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A STUDY OF SEMIOTICS OF AIRLINE ADVERTISEMENTS IN TIMES AND NEWSWEEK MAGAZINES

A THESIS



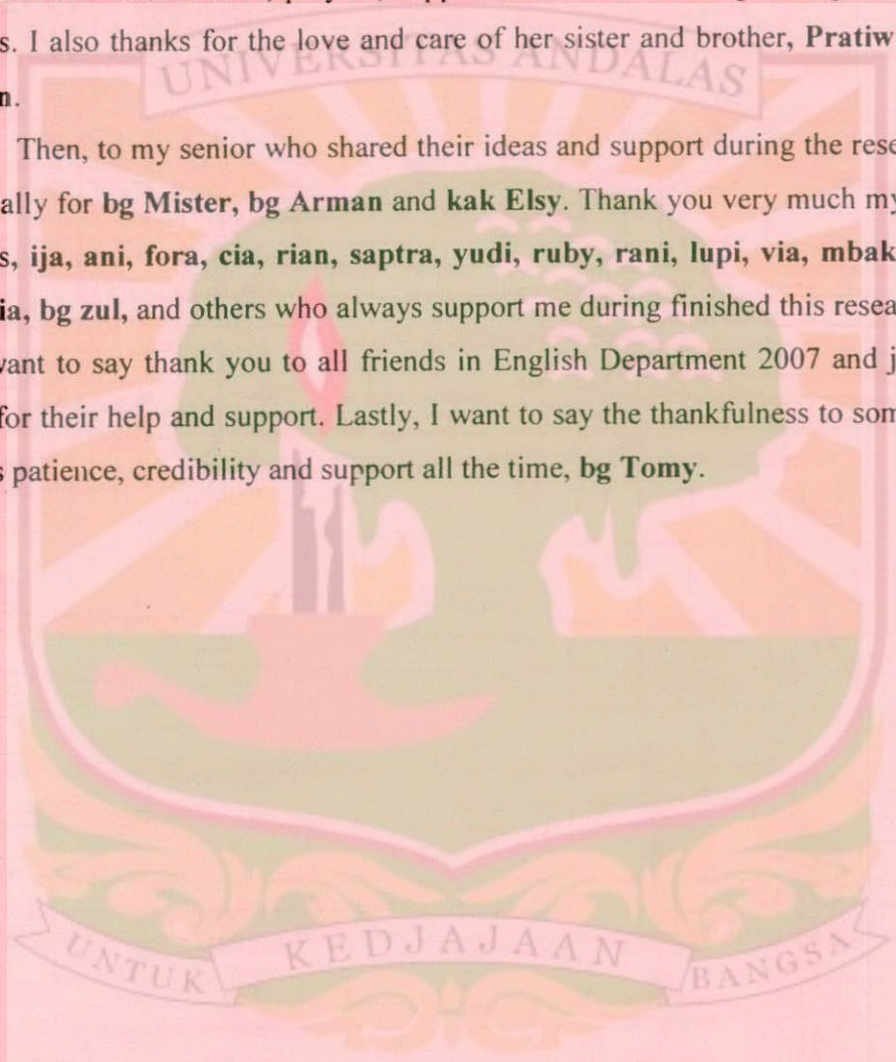
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PADANG 2012**

THANKS TO...

I dedicate this thesis to my beloved parents: **Isrial Ismail** and **Elmiza** who give me their endless love, prayers, supports and understanding through out my studies. I also thanks for the love and care of her sister and brother, **Pratiwi and Aldian**.

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Padang, October 2012

The Writer

UNTUK KEDJAJAAN BANGSA

ABSTRAK

Penelitian ini menerapkan kajian Semiotik pada praktek-praktek bahasa (*linguistic*) dan gambar (*non-linguistic*) pada iklan penerbangan. Analisis ini bertujuan untuk menemukan makna konotasi dari tanda yang bersifat manipulatif dan kemungkinan efek atau reaksi yang ditimbulkan dari penggunaan tanda tersebut oleh si pembuat iklan untuk membujuk atau mempengaruhi persepsi konsumen dengan menghubungkannya pada konteks pelayanan servis penerbangan. Data iklan tersebut diambil dari majalah *Times* dan *Newsweek* edisi 2000-2007 yang beredar di Indonesia.

Dalam penelitian ini penulis menggunakan metode kualitatif. Pemilihan data dilakukan secara purposif, yaitu berdasarkan kriteria yang sudah ditetapkan. Data yang digunakan sebanyak lima iklan penerbangan. Analisis makna dalam penelitian ini menggunakan teori (*order of signification*) yang dikemukakan oleh Barthes.

Sejumlah makna tanda ditemukan dalam penelitian ini. Makna tersebut dihasilkan dengan menghubungkan tanda linguistik dan non linguistik terhadap konteks iklan penerbangan. Dari makna-makna yang muncul akibat penggunaan tanda yang bersifat manipulatif tersebut, ditemukan bahwa iklan-iklan penerbangan tersebut memiliki ciri khas atau keistimewaan masing-masing dalam mempromosikan jasa atau servis. Ciri khas tersebut adalah: data (1) servis atau pelayanan royal dan mewah, data (2) perjalanan aman, lancar dan global, data (3) fasilitas kenyamanan (istirahat), data (4) pelayanan eksklusif dan fasilitas elit atau modern dan data (5) servis ekstra sebelum keberangkatan (spa mewah, ruang baca yang nyaman, fasilitas bisnis dan bar). Dari penggunaan bahasa dan gambar yang bersifat manipulatif pada iklan-iklan penerbangan tersebut memiliki kemungkinan-kemungkinan tersendiri dalam hal menarik perhatian konsumen serta mempengaruhi persepsi sesuai dengan tingkat pemahaman mereka terhadap jasa yang dipromosikan. Pada akhirnya proses ini juga bertujuan untuk membangun citra positif dimata konsumen terhadap perusahaan-perusahaan penerbangan tersebut.

Key words: Semiotik, tanda linguistik, tanda non-linguistik

LIST OF ABBREVIATION

CM: Connotative Meaning

DM: Denotative Meaning

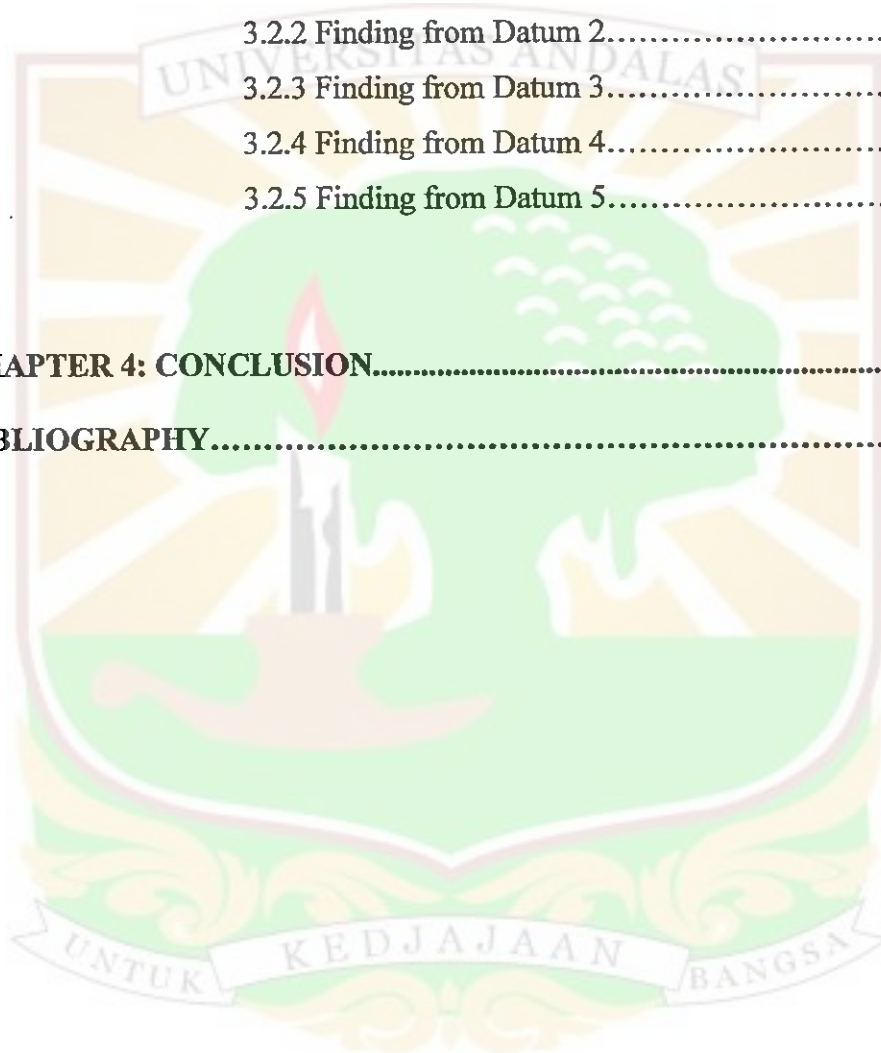


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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Advertisement is the instrument for promoting various products and services that uses languages, symbols, pictures and sounds in attracting the consumers. Therefore, in accordance with the industrial interests, advertisements often tactically manipulates the use of language and symbols in order to reconstruct the social perception of the consumers which later influences their willingness to buy the products and services. Thus, the reconstruction of the perception, affects the forms of willingness to buy the products and the services that are promoted through the advertisements. As Chandler (2002: 2) said, beside a study about sign or anything that 'stand for' something else, semiotic is concerned with meaning-making and representation in many forms, perhaps most obviously in the form of 'text' and 'media'. It means that semiotic can be the basis of an analysis of advertisement. Winfried Noth (1990: 476) said that advertising was an area of research in a field lying between the two seemingly unrelated academic disciplines. They are economic and semiotics; for economics, advertising is a factor in the process of the exchange of *goods*, for semiotic, advertising is a process of the exchange of *messages*. That is why advertisement or advertising becomes the data of semiotics research. Thus, the writer tries to use semiotic analysis to reveal the messages or the meanings and the influences of language practice in airlines advertisements.

1.2 Identification of Problem

The core problems to investigate in this research are:

1. What are the connotative meanings used in airline advertisements?
2. What are the possible effects of using manipulative signs or languages and pictures in airline advertisements toward the perception of the consumers?

1.3 Objective of the Research

The main objective of this research is to investigate the connotative meaning from the linguistic and non linguistic signs that are used manipulatively by the advertisers by using order of signification analysis. This research is also intended to reveal the possible effects of using manipulative signs toward the consumers' perception of airlines advertisements services.

1.4 Limitation of the Research

This research is focused on investigating the connotative meaning and also to reveal the possible effects or reactions toward the consumers' perception of using manipulative signs from these advertisements. In this case, the effects or reactions are investigated from the substances or the linguistic and non linguistic signs that can influence the consumers' perception. So that, the meaning intentions or orientations of language practices is also investigated in this research. This research applies the theory of semiotic proposed by Barthes (*order of signification*) to find out the connotative meaning. The sources of the data are taken from Times and Newsweek magazines that present airline advertisements.

advertisement is because these advertisements have already represented the criteria of collecting data.

1.5.2 Method of Analysis

After collecting data, the writer uses “describing and exploring” method (Miles and Hubberman, 1999: 90) in analyzing the data. Describing is the explanation of component to analyze, such as linguistics and non linguistics that have manipulative form. Exploring is revealing the component by using the theory. In this research, the writer analyzes the signs from the data by using Barthes’ theory of order signification in semiotics, or which is called as denotative and especially the connotative meanings. This analytical method is concerned with revealing the connotative meaning as well as the possible effects of using language and picture manipulatively toward consumers’ perception.

1.5.3 Presenting the Result of Analysis.

The form of reporting the results of this research is informal and formal method (Sudaryanto, 1993: 145). The analysis in this research is described based on the order of signification and the explanations with the verbal statement (informal method). The writer uses the table to clearer the explanation in the result of analysis or finding of the analysis (formal method).

CHAPTER II

THE REVIEW OF RELATED LITERATURE

2.1 Review of Previous Researches

In analyzing this research the writer reviews the previous studies that relates to the main theory and analysis. There are many researchers who have done the research about semiotic study. There are three researches that relate to the writer's topic.

