CHAPTER I
INTRODUCTION

1.1 Background of the study

Language is the most effective tool for transmitting messages or intentions from one person to another. It is a basic human requirement for interacting with other humans or groups of humans. The essential essence of humans, who are often in need of one another, necessitates the use of language in all interactions. Language is a collection of symbols used to communicate in a group of people who speak the same language (Nuessel, 2006). Language can also serve as a medium of experience, which means that it is real to capturing the event. The use of language to promote products and services is also an interest in advertisement (Noriega & Blair, 2008).

The development of advertisements nowadays makes humans inseparable from the exposure of advertisements in their daily lives. There are ads on television, newspapers, internet, magazines, posters, and other medias that have been penetrated by advertisements at this time. According to O'Shaughnessy (2004) advertisements in the media provide something for free motivating viewers to give something in return, namely seeing an advertisement and being interested in something they want.

Because of its broad scope, advertisement is one of the most well-known and frequently debated means of marketing. Advertisement is a type of persuasion marketing that seeks to convince people to use a product (Fletcher, 2008). Persuasive advertisement is used in marketing to create wants, motives, and beliefs/attitudes by assisting in the formulation of a brand image that people like those in the target audience will or may want (O'Shaughnessy, 2004). An advertisement can be said to be successful if it lures its target to become partners to support or buy the products offered so that many advertisements use excessive language (Bakar, Desa, & Mustafa, 2015). One example of an advertisement is a cigarette advertisement. In terms of its objectives, advertising has the aim of influencing and persuading people to use the products offered, namely cigarettes. To influence and persuade the cigarette community, it does not only use text, but also uses interesting signs and sounds.

From many forms of advertising produced by cigarette manufacturers, visual cigarette advertisements, especially on television, are believed to be able to have an impact on the effectiveness of product promotion. Therefore, advertising is believed to contain certain ideas through the collaboration of visual images and language that

are presented in advertising. Cigarette advertisement creators employ their creativity to create cigarette advertising. Especially when it comes to creating commercials with a certain message. It means that cigarette advertisements have a connotative meaning in order to conceal the cigarette product while drawing the reader's attention to it. In general, there are two sorts of symbols employed in advertising, namely verbal and non-verbal. The language and utterances we are familiar with are verbal signs; non-verbal signs are the shapes and colors offered in advertisements that are not precisely replicating the form of reality. Advertisements attempt to communicate a message of realities to customers in accordance with their state of mind, therefore symbols and signs should be symbols or a sign that consumers are familiar with in their daily lives (Agustia, 2018).

Many advertisements use signs that have hidden meaning. Signs in the language of cigarette commercials can be used to examine connotative meaning in cigarette advertisements. A sign has reference that refers to something than itself. However, the sign conjures up more than just its reference; it also conjures up its sense-meaning, or the meanings or connotations associated with the brand (O'Shaughnessy, 2004). According to Saussere in (Fiske, 2002) a sign consists of a signifier and a signified, and it is a physical entity with a meaning. The signified is the mental meaning to which the sign refers; the signifier is the sign's representation as we interpret it—marks on paper or sounds in the air.

As referring to the signifier and signified meanings, the representation of signs is a part of the 'sign-system' which means that semiotic also examines how a meaning is made and how a reality is represented. Semiotic looks at how meaning and representation is created in a variety of ways. Danesi (2002) states that the primary goal of media semiotics is to catalogue and analyze the structures as they manifest themselves in media products in a variety of meanings. It also must be utilized to show how meanings in semiotics influences the reader's thoughts.

Semiotics, which is defined as a study of signs that aims to reveal the meaning on related symbols, can be the basis for analyzing an advertisement. By using Barthes' (1964) semiotic approach, the research conducted by Burhanudin (2019) succeeded in uncovering the meaning and moral message behind the L.A Lights cigarette television advertisement version of "Conquer Your Challenge".

Some studies apply semiotic theory regarding cigarette advertising, such as research conducted by Jundullah (2018) which analyzes the meaning of the construction of commodity fetishism in the "Perfect Ingredients" version of Djarum Black Cappuccino cigarette advertisements, and Hasan (2018) who analyzed Class

A Mild cigarette advertisements regarding the meaning contained in cigarette advertisements with the cigarette tagline "Smoking Kills You"

Every advertisement has denotative and connotative meaning, through the relationship between signs, signifier, and signified will demand us towards the hidden meaning of the cigarette advertisement. Therefore, the authors feel the need to conduct a study on the semiotics of the "The Line" version of Marlboro Filter Black cigarette, "Be Bold (Speech and Party)" version of L.A Bold cigarette, "Love Yourself" version of Esse cigarette, "Moment Surfer" version of Dunhill cigarette, and "The Real Taste of Cacao" version of Xplore cigarette advertisement.

1.2 Statement of the Problem

From the background explanation above, the formulation of the problem in this study is:

1. What are the denotations contained in the cigarette advertisements?
2. What are the connotations contained in the cigarette advertisements?

1.3 Objective of the study

Based on the statement of the problem that has been described, this study aims to:

1. To describe the denotations contained in the cigarette advertisements.
2. To describe connotations contained in the cigarette advertisements.

1.4 Scope of Limitation

To clarify this research, it must be clearly stated the limitations of the problem in this study. This research is not focused on advertising as a whole, but on the denotations and connotations to limit researchers to the problems in the research. The choice of the cigarette advertisement is to determine the denotations contained in the cigarette advertisements in Indonesia and the connotations contained. The cigarette advertisement was chosen by the author because of the writer's interest in the advertisements.

1.5 Significance of the Study

1. It can be used as input for research into further scientific works, especially in research in the meaning of signs and interpreting symbols regarding on the advertisements.

Providing knowledge to the wider community so that they are more selective in interpreting the hidden meanings of the advertisement.