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SEMIOTIC ANALYSIS OF AXE PERFUME ADVERTISEMENTS

A THESIS



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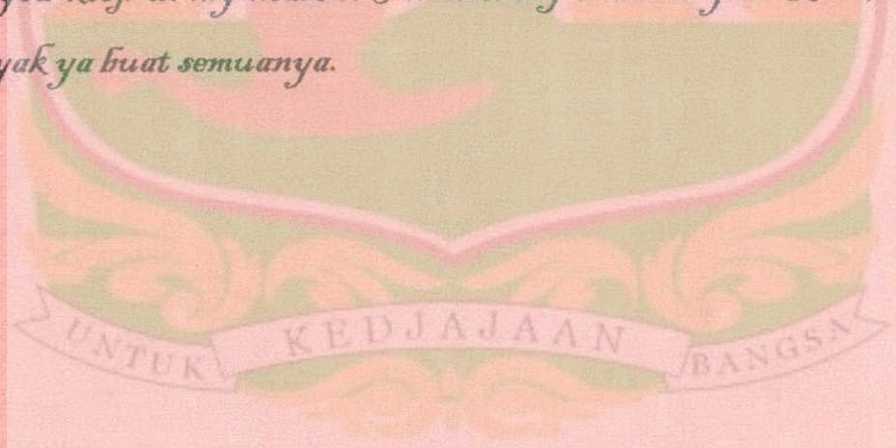
PADANG 2012

*All of my efforts are here
I dedicated this thesis for you*

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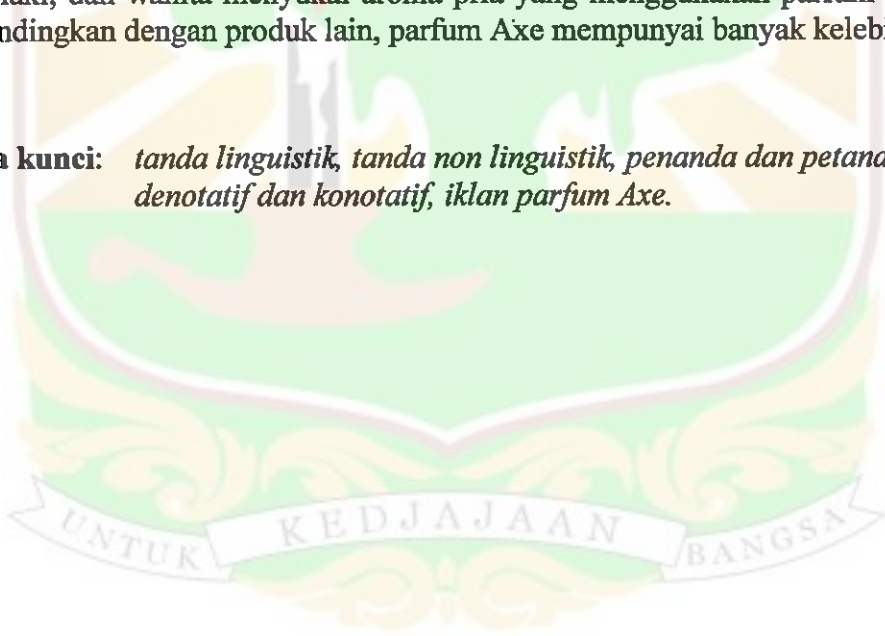
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ABSTRAK

Skripsi ini membahas tanda-tanda linguistik dan non linguistik yang terdapat dalam iklan parfum Axe. Tujuan penulisan skripsi ini adalah untuk menganalisa tanda dan penanda yang digunakan dalam iklan parfum Axe, dan menganalisa makna denotatif dan konotatif dari tanda linguistik, sehingga ditemukan makna tersirat yang ingin disampaikan oleh pembuat iklan. Teori yang digunakan dalam adalah teori penanda dan petanda yang dikemukakan oleh Saussure dan makna denotatif konotatif yang dikemukakan oleh Barthes. Data yang digunakan berupa gambar yang diperoleh dari internet yaitu iklan parfum Axe. Metode yang digunakan dalam pengumpulan data adalah metode simak yang tidak melibatkan peneliti secara langsung, kemudian dianalisis menggunakan metode padan serta hasilnya disajikan dalam bentuk formal dan informal. Dalam penelitian ini ditemukan bahwa pembuat iklan berupaya untuk menyampaikan kelebihan dari produk yang diiklankan. Hal ini dimunculkan melalui penggunaan tanda lingual yang juga didukung oleh tanda non lingual. Berdasarkan analisis, penulis menemukan, bahwa pembuat iklan ingin menyampaikan Axe adalah parfum untuk laki laki, dan wanita menyukai aroma pria yang menggunakan parfum Axe, jika dibandingkan dengan produk lain, parfum Axe mempunyai banyak kelebihan.

Kata kunci: *tanda linguistik, tanda non linguistik, penanda dan petanda, makna denotatif dan konotatif, iklan parfum Axe.*



LIST OF TABLES

Table 2.1	Saussure's model of sign
Table 2.2	Order of Signification
Table 3.1	Saussure's model of "Even Angels will Fall"
Table 3.2	Signification order of "Even Angels will Fall"
Table 3.3	Saussure's model of "Be the One Everyone wants to Catch"
Table 3.4	Signification order of "Be the One Everyone wants to Catch"
Table 3.5	Saussure's model of "Part Good, Part Bad, That's Man's Essence"
Table 3.6	Signification order of "Part Good, Part Bad, That's Man's Essence"
Table 3.7	Saussure's model of "Save On Your Axe, Save On Your Gardening"
Table 3.8	Signification order of "Save On Your Axe, Save On Your Gardening"
Table 3.9	Saussure's model of "Fire Up Her Imagination with Axe Phoenix"
Table 3.10	Signification order of "Fire Up Her Imagination with Axe Phoenix"
Table 3.11	Saussure's model of "Love at First Sniff"
Table 3.12	Signification order of "Love at First Sniff"
Table 3.13	Saussure's model of "Smelling like a Hunk of Man Candy"
Table 3.14	Signification order of "Smelling like a Hunk of Man Candy"

TABLE OF CONTENTS

DECLARATION	i
ACKNOWLEDGEMENTS	ii
ABSTRAK	iii
LIST OF TABLES	iv
TABLE OF CONTENTS	v
CHAPTER I INTRODUCTION	
1.1. Background of the Study	1
1.2. The identification of Problem	4
1.3. Objective of the Study	4
1.4. Scope of the Study	4
1.5. Method of the Research	5
CHAPTER II REVIEW OF RELATED LITERATURE	
1.1. Review of Related Studies	7
1.2. Definition of Key Term	9
1.3. Theoretical Framework	10
CHAPTER III A SEMIOTIC ANALYSIS OF AXE PERFUME ADVERTISEMENTS	
A semiotic Analysis of Axe Perfume Advertisements	16
CHAPTER IV CONCLUSION	44
BIBLIOGRAPHY	46

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Semiotics is study about sign. Sign itself can be found anywhere, such as word, gestures, light, cross, flag, and so on. Actually, in semiotic sense, signs take form of words, images, signs, gestures, and objects (Saussure in Chandler, 2002:2). Saussure defined a sign as being composed of signifier and signified. Signifier is the form which the sign takes and signified is concept it represents from the sign (Saussure in Chandler, 2002:18).

On the other hand, Barthes divided sign into denotative and connotative meaning. In semiotics, denotation and connotation meaning are terms describing the relationship between signifier and it's signified, and 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) of the signs (Saussure in Chandler, 2002: 140).

Semiotics covers almost every part of communication. One aspect that becomes concern for studying semiotic is advertisement. Advertisement is a medium for promoting certain product. It can be published in mass media such as newspaper, radio, television, internet, etc. The advertisers try to convey messages

about the advantages of its products to consumers with advertisement. The messages are delivered through a variety of signs either in the form language, picture, caption, icon, index or symbol. Therefore, an ad maker is expected to be able to make an attractive sign which can attract the costumer to purchase or consume their product. Furthermore, Advertisement is not only a medium for promotion but also has become the idea of a system with its own value. An advertisement represent some messages for the reader, this message are created by using signs and codes and in order for readers can be understood.

