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**AN ANALYSIS OF HOTEL ADVERTISEMENT AS FOUND IN  
"NOW! JAKARTA MAGAZINE": A PRAGMASEMIOTICS  
PERSPECTIVE**

**TESIS**



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The writer



## ABSTRAK

Dalam skripsi ini, penulis membahas tentang tanda linguistik dan non linguistik yang terdapat dalam iklan hotel. Selain itu, dibahas juga pesan yang ingin disampaikan dalam iklan hotel tersebut. Sumber datanya adalah majalah "Now!Jakarta" edisi Juni 2009. Data penelitian terdiri dari lima buah iklan hotel yaitu Aston Internasional Hotel, Aston Marina Hotel, Sheraton Bandara Hotel, Oakwood Premier Cozmo Hotel dan Kristal Hotel.

Dalam mengumpulkan data, penulis menggunakan metode observasi dengan teknik simak bebas libas cakap dan teknik catat. Dalam menganalisis data, penulis menggunakan metode padan pragmatik dan dihubungkan dengan pesan yang ingin disampaikan iklan tersebut. Penulis menggunakan teori Barthes (1975) yang mengatakan bahwa tanda dibagi atas tanda linguistik dan tanda non linguistik.

Dari penelitian ini penulis menemukan bahwa dalam iklan hotel digunakan tanda linguistik berupa tulisan, dan tanda non linguistik berupa gambar. Sedangkan maksud yang ingin disampaikan iklan tersebut adalah untuk menawarkan pelayanan yang disediakan oleh hotel sekaligus menunjukkan fasilitas yang tersedia. penulis menyimpulkan bahwa, setiap iklan hotel diterbitkan untuk media promosi dan iklan tersebut dibuat semenarik mungkin dengan warna mencolok.

## LIST OF ABBREVIATIONS

AIH : Aston Internasional Hotel

AMH : Aston Marina Hotel

SBH : Sheraton Bandara Hotel



## TABLE OF CONTENTS

<b>DECLARATION</b> .....	i
<b>ACKNOWLEDGEMENT</b> .....	ii
<b>ABSTRAK</b> .....	iii
<b>LIST OF ABBREVIATIONS</b> .....	iv
<b>TABLE OF CONTENTS</b> .....	v
<b>CHAPTER 1 INTRODUCTION</b>	
1.1 Background of the Research .....	1
1.2 Identification of the Problem .....	2
1.3 Objective of the Research .....	2
1.4 Limitation of the Research .....	2
1.5 Method of the Research .....	3
<b>CHAPTER 2 REVIEW OF RELATED LITERATURE</b>	
2.1 Review on Related Studies .....	5
2.2 Definition of Key Terms .....	6
2.3 Theoretical Framework .....	7
<b>CHAPTER 3 LINGUISTIC AND NON LINGUISTIC SIGNS USED IN HOTEL ADVERTISEMENTS</b> .....	16
<b>CHAPTER 4 CONCLUSION</b> .....	38
<b>BIBLIOGRAPHY</b> .....	39

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Research

Pragmasemiotics is the study of the relation of signs to the interpreter. This study elaborates the relevant of the use of language object as the description of specific sign and their wages to the interpreter.

There are many ways for producers to promote their product. They must think hard to attract their prospective consumers. One of their ways to attract them is though advertisement. Included, they advertise their product in magazine. Advertisement in magazine is made with wonderful picture and attractive language.

The picture and language in advertisement is being message that is advertiser want to convey to their prospective consumers. The prospective consumer is interested or not interested in their product depend on the advertisement. Usually advertisements in magazine consist of signs that are represented in several parts such as picture and words.

A hotel advertisement has role in attracting the prospective consumers to buy the product in it. However, not all advertisement can be interpreted at glance by the prospective consumers because the configuration of signs in hotel

advertisement conveys implied meaning. Advertiser makes the advertisement use picture and words that attract their prospective consumer intention. The hotel advertisement cannot interpret at glance because they state the picture that is not connected with the product but it has meaning. Moreover, to make a good hotel advertisement, an appropriate configuration of signs is required in order to attract prospective consumers.

Not all of people can understand the aim of an advertisement. It is interesting for the writer choose the title “An analysis of hotel advertisements as found in “Now! Jakarta Magazine” :pragmasemiotics” to elaborate more the meaning and the aim of a hotel advertisement.

### **1.2 Identification of the Problem**

In this research, the writer formulates the problem of this study as follow:

1. What are the linguistic and non-linguistic sign found in hotel advertisement?
2. What are the messages are delivered in each advertisement?

### **1.3 Objective of the Research**

There are two purposes of the research they are :

1. To show the linguistic and non-linguistic sign in hotel advertisement
2. To deliver the messages in hotel advertisement.

#### **1.4 Scope of the Research**

In this part the writer identifies the signs and the functions of language as found in the hotel advertisement. The writer focuses on linguistics signs and non linguistics signs in hotel advertisement in Now! Jakarta Magazine. It is limited on Now! Jakarta Magazine which was published in June 2009.

#### **1.5 Method of the Research**

The source of data of this research is Now! Jakarta magazine, June 2009 edition. The writer analyzes 5 data which are taken from five different hotel. Some hotels are also different in terms of star of the hotel. They are Aston International Hotel that is to 5 star of the hotel, Aston Marina Hotel that is 4 star hotel, Sheraton Bandara Hotel that is 4 star of the hotel, Oakwood Premier Cozmo Hotel that is 4 star of the hotel and Kristal Hotel that is 5 star of the hotel.

