A SEMIOTIC ANALYSIS ON EDUCATION ADVERTISEMENT ON CAMPUS MAGAZINE

A Thesis
Submitted to the Faculty of Adab and Humanities
In Partial Fulfillment of the Requirements for
The Degree of Strata I (SI)

By
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STATE ISLAMIC UNIVERSITY
“SYARIF HIDAYATULLAH“
JAKARTA
2011
APPROVEMENT

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ABSTRACT

Anwar Yasin, *A Semiotic Analysis on Education Advertisement in Campus Magazine: English Letters Department, Letters and Humanities Faculty, State Islamic University of Syarif Hidayatullah Jakarta, 2011.*

Here, the writer studies the advertisement as the unit of analyses. The method of the research is descriptive qualitative, which tries to explain the data of signs in the education advertisement that will be analyzed through triadic-concepts of Pierce. The research is performed in several ways such as deciding the unit of analysis, collecting the data from many sources such as book, internet, and others that are related to the research, presenting the data description, analyzing the data and then making a report of study.

The research aimed at finding out the sign meaning of the education advertisements. From this research is known that education which is offered by the education institution, especially the universities is to emphasize that they have the big roles to give the best future for the people. Where the best facilities and the system of international standard at the universities can make the students get the better education and future life. So this education advertisement wants to convey for the people that education is the important aspect to change our life.
LEGALIZATION

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The thesis has been defended before the faculty letters and humanities’ examination committee on January 17, 2011. It has been accepted as a partial fulfilment of the requirements for the degree of strata one.

Jakarta, January 17, 2011

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DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no materials previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, November 2010

Anwar Yasin
ACKNOWLEDGEMENT

In the Name of Allah, Most Gracious, Most Merciful

All praises be to Allah, lord of universe, with his amazing guidance the writer can accomplish the process of making this paper. Salution and peace be upon our prophet Muhammad SAW and all his families and his companions.

The writer would like to express his greatest honor to his beloved family especially his father Husen, his mother Rohanah, his brothers Hasbullah, Muhammad Burdah, Fathun Nurul Fajar, and his sisters Elis Lismawati, Siti Muslihat, Popoy Novianti for their affection, patience, motivation, spiritual and material support during the writer’s study and in the process of writing this thesis.

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Jakarta, November 2010

The Writer
### TABLE OF CONTENTS

APPROVEMENT .................................................................................................i  
ABSTRACT ...........................................................................................................ii  
LEGALIZATION ...................................................................................................iii  
DECLARATION .....................................................................................................iv  
ACKNOWLEDGEMENT .........................................................................................v  
TABLE OF CONTENTS ......................................................................................vii  

**I. CHAPTER I INTRODUCTION ........................................................................1**  
  A. Background of Study .................................................................................1  
  B. Focus of Study ............................................................................................3  
  C. Research Question ......................................................................................3  
  D. Methodology of Study ...............................................................................4  
  1. Objective and Significance of the Study ....................................................4  
  2. The Method of Research ..........................................................................4  
  3. The Data Analysis ......................................................................................5  
  4. The Instrument ..........................................................................................5  
  5. The Unit of Analysis ..................................................................................6  
  6. The Time and Place of the Research ..........................................................6  

**II. CHAPTER II THEORITICAL FRAMEWORK ............................................7**  
  A. Language and Communication .................................................................7  
     A.1. Language ..............................................................................................7  
     A.2. Communication ...............................................................................12
A.2.1. Definition of Communication ........................................ 12
A.2.2. Types of Communication .............................................. 14

1. Type of Communication Based on Communication Channels ........................................ 14
   a. Verbal Communication .............................................. 15
   b. Non-Verbal Communication ....................................... 15

2. Type of Communication Based on Style and Purpose .......... 16
   a. Formal Communication ............................................. 16
   b. Informal Communication .......................................... 17

B. Theory of Semiotics .......................................................... 17
   B.1. Definition of Semiotics .............................................. 17
   B.2. The semioticians and Their Theories ................................. 19
       B.2.1. Ferdinand De Saussure ....................................... 19
       B.2.2. Charles Sanders Pierce ..................................... 25

C. Semiotics and Its Relation to Text in Advertisement ........... 31

III. CHAPTER III DATA ANALYSIS .............................................. 32
   A. Picture 1 ....................................................................... 32
       A.1. Data Description .................................................. 32
       A.2. Data Analysis ...................................................... 33
   B. Picture 2 ....................................................................... 34
       B.1. Data Description .................................................. 34
       B.2. Data Analysis ...................................................... 35
   C. Picture 3 ....................................................................... 36
CHAPTER I

INTRODUCTION

A. Background of the Study

Language is tools to express ideas, feelings or experiences and to communicate with other people. Therefore, everyone can express opinion or message to the others. Beside that, according to sociological view, language is a basic to communicate of human being.\textsuperscript{1} So it proves that the language can make a social interaction.