Advertisement is not a simply matter which pass the information about a product (ideas, services and goods) but the ads as well as having the nature of push and persuade people to like, select then purchase. It means that by using advertisement, the advertiser can attract the reader's attention to buy their product. In recent developments have come to the utilization of advertising sophistication communications and information technology through interactive media and cyber namely through Internet in its various forms.

For additional information, the writer provides one example of sentence (taken from trademarked in advertising). The writer analyzes the data by separating the linguistic sign of the advertising. In this advertisement, we can see the sentence **"Even Angels Will Fall"**



Source : <http://h-oo-k.me.uk/axeexcite/>

From the sentence above, we can separate the linguistic sign and non-linguistic sign. Non linguistic sign is wings image. The linguistic sign is the sentence “**Even Angels will Fall**” and the sentence is a sign consists of Signifier and Signified. The signified concept of the sentence “Even Angels will Fall” is show to the audience about the effect that happened if we use this perfume, angle refers to beautiful woman, and they will be attract to the man that used *Axe* and approach him.

The order Signification of the Sign is related to denotative and connotative meaning. From that signifier and signified we can informed that by *Axe Perfume* man will be become fragrant and attract woman, woman will approach the man because use *Axe* perfume. So, through the relationship between linguistic sign and non linguistic sign form in this advertisement (*Axe* perfume), this research is aimed to explain the advertiser’s message of the advertisements.

1.2. The Identification of Problem

The function of advertisement is to promote the product to consumer by using sign in their advertisement. Sometimes, consumers get the difficulties to understanding the message. Here semiotics can be a suitable approach in interpreting the meaning of sign that is found in advertising. Due to the phenomena, the research questions are given as the following.

1. What are the linguistic and non linguistic signs used in Axe Perfume advertisements?
2. What are the denotative meaning and connotative meaning of sign in Axe Perfume advertisement?

1.3. Objective of The Research

Based on the problem above, this research generally tries to figure out about signs that are found in the Axe Perfume advertisements. This research explains the function of semiotic analysis as seen in advertisements in order to understand the meaning of the advertisement and to interpret the message on it. The research is focused on the analysis of linguistic and non linguistic sign and denotative and connotative meaning based on Barthes's theory.

1.4. Scope of The Research

This research focus on sign in Axe perfume advertisements. The analysis is about interpretation of signs and meanings. Thus it is exclusively about

semiotics and its function as applied to printed advertisement. In conducting this research, there are two semiotic theories by Ferdinand De Saussure and Roland Barthes, are used to get the possible meaning of phrase/clause. From Saussure perspective, the data will be analyzed by considering the signifier and signified of the word, phrase and images. By Barthes theory, I will endeavor to distinguish between denotative and connotative meaning of the data.

1.5. Methods of the Research

The source of data for this research is *Axe Perfume* that taken from internet. The writer finds linguistic and non linguistic signs in these advertisement that can be analyzed by using semiotic that is related to concern of the writer. Each sign has connotative meaning, so this analysis can help the producer deliver meaning and superiority of their product. The advertisement was chosen because uses English language, frequently shown on television and almost all people know this product. *Axe Perfume* is not only famous in Indonesia but also in other countries, such as Africa, Brazil, France, and other country.

The data are collected by using observational method and non participatory observational technique (Sudaryanto, 1993:57). The source of the data for this research is pictures that taken from internet. The procedure in collecting the data of this research is obtained by searching the data in internet and saving that data. The populations of data are nineteen, but the writer chose 7 data to be analyzed because there are some data has same linguistic sign. So the data

are chosen and selected one by one to make sure that there are no similar pictures or utterances.

In analyzing the data, the writer uses pragmatic identity method. This method is used to analyze the data behind the combination of main sentence and sign in *Axe Perfume*. Any utterances which are produced by the speaker will influence the interlocutors to do something, at least it gives some emotional effect to them (Sudaryanto, 1993:15). The data are classified by separating the linguistic sign and non linguistic sign and analyzed into signified & signifier related to theory from Saussure. After that, the data are analyzed into denotative and connotative meaning by Barthes theory. The last step is presenting the result of the analysis. The analysis presented by using formal and informal method. Formal method consists of some technical term, sign and diagram and informal method is presenting the analysis by using verbal language (Sudaryanto, 1993:145).

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Review of Related Studies

Analyzing semiotic provides us a comprehensive meaning within signs. Many researchers have done researches on semiotic. There are three studies related to this topic. The first is a research by Mortelmans (1997). His research discussed the meaning in term of sociological context. The data of the research are taken from luxury watch and jewelry. Mortelmans, attempted to show the connotative and denotative meaning of this advertisements. As a concept of his research, he use the concepts denotation and connotation, the concept first appeared in the works of Hjelmslev and the theory from Roland Barthes, Barthesian interpretation of denotation connotation dichotomy. The purpose of Mortelmans analytical is to find several possible meaning of signifier of the advertisements, and find the connotative meaning related to the culture. As Mortelmans found the codes indicator of culture's concept of luxury, producer use society's background codes and user's own lived experience to create advertisement signs. Doe to create a luxury connotation from advertisements, producer used five different codes.

The second research is from Angir (2008). The data of Angir's researches is ten perfume advertisements that she collected from Cleo Magazine of October 2005 until December 2005. She analyzed both the keyword and the picture that

have been found in the perfume advertisement. Then she used descriptive qualitative approach since this study attempt to describe the interpretation of perfume advertisements. Angir's used Barthes and Derrida's theories as the main theories. She analyzed the denotation and connotation of the keywords, the picture as the additional analysis and followed by interpretation of each perfume. The analysis is concern on the keywords that consist of a word, a phrase and even a sentence instead on the picture. She founds various connotative meaning that appears on each perfume advertisement. Mostly, it uses an image of woman or man to emphasize for whom the perfume are made for.

The third related previous study that the writer found is the research from Santoso (2003). In her research, she focused on teenage girl representation in teenage magazine by using the semiotic approach. Santoso revealed the portrayal of woman, their image description in advertisement, and how the media construct the image of teenage girl in society. To analyze and to describe women image can be done through semiotic analysis especially, denotative and connotative. She found out that from the image description of woman or teenage girl, there are tendencies aspect of sociologies, psychologies, and even cultural aspect that is construct by the printed mass media in teenage magazine. From Ayudya Santoso research, it can be found, there are 6 (six) categories of woman image, they are, modest, active, creative, stylist, clubbing, cute. As the conclusion, teenage world does not have gender differences and role between man and woman, so a representation make result the picture of teenage lifestyle in common, such as,

status-centered, consumptive, hedonist, materialistic, and refers to modern lifestyle that has principle from follow function (modernism principle) and from follow fun (postmodernism).

There is a similarity between this research and three researches above, the similarities is every semiotic analysis tries to find the interpretation meaning of sign in advertisement. However, this research is different with three previous researches, in term of object of the research, in this research, the writer use Axe perfume advertisement as the data and focus on interpretation sign and connotative meaning of the word.

2.2. Definition of Key Terms

Advertisement is paid non personal communication form from an identified sponsor using mass media to persuade or influence an audience. (Wells, 1997:282)

Sign is something which signifying something. Signs are found in the physical form of the words, images, sounds, odors, flavor, acts, or object (Chandler, 17:2002)

Denotative and Connotative meaning are terms describing the relationship between signifier and it's signified, and an analytic distinction is made between two types of signified: a denotative signified and connotative signified. (Chandler, 2002: 140).

Denotation tends to be described as the definitional, literal, obvious meaning of the signs. In the case on linguistic signs, the denotative meaning is what dictionary attempts to provide.

2.3. Theoretical Framework

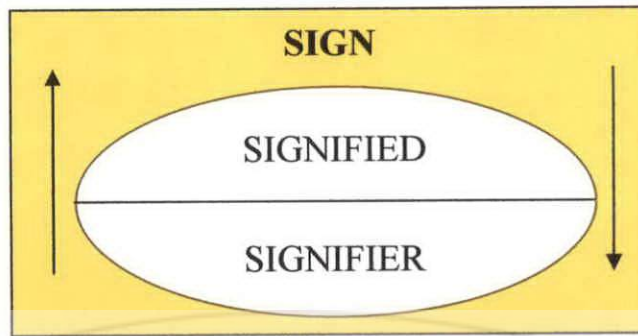
2.3.1. Sign

A sign is something which stands to somebody for something in some respect or capacity. Charles Sanders Pierce (Pierce 1931 in Chandler 2002:33) notices that, nothing in this world can be a sign unless it is interpreted as a sign.

