

PEIRCE'S SIGN ANALYSIS ON DJARUM 76 COMMERCIAL ADVERTISEMENT (Semiotics)

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui makna tersirat dari iklan Djarum 76 di Youtube atau televisi. Youtube atau televisi adalah salah satu media atau alat untuk mempromosikan dan membujuk orang atau pelanggan agar tertarik pada produk tersebut. Media mengambil peran penting dalam komunikasi untuk menyampaikan makna tersirat dari iklan kepada pelanggan. Makna dan iklan tidak bisa dipisahkan satu sama lain. Setiap iklan mengandung pesan tersembunyi yang harus diinterpretasikan. Iklan rokok harus dibatasi dalam membujuk orang. Dalam menciptakan sebuah iklan, para pengiklan didorong untuk lebih kreatif dalam mengemas iklan produk tersebut. Iklan rokok dilarang untuk menampilkan produk dan pengguna produk. Iklan rokok hanya boleh menampilkan gambar dan citra produk. Iklan ini bersifat komersial, itulah sebabnya penulis tertarik untuk menganalisis iklan ini. Metode yang digunakan dalam studi ini adalah metode kualitatif deskriptif yang digunakan untuk menggambarkan pesan tersembunyi dalam iklan ini.

Kata Kunci: Media, Iklan, Djarum 76, Semiotic

Abstract

The purpose of this study is to find out the implicit meaning of the Djarum 76 advertisement on Youtube or television. Youtube or television is one of the media or tools to promote and persuade people or customers to be interested in the product. Media takes on an important role in communication to convey the implied meaning of advertising to customers. Meaning and advertising are inseparable from each other. Each ad contains a hidden message that must be interpreted. Cigarette advertising should be limited in persuading people. In creating an advertisement, advertisers are encouraged to be more creative in packaging the product advertisement. Cigarette advertising is prohibited from displaying products and product users. Cigarette ads should only feature images and images of the product. These ads are commercial in nature, which is why the author was interested in analyzing these ads. The method used in this study is a descriptive qualitative method used to describe the hidden messages in these ads.

Keywords: Media, Advertising, Djarum 76, Semiotic

INTRODUCTION

A language play vital role in human life which used to communicate and interact each other. Therefore, language is not only produced in verbal way but also it can be produced by non-verbal way. Non-verbal language relies to physical movement, non-oral language, symbol or sign and no written text.

As the language has many functions in human life, language is also used for advertising; promoting, entertaining, and etc. Then, in advertisement its self, sometime display non-verbal language to persuade the viewer or audience, they show us symbol, sign and picture to persuade the viewer that need interpretation to understand the meaning of it. Advertisement cannot be separated from social life, in which we also play vital role in advertisement. Basically, they need

us to see their product, to show their best product, and they will persuade us to buy their product, whatever the product is. Nonetheless, as the audience who has been hypnotized by the advertisement, we do not realize that how the way we design our life, choose the products, and wear our daily outfit is admitting the advertisement and endorsement unintentionally.

Now days, some of the media that is used is television and you tube. Irawati P stated that television is the most dominant last year 64% advertisements, 33% news and magazine, and 03% tabloid. Television last year is one of the media that provided colorful, voice or sound, movement and music in advertisement which is called as audio visual. In this essay, however, the writer would like to use an advertisement of cigarette as the data. There are so many things can be analyzed in cigarette; the picture, the statement and the color of the box. It is very interested to analyzed deeper because so much thing contain ambiguity.

One of the advertisements is Djarum 76 where this advertisement continuously provide creative and humorist advertisement to persuade the viewer. So, the thing that makes the writer interested in this product because it is different from other products which have unique way to entertain and persuade the customers. Djarum 76 in this advertisement offers verbal and non-verbal language, wherein non-verbal language should be understood implicitly in the concept of communication. The writer intends to classify what is the correlation between the statement and the smoker. So that is why the writer uses semiotics theory to analyze the advertisement. The aim of this study is to find out the implicit meaning which is contained in Djarum 76 advertisement in youtube media that will be focused on non – verbal language or sign language by using semiotics theory.

