

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

Communication is the most important tool to transfer information, as it is “the activity or process of expressing ideas and feelings or of giving people information” (Hornby 257). In this case, people try to gain understanding of the information shared among them. In order that communication can happen, the media of transmitting information is needed. One of the most important media for communication is language.

Language is “a way of expressing ideas and feelings using movements, symbols and sound” (Hornby 752). Language becomes a specific medium to produce meanings. Commonly, language describes the ideas in mind, feelings or experiences through words. However, there are many ways for people to express their ideas, such as through posters, covers (novels, magazines, and story books), pamphlets, advertisements, and et cetera.

In linguistics, the ways people express their ideas are considered signs. Signs are studied in Semiotics, which is a study that concerns with “everything that can be taken as a sign” (Eco in Chandler 2). Semiotics is concerned with sign

that can be found everywhere (Chandler 2). Chandler states, “in the Semiotic sense, a sign takes the form of words, images, sounds, gestures, and objects” (2). Thus, anything can be taken as a sign as long as it “stands for something else” (Chandler 2). I focus on Saussure’s theory of Semiotics to analyze the data in this thesis. The theory will be explained further in the next chapter.

I am interested in analyzing posters as I believe that a poster is one of the creative ways of its makers to show their intention, feelings, or ideas. Posters consist of many diverse images or signs which create a representation about something. In a poster, there are not only images but also taglines. Both the tagline and images are crucial in the production of meaning.

In this paper I would like to analyze the posters of a foundation that focuses its attention on education in Papua. The topic that I am going to discuss in this paper is *Representation of Education in Papua in LPMMAK Posters*. I am interested in taking the topic as I think education plays an important role in the world. Everything starts from education. People are educated to read, to write, to do things and to invent great things. Education is very important for all people. Without education, a person will not be able to change the world. Besides, a person’s life quality is also determined by his or her education.

Unfortunately, not all people can get proper education even for the basic education like elementary school, especially at the remote places like Papua (Jubi). It is also said that the quality of education in Papua is not as good as in other regions of Indonesia. There is a lack of teachers and there are parents who do not send their children to school because they need the children to help them work.

As mentioned before, the poster to analyze is made by LPMak. LPMak stands for Lembaga Pengembangan Masyarakat Amungme dan Kamoro. It is a non-profit organization which manages the fund partnership of PT Freeport Indonesia (PTFI) and has the major role in the development in Mimika regency especially for the seven tribes' society in Papua (bintangpapua).

PTFI has concern for the people because as a company which has been working on Mimika land, it has the moral obligation to protect the local communities which have the rights of the wealthy areas being used for the company activities (lpmak). The very specific concerns of LPMak are to fulfill the people of Mimika's basic needs, such as basic education, health and the economic condition (bintangpapua). LPMak focuses on two tribes, Amungme and Kamoro because there are so many uneducated people in both Amungme and Kamoro and the two tribes are not really paid attention to by the government. The people there do not care about school, even from the early education (makur).

In addition, I choose two LPMak posters to be the source of my data because I want to know how a foundation which puts its concerns on Papua creates a representation of the condition in Papua through the posters. Besides, the language used in the tagline of the posters is Indonesian. In this case, the tagline would be easier for me to understand and analyze, as Indonesian is my mother tongue.

The topic discussed is significant because it can encourage readers to be more critical when seeing posters. By doing the study, I aim at making readers of this thesis aware that a poster is not just a combination of colors, words and pictures, but there are deeper meanings from the posters that will help people

know the reality about something. The readers can also acknowledge how a poster can be a medium of representation.

**Word count: 809**

## **1.2 Statement of the Problem**

1. What are the signifiers and signified of the posters?
2. What is the sign system of the posters?
3. How is education in Papua represented in the posters?

## **1.3 Purpose of the Study**

1. To find out the signifier and signified in the posters.
2. To find out the sign system of the posters.
3. To find out how education in Papua is represented in the posters.

## **1.4 Methods of Research**

First, I started the research by doing a library research and read some semiotic theories. Next, I decided to use the theory of Saussure to analyze my data. After that, I found the data (education posters and the taglines) from the Internet. Finally, I analyzed the data and find out the signifier and signified of the posters which at the end would carry the sign system of each poster. After that I drew some conclusions from the analysis.

### **1.5 Organization of the Thesis**

The thesis is presented in four chapters. The first chapter is the Introduction, which consists of the Background of the Study, Statement of the Problem, Purpose of the Study, Methods of Research, and Organization of the Thesis. Chapter Two contains the Theoretical Framework. Chapter Three is the data analysis. Chapter Four is the Conclusion in which I write my comments and opinions. At the end of my thesis, I enclose the Bibliography and Appendix, which contains the poster by LPMak.