Sign means something that represents something else. Sign is divided into linguistic sign and non-linguistic sign. Linguistic sign is means all the sign in the form of linguistic pattern such as letters, word, phrases, or even sentence. Non linguistic sign means all signs can be in the form of pictures, facial expression, body movements, or even natural phenomenon (Hawkes, 2004: 13).

However, Saussure states that the signification is different from the value of a sign. According to him the signification depends on the relationship between the signifier and the signified, while the value of a sign is determined by its relationship with other signs in the system as a whole (Saussure, 1983 in Chandler, 2002: 24).

Relating to the sign, Saussure offered dyadic model (two part model) of a sign, in which the two parts 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.



Saussure's model of the sign (Chandler, 2002:18)

Within Saussure model, the sign is the whole the results from the association of the signifier with the signified (Chandler, 2002:19). The relationship between the signifier and the signified is referred to as signification, and this is represented in the Saussure diagram by the arrows. The horizontal broken line marking the two elements of the sign is referred to as 'the bar'.

For more concrete example is the word 'close' (when it is invested with meaning by someone who doing the examination) is a sign consisting of:

- A signifier: the word close
- A signified concept: the examination conducted by close-book method.

A sign must have both a signifier and signified. You cannot have a totally meaningless signifier or completely formless signified (Saussure 1983: in Chandler, 2002:14).

2.3.2. Denotative and Connotative Meaning

Based on the explanation signifier and signified above, Roland Barthes in 'Element of Semiology' expanded the Saussure's model of sign. Saussure defined a sign as being composed of 'signifier' and 'signified' and Roland Barthes proposed denotation and connotation as order of signification. Denotation and Connotation are terms describing the relationship between the signifier and signified, and an analytic distinction is made between two types of signified: a denotative signified and connotative signified. Meaning includes both denotation and connotation (Chandler, 2002: 137)

As Roland Barthes noted, Saussure's model of sign focused on denotation at the expense of connotation and it was left to subsequent theorists to offer an account of this important dimension of meaning (Barthes, 1967 in Chandler, 2002:138). Barthes argued that in photography connotation (analytically) distinguished from denotation. As John Fiske puts it 'denotation is what is photographed, connotation is how it is photographed (Fiske, 1982: 91 in Chandler, 2002:138). From such perspective, denotation can be seen as no more of natural meaning than is connotation but rather as a process of naturalization. Such a process leads to the powerful illusion that denotation is a purely literal and universal meaning which is not at all ideological, and indeed that those connotations which seem most obvious to individual interpreters are as natural (Chandler, 2002: 139).

Connotation has become a key concept in semiotics, stylistics, and the theory of literature. The denotation and connotation are orders of signification proposed by Barthes that he adopted from Hjelmslev's model, and this formula can be seen from diagram Barthes below:

SIGNIFIER	SIGNIFIED
SIGN	SIGNIFIED
SIGNIFIER	
SIGN	

Order of signification (Chandler, 2002:141)

The first order of signification is denotation or literal meaning, at this level, there is a sign consisting of a signifier and signified. The second order of signification, which uses the denotative meaning as its signifier and attached to it additional signified. In this framework, connotation is a sign which derives from the signifier of a denotative sign.

2.3.3. Colours and Meanings

It is possible to do a theoretical distinction of three backgrounds for meanings attached to colour: an innate, a personal, and a cultural background. The first one hypothesizes from anthropological and behavioral research, for several subhuman species colours are very important signals in order to survive and adapt, and human colour space (internal categorization of colours) is universal; so, it would be possible that information from sub cortical structures triggers

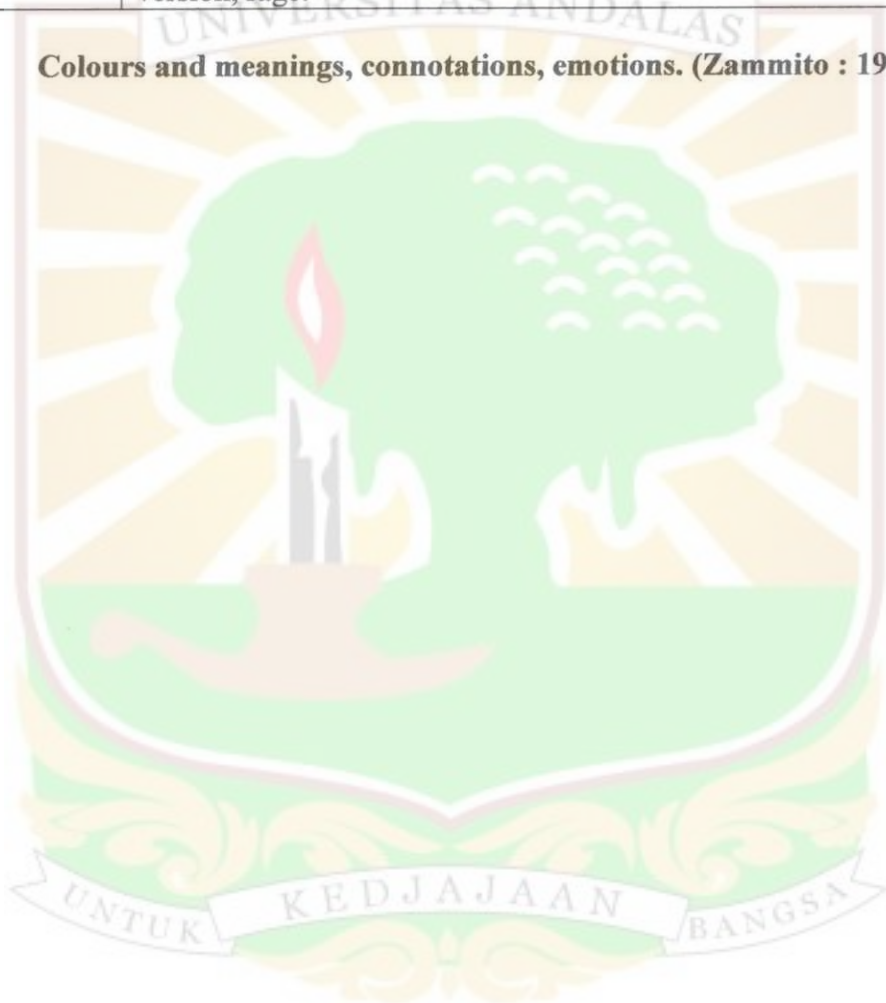
associations between colours and moods as a trace of our evolution by regulating arousal when we see colours.

The second background comes from each of our personal experiences. The third background implicates culture. We are born and bred in cultures that are full of meaning. As we grow up, we learn those meanings through socialization processes. Coded meanings of colours are shared connotations of feelings, sensations, atmosphere, thoughts, and moods. It could happen that meanings could vary through historical timeline and different cultures, however more significant differences are widely known and they will be mentioned forward. The vast majority of people are not aware about the effects that colours have on them; neither how this symbolism is used in everyday life and in communication. (Zammito : 1997)

Colour	Meanings, connotations, emotions
Black	Death, unbearable, evil, criminality, hidden aspects, sinister, depression, grief, pain, repression, hopelessness but also sophistication, authority, style. Regarding clothes, black is the colour of mourning in almost all occidental countries, also used as penitence for monks/nuns.
Blue	Cold, peace, depression, sadness, relax, calm, piety, wisdom, introspection, solitude, loneliness, contemplation, distance, infinitude, emotion control; it represents water and the sky. Spoils appetite.
Brown	Wood, comfort, ground, earth, substance, physical, worn
Gold	Neutrality, fusion of happiness and sadness.
Orange	Vital force, strength, endurance, social behaviour, warm.
Red	Love, passion, excitement, appetite, health, courage, majesty, hot, danger, blood, weapons, aggressiveness, power, fire, hell. It is the colour bride should wear in China, it means happiness there. Red increases blood pressure, muscle tension and grip strength, unfortunately, mouse and console's pads have no feature that measure pressing.
Violet	Mysticism, royalty, high range. It is a mourning colour in China.