LITERATURE REVIEW

Advertisement

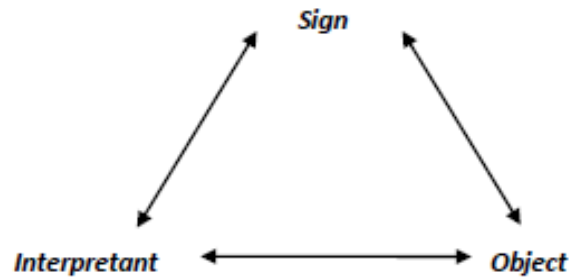
Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. In conclusion, advertisement simply defined as a message offering a product aimed at the public through the media (printed or online media). Basically, the purpose of advertising is to sell a product, service or idea. The final purpose is effective communication, where in the end of promoting or advertising is able to persuade and change the attitude or behavior of the recipient of the message.

Semiotics Charles S. Peirce

According to Sobur (2012) semiotic is study about the sign language, it can be symbol, body gesture, color, sound and soon. Furthermore, symbol or sign is part of language which is not verbal language but non-verbal language. Whether it is verbal or non-verbal language, those have the same function that is to communicate to share opinion. According to Suprpto (2011:15) cited in Novi (2013) communication is divided into four; the first is face to face, the second is mediated, the third is verbal and the last is non-verbal.

Semiotics is usually defined as a general philosophical theory dealing with the production of signs and symbols as part of code systems which are used to communicate information. Semiotics includes visual and verbal as well as tactile and olfactory signs (Daniel, C 2007). The focus of this study is Charles Sanders Peirce theory about triangle meaning; sign, object, and interpretant.

Charles Sanders Peirce formulated his own model of the sign. “I think that meaning is created by a triadic relation” said Charles Sanders Peirce. Anything that stands for something else in the production of meaning is called “sign.” Any sign which have subject to express the matter is called “Object”. Signs have meaning when it translates to get meaning is called “Interpreting”. Charles Sanders Peirce describes it, a triadic relation. All three elements are depending on each other to produce the same meaning. The sign is a subject which refers to the matter, called object at the same time without interpreting, there is no meaning for the sign.



According to Charles Sanders Peirce, the sign relation is the key. He describes this sign's relation with three basic elements of semiotics or sign action. Those are:

1. Representamen (sign vehicle)
2. Object (semiotic subject/referent)
3. Interpretant (interpret meaning)

1. Representamen

The form which the sign takes (not necessarily material, though usually interpreted as such) called by some theorists the 'sign vehicle'. Simply, it said what usually goes for a sign in everyday talk (Cobley, 2005). Therefore, a sign or representamen is a First which stands in such a genuine triadic relation to a Second, called its *Object*, as “to be capable of determining a Third, called its *Interpretant*, to assume the same triadic relation to its Object in which it stands to itself to the same Object for, some interpretant.” (Peirce, 2000). The explanation figures out the process of sign – action.

2. Object

Something beyond the sign to which it refers (a referent). For Peirce, the relationship between the object of a sign and the sign that represents it is one of determination of the object determines the sign.

3. Interpretant

Not an interpreter but rather the sense made of the sign. An Interpretant, in semiotics is the effect of sign on someone who reads or comprehends it. The concept of “Interpretant” is part of Charles Sanders Peirce’s “triadic” theory of the sign.

Based on the object, Peirce divided the sign into three parts: icon, index and symbol. Icon is the relation between icon and object. Index is sign which refers to real or object reality. The last is symbol; sign which show the relation between signify and signified (sobur, 2003:41-42).

RESEARCH METHOD


The writer uses descriptive qualitative approach to conduct this study, with semiotic theory which proposed by Peirce. In writing this study, writer used four ways to collect the data needed, namely downloaded the advertisement related to the study, noted the data, documentation, and literature study. The technique of analyzing data used in this study is a semiotic analysis technique of advertisements that used a type of analytical tool namely intertext analysis. Intertext analysis is analyzing the social meaning and the meaning captured by the writer herself towards advertisements displayed on youtube media. In this study the advertisements will be divided into several scenes which will be examined and analyzed by using semiotics theory of Charles Sanders Peirce.



After collecting the data of advertisement, the writer collected interpreted the data in table of findings and discussions. The writer screen shoots every symbol which contains implicit meaning in youtube advertisement of Djarum 76 as the source of data.