Human as social creature uses language to communicate with others. Communication can be divided into two ways: direct and indirect communication. The first is the communication between two people or more without any media, for example, making conversation with some friends. The second is a way of communication using media to convey the ideas or messages to others, for example, magazine and newspaper, radio and television.

Indirect communication requires the participant to use mass media as an instrument and this communication does not involve people directly, such as, newspaper, magazine, television and radio. We know that many advertisements that is promoted by media. The advertisement is communicated by language, picture, sound and colour. Text which is used on the advertisement is the signs, generally that is known and used by the creator of advertisement. The signs on the advertisement are used to promote the product to the reader. Beside that, the signs

\textsuperscript{1} Alex Sobur. \textit{Semiotika Komunikasi}. (Bandung: PT. Remaja Rosdakarya. 2004), pp. 274-275.
on the advertisement are made interesting and as creative as possible to fill the desire of the readers or the customers.

As we know, the advertisement has a great development and becomes part of our life. Nearly, every day we always find many advertisements in television, radio, newspaper, magazine, etc. Most of the people guess the function of advertisement in order to promote products, but actually there are certain messages that want to be given by creator of advertisement to the readers.

Based on Ernst Cassier, human being is a symbolic animal. In the symbol, human can express feeling, look for knowledge and have the desire to create something. But, not all people can understand or catch the idea of the advertisement well, at least the reader will find the difficulties on the interpreting the advertisement. The difficulties to understand the meaning in advertisement can be caused by the unclear message. It is caused by the creator of advertisement uses the signs as a language to express the message, by the reader can not receive the meaning completely.

To analyze the advertisement in semiotic approach, we can analyze system of sign that consists of symbol (verbal and icon) and index in the advertisement, especially in the television and radio. Semiotic is the study or the science of signs and sign system of all kinds. It involves the production of sign; communication through sign; the system structuring of signs into codes; the social function of signs.

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So it produces the meaning of signs.\textsuperscript{3}

This research is about analysis the meaning of signs on the education’s Advertisements (Trisakti University, Australia Student, Ukrida’s Advertisement, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy, Mercu Buana University Advertisements). In this research, the writer applies theory of semiotic by Charles Sanders Peirce to analyze the meaning of signs on campus magazine advertisements.

B. Focus of the Study

In this research, the writer focuses on the sign of Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy, Mercu Buana University. Sign in advertisement has a commercial and social meaning, and the advertisement can influence people’s mind, manner, and opinion and make the customers want to buy the products. Therefore in this research, through the semiotic analysis it will be explained the signs on the advertisements which have role in communication.

C. Research Question

The research question that the writer tries to analyze is:

- What are the meaning of the signs which use triangle semiotic concepts by Pierce on Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy, Mercu Buana University Advertisments?

\textsuperscript{33} Alex Sobur(2004), \textit{op.cit.}, p.116.
D. Methodology of Study

1. Objective and Significance of the Study

Based on the research question above, the objective of the research is to know the meaning of the signs which use triangle semiotic concepts by Charles Sanders Pierce on Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy and Mercu Buana University advertisements.

The research uses semiotic approach and it has two aims in this study. Firstly, the writer hopes that this thesis could give a lot of benefits for the reader who is interested in advertising field. Secondly, the writer hopes that this thesis could broaden up the researcher’s knowledge regarding to the advertisement.

2. The Method of Research

The method which is used in this research is a qualitative method by using descriptive analysis technique where the writer describes the sign on Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy, Mercu Buana University advertisements.

The signs can be words on pictures. Then, the writer analyzes and describes the meaning of sign on Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB
Academy and Mercu Buana University advertisements based on the triadic concepts of Pierce.

3. The Data Analysis Technique

The collected data are analyzed through “descriptive analysis technique” by using semiotic approaches of Charles Sanders Pierce as described below:

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representamen

Interpretant

Object
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A sign consists of representamen, is a first which stands in such a genuine triadic relation to a second, called its object, as to be determining a third, called its interpretant.

4. The Instrument

The instrument of the research is the writer himself through reading and identifying the advertisement of Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy and Mercu Buana University which are collected from the campus magazine.
5. The Unit of Analysis

The unit of analysis in this research is Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy and Mercu Buana University Advertisements in campus magazine and published in February 2009.