White	Light, purity, innocence, cleanness, cold. Western bride wears white to represent her chastity. In China it represents Autumn.
Yellow	Seems to stimulate the nervous system, it is linked to intelligence, logical thinking, innovation, spirituality, hope, joy, delicate. It is used to represent the sun that through history is the one that allow life. But, when it is a dingy yellow it would be more likely to cowardice, ruin, shame, illness, decadence. For its brightest version, rage.

Colours and meanings, connotations, emotions. (Zammito : 1997)

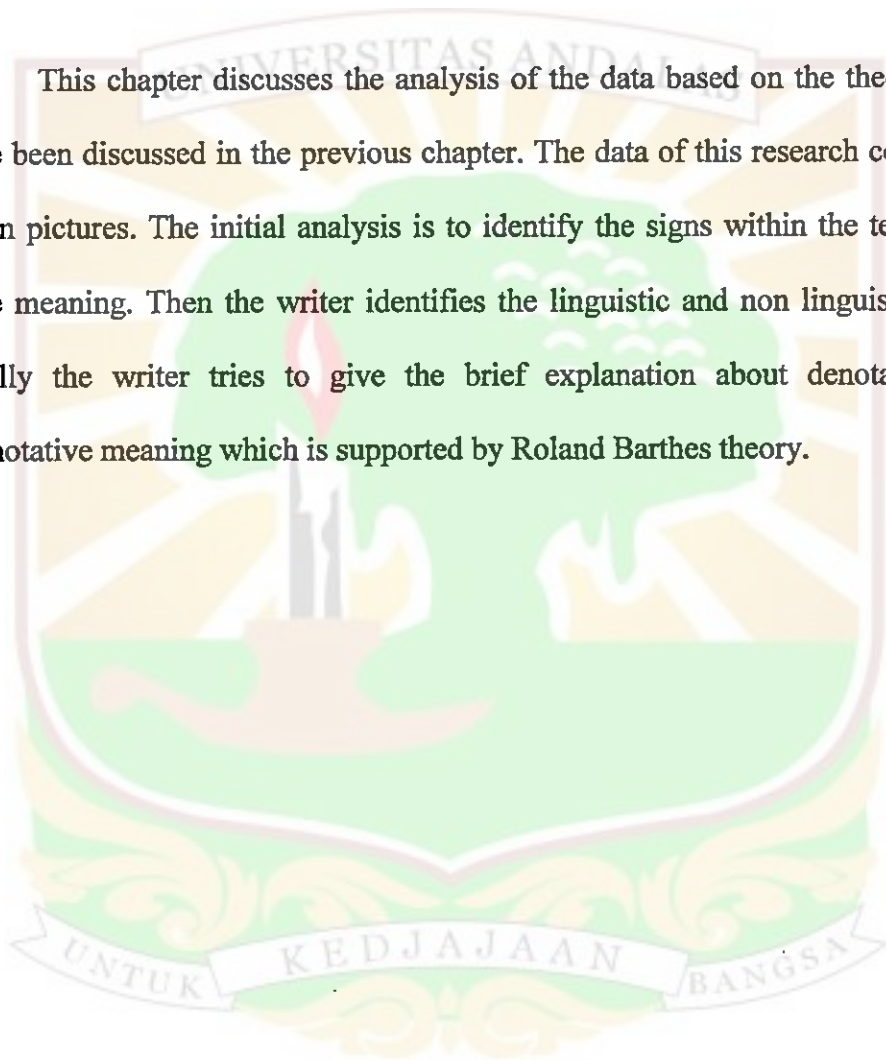


CHAPTER III

A SEMIOTIC ANALYSIS OF AXE PERFUME ADVERTISEMENTS

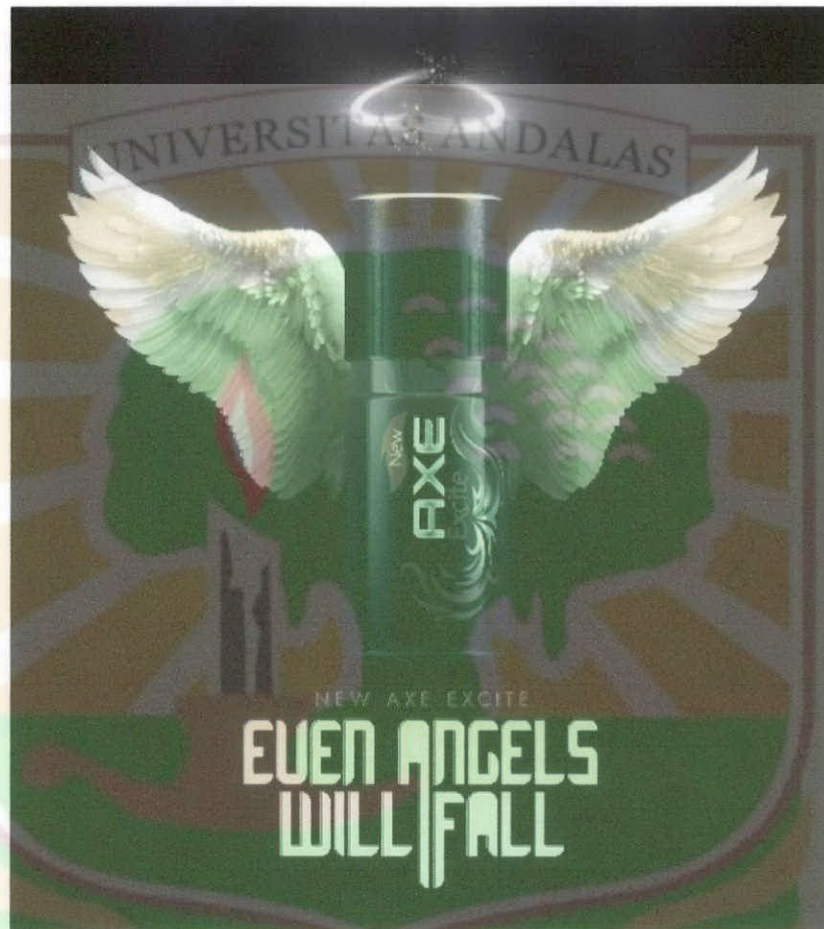
A Semiotic Analysis of Axe Perfume Advertisements

This chapter discusses the analysis of the data based on the theories that have been discussed in the previous chapter. The data of this research consists of seven pictures. The initial analysis is to identify the signs within the text which have meaning. Then the writer identifies the linguistic and non linguistic signs. Finally the writer tries to give the brief explanation about denotative and connotative meaning which is supported by Roland Barthes theory.



Picture 1

Even Angels Will Fall



(Source: <http://h-oo-k.me.uk/wp-content/uploads/2011/02/axe/excite/axeexcite>)

From the picture above, it can separate the linguistic sign and non-linguistic sign. Linguistic sign in this advertisement is represented by sentence “EVEN ANGELS WILL FALL” in large font. The non linguistic sign is represented by wings, ring bottle of Axe Perfume whereas the color of bottle is pink, and the background is black.

The word NEW AXE EXCITE refers to the product itself. Axe has been produced a new product, and the smell is different from the last product, Axe give new excite to the consumer. The word AXE in bottle refers to the name/brand of its product, the producer makes in big font to attract people attention of this product.

The non linguistic signs in this picture have the following meaning;

- Axe bottle related to the product in this advertised (Axe Perfume)
- Ring means an angel that related to linguistic sign in this advertisement “even angel will fall”,
- wings related to women as angel, angel well-known with ring on their head
- women as angle means beautiful,
- Color of bottle is pink it related to women, women like pink, and black means something luxurious.

The advertiser use linguistic sign to attract the consumer’s attention. That sentence consisting of a signifier “EVEN”, “ANGELS”, “WILL”, “FALL”, and a signified concept: “EVEN” as adjective means an instance, “ANGELS” as noun means beauty women from heaven, “WILL” as verb means something going to do, “FALL” as verb means drop from the high side.

The linguistic sign “EVEN ANGELS WILL FALL” written in large font, it is due to make the consumer aware of the sentence, the advertiser wants give

information to the consumer that this product gives big impact for a man if he uses New Axe Excite. Linguistically, the using of “Even Angels will fall” describe the effect of Axe, the effect is woman will be interest to a man who uses this perfume.

