

CHAPTER ONE

INTRODUCTION

BACKGROUND OF THE STUDY

Today people are more creative in many aspects. This condition is also supported by the media. The media grows in many scopes, in audio, visual or audio visual scopes. With or without us realizing it, such a condition also influences the way people communicate with each other. As we know, as social beings, we cannot deny that communication plays an important part in human life.

Language is a means of communication. In communication, language plays a very important role. The scope of communication is not only by words but we can also use other tools, for example by using cards such as greeting card. Under certain circumstances, people often find it hard to express their feelings directly. Using other tools besides verbal language, such as greeting cards, helps people to express their feelings or intentions more clearly and deeply.

Even though today's media give many interesting and simple alternatives to build communication, for some special occasions such as birthdays and Christmas,

people still choose to send cards. That is why it is important to choose the right card which represents the sender's feeling. Today, we can see many kinds of greeting cards with many different covers which give customers more options to choose the representable one.

Some images in greeting cards are not only beautiful or attractive to see, but there also have deeper meanings behind that. The greeting card cover is the first impressions that the recipient will get about the sender's purpose of sending the card. For example, if the cover is full of picture of roses and the dominant color is pink, it is expected that the card will be about romantic feelings. The recipient will expect this even before opening it.

My topic is analysis of human's way of communication through the cover of greeting cards by using semiotics. To be more specific, for this thesis I am going to focus on birthday cards. Semiotics is a study of signs. Semiotics is a study of anything which 'stands for' something else (Chandler 2). I have chosen this topic for several reasons. First, I am interested in analyzing what semiotic elements are found in the cover of birthday cards. Second, I am interested to know how the covers of birthday cards represent the concept with they contain.

The basic reason why I choose birthday cards as the source of data is that as we know, a birthday is a special day for many people, so to give or receive something like birthday cards in this special day is something different. Moreover, I find that it is a common thing to celebrate birthdays, even in a simple way. It is also common to send birthday cards. Based on that, I am interested to analyze the concepts or ideas which normally birthday cards have, because the covers of birthday cards have to be

unique. To be more specific, I choose to analyze birthday cards for adults. The reason is that many variations of type that I find in birthday cards for adults. This fact draws me to analyze the connection between the concept and the birthday card figure. When we see birthday cards for children, usually they are dominated by toys. On the other hand, birthday cards for adults have many variations since the scope of the relationship itself is larger than in children. In birthday cards for adults, we can find cards which indicate a special relationship and cards which represent a joyful friendship.

As we see, birthday cards normally include words and images with colors. In this thesis, I will analyze the data using Charles Sander Peirce's theory of semiotics.

My research will be significant for the readers and students of English. I hope I can give some contribution to those people, especially in terms of communicating with other people. I hope those readers will be more aware that communication is not only about delivering their ideas in words but also in any media, especially in birthday cards. It is expected that people will have a wider perspective in seeing a language in visual media such as card.

(681 words)

STATEMENT OF THE PROBLEM

From the topic of my thesis I would like to answer the following questions:

1. What semiotics elements are found in the covers of the birthday cards?
2. How do the covers of the birthday cards communicate and represent the concepts or meanings of the cards in terms of semiotics?

PURPOSE OF THE STUDY

Following the Statement of the Problem, the purposes of the study are:

1. To show what semiotics elements are found in the covers of the birthday cards.
2. To show how the covers of the birthday cards communicate and represent the concepts or meanings of the cards in terms of semiotics.

METHODS OF RESEARCH

The data is taken from birthday cards. The method of gathering the data has the following steps: First of all, I read Chandler's Semiotics: the Basics to know more about the basic of Semiotics. To support my knowledge about Semiotics, I read other books about semiotics and search some texts taken from the Internet.

Then I search some birthday cards and select the cards which are relevant with my analysis. Next, I analyze each birthday card with all of the information and knowledge that I have gathered. Finally, I draw a conclusion based on my findings and comments on the analysis.

ORGANIZATION OF THE THESIS

This thesis is divided into four chapters. The first chapter, Introduction, consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. In the second chapter, I present the Theoretical Framework, which concerns the linguistic theory and the approach used in writing this thesis. In the third chapter, I present the data analysis which consists of the presentation of the findings and the interpretation of the data. In the fourth chapter, I give my comments on my findings and analysis. This thesis ends with the Bibliography, which consists of the sources of information, references that I use to support my analysis.