First is Justin Watson established his research on "A Semiotic Analysis of the Representation of 'The Family' in Children's Commercials". In this research Watson presented two examples of children's commercials on television that existed in Western society or his society. The focus of his research is to describe and reveal the meaning of children or baby with toy that reflects "the family" ideology to the audiences, and possibly focus on an adult. According to his analysis about this topic, firstly he chose a 'baby doll' commercial "The Family Love Doll House" that showed there are a young girl and boy, a woman, man, baby son and their dog. The linguistic sign or text on this commercial is a song that covered the whole this commercial. It is "would you like to see what we do each day, when my little brother and I play, this is where we live is the house that's filled with love" (Watson, 2001). In his analysis he tried to explain one by one which relates to his point. He started by described the denotative meaning which continued with the connotative meaning. It means that it relates to the context of the children's commercial. He explained the picture and the text of this

commercial and as the result he found that this commercial used the baby and toy to give a reflection of 'family' to the audiences. The connotative meaning that he analyzed is about the fulfillment and happiness. Then, he related to the ideology of the audiences who watched this commercial that possibly means the perfect family is as if there is a house with mom, dad and the children's with their toys.

Next is the research from Geraldine E. Hynes and Marius Janson in their research about "Using Semiotic Analysis to Determine Effectiveness of Internet Marketing". In this research they used semiotic analysis to identify the meaning behind the sign that related to the cultural aspect, because in internet marketing or promoting product through internet is another ways to persuade or attract the consumers. They said that communication can be difficult when a Web site has broad cultural range. The reason is because internet marketing makes extensive use of text and visual images to affect product awareness and cultural relevance (Hynes and Janson, 2007: 1). Actually internet marketing or promoting through internet is kind of creative and innovative ways. So, that is why they tried to reveal the hidden meaning or the intention meaning of advertiser through sign or in this case the two mobile phone advertising in internet. In this research they compared between Sony Ericson and Nokia mobile phone advertisement. They started to explain each of the signifier and signified from the two mobile phone advertisements. Then, they divided the analysis of both mobile phone advertisements into the next table. In each of table they explained some characteristics of this mobile phone advertisement toward the six kinds of culture (China, Taiwan, Sweden, Finland, India, and the US). The characteristics are the

color, phone, text, imagery and culture. According to the result of they analysis is different cultures will have different understanding about the meaning of sign or what they have seen or known. Internet marketing is one of the ways to influence the consumers' perception through appropriate semiotic categories (Hynes and Janson, 2007).

The third research is an article written by Christina Nicole Baker entitled "Levi's Go Forth Campaign: A Semiotic Analysis of "America". This research explained about through the use of semiotics, viewers can not only capture the amazing and artistic advertisement, but also are capable of understanding the true and hidden meanings behind the campaign. So, she used several Levi's Go Forth campaign in this analysis to know the way these campaigns describe the company and the product toward the campaign. For the example according to her analysis (Baker, 2011), the first commercial that stated *Pioneers! Oh Pioneers!* This text actually got a bad response of the consumers. She described that it was because the text was not attractive. The word "pioneers" reflects someone that is ready to fight. It possibly does not attract the consumers to pay attention with this 'jeans' commercial. Then, in this analysis she tried to explain the way this campaign became successful to attract the American or the consumers to buy the product by using semiotic analysis. The way this campaign can be creative to modify the campaign and commercial (text and picture) that also changes the meaning or the perception of the consumers.

Those all articles are the researches that relate to the semiotic analysis, but they are different from the writer's analysis. Generally, the goal of the above

information or creating a positive feeling; something that goes well beyond simply calling our attention to it. So that advertisement needs a good combination of telling the messages or information to the consumers, whether by using picture or words.

2.2.3 Sign

Anything can be said as a sign when it stands for something else and when we invest them with meaning. Signs take the form of words, images, sounds, odors, flavors, acts or objects (Chandler, 2002: 17). Furthermore Pierce in (Chandler, 2002: 17) said 'nothing is a sign unless it is interpreted as a sign'. Sign can be in the form of linguistic and non-linguistic one. Linguistic sign takes the form of words, while non-linguistic sign can be images, pictures, alphabetical letters, punctuation marks, etc.

2.2.4 Context

Context consists of part of categories or inherent parts. One of them is cognitive properties like, knowledge, beliefs, prejudices, biases, goals or aims, etc (Van Dijk, 2002: 75). Thus, the writer tries to find the meaning intention or the aim of the producer when using picture and language practice to affect the consumers' perception. Van Dijk (2002: 75) also said that many acts in context are ideologically based. All the process of the social practices may be controlled by ideologies. So that language practices can affect the ideology or the perception of the consumers of airlines advertisements.

2.2.5 Meaning intention

Van Dijk (2002: 62) has implicitly elaborated the aspects of meaning intentions related to the practices of language toward others. He called as the 'actor description meaning' that is described as members of groups or individuals by their actions or attributes, function, by their position or relation to other people. The correlation to this research is the meaning intention that is intended by the producers of airlines advertisements can be identified by analyzing the language practice or from the context of this advertisement to persuade or to affect the consumers' ideology or perception.

2.2.6 Perception

Durmaz and Ibrahim (2011: 1) said in their journal, perception is gathering information through our senses, which are seeing, hearing, touching, tasting, smelling and sensing. Through these senses we can perceive things, events or relations. So, the writer will correlate the relationship between consumers' perception with the use of signs in airline advertisements.

2.6.7 Manipulation

Van Dijk described (2006: 359) described in his article that cognitively, manipulation as mind control involves the interference with processes of understanding, the formation of biased mental models and social representations such as knowledge and ideologies. Thus, manipulative sign in the analysis of this research is the sign that is designed to influence the readers' ideology or to control

their perception toward the services of airline advertisement. The signs that are really show skillfulness in choosing or using word and picture.

2.3 Theoretical Framework

2.3.1 Semiotics

Semiotic is a study of sign analysis with the purpose of finding the meaning. In conducting this research, Semiotic approach is used to discover meanings of the lingual and non lingual sign from airline advertisement. As Chandler (2002: 2) said, beside a study about sign, semiotic is concerned with meaning-making and representation in many forms, perhaps most obviously in the form of 'text' and 'media'. So, the basis of choosing advertisements as the data in this research is because semiotic analysis can reveal the meaning behind the sign, even it is in the form of text or picture. Through semiotic, the meaning of lingual or non lingual sign from those advertisements that is intended by the producers or advertiser to the consumers can be identified.

2.3.2 Sign

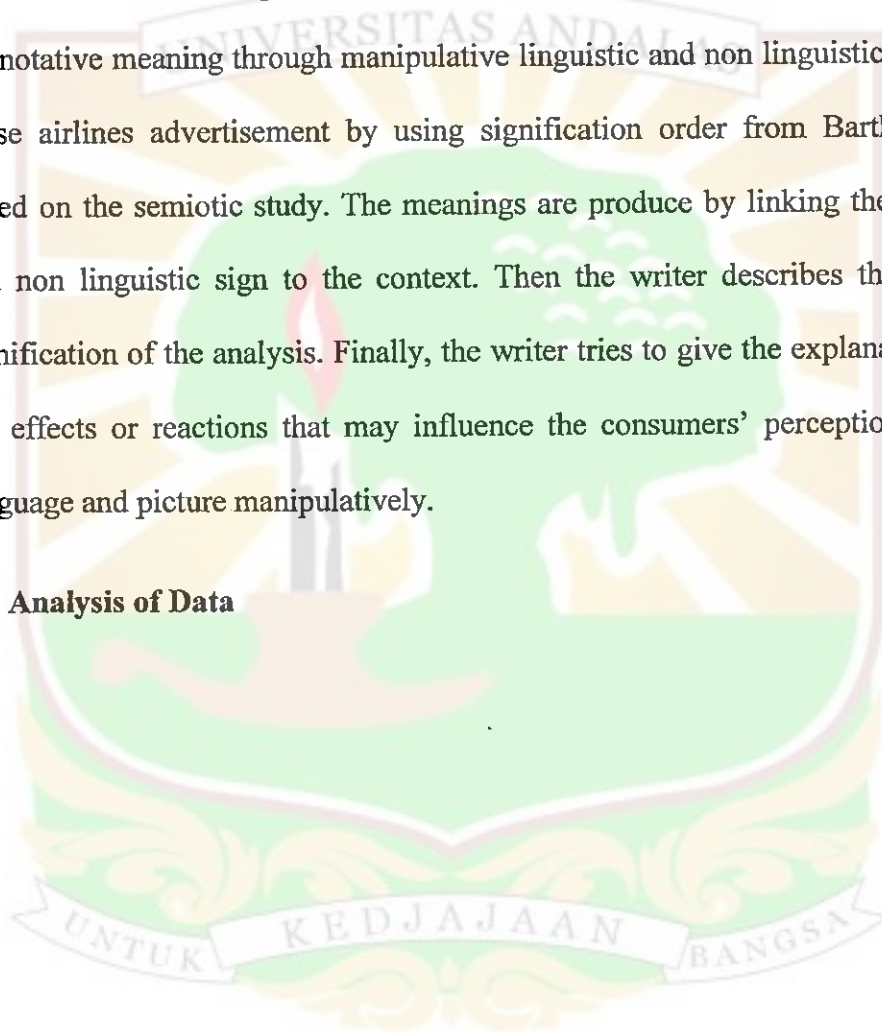
Everything can be a sign as long as someone interprets it as 'signifying' something, referring to or standing for something. We interpret thing as sign largely unconsciously by relating them to familiar systems of convention (Chandler, 2002: 17). As the writer explained before, sign can adapt or change from one place to another place depending on the convention because there is no social control or big power to control the meaning of the sign, but the meaning of the sign also can be related to the circumstances. Saussure in (Chandler, 2002: 19) also already divided linguistic sign into signifier and signified, where the signifier

CHAPTER III

AN ANALYSIS OF SIGN IN AIRLINES ADVERTISEMENTS

In this chapter the writer analyzes the data based on the theories that have been discussed in the previous chapter. Firstly, the analysis is to identify the connotative meaning through manipulative linguistic and non linguistic sign from those airlines advertisement by using signification order from Barthes theory based on the semiotic study. The meanings are produce by linking the linguistic and non linguistic sign to the context. Then the writer describes the order of signification of the analysis. Finally, the writer tries to give the explanation about the effects or reactions that may influence the consumers' perception in using language and picture manipulatively.

3.1 Analysis of Data



Datum1.Emirates Airline Advertisement



emirates.com

Emirates

Royal treatment.

Emirates A380 onboard Shower Spas. The future has arrived.

Because of waterfalls and hot springs. Because of day spas and late night showers. Because we all like to feel revived and pampered, you can enjoy a hot shower and luxurious Timeless Spa products in the First Class Shower Spas on our A380.

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Source: Times Magazine, March, 2006

This first datum is the Emirates airline advertisement. This advertisement contains linguistic and non linguistic signs. There are five manipulative signs that occur in this airline advertisement. They are four linguistic signs; “Royal treatment”, “Emirates A380 onboard shower spa”, “The future has arrived” and “Because waterfall and hot springs. Because of day spas and late night showers. Because we all like to feel revived and pampered, you can enjoy a hot shower and luxurious timeless spa products in the first class shower spa on our A380”. There is only one manipulative non linguistic sign; “A woman who adorns her self in a room with spa product”.

Order of Signification 1.

	Signifier	Denotative Signified	
	Royal treatment	The treatment for royal family.	
DN	Sign Signifier/Denotative sign		Connotative Signified
	The royal treatment is The treatment for the royal family.		The royal treatment based on the contexts of airline services in this airlines advertisement actually means the best or the highest services, the highest level of pleasantness, comfort and enjoyableness, the highest facility and also the highest safety for the consumers.
CN	SIGN/ Connotative sign		
	The lingual or linguistic sign “Royal treatment” actually generates the following connotative signs: the best or the highest service, the highest pleasantness, the highest comfort and enjoyableness, the highest facility and the highest safety.		

In the process of order of signification, the lingual sign “Royal treatment” as the signifier has a literal meaning or universal meaning *the treatment that*

connected with a king or queen or a member of their family as the denotative signified. The lingual sign 'royal treatment' relates to the contexts of airline services facilitated by the Emirates airlines company will has different meaning with literal meaning. The connotative meaning has correlated to the context of the sign or the context of airline advertisement service which refers to the aim of this sign. Therefore it has the connotative meaning: *the highest services, the highest level of pleasantness, comfort and enjoyableness, the highest facility and also the highest safety*. The meaning intentions or the orientation of the linguistics sign is to give a very good reflection (presidential level of services) and the luxurious airplane toward the services and facilities of this airline company for the consumer.