In collecting the data the writer uses observational method with non participant observation and note taking techniques. The writer takes the data from the Now! Jakarta Magazine. In this case, the writer just as an observer and does not get involved directly to obtain the data. The data consist of two kinds, are primary and secondary data. The data of this research are the picture and the sentences in the advertisement. The writer collects the data through some produceres. Firstly, the writer read the magazine. Then, she classifies some hotel



advertisement and notes the sign and words as the data. Finally, the writer reads the notes many times and retypes it.

The writer collects the data through some produceres. Firstly, the writer read the magazine. Then, she classifies some hotel advertisement and notes the sign and words. Finally, the writer reads the notes many times and retypes it and chooses them as the data.

In analyzing the data, the writer uses pragmatic identity method. This method is used to analyze the message behind the combination of main sentence and sign in hotel advertisements. The data as the object of the research are analyzed based on the context. The data are classified by separating the linguistic and non linguistic signs. Then, the data are analyzed by using Roland Barthes

The analyzed data is presented descriptively. The writer writes the analysis of each data in written form and presents the result of analysis by using spoken language.

## CHAPTER 2

### REVIEW OF RELATED LITERATURE

#### 2.1 Review on Previous Studies

In this chapter, the writer discusses several literatures that are related to her research. The first is written by Danai Tsotra, Marius Janson, and Dubravka-Kecmanovic (2004) research on *Marketing on the Internet: Semiotic Analysis*, this journal investigated the figurative and cultural elements of two distinct internet advertisement of the two mobile phone advertisements by Nokia of Finland and by Ericcson of Sweeden.

In this writing, they demonstrates that semiotic analysis of the elements and signs of a website advertisement shows that individual belonging to different cultural groups create meaning in different ways.

They also find that internet marketing designers uses exiting semiotic codes in unusual ways so as to create new meaning and then the viewer uses codes in innovative ways to interpret the internet marketing website designer wants the viewer to interpret his/her message in the manner intended.

In general, semiotics can help internet marketers develop appropriate communication strategies and design communication channels with a certain degree of cultural sensitivity. They also concludes that techniques such as

semiotics influence and can improve the impact and effectiveness of currently used promotional strategies.

The second is the article by Hjelm (2002), *Semiotics in Product Design*. In this journal, she applied semiotics on product design has provided with a set of invaluable tools for analysing issues like identity, metaphors and visibility in artefacts. She also use these theories to analyse some underlying values and concepts in design theory like the complex interplay between meaning and form.

She do not use semiotics to inform other designers of how they should do better products, but rather as a tool for criticising and reflecting about seemingly 'natural' ways of designing. Finally, the relation between content, form and technology in contemporary product design is highly complex and text is an attempt to show how we can understand and analyse these phenomenon using methods from seniotics.

The last is the research was written by Murohy (2007) *Semiotics and Content Analysis*. This research began with general explanation about semiotics and content analysis. Semiotics and Content analysis is a theoretical and a methodological course. Semiotics is a qualitative approach to textual analysis and content analysis is a quantitative approach to textual analysis. Finally, semiotics can be applied to anything which can be seen signifying something. Even within

the context of the mass media you can apply semiotic analysis to any media text, including television and radio programmes, film, cartoons, newspaper, magazine articles, posters and other ads.

## **2.2 Definition of Key Terms**

**Pragmatics** is a branch of linguistics study which is concerned with the study of meaning as communicated by a speaker (or writer) and interrupted by a listener (reader) (Yule 1995:3).

**Semiotics** is a study that tries to find out the meaning of sign which is used, in social life. The meaning does not come from “the meaning itself”, but it is dealing with the object that refers to (Saussure in Chandler.2002:5).

**Advertisement** is a form which presents the most persuasive possible delling message to the right prospects for the product or service at the lowest possible cost (Jefkins 1993).

**Sign** is the combination of signifier (concept) and signified (sound-image). The sign is the whole that result from the association of the signified (Chandler 2002).

**Hotel** is a hotel building that provides lodging, meals, and other services to the traveling public on a commercial basis. Inns have existed since ancient times (e.g., along the Roman road system during the Roman Empire) to serve merchants and other travelers (Britania.com:2008).

## **2.3 Theoretical Framework**

### **2.3.1 Pragmasemiotics**

Morris (1936:6) states that there are distinct branches of inquiry, they are syntactics-semiotics (being study of the formal relation of sign to another), semantics-semiotics (the study of the relation of signs to the object to which the signs are applicable their designate), pragmatics-semiotics ( the study of the relation of signs to the interpreters). This study elaborates the relevant of the use of language object (language under investigation) and metalanguage (technical description) as the description of specific sign and their usages to the interpreters.

According to Sir A.H Gardiner in *Italie Association de Semiotique* (2003:533), Pragmasemiotics is the application of his studying in words signs not to things but to things meant. Gardiner's thing-meant is a combination of a real-world core with the speaker's view of the thing and with that person's intention in referring to the thing.

### 2.3.2 The Roland Barthes Theory

Sign means something that signifying something. Sign is divided into linguistic sign and non linguistic sign. Linguistic sign means all the sign in the form of linguistic pattern such as letters, words, phrase or even sentences. Non linguistic sign means all signs can be in the form of picture, facial, expression, body movements or even natural phenomenon theory by Hawkes (2004).