FINDINGS AND DISCUSSIONS

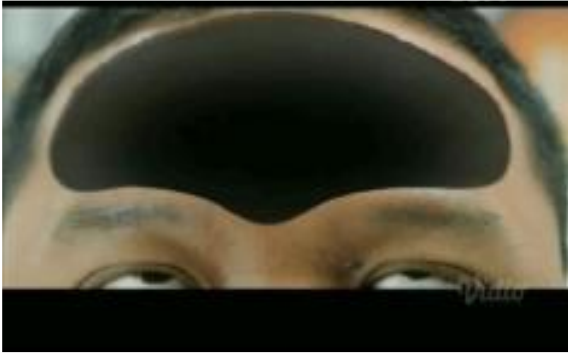
In this research, the writer uses Djarum 76 advertisement in Youtube. Then, the writer will interpret the sign in that advertisement uses semiotic which is proposed by Charles Sanders Peirce, applying three basic elements or sign action (sign, object, and interpretan).

Table 1. Finding Description

No	Sign	Object	Interpretant
1		The symbol of number 76 in the cigarette packs. The design which mix with batik design.	<p>-In this picture shows that batik as a symbol of Indonesia. Whereas, this picture tries to keep on Indonesian culture and the company might be want to introduce to all people around the world. Even if, Djarum is well known until around the world, the company will strive to continue introducing Javenese culture within cigarette advertisement.</p> <p>-The symbol of Batik which is worn is Batik Truntum that reminds of Jawa Truntum which means help each other.</p>

2		<p>A middle age man as the genie who wears blangkon and clothes which figures Javanese tradition.</p>	<p>So, Djarum Company hopefully can help people who are looking for job.</p>
3			<p>-76 which shows that the first launching in Kudus, East Java.</p>
4			<p>-The portrayal of genie character who does not look scary but it looks funny, it becomes a persuasive strategy of advertising Djarum 76 product. Besides being used as a persuasive tool for attracting consumers, the genie also plays a role of strategy branding implemented by PT. Djarum 76. People will be easy to remember this brand when they are looking at genie. Because only Djarum 76 that uses genie as the brand. The genie always keep smiling in this advertisement which means he invites people to always keep smiling in every single situation.</p> <p>-Blangkon which is worn on genie's head means to realize on people to love his product and use their own product. Helping country to introduce our product to abroad.</p>

5		<p>A man who wore batik clothes and got down from the luxury car described/represented potential state officials from this country. There are many journalists following him to ask about what is happening in this country now days.</p>	<p>-The genie and the man wore batik which shows that they are from Indonesia, especially Java.</p> <p>-The journalists, in this picture show that they are asking about the situation of this country (Indonesia). The state official was being interviewed by them related to problem of this country. Djarum advertisements implicitly describe problems relating to our daily surroundings.</p> <p>-It figures out that the State official want to be clever. In this advertisement, illustrates that legislative candidates are less creative and less open minded in having their vision and mission as candidates to tackle the social problems which are existing in this country.</p>
6		<p>A man who ask his wish to genie. He wants to be clever.</p>	<p>-In the next version of this advertisement, the genie tries to see what is in his head after asking to be clever candidate. The genie sees the ideas of the members of the legislative brain turns out that the brain is</p>

7		<p>A black head means blank idea. In this picture, the genie is trying to interpret his mind.</p> <p>Slogan “yang penting hepiiii” shows over the time in this advertisement.</p>	<p>empty and sounds cric ... cric ... cric which means he does not have plan to develop the country. He does not have good idea to Indonesia’s future.</p> <p>-From year to year, Djarum always has creative slogan which make the customer is being interested in it and curious.</p> <p>-This slogan signifies the end of the Djarum 76 in candidates' version of the advertisement. It also means that people who watch this advertisement can be entertained and always remember Djarum 76, or simply it is said words to create a Brand Image to the general public.</p> <p>-Brand from Djarum also invites people to be happy in doing something.</p> <p>- Gold color which is used in this brand stands for grandeur and glory. It also means that the brand image created can make Djarum 76 as a victorious and magnificent .cigarette.</p>
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CONCLUSIONS

To sum up, this study tells about the meaning of the advertisement containing message about life. This philosophy deals with today's modern life of the society. Today's modern life labels with less humanity and less honesty in social life. This advertisement tells the story of how officials are getting greedy and not carrying out their vision and mission properly. As a matter of fact, officials must pay attention to the norms in society. In this advertisement also portrayed a genie who is very funny and likes humor unlike the scary genie, it is contrast with the Javanese stereotype. Batik which is also worn in this advertisement represents to love local products and up hold local products. As Indonesian people we have to be responsible for scent Indonesian products.

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