The text "Royal Treatment" of this advertisement becomes an influential tool for the company in directing the consumer's tendency for taking luxurious service as offered by the company. The word "royal" leads the perception of the consumers to the highest class, exclusive or important person and also exclusive image. Logically, someone in high class or in the level of king, queen and president is often has a luxury of life, extraordinary and treated as very important or exclusive person. So, the possible meaning effect is the consumers can be influenced by the luxuriousness, the highest facility and also the highest safety of this airline services from the text "Royal Treatment" which therefore persuade them or influence their perspective about this company. In addition, the advertisement above creates special target of selling flight service to the wealthy families.

Order of Signification 2.

	Signifier	<i>Denotative Signified</i>
	Emirates A380 onboard shower spa	The Emirates airplane has a shower spa within it.
DN	Sign Signifier/Denotative sign	<i>Connotative Signified</i>
	Emirates A380 onboard shower spa is the Emirates airplane has a shower spa within it.	This lingual sign based on the contexts of airline services means pleasantness, the condition of freshness, coziness or warmness, cleanness and exceptional service.
CN	SIGN/ Connotative sign	
	The lingual or linguistic sign “Emirates A380 onboard shower spa” actually generates the following connotative signs: pleasantness, freshness, coziness or warmness, cleanness and exceptional service.	

The “Emirates A380 onboard shower spa” is the next linguistic sign that occurs in this advertisement. Literal meaning or the denotative meaning of this lingual sign is *the Emirates airplane has a shower spa within it* that also as the signified or the denotative signified in the first level of order of signification process. This is very attractive language practice, because perhaps not all of the airline companies provide this facility. The lingual sign “Emirates A380 onboard shower spa” that relates to the contexts of airline services facilitated by the Emirates airlines company has the connotative meaning *pleasantness, the condition of freshness, coziness or warmness, cleanness and exceptional service*. The meaning intention from this connotative meaning has appeared from the exceptional service where this airline company wants to tell that this is an

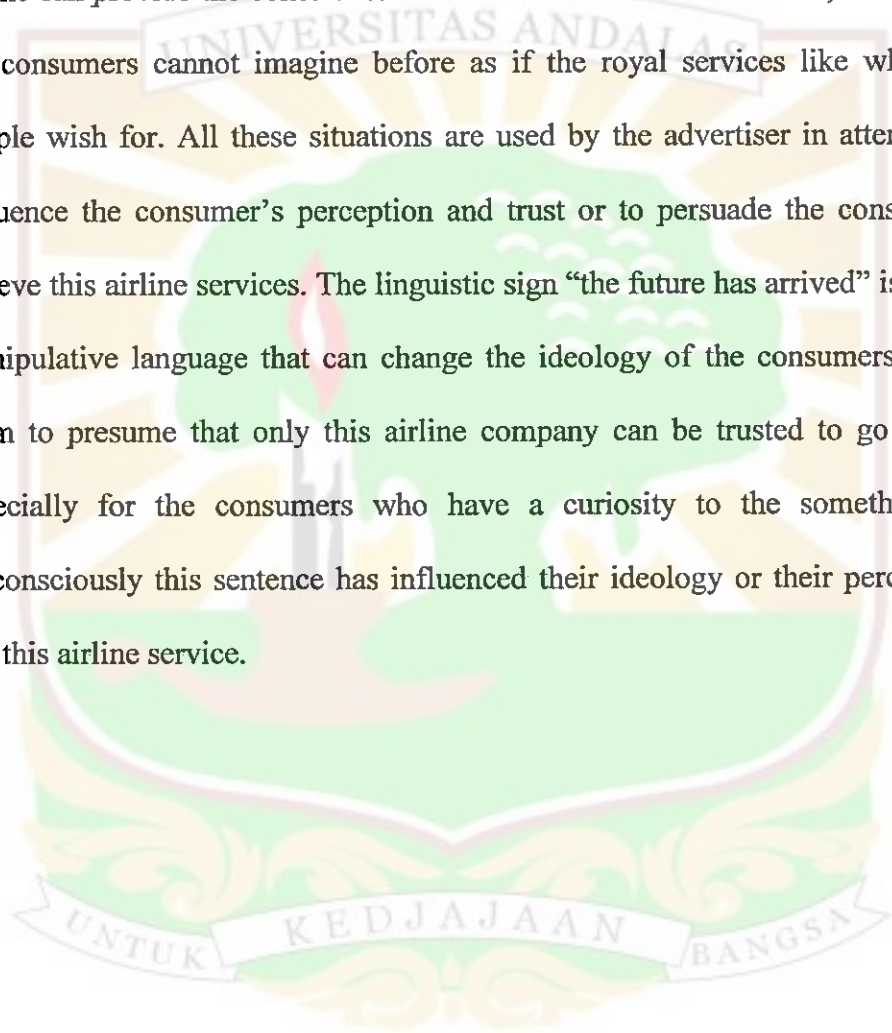
Order of Signification 3.

	Signifier	<i>Denotative Signified</i>
DN	The future has arrived	Something that as if cannot be imagined by the people at the present time has arrived.
	Sign Signifier/Denotative sign	<i>Connotative Signified</i>
CN	The future has arrived is something that as if cannot be imagined by the people at the present time has arrived.	“The future has arrived” based on the contexts of airline services in this airlines advertisement actually means the future airline, futuristic services and facilities as if the royal service.
	SIGN/ Connotative sign	
	The lingual or linguistic sign “The future has arrived” actually generates the following connotative signs: the future airline, futuristic services and facilities as if the royal service.	



The next linguistic sign is the sentence “The future has arrived” that gives the literal meaning or denotative meaning *something that as if cannot be imagined by the people at the present time has arrived*. According to the context of this airline advertisement the connotative meaning from this lingual sign are *the future airline, futuristic services and facilities and unimaginable airline service as if the royal service*. From this connotative meaning, the meaning intention that is intended by the producer is everything for the consumers’ need in the future in flight has been existed in this airline company. So, the producer tries to convince that the consumers no need to find other services from other airlines.

The reflection of the word “future” is exploited by the advertiser to influences the consumers’ consideration about the future service where this airline is the future airline for the consumers. Logically, there are no people can know

about what is going to happen next time. So, this text implicitly has another meaning in connecting with promotion of airline service or company. So that it can produce different meaning as long as the meaning is related to the circumstances or the context (ideology or perception) of the sign. Thus, this airline can provide the consumers' needs like the futuristic services, facilities that the consumers cannot imagine before as if the royal services like what every people wish for. All these situations are used by the advertiser in attempting to influence the consumer's perception and trust or to persuade the consumers to believe this airline services. The linguistic sign "the future has arrived" is kinds of manipulative language that can change the ideology of the consumers. It leads them to presume that only this airline company can be trusted to go onboard, especially for the consumers who have a curiosity to the something new. Unconsciously this sentence has influenced their ideology or their perception to use this airline service.



Order of Signification 4.

DN 	<p style="text-align: center;">Signifier</p> <p>Because waterfall and hot springs. Because of day spas and late night showers. Because we all like to feel revived and pampered, you can enjoy a hot shower and luxurious timeless spa products in the first class shower spa on our A380</p>	<p style="text-align: center;"><i>Denotative Signified</i></p> <p>There are a waterfall and hot spring on airplane and complete spa treatment.</p>
	<p style="text-align: center;">Sign Signifier/Denotative sign</p> <p>Because waterfall and hot springs. Because of day spas and late night showers. Because we all like to feel revived and pampered, you can enjoy a hot shower and luxurious timeless spa products in the first class shower spa on our A380 is there are a waterfall and hot spring on airplane and complete spa treatment.</p>	<p style="text-align: center;"><i>Connotative Signified</i></p> <p>This lingual sign based on the contexts of airline services in this airlines advertisement actually means the atmosphere of nature, balance of service; timeless service, luxurious service, the pleasantness, freshness, and also coziness of condition.</p>
CN 	<p style="text-align: center;">SIGN/ Connotative sign</p> <p>This linguistic sign actually generates the following connotative signs: he atmosphere of nature, balance of service; timeless service, luxury service, the pleasantness, freshness, and also coziness.</p>	

Next linguistic sign is “Because waterfall and hot springs. Because of day spas and late night showers. Because we all like to feel revived and pampered, you can enjoy a hot shower and luxurious timeless spa products in the first class shower spa on our A380”. Actually the denotative meaning of this linguistic sign is *there are a waterfall and hot spring on Emirates airplane and complete spa treatment* as denotative signified or the signifier. Logically, it is impossible if there is a waterfall and hot spring on airplane, but it may be possible for the spa

treatment. Thus the possible meaning of the whole of this linguistic sign is related to the context of this airline advertisement. According to the context of this airline advertisement the connotative meaning from linguistic sign are *the atmosphere of nature, balance of service; timeless service, luxurious service, the pleasantness, freshness, and also coziness of condition*. Thus, the meaning intention from this linguistic sign can be identified that the producer provides the service that can make the consumers feel the atmosphere of nature, relax and to feel the pleasantness and freshness as if to be in the waterfall and hot spring when they take the services.

The logic of the reflection of the text “Because waterfall and hot springs” it is impossible for a person to be in the water fall or hot spring without feeling pleasant, fresh, and calm. Furthermore, the language practice or this linguistic sign is very manipulative that is used by the advertiser to influence the consumers’ perception or ideology. Thus, it really reflects the pleasantness, freshness, and cozy condition of Emirate airline. Then, the text “luxurious timeless spa products” has been exploited in reconstructing the consumer’s attention and their perception toward this Emirates airline service. The word “timeless” refers to the never ending: like the life of king and queen or president is always never ending to get the luxurious service or high treatment. So, it possibly affects the consumers’ perception that if they use this airline service or go to somewhere with this airplane, so they become the exclusive person or they can get the highest image. The same possibility from the text “first class shower spa” of this linguistic sign that can influence the consumers’ perception to be the first class or high class in

their life style. In this case it may relate to the female consumer that actually has the relationship with the spa product or to get the treatment of queen's service that all items are in the highest level.

Order of Signification 5.

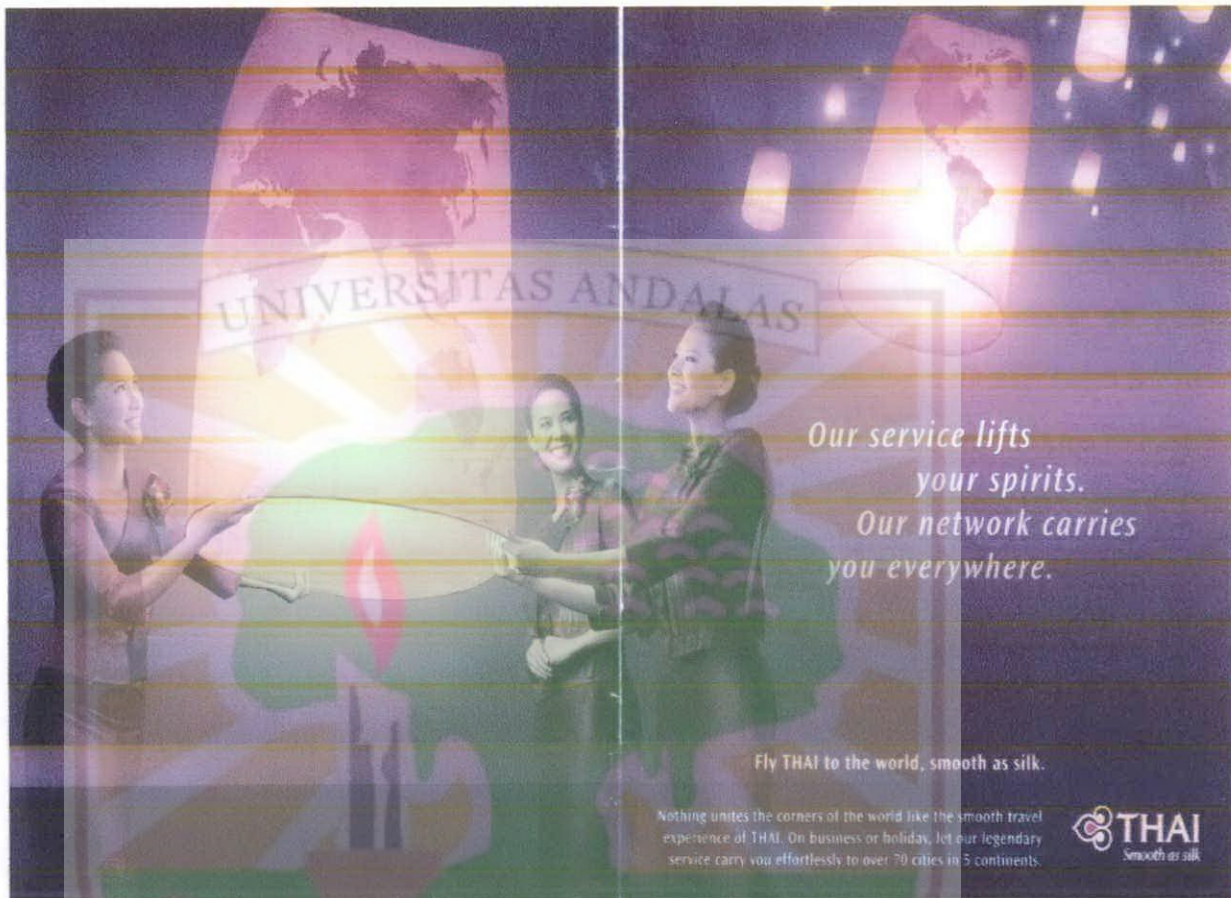
	Signifier	Denotative Signified
	A woman who adorns her self in a room with spa product	The picture of woman who adorns her self in a room with spa product.
DN	Sign Signifier/Denotative sign	
	Non linguistic sign or the picture of woman who adorns her self in a room with spa product is the picture of woman who adorns her self in a room with spa product.	Connotative Signified
		This non lingual sign based on the contexts of this airlines advertisement actually means beautifulness, the kindness and the object or the commodity.
CN	SIGN/ Connotative sign	
	This non linguistic sign actually generates the following connotative signs beautifulness, the kindness and the object or the commodity.	