Dealing with sign, Saussure's model of sign is in the dyadic (two part model) of sign, in which the two part of sign consist of a 'sign vehicle' and its meaning. Focusing on linguistic sign, he defined a sign as being composed of a 'signifier; and signified'. Signifier is the form that sign takes and signified is the concept to which refers to. In his theory, he plays in circumstance of linguistic sign theory by (Chandler 2004). That means, he focused sign in linguistic form. Saussure makes the distinction these terms:

A linguistic sign is not a link between a thing and a name, but between a concept (signified) and a sound pattern (signifier). The sound pattern is not only actually sound for a sound, as given to him by the evidence of his sense. This sound pattern may be called a 'material' element only in that may thus be distinguished from the other elements is generally of a more abstract kind.

The sign is the whole the result from the association of the signifier theory by (Chandler 2009). The relation between the signifier and the signified is referred to as 'signification', and this is represented in the Saussurean diagram by the arrows. The horizontal broken line marking the two elements of the sign is referred to as 'the bar'.

A sign is a recognizable combination of signifier with a particular signified. If we take an example, the word 'open' (when it is invested with meaning on a office doorway) is a sign consist of:

- A signifier : the word 'break'
- A signified concept : that the office is not available for any business dealing with office activities for a temporary.

### 2.3.3 Sign

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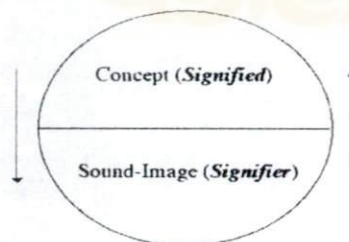
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A sign is a recognizable combination of signifier with a signified. If we take an example, the word 'open' (when it is invested with particular meaning on a office doorway) is a sign which consists of:

- A signifier : the word 'break'
- A signified concept : that the office is not available for any business dealing with office activities for a temporary because they are having a break time.

#### **2.3.4 Context**

The context of the utterance will guide the readers to interpret the message of advertisement that will be conveyed by knowing the idioms. According to (Yule 1996:128), context is the physical environment in which a word is used. In addition to Longan in Dictionary of Contemporary English (1987:221) says that context is the part of a piece of writing, a speech, etc which surround a word or passage and which influence or help to explain its meaning.

Context is an important aspect which is used to guide the researcher to find the result of study. In the case of politeness, context influences the participants to choose appropriate strategies in delivering message to interlocutor.

Hudson says:

“Pragmatics is important in the understanding of how language works, because linguistic form alone fails to explain all the meanings that we readily get from language-for example, that when people ask if we know what time it is, they wish to know the time. What happens is that meanings which are absent in the forms of language may be inferred from the context, given certain principles about how we use language” (Hudson, 2000).

The people may disagree with some of the ranking, and might even broaden the scale of politeness depends on the context. They will choose the appropriate strategy to express the desire/demand that someone leave as suitable in the definite context.

It happens because politeness is manifested not only in the content of conversation but also in the way conversation is managed and structured by its participants (Leech, 1983). Here, the addressee must capable in identifying what is the speaker mean through the relation between the utterance and the context.

Then, Hymes (1972) makes a framework which is often used in pragmatics for describing context. He names it SPEAKING that offers a comprehensive checklist for description of what he terms ‘speech events’ (Schiffrin, 1994). Each letter of the SPEAKING grid is an abbreviation for a different possible component of communication, are:

a. **Setting (Scene)**

Setting refers to the time and place of a speech act and, in general, to the physical circumstances. It refers to time and place in which speech takes place.

b. **Participants**

It is impossible if there is no participant in a communicative event. Thus, in a conversation will involve speakers and hearers. The participants have to pay attention to the roles of languages based on the characteristics in a speech event, such as:

- Pronunciation
- Intonation (including tone, volume of voice, etc)
- Syntax, e.g word order
- Choice of words
- Non verbal clues, such as facial expression, eye contact, etc.

c. **Ends**

Everyone has different goal or aim to do a conversation. The end or outcome must be different in every occasion.

d. **Acts**

The acts include the form and the content of the conversation. It can be the dictions, how the words are used, and the relationship of what is said to the actual topic.

e. **Keys**

This component focuses on the feeling of the participants in the appropriate situation. It refers to the tone, manner, and etc.

f. **Instruments**

This is about the choice of medium used by participants, such as oral, written, telegraphic, phone, and others. Then, it shows how the language, dialect, code, or register are chosen. The oral medium, e.g., may be used to sing, hum, whistle, or chant features of speech as well as to speak them.

g. **Norms**

It depends on the place, the culture, and the participants' social groups. Every place has different norms in communicating toward each other. It is better if knowing every culture, in order to understand their norms.

h. **Genre**

The last is genre, which refers to type of utterance in communication, for instance, poems, prayers, lectures, classmates, proverbs and so on.

The people have to recognize the context in which the words are used to form an utterance. By considering the context, the people can avoid misunderstanding during communication.

