

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Ever since it was invented, mass media has played a crucial role in conveying information to the public. All kind of mass media, printed or electronic, both function to channel messages to the society. Although in recent decades electronic media has undergone a massive development, it does not mean the printed media has lost its merits. Printed media, as defined by Madjadikara (2005: 12), is a collection of media information that is created or produced and delivered to the target audience (readers) in writing (printing) and is often accompanied by images that can be viewed and read. The content in printed media can vary from news, opinion, and advertisement.

Unlike news or opinion, advertising does not merely share information; it shares information for commercial purpose. As the media of commercial communication, advertising is designed to draw awareness, imparting of information, develop attitudes, and expect a move from prospective customers who benefit manufacturers of advertising (Tanjung, 2003:83). In order to achieve these effects, advertisement uses certain ways that may make the message become both informative and interesting. More often than not, advertising uses statements, or slogans, that are not directly related to the product being advertised. Thus, sometimes an advertisement is not easy to be understood.

One of the ways that can be used to understand advertisement is by analyzing it using Semiotic approach. Semiotic is the study of sign and how meaning is formed. In semiotic sense, signs take form of word, images, signs, gestures, and objects (Chandler, 2002: 2). Saussure defined a sign as being composed of a “signifier” and a “signified.” Signifier is the form which the sign takes and signified is concept it represents from the sign (ibid: 18).

Furthermore, Barthes (1967) divided sign into *denotation* and *connotation*. In semiotics, denotation and connotation are terms those are describing the relationship between signifier and its signified, so that an analytic distinction is made between two types of signified: a denotative signified and a connotative signified. Denotation tends to be described as the definitional, literal, obvious, or commonsense meaning of the signs, while Connotation is used to refer to the socio-cultural and personal association (ideological, emotional, etc.).

From so many different advertisements, the writer is interested in sports advertising, its drawing and slogan contained in any advertising of sports, including sports shoes, with a unique logo and slogan that contain properties that have motivated persuasive. Many sports writers’ ads are more interested in sport shoes, because the sports shoes are a world famous sports sponsorship. Sport shoes that known well world is like Nike, Adidas, Rebook, ect. That have much demand According found on one website: www.sepatufutsalq.wordpress.com (Dec 2014: 5). Thus, it leads the authors to conduct research with the title *Semiotic Analisis Of The Best Sport Shoes Advertisement’s Slogan*.

1.2 Identification of the Problems

The usage of symbols in advertisements helps the advertiser to create and deliver their idea. From those symbols, the readers of the advertisements will also have their own interpretation. The aim of this research is to analyze the meaning of sport shoes advertisement that used to sponsored sport event. The writer makes her analysis by following these identification of the problems.

- a) What are the symbols contained in the sport shoes advertisement?
- b) What are the meanings found in sport shoes advertisements?

1.3 Objective of the Study

The sport shoes advertisements are something that very famous and known internationally. Since the function of advertisement as media of promotion, the advertiser try to promote the type, text, picture, and the specification of those sport shoeses. The idea is delivered to the reader by using signs. Those signs is occured in form of linguistic and non linguistic sign. To specify the analysis, the writer only focus on symbol in this advertisement because symbols has conventional and powerful meaning that able to influence the reader. Symbol which are found in the text of the advertisements must symbolize something. By understanding symbolization of those symbols, the writer catches the message from the advertiser by making interpretation. This interpretation is made after seeking the denotative and connotative meaning of the name of sport shoes advertisements.

Based on the identification of problem above, there are two objectives of this research:

- a) To describe identify symbols which are contained in the sport shoes advertisement,
- b) To explain the meaning of symbol which are contained in sport shoes advertisement.

1.4 The Scope of Study

This research is focused on the text in the sport shoes advertisements. To limit the data, the writer focuses on the sport advertisement only. The texts which consist of word, image, sounds and gesture are interpreted by using the semiotics theories from Saussure about sign then relate it to the theory from Roland Barthes about denotative and connotative meaning.

1.5 Method of the Study

In these data, there are five interesting slogan for the year 2012. This research will be conducted in three steps, which are: collecting the data, analyzing the data, and presenting the data.

1.5.1 Collecting the Data

The data have been collected by downloading the sport shoes advertisement from the internet. The writer uses an observational method and non participant observation technique in collecting the data where the writer is not involved directly to source of the data. The writer searches the data from internet

then chooses sport shoes advertisement from Nike, Adidas, Reeboks, Fila, and Converse.

1.5.2 Analyzing the Data

The data that are already collected will be analyzed by theory from Pierce and Roland Barthes. The symbols which occur in the text of this advertisement will put in the table. The meaning of the symbols, is divided into two type of meaning, denotative and connotative meaning. At the end of the explanation, the writer concludes each of analysis of the sport shoes to see, the message and specification of these sport shoes.

1.5.3 Presenting the Result of the Analysis

As the last step in method of the research, the writer uses informal method to present the result of the analysis. It is explained as systematic as possible by using word in from of paragraph. Then, the writer uses formal method by using table.

