

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Nowadays, posters take a big part in the world industry. According to Arhipova (2018), poster is defined as a large sheet which consists of some images as well as text that has a function to deliver information to its target audience. Posters are not only found on the streets or public places but also on the Internet. There are so many different types of poster with different types of functions. For instance, “there are motivational poster, movie poster, advertising poster, informative poster, research poster, travel poster, and event poster” (Geuens, 2020).

An advertising poster is the type of poster that is most widely found. Arhipova (2018) states that an advertising poster is used as the main tool of a company or a business to gain people’s attention and promote its brand and products. Although it is placed in the most crowded places, an advertising poster still has a great chance to be recognized (Arhipova, 2018). Accordingly, an advertising poster has a high influence for brand recognition.

One of many businesses that uses poster to promote its brand is Relish. According to CIS (n.d.), “Relish is an Italian brand based in Naples.” CIS (n.d.) also notes that “this fashion brand sells women accessories, wear, and also knitwear.” The brand was founded in 2007 by a famous entrepreneur in fashion industry, Alessandro Esposito, who has a great experience of creating and launching successful collections (CIS, n.d.). The collections are known to have high quality with its perfect details which fit the season-based fashion trend and finally bring Relish to be the leader of the fashion sector in Italy (Relish, n.d.; CIS, n.d.). “Relish is also presented in the prestigious international trade fairs in Paris, Berlin, and even Moscow” (CIS, n.d.). Relish (n.d.) asserts that the collections are the expression of a glamorous, independent, and modern woman who likes to play with her sensuality.

Accordingly, Relish shows the concept of sensuality in promoting its brand and products. Sinatrya (2016) believes that the use of sensuality in an advertisement gives a significant impact in the brand recognition (p. 44). A sensual advertisement is assumed to be having sexual stimuli that arouses the sensual pleasure in the audiences’ mind (Amor et al., 2013, p. 51). Reichert (2000, as cited in Amor et al., 2013, p. 51) states that the reference of sexual stimuli is depicted in a subtle way. Although the use of sensuality in an advertisement has been found since 19th Century, it still causes many controversies among the society (Sinatrya, 2016, p. 45; Ria & Setyaningsih, 2014, p. 60).

One of Relish posters that I believe contains the use of sensuality is the advertisement poster of the spring or summer collection published in 2009. The

poster, which stirs up many controversies, depicts a picture of two men dressing in a police uniform and two women in sexy and revealing clothes. In the poster, the policemen are shown to be handcuffing the women. One of the policemen is also shown to be touching the woman's thigh while leaning her on the car. I find this poster interesting because in my opinion, it wants to convey more than meets the eye; I believe that by portraying the models, the producer actually aims for the audiences to see the sensuality used in the poster. This is the reason why I chose the poster as the data of my thesis.

This phenomenon of showing a concept of a poster in a subtle way can be analyzed using Semiotics. Chandler (2007, p. 2) states that Semiotics is widely known as the study of sign. However, Eco (1976, as cited in Chandler, 2007, p. 2), defines Semiotics broader as a study of everything that can be taken as a sign. Chandler (2007) remarks that a sign is anything that stands for something else. It can be in the form of words, sounds, objects, images, and so on (p. 2).

In doing the analysis, I use the Semiotics theory from Ferdinand de Saussure and the theory of sensuality in advertisement proposed by Reichert and Ramirez. Saussure (1959, as cited in Lanir, 2019) considers Semiotics as a combination of a signifier and a signified. Saussure's theory is used to find the signifiers of the poster as well as their signified; whereas the relationship between the signifier and the signified will be the first layer signification that is known as the denotative meaning of the poster (Kükürt, 2016, p. 2168). On the other hand, Reichert and Ramirez (2000, as cited in Amor et al., 2013, p. 51) categorize four features used in a sensual advertisement. Therefore, this theory is used to decide which feature

each signifier belongs to.

Accordingly, this study aims to divide the poster into its signifiers and to determine what the signifiers stand for and how they relate to the features of sensuality. Thus, the analysis functions to reveal the first layer concept, that is sensuality as depicted in the poster.

This study is significant since it could enrich the discussion of the existing literature on Semiotics analysis. On top of that, the readers could know how sensuality is depicted in an advertisement and how sensuality could have significant impact in the brand recognition.

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1.2 Statement of the Problem

This study is conducted to answer these following questions:

1. What are the signifiers and signified found in the Relish poster?
2. How do the signifiers and signified represent sensuality in the Relish poster?

1.3 Purpose of the Study

The purposes of this study are as follow:

1. to find out the signifiers and signified of the Relish poster.
2. to know how the signifiers and signified represent sensuality in the Relish poster.

1.4 Organization of the Thesis

This thesis consists of five chapters. The first chapter, Introduction, contains Background of the Study, Statement of the Problem, Purpose of the Study, and Organization of the Thesis. Next, the second chapter, Literature Review, describes the theory that I used to analyze the data and a review of a journal article. Then, the third chapter, Methods of Research, contains Research Design, Data Collection Technique, Framework for Analysis, and Data Analysis. It is followed by the fourth chapter that discusses the analysis and the findings of the data. The fifth chapter, Conclusion, talks about the conclusion of this research. This thesis ends with References followed by Appendices.

