

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

It is common for companies to use advertisements to sell their products or services as according to R.R.Barthwal, advertisement is a “persuasive communication” (Barthwal 417); therefore, an advertisement is a medium in which advertisers try to persuade prospective buyers or clients to buy their products or services. In making advertisements, the advertisers have to focus on the product which they want to sell by thinking about how the words are arranged, also what letters and pictures to be organized (Bovee and Arens 283). Therefore, advertisers create their advertisements as attractive as they can to achieve the goal that is making the viewers buy the products or services offered.

I am interested in analyzing advertisement because of some reasons. First of all, advertisements are very common for most people. They can come across advertisements almost everywhere and every time during their daily activities. For example, almost in every side of the road, there are some billboards that advertise or offer products or services. Secondly, I find advertisement interesting because of the images, colours, and words in them. However, I think people who see the

advertisements do not give attention about the message behind it. People only enjoy it and focus on what the products or services that the advertisements offer. They are usually unaware about why the advertisers make the advertisements in such a way, for example why certain images, colour, and words are chosen and put in the particular positions in the advertisement. Whereas, the advertisers arrange them on purpose to make representations of the products that are offered. Therefore, I feel challenged to analyze an advertisement and find out the message behind it.

Based on the article *Iklan Kecantikan dan Budaya Populer*, the most frequent advertisement to appear in the media is beauty advertisements such as soap, shampoo, and skin whitening products (“Iklan Kecantikan dan Budaya Populer”). Therefore, I am interested in analyzing beauty advertisement because it will be interesting to know how a certain brand tries to persuade potential customers. The same article also mentions that an advertisement will offer the products that are popular in the market (“Iklan Kecantikan dan Budaya Populer”). Concerning beauty products, an article entitled *Organic, All-Natural Beauty and Skincare Products & Information* article says that natural beauty products is popular nowadays (“Organic, All-Natural Beauty and Skincare Products & Information”). It happens because there is increasing awareness of the dangers of using chemicals in the beauty products (“An Introduction to Natural Skin Care”). One of the beauty products that focuses on its naturalness is The Body Shop. Therefore, I am interested in analyzing one of The Body Shop newest products, that is Moisture White Shiso.

The Body Shop which was founded in England in 1976 by Dame Anita Roddick (“Careers”) has five values that are firmly held. Those five values are “Against Animal Testing”, “Support Community Trade”, “Active Self Esteem”,

“Defend Human Rights”, and “Protect Our Planet” (“Our Values”). One of the five values plays a very important role in caring for the earth that is “Protect Our Planet” in which the company refers to the way how to reduce the negative impact to the earth (“Values & Campaign”). For example, this company that is inspired by nature uses not only natural ingredients for the products but also plastics which can be recycled for the packaging of the products (“Protect Our Planet”). Based on a book which entitled *On Positioning*, the target of this product is people who agree to the values that The Body Shop holds which is having awareness of the environment (Kartajaya 19). Therefore, it means that The Body Shop is a cosmetic company which also has awareness of the earth.

I decide to analyze the Moisture White Shiso that appears on the Indian The Body Shop Website. Based on the article *Dia Mirza Appointed Body Shop’s Brand Ambassador*, India has a high level of selling The Body Shop products (“Dia Mirza Appointed Body Shop’s Brand Ambassador”). The advertisement that I am analyzing is the one that appears on the first page of the Website and takes the biggest space in the Website page.

To analyze the advertisement, I use semiotics. Semiotics is “the study of sign” which deals with a signifier and a signified (Silverman 5). I apply Saussure’s theory in doing the analysis. Based on a book which is entitled *Course in General Linguistics*, Saussure says semiotics is “a science that studies the life of signs within society” (Saussure 16) and a sign has to have the signifier which refers to a form and the signified which refers to a mental concept (Chandler 15). A sign which consists of both the signifier and signified can make communication possible and meaningful (Strinati 85). Therefore, an advertisement as a sign is supposed to be understood by the

viewers. In this way, an advertisement can be considered successful to communicate with the viewers when the goal is achieved.

In order to make a thorough analysis, I use not only theory of semiotics but also some other theories such as the theory of advertising, beauty, make up, photography, and colour. Those theories help me find the sign system of The Body Shop Moisture White Shiso advertisement.

The significance of the study is the readers will understand the meaning behind the advertisement so that they can have additional knowledge before they buy The Body Shop products, especially the moisture white product. They can be more careful when they decide to buy the products; moreover, they will not fully trust the advertisement because in essence, an advertisement will persuade the viewers to buy the products as their goal.

(813 words)

1.2 Statement of the Problem

There are three problems which are raised:

1. What are the signifiers of The Body Shop Moisture White Shiso advertisement?
2. What are the signifieds of The Body Shop Moisture White Shiso advertisement?
3. How do the signifiers and signifieds relate to create the sign system of the advertisement?

1.3 Purpose of the Study

There are three purposes of the study:

1. To show the signifiers of The Body Shop Moisture White Shiso advertisement.
2. To show the signifieds of The Body Shop Moisture White Shiso advertisement.
3. To show how do the signifiers and signifieds relate to create the sign system of the advertisement

1.4 Methods of Research

Before choosing the advertisement to analyze, I read some books to find some theories about semiotics and advertising. After that, I chose an advertisement to be analyzed and thought about the concept. I searched more theories and information which support the advertisement that I had chosen. Then, I analyzed the data. Last, I wrote the research report.

1.5 Organization of the Thesis

This thesis consists of four chapters. It begins with Chapter One, the Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Methods of Research, and Organization of the Thesis. Next is Chapter Two, which contains the linguistic theories being used as references in analyzing the advertisement. This is followed by Chapter Three, which contains the analysis of the inconsistency of natural concept of The Body Shop Moisture White Shiso advertisement. The last chapter is Chapter Four, the Conclusion, which I present my conclusion after analyzing the advertisement. The books and the Webs that I have used in my thesis are listed in Bibliography. At the end of this thesis, there is an Appendix which contains a picture of the advertisement that I have chosen as a source of data.