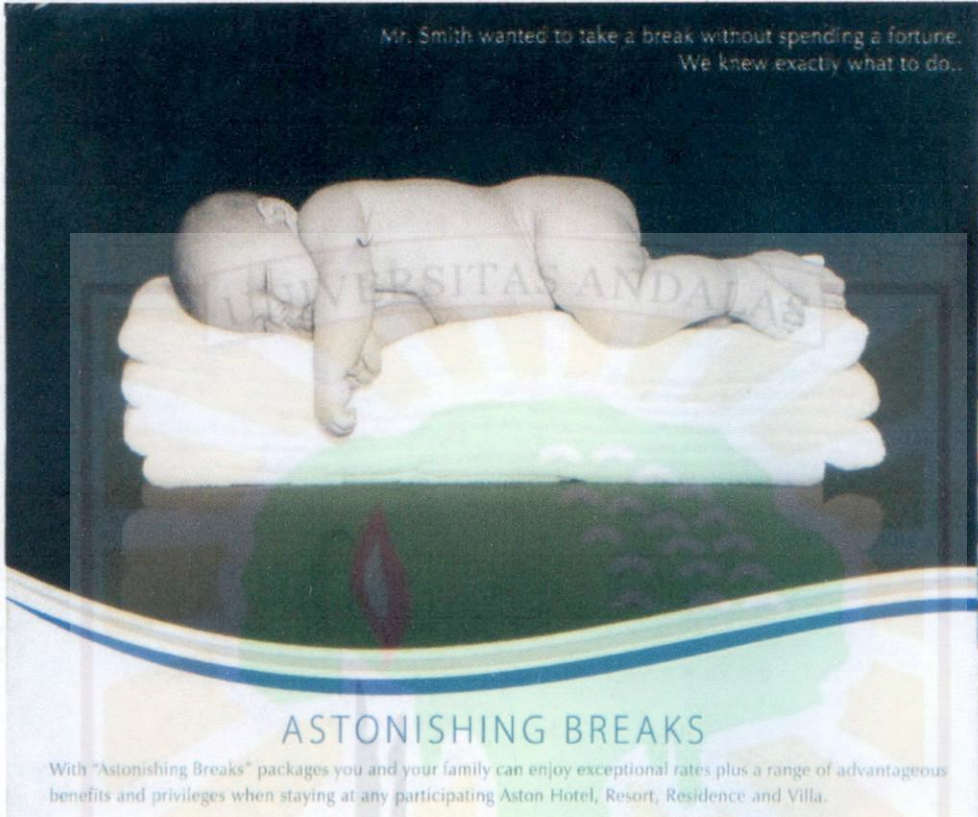
**CHAPTER 3**  
**THE ANALYSIS OF SIGNS AND MESSAGES IN HOTEL**  
**ADVERTISEMENTS**

In this chapter the writer presents the analysis of the data based on the theories that have been discussed in the previous chapter. The initial analysis is to identify the signs within the text which have meaning. Then the writer identifies the linguistic and non linguistic signs through describing the context . Finally, the writer tries to give the brief explanation about the message which is conveyed by the sign.

The context of this advertisement is hotel offering services. It is very important to know the context of this advertisement because context eliminates certain ambiguities or multiple meanings in the message, indicates the referent of certain type of word called deictic, and supplies information which the speaker or writer has omitted (Leech:1981).

**Advertisement 1**

Mr. Smith wanted to take a break without spending a fortune.  
We knew exactly what to do.



**ASTONISHING BREAKS**

With "Astonishing Breaks" packages you and your family can enjoy exceptional rates plus a range of advantageous benefits and privileges when staying at any participating Aston Hotel, Resort, Residence and Villa.

Now! Jakarta Magazine June edition 2009 (Aston Internasional Hotel). Page 1

UNTUK KEDJAJAAN BANGSA

The linguistic sign of the Datum 1

“Mr. Smith wanted to take a break without spending a fortune.

We knew exactly what to do...”

### ASTONISHING BREAK

with “astonishing breaks” packages you and your family can enjoy exceptional rates plus a range of advantageous benefits and privileges when staying at any participating Aston Hotel, Resort, Residence and Villa”.

The picture above is an advertisement of Aston International Hotel (AIH). This picture shows a baby who sleeps tightly on the towel. Based on the picture above, a baby who does not understand about the situation feels comfort. The baby sleeps tightly although he does not use clothes. He looks healthy and fat. Usually, a baby is really difficult to be comfortable in sleeping in a strange place. But in this advertisement, the advertiser shows the situation of baby who is sleeping tightly on the towel without even though wearing clothes. This sign reflects the meaning of the advertisement that the hotel provides services for the visitor as well as the comfort of the baby.

The use of sign towel shows comfort and warm. Towel can make a person become warmer and comfort. The advertiser uses white color which symbolizes cleanliness. The advertiser relates the sign of towel and baby to illustrate the comfort which will be gotten by the customers.

In this advertisement, the writer sees that the hotel tries to attract the visitor through making advertisement which performs a healthy baby. A baby is commonly difficult to sleep tightly if his surrounding is not comfortable. The picture of the baby shows that AIH can give the most comfortable place for the visitors.

From the non linguistic sign, it can be inferred that Aston International Hotel's is the only one place where the visitors can get what they want.

They will be serviced as well as a baby. The sentences "*Mr. Smith wanted to take a break without spending a fortune. We knew exactly what to do...*", are regarded as linguistic sign. The linguistic sign of this advertisement is Mr. Smith who seems a hard worker. Who is always busy and rarely relax. Because of that Mr. Smith does not want to ignore his fortune during break. The meaning of fortune here is the comfort of break itself. It means that Mr. Smith does not only take a break but also takes the benefit of the break. The benefit includes his opportunity to enjoy the facilities of the hotel.

The second sentence the statement . "*Astonishing breaks*". Is written in capitalize letters. It is useful to support that this hotel really the appropriate are for a busy businessman like Mr. Smith. By staying in Aston International Hotel, Mr. Smith will find all of his needs. He will find the luxurious accomodation and will



be treated and spoilt as a baby. As mentioned in the advertisement “with *“astonishing breaks” packages you and your family can enjoy exceptional rates plus a range of advantageous benefits and privileges when staying at any participating Aston Hotel, Resort, Residence and Villa*”.

