

# **CHAPTER ONE**

## **INTRODUCTION**

### **Background of the Study**

Human beings are social creatures. It means we need others to live with. In order to build a good relationship, we should communicate with others. In doing communication, we need media. They are two types of media for communication, printed and electronic ones. Some types of media of communication are newspaper, magazine, television, radio and the Internet. These media of communication have been used for many years to deliver information. They play important roles in humans' lives. In other words, we may say that they are the bridge that is used to link human with human and human with the world. Through these media, we get information, knowledge, news and also entertainment.

Talking about information, we can get information about products, services as well as ideas in those media in the form of advertisement. Advertisement is one of the forms of communication which we find around us. Every day we are surrounded by advertisement. We cannot walk down the street, go to malls, watch television, read a newspaper, or log on to the Internet without

finding it. Advertisement is always with us whether we are alone, in a crowd, or gathering together with our friends or family.

Advertisement is used as a device to promote a product, a service or an idea. The major function of advertisement is to persuade people to use or buy a product. In order to sell a product, an advertiser will make it as attractive and eye catching as possible to gain people's attention. Advertisement is supposed to bring us closer to the image that we want, to the things that we rarely need, and even to who we want to be. In other words, advertisement is a media which connects us to the world. We can see in our surroundings that people, especially women, will do anything to make themselves look like the model in the advertisement; they try to make themselves look slim, even slimmer. Advertisement has given a big impact in our life without our realizing it. It has controlled our life. However, we should remember that what is presented in the advertisement, printed or electronic one, is not always as good as what we see.

There are several ways which can be used by an advertiser in producing an interesting advertisement. They can use some attractive designs and colours in an advertisement so that it will be appealing to people and they will buy the product. Famous actresses, actors or beautiful models can also be used to increase the effect of an advertisement. Among those items, there is another item which is also used in delivering the message of an advertisement, namely the tagline. The consumers should focus not only on the eye-catching design or colour but also a tagline because it plays an important role in an advertisement. A tagline provides much information about the product. A tagline is a "highly-focused and brief

phrase that clearly explains and defines the benefit of a product or service to the consumer in a meaningful and memorable way” (Tagline). Therefore, a tagline should be simple and interesting because it is used to attract people’s attention (Branding article tagline).

Sometimes an advertisement especially a cosmetic advertisement, whether on television or magazine, provides unrealistic beauty standards or focuses only on women’s outer beauty. This influences people’s perception on women; in this case, their physical beauty. The advertisers use attractive things and taglines to try to manipulate people into buying the products or using the services. As the consumers, we will buy the product because of those attractive and eye-catching items of the advertisement.

In order to get people’s attention, an advertisement should consist of images as well as a tagline to describe the product. However, both of these items will give a nice impression only if they support each other. That is why I find it interesting to analyze the relationship between a tagline and an image in an advertisement. The topic of my thesis is the relationship between taglines and images in cosmetics advertisements based on Semiotics. I will analyze the elements in the advertisement in terms of their status as signs and how those signs work together to provide information for the consumers. I will also analyze the relationship among those items.

The theory that I use for analyzing the data is the theory of Semiotics. The simple definition of Semiotics is the study of sign processes. It also includes the study of how meaning is constructed and understood (Peirce’s Theory of Signs).

There are some famous semioticians but I choose to apply the theory of Peirce and Saussure because their theories are not in opposition to each other, on the contrary, they support and complete each other.

Peirce was the founder of American pragmatism, a theorist of logic, language, communication and the general theory of signs. His theory of Semiotics is “an account of signification, representation, reference and meaning” (Peirce’s Theory of Signs). Peirce offered a three-part model of the sign or ‘triadic’; they are the representamen, the interpretant and the object. Before this, Saussure, the Swiss linguist, introduced a dyadic model of sign; a sign must have a signifier and a signified. The relation between them is called signification. Furthermore, Peirce categorized the type of signification as iconic, indexical and symbolic. This theory will be applied to analyze the advertisement and will be discussed further in the following chapter of this thesis.

This thesis is written to give the readers an understanding that it is not only a tagline in an advertisement that attracts people’s attention but an image of the advertisement also plays an important role in conveying the idea of a product. In addition to, this thesis is expected to help students of the English Department to be able to make a further research of a similar topic of this thesis.

Therefore, in doing this research, I will analyze five data that I collected from the Internet. I choose the Internet to be the primary source of my data because advertisements are found easily in this media.

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### **Statement of the Problem**

The problems in this study are formulated as follows:

1. How is Semiotics applied in the data?
2. How do the taglines and images influence one another in order to support the concept of the advertisement in terms of Semiotics?

### **Purpose of the Study**

Following the statement of the problem, the purposes of the study are:

1. To figure out how Semiotics is applied in the data.
2. To know how the taglines and images influence one another in order to support the concept of the advertisement in terms of Semiotics.

### **Method of Research**

The method of research will be the library research. First of all, I read Chandler's Semiotics: The Basics and some other books which are related to Semiotics. Second, I search some cosmetics advertisements from the Internet and select which ones of the advertisement that I will analyze. Next, I analyze the advertisements using the theory of Semiotics. Finally, I draw a conclusion based on my findings on the analysis.

### **Organization of the Thesis**

This thesis consists of four chapters. Chapter One is the Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of

the Study, Method of Research and Organization of the Thesis. In Chapter Two, the theoretical framework of the study is presented. Chapter Three contains the analysis of the data. The following chapter, Chapter Four is the conclusion of the discussion in Chapter Three. At the end of this thesis, there is the Bibliography, which contains the sources used.