Signifier	Signified
EVEN ANGELS WILL FALL	The statement concerns of effect for woman where they are will interest to a man that uses Axe perfume and become closed to him.

Table 3.1. Saussure’s model of “EVEN ANGELS WILL FALL”

The linguistic sign of EVEN ANGLES WILL FALL has signified concept: effect for woman if she smells man uses Axes perfume, she will interest to man and become approach him.

Based on Barthes theory, both signifier and signified are called denotative sign as the first order of signification. The second order of signification which uses the denotative sign is called connotative sign. Hence the signified concepts of the sentence “EVEN ANGELS WILL FALL” is to show to the audience about effect of using this perfume. Angel refers to woman or beautiful woman and they will interest to man who has good smelling, and man can get good smelling from Axed Perfume.

Beautiful woman usually well-known as Angels, and every man want and like beautiful woman. One reason for woman likes man is aroma, as we know

that man is more perspire than woman, the smell of this perspiration is not bad, and woman does not like it, so Axe perfume can help man to save this problem, and woman will come to him.

The signification order of the Sign related to denotative and connotative meaning

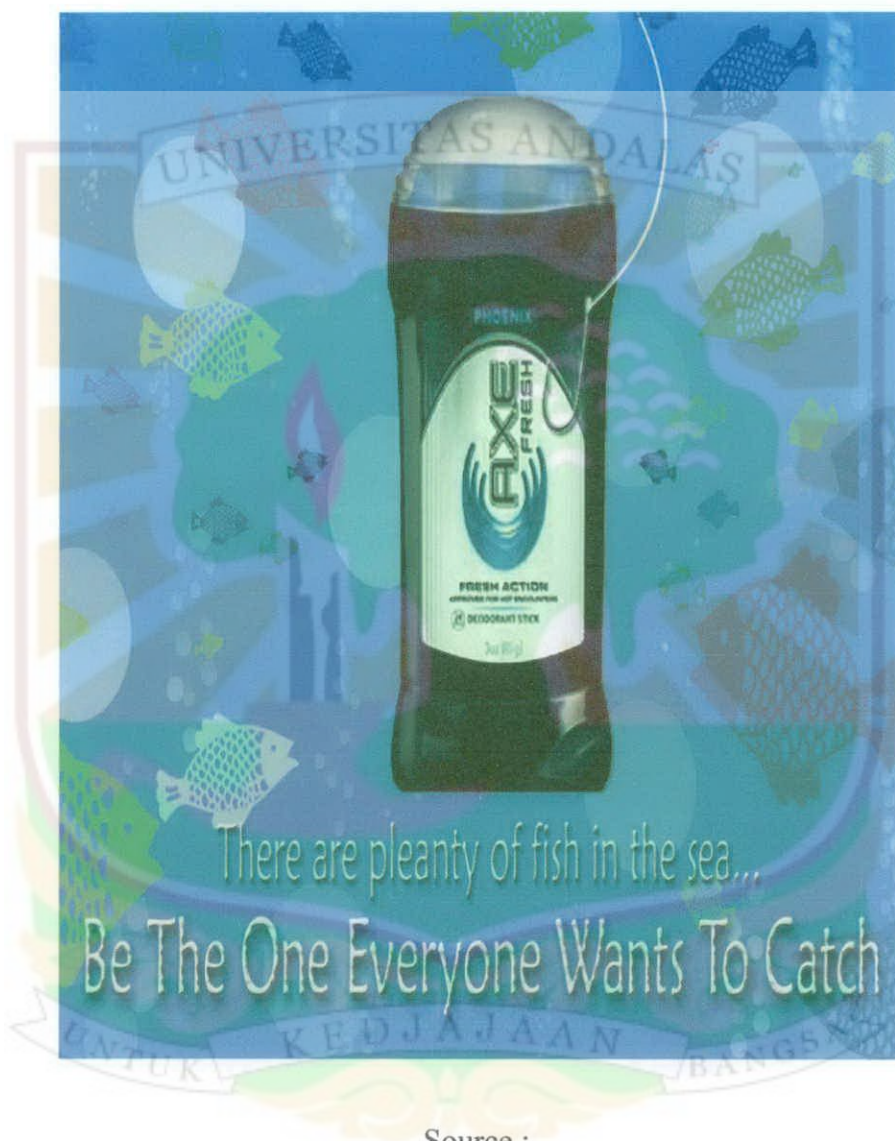
The sentence “EVEN ANGELS WILL FALL”	The statement concerns of effect for woman where they are will interest to a man that uses Axe perfume and become closed with him.
The sentence “EVEN ANGELS WILL FALL” means The statement concerns of effect for woman where they are will interest to a man that uses Axe perfume and become closed with him.	Using Axe perfume will make a man become fragrant and it make angels that refers to woman become interest to that man who has well fragrant.
The sentence “ EVEN ANGELS WILL FALL” means Using Axe perfume will make a man become fragrant and it make angels that refers to woman become interest to that man who has well fragrant.	

Table 3.2. Signification orders of “EVEN ANGELS WILL FALL”

From analysis of each non linguistic sign and linguistic sign above it can be concluded that Axe Perfume is a luxurious perfume, it is made for man, and the man who uses this perfume will make woman interested to him because this perfume has sweet smelling. Hence, the advertiser makes images that related to woman in this advertisement. The beautiful woman likes aroma of man uses Axe, moreover with common woman.

Picture 2

Be The One Everyone Wants To Catch



Source :

http://www.google.co.id/imgres?imgurl=http://fc01.deviantart.net/fs71/i/2011/036/4/e/axe_deodorant_advertisement

From the picture above, it can separate the linguistic sign and non-linguistic sign. Linguistic sign is represented by the sentence “There are plenty of fish in the sea... Be The One Everyone Wants To Catch”. The non linguistic

sign is represented by a picture bottle of Axe Perfume, fish hook, many fish, and the background's color is blue.

The word AXE FRESH is brand mark of Axe, Axe Fresh is kind of Axe Perfume, in this product there is a word "Fresh Action". The advertiser wants to give information about this kind of Axe Perfume. Axe Fresh has Fresh Action to the consumer who use this product.

The non linguistic signs in this picture have the following meaning:

- Bottle means types of Axe perfume itself
- The image of fish related to kinds of perfume, one of them is Axe, but Axe different from the other. Fish is well-know with bad aroma, so the advertiser wants to tell that the aroma of other perfume is not better than Axe.
- The fish hook means the choice of man, and in this picture the fish hook aimed to Axe, its mean Axe is the chosen for a man
- The background is blue, blue related to the sea, in the sea there are many kinds of fish, it has the same thing with Perfume, there are many kind of perfume, and Axe is one of them.

In this picture, there is a sentence that written in large font and consisting of a signifier "Be", "The", "One", "Everyone", "Wants", "To", "Catch" and a signified of "Be" as verb means become something, "The" as article, "One" as noun means something, "Everyone" as noun means many people, "Want" as verb

means desire, “To” as variable means something to be purpose, “Catch” as verb means grasp by hand.

The linguistic sign “there are plenty of fish in the sea, Be The One Everyone Wants To Catch” gives us information about the kinds of Perfume, but Axe is different and Axe must be our choice. The analysis of linguistic sign supported by each non linguistic in this picture.

Signifier	Signified
there are plenty of fish in the sea, Be The One Everyone Wants To Catch	The statement inform us about the kinds of perfume, but there is a different one and be the chosen

Table 3.3. Saussure;s model of “Be The One Everyone Wants To Catch”

The linguistic sign of the picture has a signified concept “information about there are many kind of perfume like fish, there are many kind of perfume in the world, but the best one is Axe, and everyone wants to catch it”. Based on Barthes theory, both signifier and signified are called denotative sign as the first order of signification and it uses to second order signification and called by connotative sign. The word fish in this sentence has connotative meaning, fish means perfume. Therefore, “there are plenty fish” means there are many kinds of perfume. From the denotative meaning it can analyzed the connotative meaning. The sign of “there are plenty of fish in the sea, Be The One Everyone Wants To Catch” means something that must be chose between many kinds of Perfume, at the choice is Axe Fresh, because it different from others.

