

CHAPTER ONE

INTRODUCTION

Background of the Study

An advertisement is something that we can see every day and everywhere. Based on *Oxford Advanced Learner's Dictionary*, advertisement refers to “a notice, picture or film telling people about a product, job or service” (“Advertisement,” def. 1). Advertisements can be found on television, magazines, newspapers, the Internet, and even along the street. Advertisers make them attractive so as to get people's attention. Therefore, I am interested in using advertisements as my data in this thesis.

The topic of my thesis is *Concept of Beauty in Two Advertisements of Citra Product*. I choose this topic because I find the message in an advertisement is not always understood by the viewer. However, when people see an advertisement, in general what they look at is just those things visible on the surface, such as the name of the product, the kind of product, or its function. Actually, an advertisement contains more than those. There are some elements behind it functioning to communicate the advertiser's message. With this idea in

mind, I try to analyse these advertisements to find out the meanings or the messages that the advertiser wants to convey to public.

In this thesis, I use two advertisements as the source of data. The first is an advertisement of Citra Spotless White UV Hand & Body Lotion, which is taken from *Aneka yess!* magazine February edition in 2012. The second advertisement is Citra Beauty Lotion Teh Hijau which is taken from *Kawanku* magazine April edition in 2007. I choose these particular data for three reasons. Firstly, Citra is one of some famous products that are often used by Indonesian women. Second, I choose these two advertisements because both of them present the products of Citra, the ingredients of which are nature-based and originally from Asia, and have been believed since ancient times to give benefits for skin. The third reason is because Citra has received some various awards such as Indonesian Best Brand Awards, Indonesian Consumer Satisfaction Award, Indonesian Consumer Loyalty Awards in 2006 and many others (Unilever). These facts show that Citra is a local brand that has good quality and can satisfy its consumers.

Since I choose these advertisements as my data in this thesis, I need to present the background of Citra. Citra is “a local brand in Indonesia with a vision to become a total skin brand that gives natural beauty in its entirety” (Unilever). Citra has been in Indonesia skin care market since 1984 with its target market comprising 15-35 year old female consumers (Unilever). For more than 20 years, people in Indonesia have known this brand well. As its vision is to become a total skin brand, Citra seems to keep developing itself, both in its variations and its packages, which evolve from time to time. All of Citra products are made from

natural ingredients, which means that their basic ingredients are taken from nature, such as from *bengkoang*, green tea, milk, olive oil, and Japanese rice.

Since my topic belongs to Semiotics, I use the specific theory of Saussure. Saussure (in Chandler 3) defines Semiotics or Semiology as “a science that studies the role of signs within society; it would be a part of social psychology and consequently of general psychology.” In Saussure’s Semiotics theory, it is explained that sign consists of signifier and signified. Signifier is the word that spoken or written down and signified is the concept of the object or the idea that appears in our mind when we see or hear the word itself (Strinati 83).

By writing this thesis, I hope the readers will realize the message that is tried to be presented through an advertisement and also they will be more critical in choosing products which are advertised.

(781 words)

Statement of the Problem

Based on the background of the study, the research problem is formulated in the following questions:

1. What are the linguistic signs in each of these advertisements?
2. What are the signifiers and signifieds of these signs?
3. What is the signification of these advertisements?

Purpose of the Study

The study has two purposes:

1. To find out the linguistic signs in each of these advertisements

2. To find out the signifiers and signifieds of these signs
3. To find out the signification of these advertisements

Methods of Research

This study used the methods of library research. I learned some theories from books dealing with Semiotics. After that, I searched for some advertisements in some magazines and the Internet, and then I selected Citra Spotless White UV Hand & Body Lotion and Citra Beauty Lotion Teh Hijau advertisements as the source of my data. I observed all the elements in the advertisements and analysed them by using the theories I had chosen. Finally, I wrote the research report.

Organization of the Thesis

This thesis consists of four chapters. It begins with Chapter One, the Introduction, which contains the Background of the Study, Statement of The Problem, Purpose of the Study, Methods of Research, and the Organization of the Thesis. In Chapter Two, there are the theories used as references in analysing the data. This chapter is followed by Chapter Three, in which I put the data analysis to answer the problems that have been stated in Chapter One. The last is Chapter Four, which presents the Conclusion of my thesis. At the end of the thesis I put the Bibliography and the Appendix.