Furthermore, this linguistic sign seems to accelerate the enjoyment of staying in this hotel not only for Mr. Smith but also for the whole family since the rates are exceptional compared to benefits and privilege he may live.

Based on the picture above, it can be seen that Aston International Hotel is a place which can serve comfort for the visitor. Briefly, Pragmasemiotics of this picture can be seen from the baby who sleep tightly on the towel. The main point is not only for usual break but it also implies the comfort of the break itself.

The sentence “*Mr. Smith wanted to take a break without spending a fortune. We knew exactly what to do*”, the word *fortune* refers to the comfort itself. And the word “we” refers to the hotel management.

Related to the message, this advertisement tries to attract the visitors for coming to the AIH for break. The hotel owner promotes the services which they will give through the advertisement. Hotel is not only for rest place but also for relaxing their mind and get new spirit for the next day. Hotel provides the facilities more than just a bedroom. It gives many other services to make the

visitor feels spoilt. The hotel management want to do the best for their customer.

This statement is their main priority.





The linguistic sign of the Datum 2

### “SPACIOUS AND LUXURIOUS”

This is an advertisement of “Aston Marina Hotel” (AMH). The primary data is the picture of bedroom and kitchen with the beautiful view outside. This is the non linguistic sign. And the secondary data is the phrase “*spacious and luxurious*” which refers to linguistic sign. Meanwhile, the explanation under the picture supports the picture’s completeness. Those explanation have function to guide the visitors in understanding the aim of the advertisement.

The pictures as non linguistic sign shows the condition of the hotel room that the visitor can rent. Linguistic data is a words “*spacious and luxurious*”. Through the picture, this hotel seems like a luxurious room. The facilities are complete and the room is clean and tidy. The combination of colour and light are really balance. It means that this hotel owner want to show the lux performance of his hotel.

When we talk about hotel, most of people will think about luxurious first. The hotel management knows what the visitor wants. It can be proved by this advertisement. The publisher of the advertisement present an which shows luxurious. The performance is really complete started from the facilities (bed, tv, kitchen set, dining room), the design is simple but still lux.

Usually, the visitors can rent a room only when are provided by the hotel. But, the hotel in this advertisement is different. The visitors do not need to go outside, they can enjoy their dinner in their own dining room. The room is also completed by the view which can be enjoyed from the room.

Briefly, this advertisement aimed that this hotel wants to offer that stay there feels as their own house. Moreover, the combination of the colour between the room and the furniture are balance. It improves the performance of the room.

The linguistic data "*spacious and luxurious*" states that this hotel offer to the visitors mainly is the spacious and luxurious performance in order the visitors feel as it they are in their own house. They can refresh their mind as soon as they enter the hotel. Stay in this hotel is the correct choice for relax and take a break with family or friends. They can do whatever without thinking about problems anymore.

By publishing an advertisement, the hotel management wants to promote as well as take the visitors attention in order to come to that hotel. The first thing is promotion, then they persuade the people to be interested in their hotel. They draw the privacy which will be gotten by the visitors in that hotel. Thus, this advertisement implies that this hotel can make the visitors become safe and enjoy their vacation.

Advertisement 3

© Sheraton Hotel and Resorts Worldwide, Inc.

**Sheraton**

**Belong**

**Energize your day.** A special room package at the Sheraton Bandara Hotel provide you to experience the ultimate in relaxation. You will be welcomed with 15 minutes shoulder massage at Spa Bandara and 30 minutes internet access at Link@Sheraton. Because you just don't stay, you belong.

Book today at [sheraton.bandara@sheraton.com](mailto:sheraton.bandara@sheraton.com) or call 62-21-559-7777 for more information.

Member of STARWOOD PREFERRED GUEST

starts from **IDR 355,000 net** per night

\* Taxes & Conditions Apply

Now! Jakarta Magazine June edition 2009 (Sheraton Bandara Hotel). Page 67

The linguistic sign of the Datum 3

“SHERATON BANDARA BELONG” and

“ENERGIZE YOUR DAY”

The picture above is an advertisement of Sheraton Bandara Hotel (SBH). The primary data is the picture of couple who enjoy their life an hotel. This picture is non linguistic sign. The secondary data which refers to linguistic sign are the phrase “*Sheraton Bandara Hotel*” and “*Energize your day*”.

The context of the picture is a married couple who is talking each other while enjoying the facilities which is provided by the hotel owner. From the face of the couple, it can be seen that they are really enjoy. They seems fresh without thinking about live problem. They are talking while drinking. They look like the happiest couple.

The first linguistic sign is the statement “*Sheraton Bandara Belong*”. This statement means that all of the privacy which is felt by the couple can be found in SBH. SBH provided the needs of public through the facilities and services. In this advertisement, the writer of the advertisement also states the cost per night and welcomed service when the visitor come. The visitor will be welcomed by shoulder message spa and internet access.

The statement "*Sheraton Bandara Belong*" describes that the visitors who come is the owner of the hotel. They should positioned their selves as the owner of the hotel when enjoy the services and facilities. It means that SBH provides everything where the visitors can be relax and find their privacy. In this advertisement, there is also statement "*Because you just don't stay you belong*". This sentence support my previous explanation. SBH service the visitor to give sensation as if they are in their own luxurious house.