The signification order of the Sign related to denotative and connotative meaning

The sentence “there are plenty of fish in the sea, Be The One Everyone Wants To Catch”	The statement inform us about there are many kind of perfume, but there is a different one and be the chosen for every one
The sentence “There are plenty of fish in the sea, Be Te One Everyone Want To Catch” means The statement inform us about there are many kind of perume, but there is different one and be the choice of every people	The statement inform us about there are many kind of Perfume, but the best only one and it is “Axe Fresh” because its different from other and give fresh sensation to a man uses this perfume , so Axe must be our choice
The sentence “ There are plenty fish in the sea, Be The One Everyone Wants To Catch” mean information for us about there are many kinds of Perfume, but the best only one and it is “Axe Fresh” because its different from other and give fresh sensation to a man uses this perfume , so Axe must be our choice	

Table 3.4. Signification order of “Be The One Everyone Wants To Catch”

From the analysis of each linguistic sign and non linguistic sign, the writer concludes that although there are many kinds of perfume, but Axe is the best one, because of the aroma, brand, and best seller, so we choose Axe because it gives more pleasure than others. Related to the name of this perfume “Axe Fresh”, Axe gives fresh sensation to a man who uses this perfume.

Picture 3

PART GOOD, PART BAD



Source :

<http://thehive.files.wordpress.com/2009/01/axe-effect-funny-advertisements-13.jpg>

From the picture above, the writer founds linguistic and non linguistic sign. The linguistic sign in this picture is "PART GOOD, PART BAD, THAT'S

MAN'S ESSENCE", which is written in large font. The non linguistic sign is represented by image of man and woman walk together in happy expression, but the body of man is separated into two part, his upper body walk with the woman, and lower body stop in front of lingerie's shop, lingerie shop whereas the drapery uses red lingerie, and the last non linguistic sign is Axe bottle.

The word "NEW AXE ESSENCE" is related to the name of this product itself, whereas this product is suitable with man essence. The advertiser wants to show the essence of man that uses this product to the consumer. The word "Lingerie" is related to the lingerie shop, it's for emphasizes that shop, woman looks sexy if they use lingerie, and man likes that.

The non linguistic sign has the following meaning:

- The picture are divided into two essence or part of man, they are upper and lower part, the man has tidy performance to make woman interested to him because woman like the good part of man (upper), woman likes man who has tidy performance, and has good smell, however man also has the bad part (lower), whereas this part wants woman who has sexy and hot performance.
- Lingerie shop means the other essence of woman, woman is sexy, and it makes man interested in, and the color of lingerie is red, red means brave and hot, this is what man wants from woman.

- The cloth of man is pink and woman is blue, based on theory of colour, pink is related to a woman and blue is related to a man. Its means man wants a woman and woman wants a man.
- Axe bottle, related to the product in this advertisement (Axe Perfume)

Linguistic sign in this advertisement consists of signifier: "PART" "GOOD" "PART" "BAD" "THAT'S" "MAN" "ESSENCE" and signified: "PART" as noun means portion, "GOOD" as adjective means something nice, "PART" as noun means portion, "BAD" as adjective means something worse, not good, "THAT'S" as pronoun means the result, "MAN" as noun means human male, "ESSENCE" as noun means a crux.

Linguistically, the signified concept of linguistic sign "PART GOOD, PART BAD THAT'S MAN ESSENCE" is information about man, who man has two essences in contrary, lower and upper body. Each part of man essence has different expectation in assess woman.

Signifier	Signified
PART GOOD, PART BAD THAT'S MAN'S ESSENCE	Information about man divided into two essence, part good is upper body and part bad is lower body

Table 3.5. Saussure's model of " PART GOOD, PART BAD THAT'S MAN'S ESSENCE"

The signified concept of linguistic sign from this picture can be analyzed because they are supported by non linguistic sign. From those two sign, it can be analyzed the denotative meaning and get connotative meaning that the advertiser wants to inform for us.

The signified concept of the word “PART GOOD, PART BAD, THAT’S MAN’S ESSENCE” is to show how the man looks like, man has a good part that woman like, but man has a bad part that wants a woman. That is the divided of man essence. The signifier and signified is called denotative meaning. based on Barthes theory, it can infer connotative meaning from denotative meaning. the connotative meaning of “PART GOOD, PART BAD, THAT’S MAN’S ESSENCE” is man has two essence in his body, first is how a man to be wanted by a woman, and the second is how a man wants a woman.

In the first part man will appear good performance into his woman and make his woman comfort with him, this performance not only using good and tidy cloth, but also the smell must be scented. In this part, man likes woman with good appearance too, a beautiful woman uses good clothing. For the second part, man has desire for a woman whereas in this part man like sexy and hot woman. Woman which uses Lingerie is Sexy for a man

The signification order of the sign related to denotative and connotative meaning

PART GOOD, PART BAD	Information about man divided into two essence, part
---------------------	--

THAT'S MAN'S ESSENCE	good is upper body and part bad is lower body	
The sentence "PART GOOD, PART BAD THAT'S MAN ESSENCE" means Information about man divided into two essence, part good is upper body and part bad is lower body		There are two essences of man, but woman like the man in good essence, whereas they have good performance and the smell also good. But the bad essence like woman with sexy performance
The statement " Part good, part bad That's man's essence" means there are two essence of man, but woman like the man in good essence, whereas they have good performance, and the smell also good. But the bad essence like woman with sexy performance		

Table 3.6. Signification order of "PART GOOD, PART BAD THAT'S MAN'S ESSENCE"

After analyzes the connotative meaning by using Barthes theory, the writer concludes that, man has two essence, first is essence of man is how a man to be wanted by woman, here man has good performance to make women interest to him, women like a man who has good looking and has good smelling, Axe can make man has good smelling, and man also like woman with their performance, and man comfort with this woman performing. Second is essence of man who wants a woman, in this essence, man wants woman based sexual desire, so it why this essence called bad part.

Picture 4

SAVE ON YOUR AXE, SAVE ON GARDENING



(Source : http://files.coloribus.com/files/adsarchive/part_601/6014105/file/axe-deodorant-lawnmower-small-19954.jpg)

From the picture above, the writer finds linguistic sign and non linguistic sign. Linguistic sign is SAVE ON YOUR AXE, SAVE ON GARDENING, NEW AXE COMPACT. The word NEW AXE COMPACT refers to the new kind of Axe product, Axe has many kind of its product, and one of them is New Axe

Compact. Axe compact is kind of Axe perfume which does not contain alcohol elements. The non linguistic sign represented by good weather and cirrus cloud, a man enjoying the sun warmth, a woman cutting the grass and uses sexy clothes, gardening with green grass, the last is Axe bottle.

Each non linguistic signs in this picture has meaning related to linguistic sign, the meaning of non linguistic sign are:

- Good weather means the weather that human wants, there is no global warming.
- A man and woman show there is no effect of global warming, global warming will make the weather very hot, and man can not enjoy read the news paper, and woman cannot use sexy clothes while cutting the grass because it can make her skin burnt. But here they can do it because there is no global warming.
- Green grass is one of the ways to save earth from global warming.
- Axe bottle related to this advertisement, that is axe compact.

The linguistic sign of Axe compact in the picture above consist of Signifier “SAVE”, “ON”, “YOUR”, “AXE”, “SAVE”, “ON”, ”YOUR”, “GARDENING”, and signified concept : “SAVE” as verb means to rescue or to keep something, “ON” as adverb means, “YOUR” as pronoun means belongs to, “AXE” as noun means name of perfume’s product, “GARDENING” as noun means a plantation.

The linguistic sign “SAVE ON YOUR AXE SAVE ON YOUR GARENING” has very closest meaning to non linguistic sign, which indicate free global warming. This product informs us that the component of Axe Compact is not containing element which can give bad impact. The word Gardening refers to earth.

There is a prize of Axe Perfume beside the linguistic sign and the picture of Axe Bottle, “New Axe Compact \$ 2.50”. This prize is not too expensive, people can buy this Axe perfume. So if people buy this product they can economize their money too.

Signifier	Signified
SAVE ON YOUR AXE, SAVE ON YOUR GARDENING	Inform us, if we use Axe it same as we save our earth from global warming and save our money too, because the prize of Axe it is not expensive.