The picture or the non lingual sign of this advertisement is "The picture of woman who adorns her self". The denotative meaning or literal meaning of the picture or the non lingual sign is *the woman who adorns her self with spa product* as the denotative sign. The connotative meaning or the meaning that relates to the context of this airline advertisement is about *beautifulness, the kindness and the object or the commodity*. Actually the woman in this picture can be the reflection of the services that is given from this airline. It shows the pleasantness or comfortable, the best services and also the exclusiveness. So that it can be the

object of the commodity for this airline company. Moreover, meaning intention from this linguistic practice is the producer or the advertiser wants to ascertain the consumer to use this airline because it has the beautiful, kind and nice airline attendant.

The reflection of woman in this advertisement has been exploited by the advertiser or the producer in attempting to attract the consumers, especially male consumers as well as female consumers to reflect beautifulness, graciousness or kindness and the object or the commodity. The advertiser influences the consumers' perception and attention by using the charming and beauty of woman as the object or the industry commodity for this airline company; everybody wants something that can make they feel so happy, pleasant and interesting view. There is a picture of "spa product or some cosmetics tools" that is used by the woman in this advertisement that shows the consumers can directly get the facility of this spa treatment when using this airline service. This situation may attract not only male consumer but also female consumer to be interested on this airline advertisement. All these processes are to shape the consumers' perception that this airline has the beautiful and charming airline attendants that ready to serve the consumer to feel happy and pleasant and provides the spa product or spa treatment.

Datum2. Thailand Airline Advertisement



Source: Times Magazine, July 2007

The second datum is Thailand advertisement that consists of the texts (linguistic sign), and pictures (non linguistic sign). The main linguistic sign is the sentence “Our service lifts your spirit. Our network carries you everywhere” and the two sentences that supporting this main linguistic sign. There are some pictures or non linguistic signs in advertisement; the picture of the woman and the bright lantern. The linguistic and non linguistic signs that related to the topic of this research will be showed from the analysis below.

Order of Signification 1.

	Signifier	Denotative Signified
	Our service lifts your spirit. Our network carries you everywhere	The service of this airline can increase the spirit and the network can bring the consumers to everywhere
DN	SIGN/ Denotative sign	
	Our service lifts your spirit. Our network carries you everywhere means the best service and network is The service of this airline can increase the spirit and the network can bring the consumers to everywhere	Connotative Signified Our service lifts your spirit. Our network carries you everywhere, based on the context reflects a very pleasant traveling and journey, very calm or enjoyable and safety journey by plane facilitated by Thailand airlines company.
CN	SIGN/ Connotative sign	
	The lingual or linguistic sign “Our service lifts your spirit. Our network carries you everywhere” actually generates the following connotative signs: a very pleasant traveling, very calm or enjoyable journey and safety journey by plane.	

The linguistic sign “Our service lifts your spirit. Our network carries you everywhere” is the first linguistic sign in this analysis. This linguistic sign has a literal meaning or denotative meaning as the indicator to the denotative sign in first level through order of signification. The denotative meaning of this lingual sign is *the service of this airline can increase the spirit and the network can bring the consumers to everywhere* as the signified which therefore becomes its denotative signified. Therefore, denotative sign as the next indicator that caused another signified appeared (connotative signified) which gave a contextual meaning or the airlines advertisement context. According to the context of this advertisement, the connotative meanings through this linguistic sign are *a very*

pleasant traveling and journey, very calm or enjoyable and safety journey by plane facilitated by Thailand Airlines Company. It becomes the connotative signified; the indicator in the level of second order of signification. The meaning that is produced from connotative meaning in the semiotic analysis from order of signification can reveal the meaning intention. The meaning intention is the company wants to make sure that this airline company has so many branches of office or the networks and all the networks are secure in every place, so that the consumers no need to feel worry. The passengers can enjoy their flight because this airline will serve them with pleasure and spirit in every flight.

The lingual sign “our network carries you everywhere” shows that this airline has so many branches and leads the consumers to think that this airline is the global airline because it has many branches in everywhere and many people may trust this company to go with airplane. It reflects to the consumers’ tendencies that prefer to choose a safety travel in everywhere they go. This linguistic practice possibly affect the consumers who fear to go with airplane, may be because of trauma or another reason. Thus, this linguistic practice may influence them to use this airline service.

Order of Signification 2.

	Signifier Fly THAI to the world, smooth as silk	Denotative Signified Flying with Thailand airline is smooth as silk
DN	Sign Signifier/Denotative sign Fly THAI to the world, smooth as silk is flying with Thailand airline is smooth as silk	Connotative Signified This linguistic sign, based on the context means a very pleasant traveling and journey and safety journey by plane facilitated by Thailand airlines company.
CN	SIGN/ Connotative sign The lingual or linguistic sign "Fly THAI to the world, smooth as silk" actually generates the following connotative signs a very pleasant traveling and journey and safety journey by plane facilitated by Thailand airlines company.	

Next linguistic sign is the sentence "Fly THAI to the world, smooth as silk" that has a denotative meaning or literal meaning is *flying with Thailand airline is smooth as silk* as the denotative signified or the signifier. Actually this meaning is rather illogical, because there is no silk can fly as airplane. However this is a literal meaning of this sign that just word by word. From denotative signified the meaning becomes a new sign or denotative sign, like in this table above and to be the indicator to the connotative signified. According to the context of this airline advertisement the connotative meaning of this linguistic sign becomes *a very pleasant traveling and journey and safety journey by plane facilitated by Thailand Airlines Company*. The logical text that silk is very good material to make cloth that it is an exclusive and expensive material. From this reflection can reveal the meaning intention of this phrase that Thailand airline can provide very fluent or smooth travel, exclusive service and cozy condition in

traveling with this airline as if flying on the silk. Therefore all consumers can get the pleasant travel or journey, very pleasant or comfortable condition.

This reflection can be the basis of influencing the consumers' perception and to shape the behavior or the action of the consumers in order they tend to this airline because the very fluent or smooth travel, exclusive service and cozy condition. The phrase "smooth as silk" is really manipulative language based on this linguistic sign from this advertisement. Actually silk is identical with a wealth family and people who have a silk are realized as a rich people. This language practice can attract the consumers' interest to use this Airline Company or service, especially the wealthy family who think about the prestige or image is really important. The word "world" actually reflects the large of network of this airline company, so that they can carry the consumers to everywhere their destination all over the world. This linguistic sign is possibly can attract or influence the perception of the consumers, because it shows that this airline is the international quality of airline service.

Order of Signification 3.

	Signifier	Denotative Signified
	Nothing unites the corners of the world like the smooth travel experience of THAI". On business or holiday, let our legendary services carry you effortlessly to over 70 cities in 5 continents	Flying with THAI is like smooth travel for business or holiday to over 70 cities in 5 continents that can unite all the world
DN	Sign Signifier/Denotative sign	
	Nothing unites the corners of the world like the smooth travel experience of THAI". On business or holiday, let our legendary services carry you effortlessly to over 70 cities in 5 continents <i>means</i> Flying with THAI is like smooth travel for business or holiday to over 70 cities in 5 continents that can unite all the world	Connotative Signified This linguistic sign, based on the context means very fluent travel without any obstructions, skillful service, famous and full experiences of service
CN	SIGN/ Connotative sign	
	This lingual or linguistic sign actually generates the following connotative signs: very fluent travel without any obstructions, skillful service, famous and full experiences of service.	

The third long linguistic sign is "Nothing unites the corners of the world like, the smooth travel experience of THAI". On business or holiday, let our legendary services carry you effortlessly to over 70 cities in 5 continents". The denotative meaning of this linguistic sign is *Flying with THAI is like smooth travel for business or holiday to over 70 cities in 5 continents that can unite all the world* as the denotative signified. Connotative meaning based on the context of this airline advertisement of this linguistic sign is *very fluent travel without any obstructions, skillful service, famous and full experiences of service*. From this long linguistic practice the advertiser as if wants to express the meaning intention that this airline has so many experiences on flying to go around the world, so that,

the consumers no need to choose another airline. Meaning intention of this linguistic sign is to provide the unforgettable travel or smooth travel that can make the consumers to feel pleasant, comfort without any obstructions and also the safety when they arrive to the destination by serving with skillful crews or attendants.

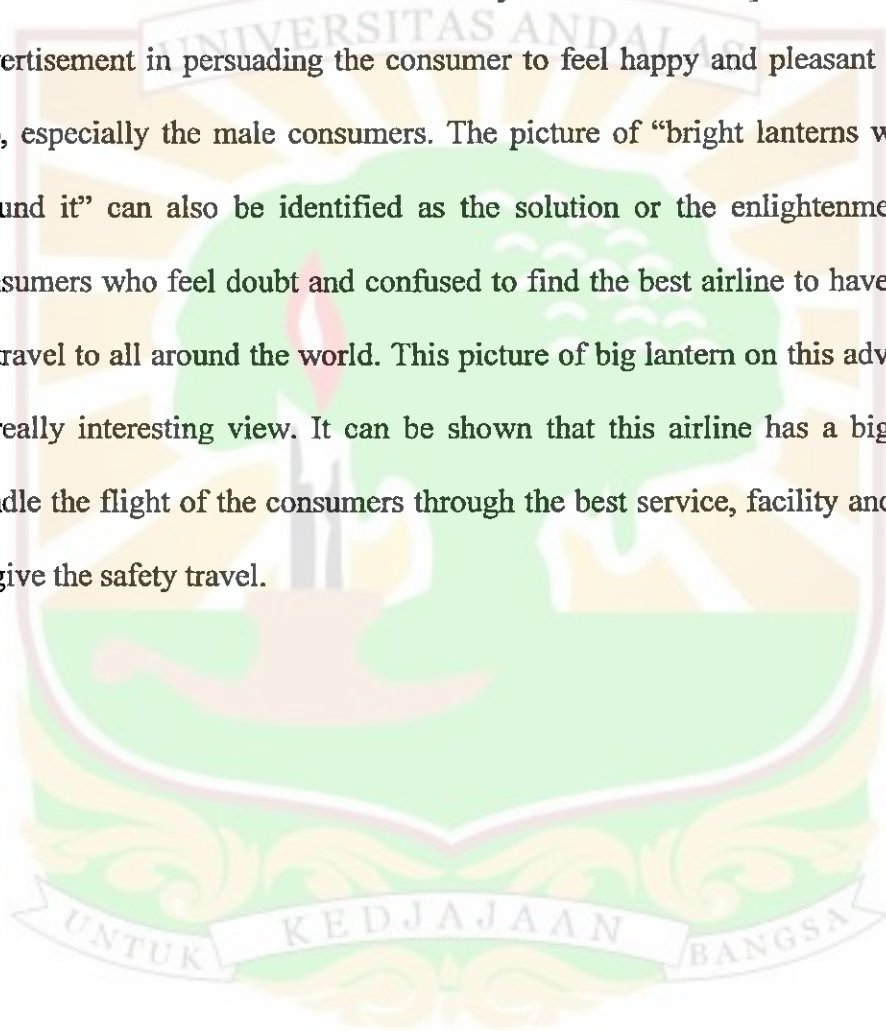
Logically people only can feel pleasant or comfortable if they are to be in the safe condition and the condition without problem or obstruction. This long linguistic sign can be the basis to influence the consumers' perception toward this airline service that the consumers will get the fluent and safety travel. The word "legendary services carry you effortlessly" can influence the consumers' perception because it reflects easy and simple ways to serve skillfully and full experiences of manner. The textual logic of this phrase "legendary service" is impossible for an airlines company to be the legendary airlines or famous airlines if they do not have many experiences and good skills. It can be related to the consumers' tendency that they want to be served pleasantly with skillful service and good manner. The reason is because the skillful person will give the best attitude and good manner. Text "many cities and five continents" that is exposed by the producer becomes an influential tool to persuade the consumers' perception about world airline. All this processes are realized to reconstruct the perception of consumers and their trust to this airline and attract them to use this airline service, especially to the people who are really consider about the service and skill or attitude toward themselves.

