

# **CHAPTER ONE**

## **INTRODUCTION**

### **Background of the Study**

Human beings live together in this world. They depend on one another and use different kinds of language to communicate, to share their ideas and feelings with one another. They communicate by using language. That is why language is important and universal.

“Language could be verbal and non-verbal. Language such as acting, advertising, architecture, art, cartoons, colour symbolism, film and theatre are non-verbal” (Knowles and Moon 139). Advertising, architecture, art, cartoons, colour symbolism, film and theatre are everywhere. Therefore, non-verbal language is easy to find.

The non-verbal language such as pictures is usually found in an advertisement. In addition, advertisement is one of the ways to gain information and to tell others about a product. People can gather various kinds of information especially if they need or search for a product.

“Advertisement is a notice, picture or film telling people about a product, a job or a service” (Oxford Advanced Learner’s Dictionary 23). We are familiar with advertisement because advertisement is easily found anywhere in our daily lives. That is why, a company uses advertisement to tell people about their product, a job vacancy or service so that people will notice and know them, and thus they will buy the product or use the service.

Advertisement is most often used to promote the product of a company. Almost all companies use advertisement because it is an effective way to promote and to advertise their product. Moreover, companies promote their products to gain consumers through advertisements that are created as unique and attractive as possible because of the stiff competition against other companies. However, they have to make a proper advertisement to tell people about their product effectively.

To make a proper advertisement, the advertisement designer must include a tagline and a picture in it. However, sometimes the advertisement does not seem to reflect the product. Therefore, the topic of this thesis is *the relationship between the tagline and the picture in cigarette advertisements*. For this topic, I will analyze the advertisements in the form of a picture or a display art. I analyze the advertisements in the form of picture or display art because this kind of advertisements can be found anywhere, such as in magazines or newspapers, on the streets and on the bus. The scope of this topic is semiotics because it is concerned with linguistic signs which occur in the advertisement such as icon, index and symbol.

Pictures and taglines are used in the advertisement to tell people about the product. Both the pictures and the taglines have meaning. However, the meaning

can be different for each person. It depends on one's assumption of what the advertisement is about. Therefore, I will analyze how an advertisement can tell people about the product without misleading them through their taglines and pictures.

A tagline is "a line attached or struck to something to identify it or give information about it" (Oxford Student's Dictionary 1074). I will analyze the meaning of the taglines and what the pictures are trying to describe. I will also explain how the pictures and the taglines are connected with each other in supporting the product. The reason I choose this particular topic is because I often find that at a glance a cigarette advertisement does not seem to reflect the product, for example, the picture of a cowboy riding a horse in a meadow trying to chase and catch a cow using a lasso, and the tagline "*come to where the flavour is. Come to Marlboro Country.*" in a Marlboro Cigarette advertisement do not seem to reflect the product, the Marlboro Cigarettes. However, a company will not make an advertisement which is not connected at all with the product they are advertising. On the contrary, they use a different and unique way to advertise the product in order to persuade the readers to purchase their product.

Another reason for choosing this topic is because I am interested in finding out about the product, about what the company is trying to inform people through the advertisement. Thus, through this thesis we can know that a cigarette advertisement which does not seem to represent the product can actually be explained through semiotics. In this way the information about the product in the advertisement can be delivered properly, and thus people can know about the product better.

To promote a cigarette through an advertisement is quite difficult. It is because a cigarette sells taste, which is abstract. Therefore, the company must promote it as clearly as possible so that the product can be understood and accepted easily by the readers. However, sometimes a cigarette advertisement appears in a unique form and the meaning is expressed indirectly. Therefore, the significance of this topic is to help the readers to get a better understanding about the meaning of a cigarette advertisement and to show that the picture and the tagline are very important in an advertisement.

On top of that, the advertisements in the form of pictures use pictures and taglines. The pictures and the taglines stand for the product. The meaning of sign is something that stands for something else. Therefore, the pictures and the taglines in the advertisement are signs. It means that the advertisement uses signs.

Thus, to analyze the advertisement I will use a semiotic theory for it is the study of sign. I will use Pierce's theory because it is the most appropriate theory to apply. It is also because Pierce's theory explains the definition and the relationship between icon, index and symbol in the picture. I will also use the Saussurean theory to analyze the taglines because it is the most appropriate one and because the Saussurean theory is commonly used to analyze text as a symbol and the tagline of the advertisement, in this case, is a symbol.

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### **Statement of the Problems**

1. What semiotic elements occur in the advertisements?
2. How is semiotics applied in the advertisements?
3. How are the taglines and the pictures connected to support the product?

### **Purpose of the Study**

I am interested in finding out:

1. the semiotic elements that occur in the advertisements.
2. how semiotics is applied in the advertisements.
3. how the taglines and the pictures are connected with each other in supporting the product.

### **Method of Research**

The first thing I do in the process of writing this thesis is collecting the data. The data that I gather are the cigarette advertisements in the form of picture. I take them from the Internet because the Internet provide various and a lot of advertisements in the form of pictures or display arts needed for this thesis.

After I collect the data, I analyze it using the semiotic theory. Initially, I analyze the representament, the object and the interpretant of each advertisement. Then I analyze the semiotic elements that occur in the advertisement to see whether it is an icon, symbol or index. Then I will analyze the relation between the tagline and the picture. Last, after I analyze my data, I write a conclusion based on the analysis.

## **Organization of the Thesis**

This thesis consists of four chapters. Chapter One is Introduction, Chapter Two is Theoretical Framework, Chapter Three is the discussion, and Chapter Four is Conclusion. The four chapters are preceded by Acknowledgments, Table of Contents, and Abstract. Chapter One includes Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is about the theory that is applied in writing the thesis. Chapter Three contains the analysis. Chapter Four contains my comments, opinions, and suggestions for further research. At the end of this thesis the Bibliography.