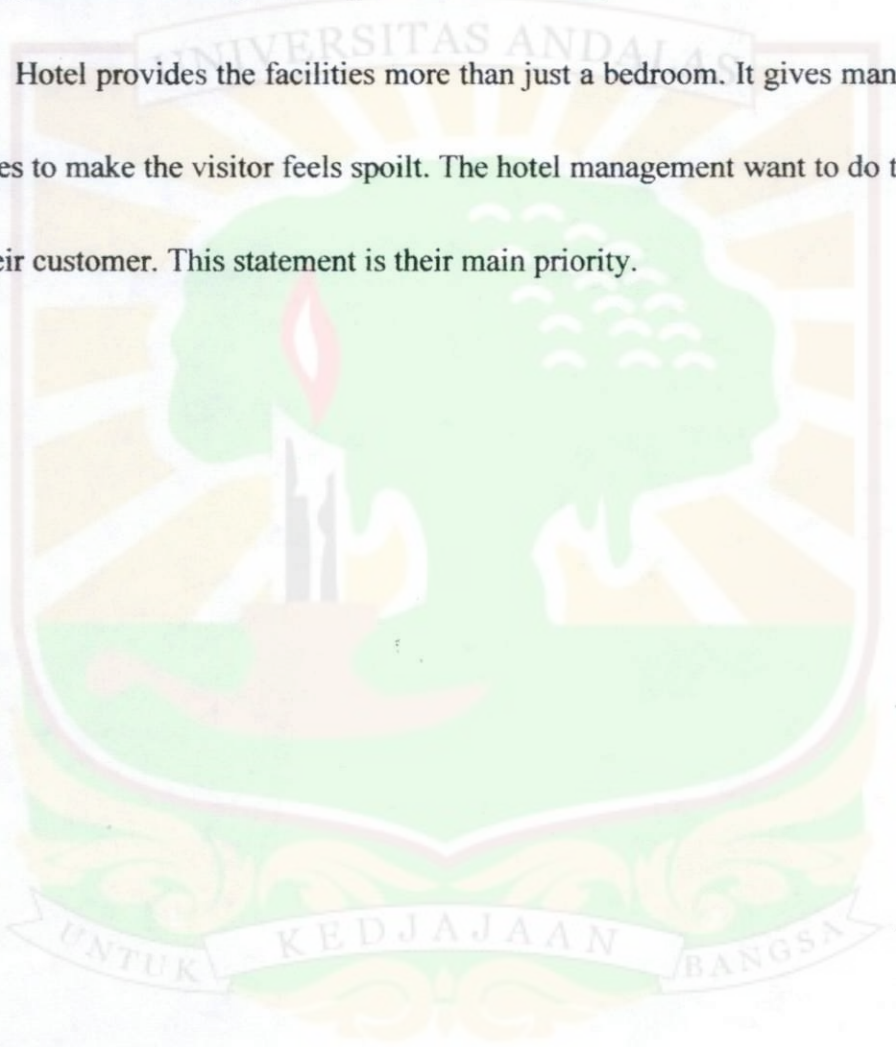
The next sentence is : "*Energize your day*" has meaning that SBH is provided as a place for relax and give spirit for visitors after they do the activities all days. SBH is the most suitable place for refreshing their mind. Pragmatically, this advertisement contains several statement which has meaning further than the written one. These statement are supported by the picture as non linguistic data. By looking at the statements only, not all people understand what be easier to understand the aim of advertisement.

By publishing an advertisement, SBH can be promote to all readers including all job levels. Advertisement can be read by many people. In this case the management of SBH publishes the advertisement in magazine. All people are possible to read this magazine.




Related to the message, this advertisement tries to attract the visitors for coming to the SBH for break. The hotel owner promote the services which they will give through the advertisement. Hotel is not only for rest place but also for relaxing their mind and get new spirit for the next day.

Hotel provides the facilities more than just a bedroom. It gives many other services to make the visitor feels spoilt. The hotel management want to do the best for their customer. This statement is their main priority.



Advertisement 4



**A premium way of life.**

Located in the fast developing area of Mega Kuningan, stands 214 prime apartments epitomizing Oakwood's ultimate in luxurious serviced living. Gourmet kitchens, designer furniture and french showers are just a few of the luxury elements you will discover.

Oakwood Premier Cozmo Jakarta is one of 3 brands, Premier, Residence and Apartments, offered by Oakwood in Asia, where you can enjoy the security and comfort of a hotel, whilst remaining in the privacy of your own home.

Having pioneered the serviced apartment concept in California back in the 1960's, Oakwood has earned the trademark of being 'The Most Trusted Name in Serviced Apartments Worldwide' with more than 30,000 distinctive apartments in the most desired locations globally.

For further details please visit our website, call (62 - 21) 25642300 or e-mail us at [sales.jakarta@oakwoodasia.com](mailto:sales.jakarta@oakwoodasia.com)

**Oakwood.**  
PREMIER COZMO  
Jakarta

*The Most Trusted Name in  
Serviced Apartments Worldwide.*

BANGALORE, BANGKOK, BEIJING, CHICAGO, GUANGZHOU, JAKARTA, HANGZHOU, LONDON, LOS ANGELES, MANILA, PUNE, NEW YORK, NEW DELHI, SAN FRANCISCO, SEOUL, TOKYO AND MORE.

Now! Jakarta Magazine, June edition 2009 (Oakwood Premier Cozmo Hotel).

Page 7

UNTUK KEDJAJAAN BANGSA

The linguistic sign of the Datum 4 is

“A PREMIUM WAY OF LIFE”

The fourth datum is an advertisement of oakwood, “premier Cozmo Hotel”, Jakarta. The primary data is the picture of family room with beautiful view around the room. This picture belongs to non linguistic sign. Meanwhile, the secondary data or the linguistic sign is the statement “*a premium way of life*”. While, the non linguistic data is the picture.