Order of Signification 4.

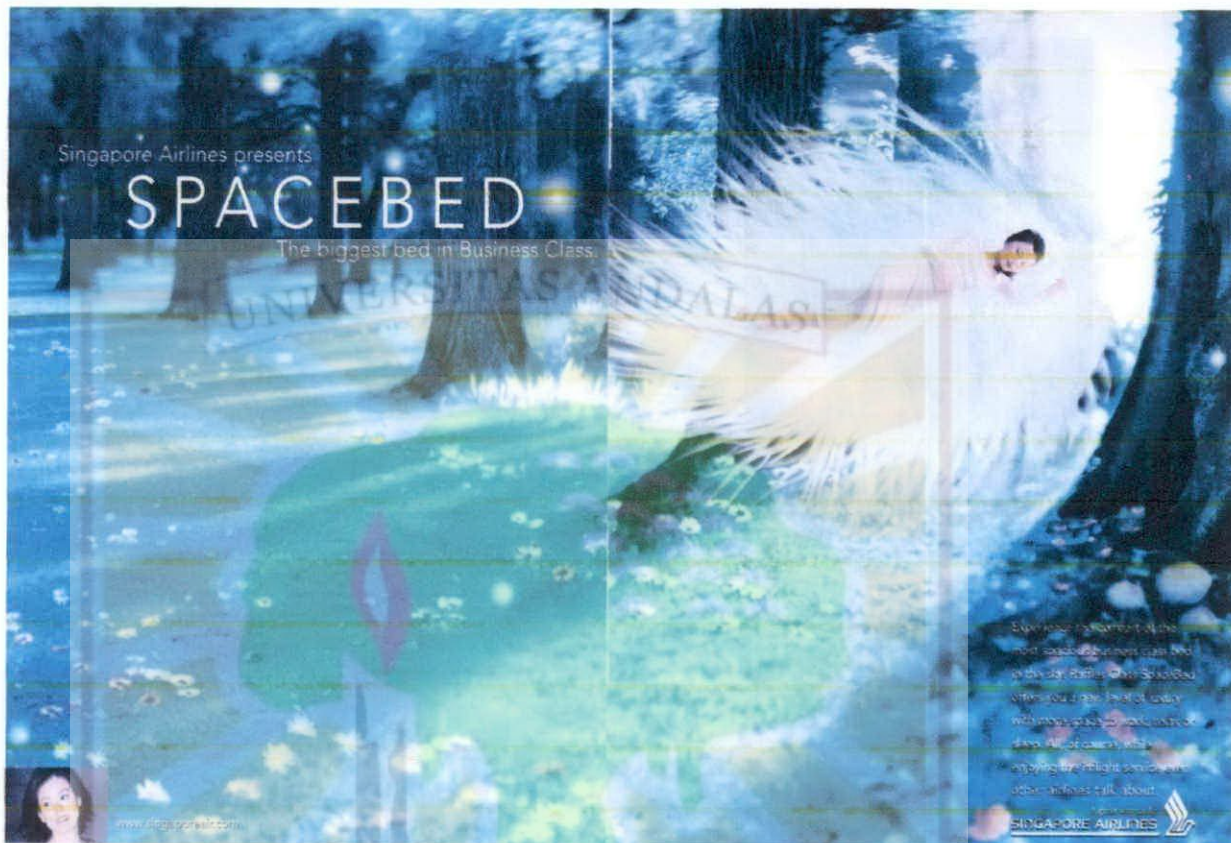
	Signifier	<i>Denotative Signified</i>
	The picture of tree women who smile each other and the lanterns or the bright lamps with map around it	The three women who smile with the lanterns with the map
DN	Sign Signifier/Denotative sign	<i>Connotative Signified</i>
	The picture of tree women who smile each other and the lanterns or the bright lamps with map around it is The three women who smile with the lanterns with the map	This linguistic sign, based on the context means happiness, beautifulness, good image or good impression, the object or the commodity and also enlightenment and the solution to go around the world.
CN	SIGN/ Connotative sign	
	This lingual or linguistic sign actually generates the following connotative signs happiness, beautifulness, good image or good impression, the object or the commodity and also enlightenment and the way of solution to go around the world.	

The pictures or non linguistic sign of this airline advertisement is “the picture of tree women who smile each other and the lanterns or the bright lamps with map around it”. The literal meaning or denotative meaning of this non linguistic sign is *the three women who smile with the lanterns with the map* as the signifier or denotative signified. According to the context of this airlines advertisement the connotative meaning or the connotative signified from this non linguistic sign are *happiness, beautifulness, good image or good impression, the object or the commodity and also enlightenment and the solution to go around the world*. The meaning intention of this phrase is this airline provides the services that can make the consumers feel so happy and pleasant with the kindness of the attendant of THAI airline.

The picture “beautiful female” relates to the flight attendant who must be friendly and has a good attitude and ready to serve the consumers with their smile and their friendliness in airplane. The logic of this reflection is people become very happy and impressed with the friendly or kindness attitude. Therefore, the aspects of friendliness or kindness are truly stressed from the picture of this airline advertisement in persuading the consumer to feel happy and pleasant during the trip, especially the male consumers. The picture of “bright lanterns with a map around it” can also be identified as the solution or the enlightenment for the consumers who feel doubt and confused to find the best airline to have a journey or travel to all around the world. This picture of big lantern on this advertisement is really interesting view. It can be shown that this airline has a big power to handle the flight of the consumers through the best service, facility and networks to give the safety travel.



Datum 3. Singapore Airline (Business class) Advertisement



Source: Times Magazine, June 2002

This next datum is Singapore airline advertisement. In this advertisement also contains linguistic (text) and non linguistic sign (pictures). The linguistic signs that contain in this advertisement are the sentence “Singapore airplanes present SPACEBED the biggest bed in business class”, then the long text “Experience the comfort of the most spacious business class bed in the sky. Raffles Class Space Bed offers you a new level of luxury with more space to work, relax, or sleep. All of course, while enjoying the in-flight service even other airlines talk about” and the phrase “SINGAPORE AIRLINES”. The non linguistic sign are consist of “the picture of woman who sleeps on the feather” and the “background of this airline like the picture of trees”.

Order of Signification 1.

	Signifier	<i>Denotative Signified</i>
	Singapore airplanes present SPACEBED the biggest bed in business class.	The biggest flying bed in business class on Singapore airline.
DN	Sign Signifier/Denotative sign	<i>Connotative Signified</i>
	Singapore airplanes present SPACEBED the biggest bed in business class is the biggest flying bed in business class on Singapore airline.	Based on the context in this advertisement, this linguistic sign actually means the best service, very comfortable services, extraordinary pleasantness, coziness, and very peaceful condition.
CN	SIGN/ Connotative sign	
	This linguistic sign generates the following connotative signs: very comfortable services, extraordinary pleasantness, coziness, and very peaceful condition.	

The linguistic sign in this third datum is “Singapore airplanes present SPACEBED the biggest bed in business class” that has a literal meaning *the biggest flying bed in business class on Singapore airline* which as the signified or denotative signified. Denotative signified is the aspect in the first level of signification order which plays a role as the indicator to denotative sign. Furthermore, denotative sign also needs new signified or another signified as the connotative signified which gives a multiple meaning that relates to the context of this airline advertisement. The connotative meaning based on the context of this airline advertisement becomes *the best service, very comfortable services, extraordinary pleasantness, coziness, and very peaceful condition*. The meaning intention of this phrase can be revealed that this airline provides the best service

or the pleasant and comfortable service to the consumers, so that they can feel so calm and relaxed such as the biggest bed or the largest bed to get rest on this airplane. Thus, the advertiser uses this linguistic practice is to give a very good reflection (extraordinary pleasant services) toward this airline company for the consumers.

The possible meaning effect is the consumers can be influenced by the extraordinary pleasant services which therefore possibly attract them or influence their perspective about this company and to use the services. The word *SPACEBED* is really attractive word in this advertisement that reflects this airline can give the most pleasantness facilities and services, like exclusive rest room. The logic of this reflection is there is no bed which does not make people feel pleasant, comfort, peace, moreover the largest bed; of course it can make people feel very comfortable and sleep well. The lingual sign *biggest bed in business class* can be meant that this airline tries to get the special target of this promotion. The target of this airline advertisement may relate to the businessmen consumers who are really busy and need private space to rest and work. On the other hand, it can be said that all people want to sleep on the bed, there is no people want to sleep on the floor or unpleasant place. So, this language practice can shape the ideology of the consumers that they can get the pleasant services through this airline company like the space bed and space to do their job.

Order of Signification 2.

	Signifier	<i>Denotative Signified</i>
	Experience the comfort of the most specious business class bed in the sky. Raffles Class Space Bed offers you a new level of luxury with more space to work, relax, or sleep. All of course, while enjoying the in-flight service even other airlines talk about	There is the most specious bed in the sky which name raffles class bed that is luxury and can be enjoyed on flight.
DN	Sign Signifier/Denotative sign	
	Experience the comfort of the most specious business class bed in the sky. Raffles Class Space Bed offers you a new level of luxury with more space to work, relax, or sleep. All of course, while enjoying the in-flight service even other airlines talk about is there is the most specious bed in the sky which name raffles class bed that is luxury and can be enjoyed on flight	<i>Connotative Signified</i>
		Based on the context in this advertisement, this linguistic sign actually means the extraordinary of pleasantness, improvement of the luxuriousness and the best quality of service than other airlines.
CN	SIGN/ Connotative sign	
	This lingual sign generates the following connotative signs: the extraordinary of pleasantness, improvement of the luxuriousness and the best quality of service than other airlines.	

Next linguistic sign is the phrase “Experience the comfort of the most specious business class bed in the sky. Raffles Class Space Bed offers you a new level of luxury with more space to work, relax, or sleep. All of course, while enjoying the in-flight service even other airlines talk about”. The denotative meaning from this linguistic sign is *there is the most specious bed in the sky which name raffles class bed that is luxury and can be enjoyed on flight* as the signified or the denotative signified. According to the context of this airline advertisement the connotative meanings of this linguistic sign are *the extraordinary of*

pleasantness, improvement of the luxuriousness and the best quality of service than other airlines. Actually the advertiser of this advertisement has a deep meaning intention through this linguistic sign or this language practice that this airline can provide the best quality of service, the luxurious service and facility, like the place or room to take a rest. The point is the advertiser wants to deliver that only on this airline they can get the best of the best service (to get rest), luxurious quality of facility and better than other airlines.

The reflection of the meaning intention means the pleasantness of sleep on the bed is the wish of all the people moreover if they can sleep as if sleep on the bed which can fly on the sky. It is the extraordinary of imagination or illustration about how to get the most pleasant condition of sleep. The word *new* is identical with something better, good looking and interesting. Thus, there is a difference between the old innovation of luxuriousness from this airline before and at the present time. The text *most specious business class bed* and *Raffles Class Space Bed offers you a new level of luxury with more space to work, relax, or sleep* reflect this airline wants to influence the consumers, especially the businessmen who actually are really busy and tired of their works. It shows that this airline is the only one airline company that can give the best condition to sleep or rest. So, this airline is the best choice for them while they have many works to be done but they still can continue after take a pleasant of rest. These all reflection can be the basis of influencing the consumers' perception by using this linguistic sign. So that it can influence the consumers to choose this airline service or facility.

Order of Signification 3.

