poster?
2. How do the signifiers and signifieds show the concept of modern and luxurious lifestyle?

1.3 Purpose of the Study

This thesis has the purposes:

1. To analyze the signifiers and the signifieds that found in the poster.
2. To find and analyze how the signifiers and signifieds show the concept of modern and luxurious lifestyle.

1.4 Organization of the Thesis

This thesis is divided into five chapters. Chapter One, Introduction, consists of Background of the Study, Statement of the Problem, Purpose of the Study and Organization of the Thesis. Chapter Two, Literature Review, consists of Semiotics, Saussure's Semiotics, and Satria's "Semiotic Analysis of Gundala Movie Poster" (2020). Chapter Three, Method of Research, consists of Research Design, Data Collection Technique, Framework for Analysis and Data Analysis. Chapter Four, The Concept of Modern and Luxurious Lifestyle in the Whisky Advertisement Poster "Black Dog", consists of Result and Discussion. Chapter Five, consists of Conclusions. And then the last part consists of References and Appendices.