Table 3.7. Saussure’s model of “SAVE ON YOUR AXE, SAVE ON YOUR GARDENING”

Actually, many kind of perfume using alcohol, alcohol which steam in the air is one factor that can make global warming happen. Hence, to save our earth from global warming, Axe launches their new products which contain no alcohol this new Axe product is Axe Compact. Axe compact is earth friendly, because nowadays we can find many product do not care about environment, even though the condition of environment are getting worse every day.

From first order of signification of SAVE ON YOUR AXE, SAVE ON YOUR GARDENING, and explanation about Axe Compact which does not contain alcohol, we can analyze the connotative meaning. The connotative meaning of SAVE ON YOUR AXE, SAVE ON YOUR GARDENING is the advantages of using Axe Compact, Axe Compact not only protect man from bad aroma, but also protect every people and the environment from global warming.

The signification order of sign related to denotative and connotative meaning.

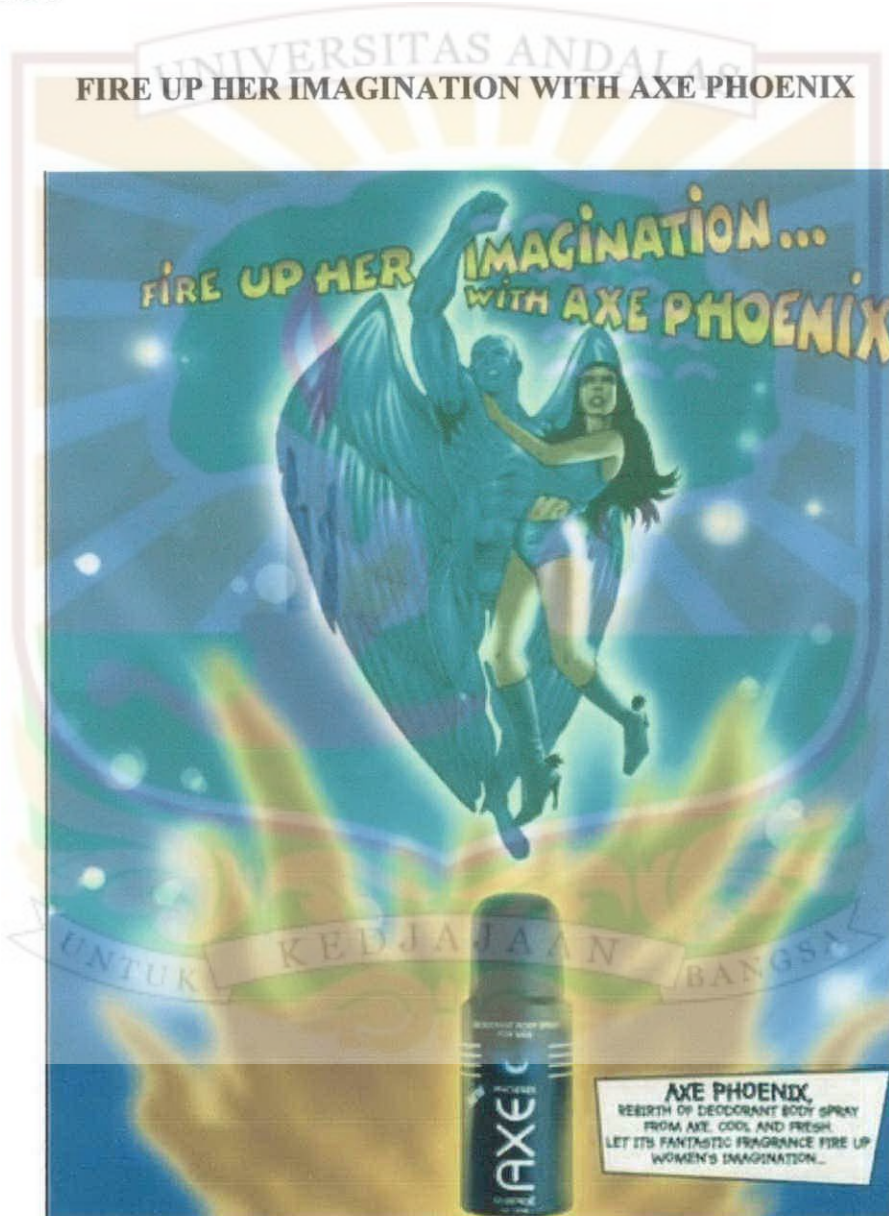
SAVE ON YOUR AXE, SAVE ON YOUR GARDENING	The statements inform us about Axe can save our body, save our money and save our earth too.
The sentence “save on your Axe, save on your gardening”, means the statement that inform us about using Axe will save our body, our money and our gardening.	Using Axe Compact will save our body from bad smell, save our money and using Axe will not give bad impact to global warming, so we can save our earth too because Axe Compact does not use alcohol
The sentence “ save on your Axe, save on your gardening “ means if we using Axe so we will save our body from bad smell, save us from spending much money only to buy perfume and using Axe will not give bad impact to global warming, so we can save our earth too because Axe Compact does not use alcohol.	

Table 3.8. Signification order of SAVE ON YOUR AXE, SAVE ON YOUR GARDENING

From analysis of linguistic and nonlinguistic sign that Axe used in this advertisement the writer infers what is the advertiser wants to show, the advertiser

wants to promote their new product, and show the advantages using Axe Compact than other product, the advertiser gives information that Axe product will not give bad impact to our earth because Axe is free Alcohol.

Picture 5



(Source : <http://superyoss.blogdetik.com/category/jenis-produk/parfum/>)

This advertisement consists of two forms of sign, linguistic and non linguistic sign. Linguistic sign from the picture is “FIRE UP HER IMAGINATION WITH AXE PHOENIX” writes in large font, “rebirth of deodorant body spray from Axe, cool, and fresh, lets its fantastic fragrance fire up woman’s imagination”. The non linguistic from this picture are fire, image of muscular man with wings and flew a woman, axe bottle, and the image dominate with blue.

The name this kind of Axe Perfume is Axe Phoenix. Phoenix denotes to scarce bird, Phoenix. Based on mythos Phoenix is a bird which can live for a long time (500 years) and when the birds die, the body will burn and the bird born again from the ash. We can see the strength of Phoenix from Harry Potter, here Phoenix is Dumbledore’s bird who eternal, and has power.

The non linguistic signs in this picture have the following meaning:

- Axe bottle refers to form of Axe perfume
- Image of muscular man with wings and flew a woman means muscular man is strong man, wings related to Phoenix, and man flew a woman is what woman wants from man, woman like man who can make their fly or swung. A woman will be swung if they smell the aroma of Axe.

Linguistic sign in this picture consisting of signifier: “FIRE”, “UP”, “HER”, “IMAGINATION”, “WITH”, “AXE”, “PHOENIX”. And signified: “FIRE” as noun means burning that produces light and heat, “UP” as verb means

to or at higher level, “HER” as pronoun means plural of she (female person), “IMAGINATION” as noun means ability to form pictures or ideas in the mind, “WITH” as variable, “AXE” as noun means name of perfume’s product, “PHOENIX” as noun means name of bird which has power and long life.

The linguistic sign “FIRE UP HER IMAGINATION WITH AXE PHONIX” attracts the costumer to pay attention. The advertiser wants to declare that Axe Phoenix can make woman imagine a man from the fragrance of man. Smelling good fragrance can make woman imagine something in her mind about a man.

Signifier	Signified
FIRE UP HER IMAGINATION WITH AXE PHOENIX	The long lasting fragrance of Axe Phoenix can make woman imagine man in her mind, and fly with their imagination

Table 3.9. Saussure’s model of FIRE UP HER IMAGINATION WITH AXE PHOENIX

From the signified concept of “FIRE UP HER IMAGINATION WITH AXE PHOENIX” is how long lasting fragrance can influence mind of human and think about a man who can make her float with her imagination. Both signifier and signified concept called denotative meaning. Barthes theory will help us to get meaning by analyzes both two sign and find connotative meaning that advertiser wants to share for us, and non linguistic sign also support to get connotative meaning. This linguistic sign means effect of Axe Phoenix, Phoenix

is a bird who has long age, it related to the perfume it means the fragrance of Axe can resist in long time. Hence the uses of Phoenix can burn woman passion that smells the fragrance.