6. The Time and Place of the Research

The writer starts doing the research when the writer studied at seventh semesters at English Letters Department of Adab and Humanity Faculty, State Islamic University Syarif Hidayatullah Jakarta. Moreover, the research is located at English Department and main Library of UIN and other libraries, which can give references and informations about the needed materials.
CHAPTER II
THEORETICAL FRAMEWORK

A. Language and Communication

A. 1. Language

Victoris Fromkin dan Robert Rodman say the role of language:

We live in a world of language. We talk to our friends, our associates, our wives and husband, our lovers, our teacher, our parents and in-laws. We talk to bus drivers and total strangers. We talk face to face and over the telephone, and everyone responds with more talk. Television and radio further swell this torrent of words. Hardly a moment of our waking lives is free from words, and even in our dreams we talk and are talked to. We also talk when there is no one to answer. Some of us talk aloud in our sleep. We talk to our pets and sometimes to ourselves.⁴

Ariel Heryanto describes that this life is often near by language, except sleeping and eating the food. But he also says that nobody talks when he or she is sleeping, between dreaming and talking with other people. Then language becomes the tool of mover.⁵ Victoris Fromkin dan Robert Rodman emphasize that language is near with our activities. It is proven when we do many activities and communicate with other people. We also use it to communicate with ourselves. Finally, we can understand this world with language.

The possession of language, perhaps more than any other attributes, distinguishes humans from other animals. To understand our humanity one must

⁵Alex Sobur(2004), op. cit., p. 272.
understand the nature of language that makes us human. According to the philosophy expressed in the myths and religions of many peoples, it is language that is the source of human life and power. To some people Africa, a newborn child is a *kuntu*, a “thing,” not yet a *muntu*, a “person.” Only by the act of learning does the child become a human being. Thus, according to the tradition, we all become “human” because we all know at least one language. But what does it mean to “know” a language? When you know a language, you can speak and be understood by others who know that language. This means you have the capacity to produce sounds that signify certain meanings and to understand or interpret the sounds produced by others. Everyone knows a language. Five-year-old children are almost as proficient at speaking and understanding as their parents.\(^6\) Meanwhile, Jalaluddin Rakhmat (1994) defines language functionally and formally. Functionally, language is an equipment belong together to express the idea, because language can be understood if there is a agreement between social group to use it. Formally, language is defined as all imaginable sentences that made based on ther grammar rule.\(^7\)

Victoris Fromkin and Robert Rodman relate between the function of language with human existence. As we know that one of the functions of language is to communicate with everyone, where we can take and give in communication process. Then will happen social relation that is caused by communication.

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So the functions of language make our humanity and distinguish human from the animal. Therefore language is one of the aspects which proves human position is higher than animal.

Jalaludin Rahmat expresses that by using language you can manage the people’s behaviors. By sending words in the phone or letter, you can move your mother in America to come to your boarding house in Bandung. This is the power of language and the power of words. Language may distinguish us with animal. Joseph Conrad says that by the certain word and dialect, someone can move the world. Gadamer assumes that language is not a set to set the human, not a set for human in this world. In language is lain a fact that the human has the world. The existency of world is lain by language. In language, the aspects of world can be expressed. In the popular terminology, language is conversation and in linguistic discourse, language is system of sound symbol that has meaning and articulation, that is used as tool of communication for the human to get feelings and ideas. In enciklopedia indonesia, language is a tool that consist of words to describe a idea, feeling and experience.  

Language has the great power, by using language we can understand idea and message from other people. Then we also can influence someone to do something. So we can do anything that can not be done by the animal. These aspects also become one of the facts that we are not similar with animal.

Language is not simply a means of communicating information about the whether or any other subject. It is also a very important means of establishing

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and maintaining relationships with other people. These two aspects of language behavior are very important from a point of social view: First, the function of language in establishing the social relationships; and second, the role played by language in conveying information about the speaker. Because language as a social phenomenon is closely tied up with the social structure and value system of society, different dialects and accents are evaluated in different ways. The social environment can also be reflected in language, and can often have an effect on the structure of the vocabulary.\textsuperscript{9} Human is the subject of social structure and language is part of human. Therefore language also has the role in the social aspect. By using language we can communicate and establish the relationship with everyone. Then we also can understand the values and structures that is lain in society.

The other important key word to understand what language means is human activity. It is meant that language is purely human action or activity by which they communicate and interact to each other. Language is not only used to communicate very simple phenomena, but it can also be used to express very complex and complicated phenomena.\textsuperscript{10}

Knowing a language means is to produce new sentences that is never spoken before and to understand sentences that is never heard before. The linguist Noam Chomsky refers to this ability as part of the creative aspect of language use. Not every speaker of a language can create great literature, but you, and all persons who know a language, can do and create new sentences when you speak

and understand new sentences created by others. This creative ability is due to the fact that language use is not limited to stimulus-reponse behavior.\textsuperscript{11}

In the linguistics view that is influenced by Chomsky, language is unlimited sentences and every sentence is single that its is only made by one process in the certain form. The sentences is consist of limited signs and it is called code that become expression that arranged by the certain role. The arrangement not only is influenced by a single system, but also by the condition of self speaker and when the certain sentences to be expressed, that is called by situative condition.

