CHAPTER ONE

INTRODUCTION

BACKGROUND OF THE STUDY

Nowadays, advertisements have been everywhere in our daily life, such as on television, radio, in newspapers and magazines. In *Oxford Advanced Learner's Dictionary 7ᵗʰ Edition*, advertisement is defined as "a notice, picture or short film telling about a product, job, or service" ("Advertisement," def. 1). As advertisements are used to tell about those things to public, I believe that an advertisement has a function to encourage people to buy or to use something which is advertised. In order to encourage them, the advertisers usually make their advertisements attractive so that people will look at them. This can be done by using models or celebrities as the endorsers of the products, or using attractive texts that cause people to pay more attention to the advertisements because the more attractive an advertisement is, the more people will be interested in it. Furthermore, if people analyze an advertisement, they will be able to reveal how a

1

message is delivered through the ways the advertiser uses texts and pictures in the advertisement.

The topic of my thesis is *Semiotic Analysis on Two Advertisements of Puteri Mist Cologne* Product. *Puteri Mist Cologne* is a beauty product produced by PT. Mustika Ratu Indonesia in May 2011 and it has female teenagers as its target market. I am interested in analyzing the advertisements of beauty products for teenagers as at their age, girls start using such products. Moreover, I want to find out how the advertiser encourages teenagers to buy their products through their advertisements. As an advertisement has a purpose to drive people's attention to certain products or services, I am sure that behind an advertisement there is a message that the advertiser wants to tell to the viewers.

The message in an advertisement comes in the forms of pictures and texts. I will analyze both the pictures and texts to find the message in the advertisement. I will use semiotics as a tool to analyze the advertisement because it is a branch of linguistics that studies the meaning of signs (Chandler 2). In this case, the pictures and the texts in the advertisement are considered as signs (Chandler 2). Specifically, my analysis will be based on Ferdinand de Saussure's theory of signs. I also use Gunther Kress's theory of the meaning of the composition and Luc Dupont's theory of the hidden meaning of different colors in the advertisements.

The products which are promoted through advertisements need a media to make them known to public. Actually, there are a lot of media that can be used by the advertiser, such as television, newspapers, radio, billboards, websites, and

Maranatha Christian University

magazines. However, John Meskill, a media specialist, says that a magazine is the best media to get information about beauty and elegance (Dupont 28).

The data that I would like to analyze in this thesis are two advertisements of *Puteri Mist Cologne* series, namely *Red Glam* and *Pretty Chic*. The advertisement for *Red Glam* is taken from *TEEN* magazine while *Pretty Chic* is taken from *ANEKA YESS!* magazine.

In this era, beauty products such as powder, moisturizer, lip-gloss, body lotion and perfumes become very important for female teenagers (Nurhaida, par.1). They become important because the girls believe that by using those beauty products they will look more beautiful and feel more confident ("Tips Menjaga Kecantikan Kulit Bagi Remaja," par. 2). Besides, beauty products are also important for female teenagers because female teenagers want to look attractive. The girls believe that those beauty products will make them look attractive so that they will be able to make men attracted to them (Fazriyati, par. 5). Since the advertisements are about a new perfume product for female teenagers, I am interested to know how the advertisements represent the product in order to get the target market's attention. I also choose *TEEN* and *ANEKA YESS!* magazines as the media where *Puteri Mist Cologne* is advertised because both of the magazines are published for teenagers, especially female teenage readers, which are in accordance with the product's target market. Besides, those magazines contain not only gossips, news, sports, and fashion tips but also a lot of information about beauty products. Therefore, I am interested in finding out the message the advertiser wants to tell to the magazine readers through the advertisements.

3

I hope by analyzing the two advertisements, I can make the readers of this thesis realize that advertisements do not only present a picture of a product but they have a message that the advertiser wants to tell to the magazine readers. In addition, by doing this analysis, I hope the readers of this thesis will consider an advertisement as the medium that contains a certain message behind what it shows. By reading this paper, they are expected to get the idea that an advertisement has a deeper meaning than what it is shown as long as they see the advertisement as a sign and analyze it by using the semiotic theory. I believe the study is significant because it can make the readers of this thesis more critical whenever they see many kinds of advertisements in their daily life.

(861 words)

STATEMENT OF THE PROBLEM

The problems of this study are formulated in the following questions:

1. What are the signifiers presented in *Puteri Red Glam Mist Cologne* and *Puteri Pretty Chic Mist Cologne* advertisements?

2. What do the signifiers signify?

3. How are *Puteri Red Glam Mist Cologne* and *Puteri Pretty Chic Mist Cologne* represented in the advertisements?

PURPOSE OF THE STUDY

This study has the following purposes:

1. to show the signifiers presented in *Puteri Red Glam Mist Cologne* and *Puteri Pretty Chic Mist Cologne* advertisements

4

2. to show what the signifiers signify

3. to show how *Puteri Red Glam Mist Cologne* and *Puteri Pretty Chic Mist Cologne* are represented in the advertisements

METHOD OF RESEARCH

The method of the research used in the study is library research. I searched for some examples of beauty product advertisements in magazines and chose two *Puteri Mist Cologne* advertisements as my data sources. Furthermore, I read some books about semiotics and advertisements to support my analysis. I also searched for some articles dealing about colors, fashion and make up to make my analysis more comprehensive.

ORGANIZATION OF THE THESIS

This thesis is divided into four chapters. Chapter One is the Introduction, which contains the Background of the Study, Statement of the Problems, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is the Theoretical Framework, which contains the elaboration of the semiotic theory that I used to analyze the data. Chapter Three is the analysis of two advertisements of *Puteri Mist Cologne.* Next, Chapter Four, which is the last chapter in my thesis, presents the conclusion of the analysis. The Bibliography and Appendices are put at the end of this thesis.