FIRE UP HER IMAGINATION WITH AXE PHOENIX	The fragrance of Axe Phoenix can make woman imagine man in her mind, and fly with their imagination	
The sentence “FIRE UP HER IMAGINATION WITH AXE PHOENIX” means The fragrance of Axe Phoenix can make woman imagine man in her mind, and fly with their imagination		A man who uses Axe phoenix can burn woman passion with his fragrance, and woman can imagine that man as a strength man
The sentence “FIRE UP HER IMAGINATION WITH AXE PHOENIX” means a man who uses Axe phoenix can burn woman passion with his fragrance, and woman can imagine that man as a strength man		

Table 3.10. Signification order of FIRE UP HER IMAGINATION WITH AXE PHOENIX

Actually, the advertiser tries to tell about the effect of Axe Phoenix to the consumer, it can be seen in the corner of this picture there is a sentence “**AXE PHOENIX REBIRTH OF DEODORANT BODY SPRAY FROM AXE,COOL, AND FRESH, LETS ITS FANTASTIC FRAGRANCE FIRE UP WOMEN’S IMAGINATION**”. From this sentence, it is explained clearly AXE makes user be cool and fresh and make woman imagination something if they smell the fantastic fragrance. Moreover, like the name “Axe Phoenix” the fragrance can be resist in long time as same as Phoenix’s bird. The advertiser offer the fragrance can last a long time and make the user feel cool and fresh and woman’s passionate will be burn if smell it.

Picture 6

LOVE AT FIRST SNIFF



(Source :http://files.coloribus.com/files/adsarchive/part_698/6989905/file/axe-deodorant-sniff-small-60175.jpg)

The signs from the picture above divided into linguistic and non linguistic sign. Linguistic sign in the picture is represented by the sentence “LOVE AT FIRST SNIFF.” Non linguistic sign represented by back part of man without show the face of man, in the color is dark and in the corner there is bottle of Axe.

The word The Axe Effect in the corner refers to the name of product itself. This is one kind of Axe Perfume. The bottle means form of Axe Effect which makes consumer easier to known the product. Non linguistic sign from this picture is back part of man without show the face of man it the dark it means how people know a man from the behind or from his part without see the face and black is identical with a man.

Linguistic sign in this picture is written in large front with contrast color has a purpose to attract consumer attention. The sentence consisting of a signifier: “LOVE”, “AT”, “FIRST”, “SNIFF” and a signified concept: “LOVE” as means like or give feeling to something, “AT” as variable means time, “FIRST” as adjective means something in beginner or doing earlier, “SNIFF” as noun means something that smell.

We often hear people said “love at first sight” but here the advertiser uses The linguistic sign “LOVE AT FIRST SNIFF” it means people love to the smell, when people sniff the smell of Axe effect, automatically people will falling in love to Axe Effect.

Signifier	Signified
LOVE AT FIRST SNIFF	People like someone not only because of looks but also because of smell, good smell will make people falling in love in first sniff

Table 3.11. Saussure’s model of LOVE AT FIRST SNIFF

To get connotative meaning of linguistic sign, we must unite its linguistic sign with non linguistic sign. Hence, we can get second order signification by uses the denotative sign. Based on non linguistic sign, the signified concept of this picture is known someone from by sniff the smell without look the face. The signified concept of linguistic sign indicate that we love someone is not because his face, Therefore, we can recognize someone by his aroma without see his face.

The Signification order of sign related to denotative and connotative meaning.

LOVE AT FIRST SNIFF	The sentence means People like someone not only because of looks but also because of smell, good smell will make people falling in love in first sniff
The sentence "LOVE AT FIRST SNIFF" means people like someone not only because of looks but also because of smell, good smell will make people falling in love in first sniff	Axe Effect can make people love in first time sniff the aroma, and we can identify someone from the aroma without look at the face.
The sentence "LOVE AT FIRST SNIFF" means Axe Effect can make people love in first time sniff the aroma, and we can identify someone from the aroma without look at the face.	

Table 3.12. Signification order of LOVE AT FIRST SNIFF

Picture 7

Axe deodorant keeps you smelling like a hunk of man candy



(Source : http://2.bp.blogspot.com/_6hDZt1e0ofY/S1o-P6qWWOI/AAAAAAAAIsQ/DeaJrasRsJQ/s320/doors+axe+deodorant.jpg)

The sign from the picture above can be divided into linguistic and non linguistic sign. Linguistic sign in the picture is represented by the sentence “Axe deodorant keeps you smelling like a hunk of man candy”. Non linguistic sign represented by image of man with a ferocious appearance, Axe bottle, and in the picture also seen bright color like candy color.

The linguistic sign of this picture consists of a signifier: ‘Axe’, ‘deodorant’, ‘keeps’, ‘you’, ‘smelling’, ‘like’, ‘a hunk’, ‘of’, ‘man’, ‘candy’ and signified

concept: Axe means the name of perfume product, like means something similar to, a hunk means thick piece cut of something, man means adult male human being, and candy means sweet peppermint.

As we know, candy is a sweet peppermint, many people like to eat candy, sweet thing is delicious for eat. The linguistic sign of ‘Axe deodorant keeps you smelling like a hunk of man candy’ means axe make a man as user has sweet smelling, like a candy favored by almost every one.

Signifier	Signified
Axe deodorant keeps you smelling like a hunk of man candy	Axe makes man who uses this perfume smell sweet like a candy.

Table 3.13. Saussure’s model of ‘smelling like a hunk of man candy’

From signified concept of ‘keeps you smelling like a hunk of man candy’, non linguistic sign support the linguistic sign to analyzed the order of signification. Signifier and signified is first order of signification or called by denotative meaning and this first order signification will be analyzed to find second order of signification or called connotative meaning. Non linguistic sign shows the image of man with ferocious appearance, and there are circle with bright color, related to linguistic sign its means man with a fierce appearance is a male figure of man, this man is an idol for woman. Even though he has good looking, he has also be smell good to attract woman just like a candy

. The Signification order of sign related to denotative and connotative meaning.

Axe deodorant keeps you smelling like a hunk of man candy	Axe makes man who uses this perfume smell sweet like a candy.	
The sentence 'Axe deodorant keeps you smelling like a hunk of man candy' means Axe makes man who uses this perfume smell sweet like a candy		The fierce or masculinity of man with sweet smell is type of man becomes woman's idol.
The sentence 'Axe deodorant keeps you smelling like a hunk of man candy' means the fierce or masculinity of man with sweet smell is type of man becomes woman's idol.		

Table 3.14. Signification order of 'smelling like a hunk of man candy'

Based on Barthes's theory about order signification above, the signified of sign is needed to get connotative sign. This connotative sign is the truly meaning wants to be conveyed by producer of advertisement to consumer. The producer tells how their product make consumer become more interesting with the fragrance. Therefore Axe Perfume is best choice for masculine man to make they be more interested.

CHAPTER IV

CONCLUSION

Advertisements use and manipulate sign in such a way to influence the reader or consumer to choose the product. The ability of advertisement in manipulating signs convinces people to choose their product. By associating a product with other things that are valued by society, the advertisement helps the product exist and become accepted in the market. These facts are also found in Axe Perfume advertisement.

After analyzing the data, the writer found Axe Perfume is made by linguistic and non linguistic sign. The linguistic sign in this data are identified from words, phrases, and texts in the advertisements. This linguistic sign also supported by non linguistic sign from the picture. On the other hand, the advertiser attracts the attention of reader or consumer to the linguistic sign. Linguistic are supported by nonlinguistic which can help advertisements its goal.

This research is conducted to transform the consumer knowledge and perspective about meaning of text linguistically. The readers or consumers are able to understands and get meaning of the advertisements from the combination of word, phrase or text and picture. All of linguistic sign are identified into Saussure's theory; signifier and signified and Roland Barthes's theory; denotative and connotative meaning.

From the result of analysis, the writer found that in the Axe perfume advertisement there are linguistic sign which supported by non linguistic sign, the advertiser establishes good image and the superiority of Axe perfume than other perfume. Based on the analysis, Axe is a good perfume for man, and woman also like this perfume, because Axe has much superiority than other perfume. Axe perfume is distinctive perfume from other and producer is creative in make Axe perfume advertisement.



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