The picture shows the facilities which are provided by the hotel for visitors. While, the linguistic sign “*a premium way of life*” indicates the hotel should be chosen by the visitors. This statement implies that stay in the Oakwood, the people will not think to find out another place for taking a rest. This is the best way that they should choose.

Through this advertisement, the owner promotes the hotel by saying that “oakwood hotel” is the best choice for visitors’ life. In the advertisement, there is also statement about the apartement “*the most trusted name in serviced apartments worldwide*”. This statement improve the promotion of the apartement.

It supports the detail explanation about the hotel so that the visitor or the reader of advertisement can understand and feel want to know about the hotel. It will give good impact for the hotel itself. The writer of the advertisement state that Oakwood has been trusted among the society. It means that they have proof about the successful of their hotel. The advertiser is clever in attracting the people's attention.

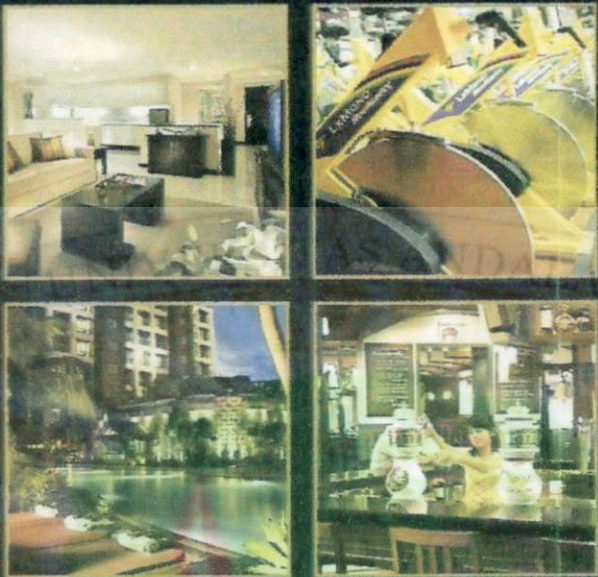
The advertiser describes the facilities through the picture. It can be seen that the apartement "oakwood" provides complete facilities for visitors including kitchen set and tv. The view is also really interesting. The people who stay there, can enjoy the beautiful view around their apartement. They can fal that from the inside of the apartements. By publishing this advertisement, the managemnet try to offer the place with full of privasion as the top choice for relaxing. They also can prepare everything better for the next day.

The linguistic and non linguistic sign support this advertisement. Most of people just see the picture and conclude something based on the picture. They think about the written text rarely. That is the reason for the apartement to publish advertisement completed by picture and written text. Through this advertisement, the advertisers draw the message that this hotel is the best to be rent.

Every advertisements has message including Oakwood. The message is the same with other hotels. The hotel's management want to persuade the visitor to come to their hotel. Advertisement is one way to attract the people's attention. In this era, the people tend to find something instantly. They do not want to be busy including when they want to find a place for stay. They also want to find the comfortable without thinking about the price. This reason causes many people may spend much money for renting a room in a well known hotel although it is only used for short time.



From this phenomena, advertisement takes position as the most effective information source. The advertiser has challenge to construct the advertisement as glamour as possible. The most beautiful and complete advertisement will catch the people's eyes. It means that the advertisement is success in taking people's attention. Finally, their message can be understood by visitors.

Advertisement 5



**Facilities are close at hand**

Built around a freeform pool the Hotel Kristal delivers a superb range of facilities to make your stay exciting as well as comfortable. Keep fit at our fully equipped fitness centre, enjoy a game of tennis or even learn to dive with the Kristal Klear Dive Club. With an international hair salon, gift shops, children's playground, chiropractor, business centre, meeting and banqueting rooms and, of course, a selection of fine eateries, there is plenty to keep you occupied on your stay, whether it is for business or pleasure.



Now! Jakarta Magazine June edition 2009 (Kristal Hotel). Page 71

The linguistic sign of the Datum 5 is

“FACILITIES ARE CLOSE AT HAND”

This is an advertisement of Kristal Hotel. The primary data is the picture of facilities in the hotel. There are four pictures in one advertisement. The pictures are non linguistic sign. It shows the glamorous which is provided by hotel. From the picture, it also can be seen that the hotel has complete facilities started from comfortable room, swimming pool, kitchen service, fitness centre, dive club, etc.

While, the linguistic sign is the statement “*Facilities are close at hand*”. It refers to secondary data. From the linguistic sign, that statement means that the hotel wants to show that whatever the customer needs, they can find in Kristal Hotel including gift shops, children’ playground, bussiness centre and hair salon.

This linguistic sign implies that all of the customers needs can be gotten when they come to Kristal Hotel. They do not need to go abroad for finding the luxurious services. In fact they can spoilt themselves in the Kristal Hotel.

From the picture, we can see the view of restaurant which is provided by the hotel. Restaurant is the most crucial facility for the visitor. It is quite difficult for them if they have to find the restaurant outside meanwhile they stay in the

hotel. This condition leads the owner of the hotel to provide the complete and luxurious restaurant in their hotel.

Next picture shows swimming pool with spa center. The visitor can enjoy the beautiful view of swimming pool while getting spa from spa center. Spa is really needed by the visitor who often do hard work. It makes them relax and refresh. They can leave their life problem as long as they stay in that hotel.