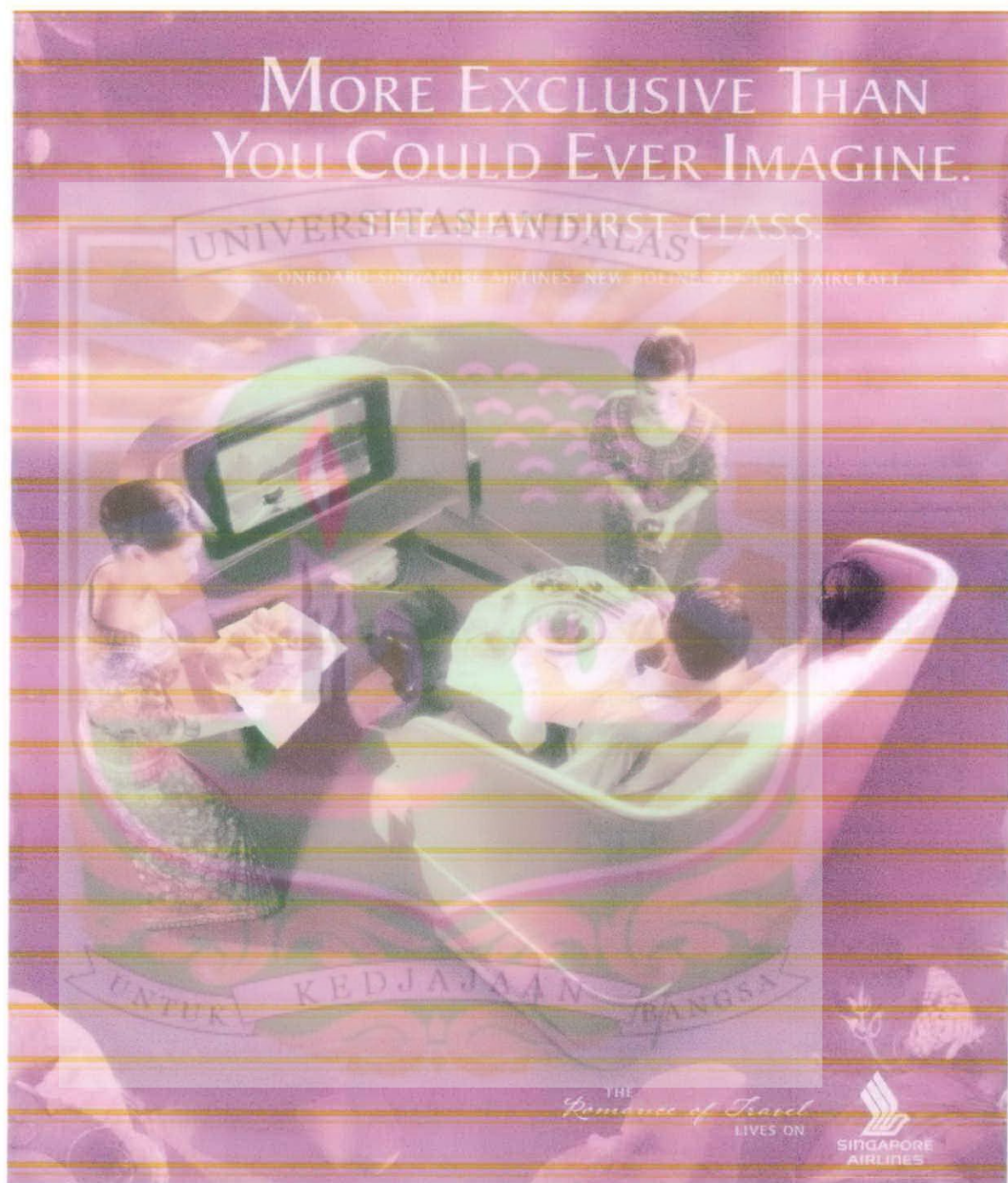
	Signifier	<i>Denotative Signified</i>
	The picture of woman who sleeps well on the white feather and a view of trees	There is a woman who sleeps on the feather with a view of trees in the back side.
DN	Sign Signifier/Denotative sign	<i>Connotative Signified</i>
	The picture of woman who sleeps well on the white feather and a view of trees is there is a woman who sleeps on the feather with a view of trees in the back side.	Based on the context on this advertisement, this linguistic sign actually means the pleasantness, softness, coziness, comfortable and safety feeling.
CN	SIGN/ Connotative sign	
	This non lingual sign “The picture of woman who sleeps well on the white feather and a view of trees” generates the following connotative signs pleasantness, softness, coziness, comfortable and safety feeling.	

The non linguistic sign of this airline advertisement is “The picture of woman who sleeps well on the white feather and a view of trees” that has a literal meaning or denotative meaning *a woman who sleeps on the feather with a view of trees* in the back side as the denotative signified. Actually this picture not only about the woman sleeps on the feather, but more focus to the purpose of this picture. So that, the meaning of this picture is must be based on the context of the aim of this airline advertisement which tries to achieve. Connotative meaning based on the context of this airline advertisement of this linguistic sign is *the pleasantness, softness, coziness, comfortable and safety feeling*. From this linguistic practice the advertiser as if wants to express the meaning intention that

this airline wants to give the safe condition and pleasant condition or situation on flight.

The picture of “woman who sleeps on the white feather” reflects the comfortable, softness and pleasantness of sleeping. The logic of this text is every people want to get sleep pleasantly. They can get very well or pleasant sleep when they are in the safe condition and pleasant condition or situation. Such reflection becomes the basis of influencing the consumer’s perception. Nobody will sleep well in the unsecure condition or situation. The further logic of the meaning intention is the perception about safety becomes the main consideration of people or the consumers in choosing the airlines company for their trip. Then the *white feather* reflects the condition of sleeping or the place or bed that can make the consumers sleep well and lovely. The background of the trees is really shadowy which reflects the pleasantness, coziness and comfortable situation of this airline service or flight. Actually this picture is really attractive to influence the consumers’ perception toward this airplane service.

Datum 4. Singapore Airline (first class) Advertisement



Source: Times Magazine, February 2002

The next datum is the Singapore airline advertisement that still has the text or linguistic sign and the non lingual sign or the picture. There are some linguistic

signs that contain in this advertisement like “More exclusive than you could ever imagine the new first class. Onboard Singapore airlines’ new Boeing 777-300 ER aircraft”, “The Romance Travel Live On. The phrase The Romance Travel” and mark of this advertisement “SINGAPORE AIRLINES”. The non linguistic sign is the picture of two women who serve a male consumer.

Order of Signification 1.

	Signifier	Denotative Signified	
	More exclusive than you could ever imagine the new first class. Onboard Singapore airlines’ new Boeing 777-300 ER aircraft	A different level of exclusive in first class of Singapore airlines that never imagine before	
DN	Sign Signifier/Denotative sign	<i>Connotative Signified</i>	
	More exclusive than you could ever imagine the new first class. Onboard Singapore airlines’ new Boeing 777-300 ER aircraft is a different level of exclusive of first class of Singapore airlines that never imagine before.	This linguistic sign based on the context of this airline advertisement: the highest of exclusive services, the very special and royal facilities and treatments provided by this airline company	
CN	SIGN/ Connotative sign		
	This linguistic sign generates connotative signs: the highest of exclusive services, the very special and royal facilities and treatments provided by this airline		

The linguistic sign “More exclusive than you could ever imagine the new first class. Onboard Singapore airlines’ new Boeing 777-300 ER aircraft” has denotative meaning *a different level of exclusive in first class of Singapore airlines that never imagine before* which becomes its denotative signified. The

aspect of denotative signified of literal meaning is also the indicator of the denotative sign. Denotative sign is the first result of the process in the first level of signification between the signifier and signified or denotative signified. According to the context of this airlines advertisement the connotative meaning of this linguistic sign is *the highest of exclusive services, the very special and royal facilities and treatments provided by this airline company*. Therefore, the meaning intentions or the orientation of those linguistic practices is to give a very good reflection toward this airline service and facilities of the company for the consumers.

The text “more exclusive than you could ever imagine” is one of the manipulative language practices. The key word is the text “than you could ever imagine” that reflects something new and the special service that the consumers can get in this airline and also to attract the consumers’ interest. The phrase “new first class” is also can be manipulative language, because it reflects the new highest level of service for exclusive person. It may affect the consumers’ ideology that using the first class service or flight can be as an exclusive person. So, the consumers can be influenced by the luxuriousness, exclusiveness, the highest facility and also the highest safety of this airline services which therefore influence their perspective about this company and use the services that reflect through the text “More exclusive than you could ever imagine the new first class. Onboard Singapore airlines’ new Boeing 777-300 ER aircraft”.

Order of Signification 2.

	Signifier	<i>Denotative Signified</i>
DN	The Romance Travel. Live On.	The real romance travel
	Sign Signifier/Denotative sign	<i>Connotative Signified</i>
CN	“The Romance Travel. Live On” is The real romance travel	Based on the context in this advertisement, this linguistic sign actually means the pleasant travel; warm condition and full of love atmosphere.
	SIGN/ Connotative sign	
	This lingual sign “The Romance Travel. Live On” generates the following connotative signs the pleasant travel; warm condition and full of love atmosphere.	

The next linguistic sign is “The Romance Travel Live On”. The phrase “The Romance Travel” has a literal meaning or denotative meaning *the real romance travel* as the denotative signified to be the indicator to denotative sign. Another meaning will appear if this language practice is related to the context of this advertisement that means to promote the service and persuade the reader. Thus, the connotative meaning will show the meaning based on context of this advertisement that becomes *the pleasant travel, warm condition in flight and full of love atmosphere*. *Love atmosphere* here means the services which are given by the attendant are with good manner, attitude and full care of service. Based on the connotative meaning of this linguistic practice can identify the meaning intention that this airline wants to make the consumers can enjoy their journey with love. It means that the consumers will serve with a kindness and attitude.

The word “romance” is exploited by the advertiser to influence the consumers’ interest. The logic of this reflection is romance or warm condition will make people become calm, because something about romance is closely related to the love. The text “romance travel” can reflect the best attitude, the kindness of the crew of airplane. This linguistic sign will lead the consumers to the romantic imagination, where they can get the nice service, pleasant feeling or condition and full of anything about love. Thus, it can influence the consumers’ perception about this airline service and travel especially for the couple consumers.

Order of Signification 3.

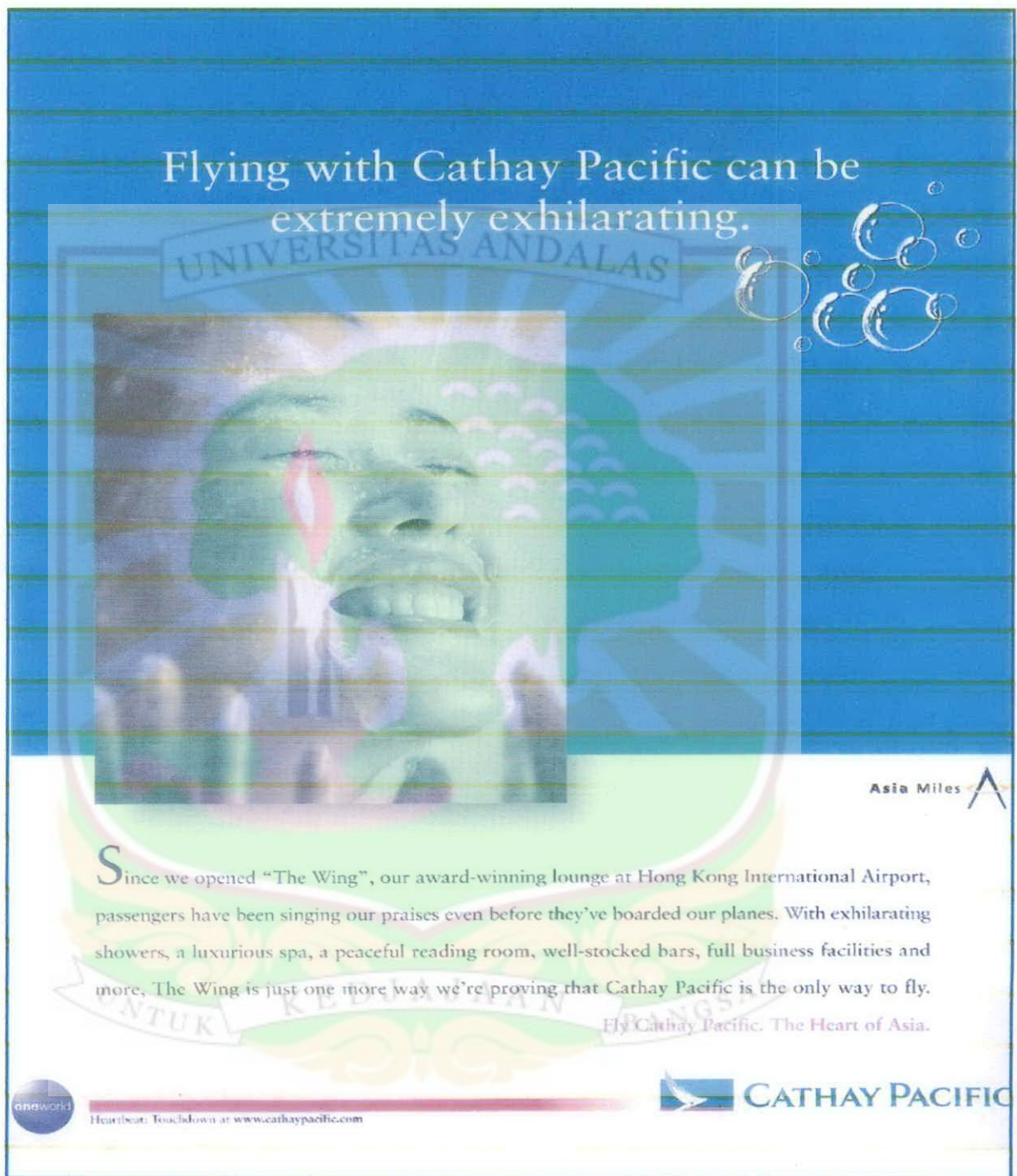
	<i>Signifier</i>	<i>Denotative Signified</i>
	Picture of two women who serve a man	There are two women who serve a man
DN	<i>Sign Signifier/Denotative sign</i>	
	“Picture of two women who serve a man” is There are two women who serve a man	<i>Connotative Signified</i>
		Based on the context in this advertisement, this non linguistic sign actually means exclusive airline or service, exclusive person or special person, also about the pleasantness and the luxurious
CN	<i>SIGN/ Connotative sign</i>	
	This non lingual sign “ Picture of two women who serve a man” generates the following connotative signs: means exclusive airline or service, exclusive person or special person, also about the pleasantness and the luxurious	

