CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

It is a normal aspect of our lives to see advertisements around us. When we walk down the street, we can see billboards and signs containing advertisements. When we get in touch with mass media, such as reading a magazine or watching television, we can also find advertisements. An advertisement is "a notice, picture, or film telling people about a product, job or service" ("Advertisement," def. 1). Usually, advertisers use some elements or signs which suit the product; in this way, the product will be more attractive and it can attract people's attention.

I am interested in analysing advertisements because advertisements are something that people can see every day. However, when looking at advertisements, most people only focus on the name of the product and what kind of product it is. They do not pay attention to other elements in the advertisements, such as colors, words, position, and why the advertiser uses them. People just focus on what is

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being advertised without trying to understand why the advertisements focus on what is being advertised without trying to understand why the advertisements are created in such a way and what the purpose is for using each element in the advertisements. People are also usually unaware that there are some specific meanings behind the elements which are used by the advertiser to create the representation of the product in the advertisements. This is the reason I choose advertisements as my data: I want to analyze each element in the advertisements and find the meaning behind them, according to the representation that the advertiser wants to convey to the reader.

The sources of data are New Belia Mist Cologne Flamin' Love and New Belia Mist Cologne Earth Fantasy fragrances. These data are taken from *www.belia.com*, which is the official website of Belia-Martha Tilaar. I prefer to choose New Belia Mist Cologne Flamin' Love and New Belia Mist Cologne Earth Fantasy advertisements rather than the others because the concept seems obvious and it seems clear how to relate each element to the concept.

Belia is a brand name of beauty products for teenagers in Indonesia which was launched in 1992. Belia is made by Martha Tilaar Group for fulfilling the needs of teenagers in cosmetic products. Martha Tilaar Group wants to make beauty products which are safe if they are used by teenagers and suitable with the condition of teenagers' skin. Therefore, Martha Tilaar Group chooses Belia as the brand which represents the beauty products for teenagers ("Brand Profile-Belia").

The products of Belia are widely distributed in Indonesia. There are some outlets that are spread over many cities in Indonesia, such as Jabotabek, Yogyakarta, Medan, Surabaya and Pontianak. Martha Tilaar Group also promotes

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Belia products by using social networking such as Facebook and Twitter, the most popular social networking nowadays, so that people can easily be informed about the new products of Belia and the events that are held by Belia ("Store Location").

The products of Belia consist of compact powder, lip care and mist cologne. Each product has several variants; for the mist cologne there are two types, namely, Mist Cologne and New Mist Cologne. For this thesis, I will only focus on one of them, which is the New Mist Cologne. The New Mist Cologne has four different fragrances, namely, Flamin' Love, Earth Fantasy, Ocean Crush and Windy Lullaby. According to the official Facebook of Belia, the Flamin' Love fragrance is inspired by the characteristics of the element of fire, which are romantic, passionate and full of imagination. The Earth Fantasy fragrance is inspired by the characteristics of the earth element, which are calm, composed and casual. The Ocean Crush fragrance represents the characteristics of the water element, namely, cool, tough and sensitive. In addition, the Windy Lullaby fragrance represents the characteristics of the air element, which are friendly, easygoing, cheerful and stylish ("Belia Facebook Page"). The New Mist Cologne advertisements and packagings also have different designs from the earlier mist cologne product. The designs are more attractive and colorful, both in the product and also in the advertisements. This attracts people's attention as they are eye-catching ("Product").

The creativity of Martha Tilaar Group in making so many innovative Belia products leads them to get some achievements, such as "The Best in Achieving Total Customer Satisfaction" in 2001, MURI award: "Penciptaan Nama Parfum Baru dengan Jumlah Terbanyak" in 2007, "Indonesia Best Packaging Award" in

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2008 and "the Most User Friendly Packaging & the Most Safety Packaging" in 2009 ("Brand Profile"). Those achievements show us that Belia is a reliable product which has been acknowledged by many people in Indonesia.

The topic of my thesis belongs to Semiotics and I use Saussure's theory as the framework for doing the analysis. Saussure's theory supports my analysis because it can help me find out the signifiers and signifieds of the advertisement to reveal the meaning behind them. In addition, I use the theory of the hidden meanings of different colors by Luc Dupont, which is taken from his book *1001 Advertising Tips*, and the theory of the meaning of composition by Gunther Kress and Theo Van Leeuwen from their book *Reading Image: The Grammar of Visual Design*.

The significance of my study is people will get more knowledge about advertisements; they will not only know more about the product, but they will also understand more about various elements that constitute an advertisement. People will know why the advertiser chooses some particular elements in the advertisements and the meaning behind them so that they will understand more about the product itself.

(899 words)

1.2 STATEMENT OF THE PROBLEM

In this thesis, I will analyze the problems:

1) What are the linguistic signs in two New Belia Mist Cologne advertisements?

2) What do the linguistic signs signify?

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3) How is New Belia Mist Cologne product represented in the advertisements?

1.3 PURPOSE OF THE STUDY

In this thesis I intend:

1) To show the linguistic signs in two New Belia Mist Cologne advertisements.

2) To show what the linguistic signs signify.

3) To show how the New Belia Mist Cologne product is represented in the advertisements.

1.4 METHODS OF RESEARCH

The method that is used in doing the research is library research. I searched for some theories related to semiotics. Then, I looked for advertisements in some magazines and the Internet. On the basis of this, I chose New Belia Mist Cologne Flamin' Love and New Belia Mist Cologne Earth Fantasy fragrances as my data. After that, I collected all the elements in these two advertisements and analyzed them by using the theories that I collected. At the end, I wrote the research report.

1.5 ORGANIZATION OF THE THESIS

This thesis consists of four chapters. Chapter One is the Introduction of this thesis. It contains Background of the Study, Statement of the Problem, Purpose of the Study, Methods of the Research and Organization of the Thesis.

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The next chapter is Chapter Two, which contains the theories that I use in analyzing the data. Chapter Three contains the analysis, which answers the problems in Chapter One. This is followed by Chapter Four, which becomes the conclusion of the thesis. The next part is Bibliography, in which I put the sources of the theories that support my analysis. The last part is Appendices, in which I put the pictures of the advertisements that I analyze.