Comfortable living room is also provided. It is a wide room which is really suitable with family togetherness. The visitors can sit together with their children and big family. The hotel is deliberately provided the room especially to spoil the visitors.

Kristal hotel provides many enjoyable services for the visitors. No matter if they come with big family. Kristal Hotel provide the services not only for adult but also for children. It means that the visitors do not need to be worry to leave their children at home but they can bring their children with.

The hotel owner wants to promote the hotel as the most complete accommodation for society. The society as customer should choose Kristal Hotel for relax and they will feel free from all of the problem in their life. The visitors do not need to go abroad. Their needs are close with their home. They just come there and rent a room but they are free to enjoy all of the facilities.



The message of this advertisement is the hotel owner tries to invite the visitors' attention for coming to the hotel and enjoy the facilities provided. They just rent the room. The fee include the payment for all of the services in that hotel. By making the luxurious advertisement reflect the luxurious performance of the hotel. The advertiser will do the best in order the visitor can be attracted to the hotel.



## CHAPTER 4

### CONCLUSION

After conducting the analysis, the writer finds that hotel advertisements are created by using linguistic and non linguistic signs. The linguistic signs are identified from the words, phrases, utterances, and texts in the advertisements. On the other hand, the non linguistic signs are identified through the picture of the advertisements have the same context because the data analyzed are banking advertisements.

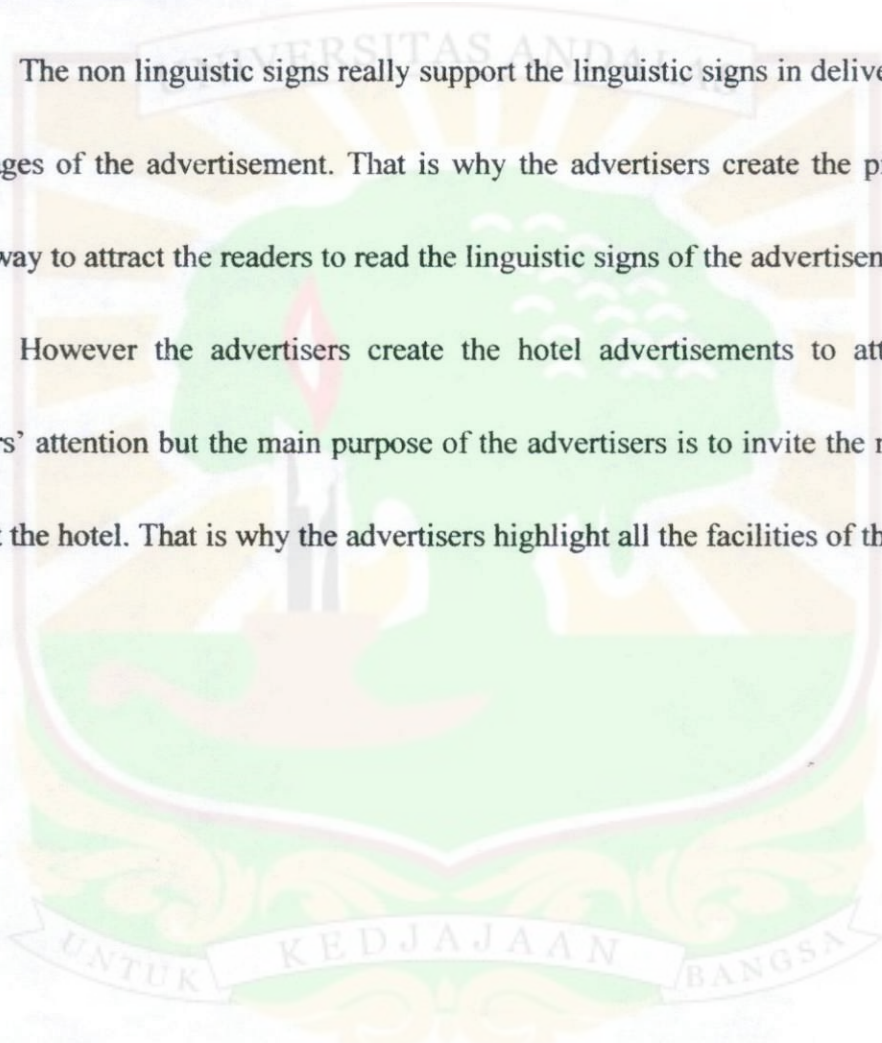
In hotel advertisements, linguistic and non linguistic signs are supporting each other to deliver the advertiser's ideas or messages. Linguistics signs are formed in written text; tend to be readable gives an explanation about the goal of the advertisement itself.

In fact, that form is delivered implicitly. Since advetiser rather uses short sentences or phrases to contribute their information, linguistic signs become ambiguous and difficult to understand. In order to make it make it clear, the advertiser combines it with non linguistic signs. Non linguistic signs are added in form of pictures. People can understand it clearly because through picture meaning can be conveyed.

Moreover, in using pictures as signs to attract reader attention, advertiser showing pictures based on the picture of room of hotel itself. From the data analyzed by the writer, the advertisements use picture which have connection to the hotel and have common meaning to the hotel service.

The non linguistic signs really support the linguistic signs in delivering the messages of the advertisement. That is why the advertisers create the picture in such way to attract the readers to read the linguistic signs of the advertisement.

However the advertisers create the hotel advertisements to attract the readers' attention but the main purpose of the advertisers is to invite the reader to live at the hotel. That is why the advertisers highlight all the facilities of the hotel.



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