Next is the non linguistic sign or the picture of this advertisement is “Picture of two women who serve a man”. Denotative meaning of this non linguistic sign is *there are two women who serve a man* as the signified or

denotative signified. According to the context of this airline advertisement, connotative meanings that can be identified are *exclusive airline or service, exclusive person or special person, also about the pleasantness and the luxurious.* Connotative meaning closely relates to the advertiser's meaning intention that Singapore airline can make or give the luxurious or exclusive service and can make the consumers become the special person who get the kind and also pleasant attitude or service.


The picture of two women reflects the object of commodity, the beautiful and the kind attitude. The logic of this reflection is everybody wants the best and the kind attitude and nobody wants the worst thing to be seen. From the picture of this advertisement shows there are exclusive facilities and service. It can be seen from this airline where there are "a modern flat television, luxurious sofa with headphone, special foods and a man who serve exclusively by two women". These pictures are also very attractive or manipulative that can give attractive response from the consumers. The consumers can feel interesting to know about this airline service and may be they use this airline service. So, from this advertisement shows the man who gets the kind service, with beautiful airline attendant can influence the consumer's perspective toward this airline, especially male consumers or businessman.



Datum 5. Cathay Airline Advertisement



Flying with Cathay Pacific can be extremely exhilarating.

Since we opened "The Wing", our award-winning lounge at Hong Kong International Airport, passengers have been singing our praises even before they've boarded our planes. With exhilarating showers, a luxurious spa, a peaceful reading room, well-stocked bars, full business facilities and more, The Wing is just one more way we're proving that Cathay Pacific is the only way to fly.

Asia Miles 

andworld  Heartbeat. Touchdown at www.cathaypacific.com  CATHAY PACIFIC

Source: Newsweek Magazine, October 2000

The last datum is the Cathay airline advertisement that contains the text or linguistic sign and picture or the non linguistic sign. The linguistic signs consist of "Flying with Cathay Pacific can be extremely exhilarating", "Since we opened

“Flying with Cathay Pacific can be extremely exhilarating”, “Since we opened “The Wing”, our award-winning lounges at Hongkong International airport passengers have been singing our praises even before they’ve boarded our planes. With exhilarating showers, a luxurious spa, a peaceful reading room, well-stocked bars, full business facilities and more, The Wing is just one more way we’re proving that Cathay pacific is the only way to fly”, “Fly Cathay Pacific. The Heart of Asia”. There some supporting linguistic signs like “CATHAY PACIFIC”, “Asia Miles”, “One World” and a link or website. Non linguistic sign in this advertisement is the picture of woman who moistens her face.

Order of Signification 1.

	<i>Signifier</i>	<i>Denotative Signified</i>
	Flying with Cathay Pacific can be extremely exhilarating	Go onboard with Cathay airline is really happy
DN	Sign Signifier/Denotative sign	<i>Connotative Signified</i>
	Flying with Cathay Pacific can be extremely exhilarating means go onboard with Cathay airline is really happy	This linguistic sign based on the context of this airline means extraordinary happy, very pleasant feeling, very satisfied and very comfortable of the services and the facilities
CN	SIGN/ Connotative sign	
	The lingual sign generates connotative meanings: extraordinary happy, very pleasant, very satisfied and very comfortable of the services and the facilities	

In the process of first order of signification, the lingual sign “Flying with Cathay Pacific can be extremely exhilarating” as the signifier has a literal

meaning or universal meaning *go onboard with Cathay airline is really happy* as the denotative signified. The aspect denotative signified of literal meaning is the indicator of the denotative sign that function to describe the relationship between signifier and signified (denotative signified). Denotative sign as the next indicator brings another signified (connotative signified) which gives a contextual meaning or the airlines advertisement context. Therefore it has the connotative meanings of signified; *extraordinary happy, very pleasant feeling, very satisfied and very comfortable of the services and the facilities*. These connotative signs will generate other signified and signifiers. Moreover this connotative meaning of linguistic sign has meaning intention that the advertiser or the producer wants to tell that this airline provides the extraordinary pleasant of service and facility.

The logic of the reflection of meaning intention is when someone feels so happy or exhilarating it means he or she feels very satisfied and also feels so secure. So, this reflection also closes to the element of safety, because nobody can feel so pleasant and extremely happy if he or she not in the safe condition. Actually, this airline wants to influence the consumers' perception and trust that this airline provides the extraordinary pleasant of service and facility through the text or linguistic practice.

Order of Signification 2.

	Signifier	<i>Denotative Signified</i>
	Since we opened “The Wing”, our award-winning lounges at Hongkong International airport passengers have been singing our praises even before they’ve boarded our planes. With exhilarating showers, a luxurious spa, a peaceful reading room, well-stocked bars, full business facilities and more, The Wing is just one more way we’re proving that Cathay pacific is the only way to fly	Since this airline open the wing, the passenger have been singing their praises even before they have boarded with full business facilities and more, The Wing is just one more way to prove that Cathay pacific is the only way to fly
DN	Sign Signifier/Denotative sign	<i>Connotative Signified</i>
	Since we opened “The Wing”, our award-winning lounges at Hongkong International airport passengers have been singing our praises even before they’ve boarded our planes. With exhilarating showers, a luxurious spa, a peaceful reading room, well-stocked bars, full business facilities and more, The Wing is just one more way we’re proving that Cathay pacific is the only way to fly <i>means</i> Since this airline open the wing, the passenger have been singing their praises even before they have boarded with full business facilities and more, The Wing is just one more way to prove that Cathay pacific is the only way to fly	This linguistic sign based on the context of this airline means the happiness, pleasantness, enjoyable feeling, satisfaction, specialty, special facilities, and the luxuriousness.
CN	SIGN/ Connotative sign	
	This linguistic sign generates connotative meanings: the happiness, pleasantness, enjoyable feeling and satisfied the specialty, special facilities, the pleasantness and the luxuriousness.	

Next linguistic sign is “Since we opened “The Wing”, our award-winning lounges at Hongkong International airport passengers have been singing our praises even before they’ve boarded our planes. With exhilarating showers, a luxurious spa, a peaceful reading room, well-stocked bars, full business facilities and more, The Wing is just one more way we’re proving that Cathay pacific is the only way to fly”. The denotative meaning or literal meaning of this linguistic sign

is *Since this airline open the wing, the passenger have been singing their praises even before they have boarded with full business facilities and more, The Wing is just one more way to prove that Cathay pacific is the only way to fly.* Connotative signified is the indicator from the first level of the signification to the second order of signification; where the meaning of sign refers to the context of this airline advertisement service. Thus connotative meaning based on the context of this airline advertisement *the happiness, pleasantness, enjoyable feeling, satisfaction, the specialty, special facilities, and the luxuriousness.* Based on the connotative meaning of this linguistic practice, the advertiser has the meaning intention that actually delivers through this linguistic practice. The meaning intention of this linguistic practice is to ensure that this airline is the best choice for the consumers, because it provides all of the services and facilities even before they have boarded.

The first phrase is “The Wing” that reflects the specialty, special facilities, the pleasantness, the luxuriousness. So, the phrase “The Wing” here is can be related to the supporting facility or the specialty of this airline and something that can attract the consumers’ interest; for instance luxurious spa, reading room, business facilities and others. The logic of this reflection is every people want to be served exclusively where they can get the special service or treatment. This process is intended to influence the consumer’s perception that this airline has the best facilities or the specialty of the facilities, gives the luxuriousness and pleasantness on travel. It relates to the consumers’ tendency that wants everything that can make them so happy, pampered and enjoy. The advertiser also says about

many passengers of this airline are really satisfied even before they have boarded and tells all the facilities of this airline that may be other airline do not have. Like, *a luxurious spa, a peaceful reading room, well-stocked bars* and any others of the facilities that can attract the consumers like, female and businessman etc.

Order of Signification 3.

	Signifier	<i>Denotative Signified</i>	
DN	Fly Cathay Pacific. The Heart of Asia	Flying with Cathay Pacific the Asia's heart	
	Sign Signifier/Denotative sign		<i>Connotative Signified</i>
CN	Fly Cathay Pacific. The Heart of Asia means Flying with Cathay Pacific the Asia's heart		This linguistic sign based on the context of this airline means central of pleasantness, to control of the happiness and pleasantness and the central of Asian airlines
	SIGN/ Connotative sign		
	The lingual sign "Fly Cathay Pacific. The Heart of Asia" generates connotative meanings: central of pleasantness, the central of emotion, the control of the happiness and pleasantness and the central of Asian airlines		

For the next text or linguistic sign from this advertisement is "Fly Cathay Pacific. The Heart of Asia". Denotative meaning or the literal meaning of this linguistic sign *flying with Cathay Pacific the Asia's heart* as the signified or denotative signified. Denotative signified is the indicator to the denotative sign. Denotative sign becomes the new sign to the connotative meaning or the connotative signified. So, according to this advertisement the connotative meaning based on the context of this airline advertisement is *central of pleasantness, control of the happiness and pleasantness and the central of Asian airlines*.

Through the connotative meaning of this linguistic sign, there is the meaning intention that the advertiser wants to deliver to the consumers. Actually, the meaning intention based on the connotative meaning of this linguistic practice is the advertiser wants to explained or deliver that this Cathay airline is the best airline in Asia, the best service of pleasantness.

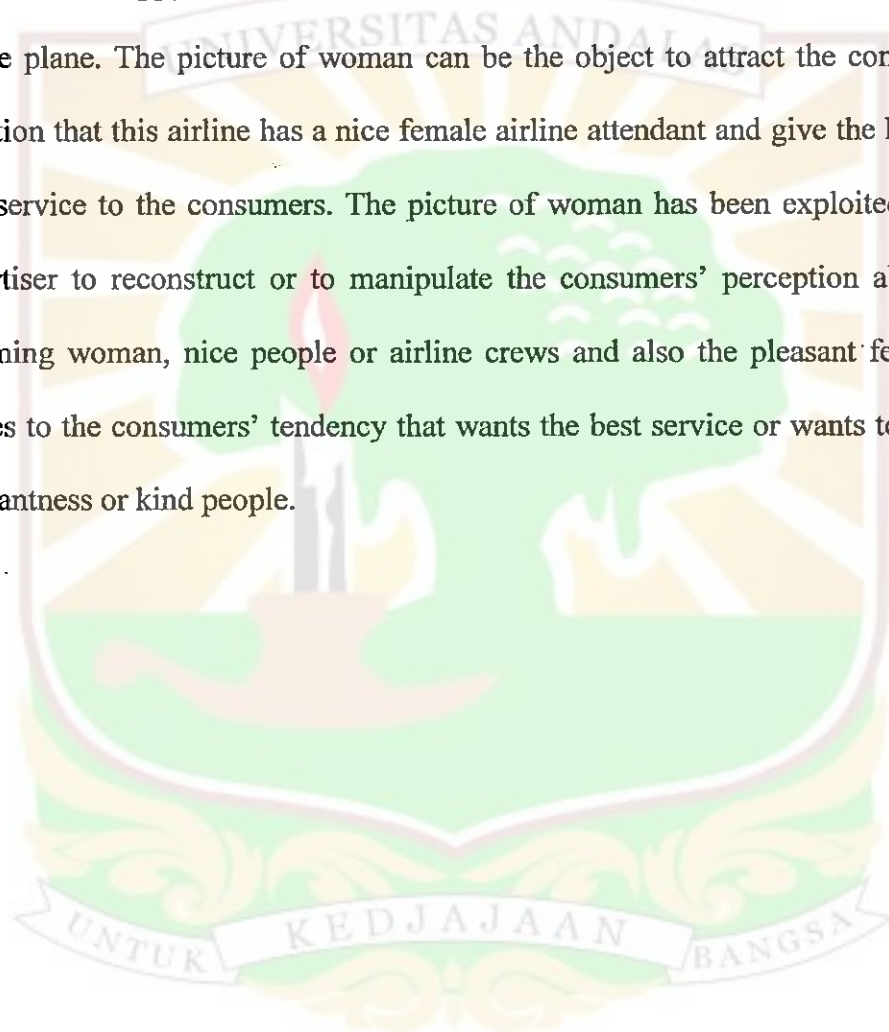
The phrase The “Heart of Asia” reflects the central of pleasantness, to control of the happiness and pleasantness and the central of Asian airlines. The logic of this reflection is the central is the facilitator of all aspects; it can be meant the central of everything that every airline must have, such as the good safety, good facility and service. Thus, this airline can control the pleasantness in serving the consumers, thus the consumers’ perception can be influenced by the best service through the linguistic or language practice. It also relates to the consumers’ tendencies that prefer to choose the safety and also the pleasantness as their consideration in choosing airline service. So, the consumers may attract and may choose this airline.

Order of Signification 4.

	Signifier Picture of woman who moistens her face	Denotative Signified There is a woman who moistens her face
DN	Sign Signifier/Denotative sign Picture of woman who moistens her face means there is a woman who moistens her face	Connotative Signified This linguistic sign based on the context of this airline means enjoyable, comfortable, fresh, the pleasant condition, happy feeling, kindness and the object of commodity
CN	SIGN/ Connotative sign The lingual sign "Picture of woman who moistens her face" generates connotative meanings: enjoyable, comfortable, fresh, the pleasant condition, happy feeling, kindness and the object of commodity.	

The last is non linguistic sign "the picture of woman who moistens her face" as the signifier. The denotative meaning or literal meaning of this non linguistic sign is *there is a woman who moistens her face* as the denotative signified. According to the context of this airlines advertisement the connotative meaning of this non linguistic sign is about *enjoyable, comfortable, fresh, the pleasant condition, happy feeling, kindness and the object of commodity*. The meaning intention of this non linguistic sign is the advertiser or this airline company tries to make sure that if the consumers use this airline they can feel pleasant, relax and enjoy their travel or trip. It also can be identified that to give the best image to this airline company.

This picture reflects the enjoyable, comfortable, fresh, the pleasant condition, happy feeling, kindness and the object of commodity. Through the meaning intention from this non lingual sign the advertiser also wants to influence the consumers' trust and perception that this airline can bring the freshness, pleasantness, happy condition, happy feeling and kindness people or crews of the airline plane. The picture of woman can be the object to attract the consumers' attention that this airline has a nice female airline attendant and give the kind and best service to the consumers. The picture of woman has been exploited by the advertiser to reconstruct or to manipulate the consumers' perception about the charming woman, nice people or airline crews and also the pleasant feeling. It relates to the consumers' tendency that wants the best service or wants to get the pleasantness or kind people.



3.2 The Result of Analysis

3.2.1 Finding from datum 1

Sign	Form of Connotative meaning	The effects or reactions to The Consumers' Perception (The people who have a high prestige and wealthy family)
1.	The best or the highest (royal) services, the highest level of pleasantness, comfort and enjoyableness, the highest facility and also the highest safety for the consumers.	Text " Royal Treatment " becomes an influential tool for the company in directing the consumer's tendency. The word "royal" can lead the perception to the highest class, exclusive or important person and also exclusive image if they use this airline service.
2.	Pleasantness, the condition of freshness, coziness or warmness, cleanness and exceptional service.	The linguistic sign " shower spa " can affect the consumers' perception is more exclusive or royal a service or a treatment in airplane surely the more it has a royal safety (first class safety) and spa treatment is really connected to the women as the target.
3.	The future airline, futuristic services and facilities as if the royal service.	Word " future " reflects about consumers' needs which cannot imagine before as if the royal services, futuristic facility and leads them to think that only this airline company can be trusted to go onboard with the future or the best services.
4.	The atmosphere of nature, balance of service; timeless service, luxurious service, the pleasantness, freshness, and also coziness condition.	Text " Because waterfall and hot springs, timeless spa products and first class " shows that everyone will interest to the never ending of happiness, pleasant feeling and to get the highest image. This linguistic sign can influence the consumers' perception.
5.	Beautifulness, the kindness and the object or the commodity.	Picture of " woman and spa product or some cosmetics tools " reflects that everybody wants interesting view, something that can make they feel so happy, and leads them to think that they can directly get the facility of this spa treatment when using this airline service, especially female consumers.

3.2.2 Finding from datum 2

Sign	Form of Connotative meaning	The effects or reactions to The Consumers' Perception (The people who take the safety in the priority)
1.	A very pleasant traveling and journey, very calm or enjoyable and safety journey by plane.	Text " Our network carries you every where " leads them to think that this airline is the global airline because it has many branches in everywhere and many people may trust this company to go onboard. It reflects to the consumers' tendencies that prefer to get the pleasantness and want safety travel in everywhere they go.
2.	A very pleasant traveling or journey and safety journey by plane.	The phrase " Fly THAI to the world, smooth as silk " leads them to think a silk is identical to the wealth family who think about the prestige or image is really important. The word "world" actually reflects the large of network of this airline company, so that it can carry the consumers to every their destination all over the world. This text can influence the consumers' perception.
3.	Very fluent travel without any obstructions, skillful service, famous and full experiences of service.	Text " Our legendary services carry you effortlessly " shows that the consumers want to serve pleasantly with skillful service (legendary services) and with manner or good attitude. Text " many cities and five continents " that is exposed by this airline also become an influential tool to the consumers' perception about the world or global airline.
4.	The happiness, beautifulness, good image or good impression, the object or the commodity and also the way of solution to go around the world.	The picture of "tree women who smile each other and the lanterns or the bright lamps with map around it" shows that people become very happy and impressed with the friendly or kindness attitude. The consumers can go everywhere or can trust this airline company because this airline has a big power to handle the flight of the consumers.

3.2.3 Finding from datum 3

Sign	Form of Connotative Meaning	The effects or reactions to the Consumers' Perception (Businessmen and businesswomen)
1.	The best services, very comfortable services, extraordinary pleasantness, coziness, and very peaceful condition.	The word " SPACEBED " and the phrase " biggest bed in business class " make a sense of the largest bed, makes people feel very comfortable and sleep well, even businessmen who are really busy, need private space to rest during their work. On the other hand, it can lead to the perception that everybody

		wants to feel very comfortable, sleep peacefully on bed and have a rest enough even on airplane.
2.	The extraordinary of pleasantness, improvement of the luxuriousness and the best quality of service than other airlines.	Text “ most specious business class bed and Raffles Class Space Bed offers you a new level of luxury with more space to work, relax, or sleep ” leads the consumers to consider how to get the most pleasant condition of sleep or rest on airplane, especially in busy condition. It can show that this airline is the only one airline company that can give the best condition to sleep or rest on plane.
3.	Pleasantness, softness, coziness, comfortable and safety feeling.	Picture “woman who sleeps on the white feather” reflects the comfortable condition, softness and pleasantness of sleeping. The logic of this text is every people want to get sleep pleasantly. They can get very well or pleasant sleep when they are in the safe condition and pleasant condition or situation. Such reflection becomes the basis of influencing the consumer’s perception toward this airline service.

3.2.4 Finding from datum 4

Sign	Form of Connotative Meaning	The effects or reactions to the Consumers’ Perception (The people who may need private and exclusive time and service or first class people or couple)
1.	The highest of exclusive services, very special and royal facilities and treatments.	Text “ more exclusive than you could ever imagine ” reflects something new and the special service that can get in this airline and also to attract the consumers’ interest. The phrase “ new first class ” is also can be manipulative language, because it reflects the new highest level of service for exclusive person. It may affect the consumers’ ideology that using the first class service or flight can be served as an exclusive person.
2.	The pleasant travel; warm condition and full of love atmosphere.	The word “ romance travel ” is exploited by the advertiser to influence the consumers’ interest. The logic of this reflection is romance or warm condition will make people become calm, because something about romance is closely related to the love. This linguistic sign will lead the consumers to the romantic imagination, where they can get the nice service or travel, pleasant feeling or condition and full of kind attitude.
3.	Exclusive airline or service, exclusive person	The picture of “ two women and modern flat television, luxurious sofa with headphone, special

or special person, also about the pleasantness and the luxurious	foods and a man who serve exclusively” by two women leads the consumers to think that everybody wants the best and the kind attitude, nobody wants the worst thing to be seen and wants to be served exclusively with exclusive facilities.
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3.2.5 Finding from datum 5

Sign	Form of Connotative Meaning	The effects or reactions to The Consumers' Perception (The people who are hate wait in along time)
1.	Extraordinary happy, very pleasant, very satisfied and very comfortable of the services and the facilities.	Text “Flying with Cathay Pacific can be extremely exhilarating” leads the consumers' perception that everybody wants to feel pleasant, feels so secure and satisfied even on the airplane.
2.	The happiness, pleasantness, enjoyable feeling, satisfaction, specialty, special facilities, and the luxuriousness.	Text “ The Wing; a luxurious spa, a peaceful reading room, well-stocked bars ” persuade the consumers that every people want to be served exclusively where they can get the special service or treatment and can make them so happy and enjoy even before they go onboard.
3.	Central of pleasantness, the central of emotion, the control of the happiness and pleasantness and the central of Asian airlines.	Text “The Heart of Asia” can be perceived as the central of all aspects; it can be meant the central of everything that every airline must have, such as the good safety, good facility and service. Thus, this airline can control the pleasantness in serving the consumers who want the best facilities on airplane.
4.	enjoyable, comfortable, fresh, the pleasant condition, happy feeling, kindness and the object of commodity	“The picture of woman who gets shower” can lead the consumers' perception that this airline has a nice female airline attendant and give the kind and best service to the consumers. The picture of woman has been exploited by the advertiser to reconstruct or to manipulate the consumers' perception about the charming woman, nice people or airline crews and also the pleasant feeling on Cathay airline.

CHAPTER IV

CONCLUSION

From this research, the writer has found the connotative meaning and the possible effects or reactions of using manipulative sign in each advertisement. Actually each advertisement has its own connotative meanings from the use of linguistic and non linguistic signs in airlines advertisements. There are two similar connotative meanings that occur in those five advertisements, such as; the pleasantness and the object of commodity. The result of the analysis is that every airline advertisement also has its characteristics or specialty in promoting the services and using language and picture.

The characteristics or the specialty in promoting the services from datum to datum are: the first datum focus to expose about *the highest service or royal service* through the use of signs “royal treatment”, “shower spa”, “the future” and “the picture of spa product” in that advertisement. The second datum prefers to expose about *the safety journey, smooth travel and global Airline Company* through the signs “our network carries you everywhere”, “fly Thai to the world smooth as silk”, and “our legendary services”. The third datum chooses to expose *the service in getting rest on airplane* through the texts “SPACEBED”, “Most specious business class bed”, and “Raffles Class Space Bed offers you a new level of luxury with more space to work, relax, or sleep”. The fourth datum chooses to expose about *the exclusive service and modern facilities* through the signs “more exclusive than you could ever imagine”, “romance travel”, “the picture of two

women serve the consumer exclusively with special foods and the picture of modern flat television, luxurious sofa with headphone”. The last datum is more focus to expose *the extra services before boarding* through signs “exhilarating showers”, “a luxurious spa”, “a peaceful reading room”, “well-stocked bars, full business facilities”.

From the texts and pictures that reflect the connotative meanings actually use manipulatively. These manipulative languages and pictures are used to persuade the consumers when they read and understand the information through the signs in those airline advertisements. So, the writer found that it can elicit the reactions or effects toward the perception of the consumers of Airline Companies. The writer has presented the possible effects or reactions toward the consumers’ perception in finding table. Lastly, these all matters are undertaken in attempting to create the positive image for those airline companies.

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