The language can be interpreted as a communication of signs. Semiotics is science that study of communication by using the signs. Rahmat describes two ways to define language: functional and formal. Functional definition describes the language from its function, thus language is defined as socially shares means for expressing ideas. Then, formal definition describes that language is all the conceivable sentences that could be generated according to the rules of its grammar. Rahmat also explains that every language has the role how the words must be arranged and combined to give the meaning.

The appearance of language when the sound and idea is appeared by discourse. Actually, the unity of language is not the word or sentence, but it is discourse. Because the language is discourse, a place of social interaction, thus the language can be considered as media to build the individual in social system. According by that definition, in a discourse human is individual entity which uses

language, then it becomes part of the system of sign transformation with another person in a community. Now, language finds a new function as transformation function.

Linguistics describes that this new function may make transformation of human understanding. Thus, language has the power of emancipator and transformation. In the speech acts, J.R.Searle expressed that by approaching of pragmatic aspect, there are three acts that is appeared by a speaker in using the language: the act of saying something, the act of doing something and the act of affecting someone.

Language is the reflection of understanding from the speaker of a language about its culture in the past and the future. The development of language is influenced by transformation of social–culture. Thus, the transformation will happen by evolutionary.\(^\text{12}\)

A.2. Communication

A.2.1. Definition of Communication

Communication is a process of transferring information from one entity to another. Communication processes are sign-mediated interactions between at least two agents which share a repertoire of signs and semiotic rules. Communication is commonly defined as "the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs". Although there is

\(^{12}\) Alex Sobur(2004), op. cit., pp. 275-290.
such a thing as one-way communication, communication can be perceived better as a two-way process in which there is an exchange and progression of thoughts, feelings or ideas (energy) towards a mutually accepted goal or direction (information). Tubbs and Moss in his book “Human Communication” said that: “Communication process is involves sending messages from one person’s nervous system to anothers’s with the intention of creating a meaning similar to the one in the senders mine”.13

Communication is thus a process by which meaning is assigned and conveyed in an attempt to create shared understanding. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. It is through communication that collaboration and cooperation occur.

Communication can be seen as processes of information transmission governed by three levels of semiotic rules:

1. Syntactic (formal properties of signs and symbols),
2. Pragmatic (concerned with the relations between signs/expressions and their users)
3. Semantic (study of relationships between signs and symbols and what they represent).

Therefore, communication is social interaction where at least two interacting agents share a common set of signs and a common set of semiotic rules. This commonly held rules in some sense ignores autocommunication, including intrapersonal communication via diaries or self-talk, both secondary phenomena that followed the primary acquisition of communicative competences within social interactions.\textsuperscript{14} Theodorson and Theodorson say that communication is the transmission if informations, ideas, attitudes, or emotional from one person or group to another (or others) primarily through symbols.\textsuperscript{15}

Communication is the important process for our life. First, we can transfer the idea, feeling and the message to other people. Therefore, by using communication process we can say anything in our brain and sense. Then we also can know information from the other people. Because when we communicate we send information each other. The communication also has a role to build the social interaction. We will be near with everyone, such as our family and friends.\textsuperscript{16}

A.2.2. Types of Communications

1. Type of Communication Based on Communication Channels

Based on the channels used for communicating, the process of communication can be broadly classified as verbal communication and non-verbal communication. Verbal communication includes written and oral communication

\textsuperscript{14} \url{http://en.wikipedia.org/wiki/communication}.(April 5th 2010).
\textsuperscript{15} Rosady Ruslan. \textit{Metode Penelitian Public Relations dan Komunikasi}. (Jakarta: PT Raja Grafindo Persada. 2010), p. 89.
\textsuperscript{16} \url{http://www.buzzle.com/article/types-of-communication.html}.(April 4th.2010).
whereas the non-verbal communication includes body language, facial expressions and visuals diagrams or pictures used for communication.

a. Verbal Communication

Verbal communication is further divided into written and oral communication. The oral communication refers to the spoken words in the communication process. Oral communication can either be face-to-face communication or a conversation over the phone or on the voice chat over the Internet. Spoken conversations or dialogs are influenced by voice modulation, pitch, volume and even the speed and clarity of speaking. The other type of verbal communication is written communication. Written communication can be either via snail mail, or email. The effectiveness of written communication depends on the style of writing, vocabulary used, grammar, clarity and precision of language.

b. Non-Verbal Communication

Non-verbal communication includes the overall body language of the person who is speaking, which will include the body posture, the hand gestures, and overall body movements. The facial expressions also play a major role while communication since the expressions on a person’s face say a lot about his/her mood. On the other hand gestures like a handshake, a smile or a hug can independently convey emotions. Non verbal communication can also be in the form of pictorial representations, signboards, or even photographs, sketches and paintings.
2. Type of Communication Based on Style and Purpose

Based on the style of communication, there can be two broad categories of communication, which are formal and informal communication that have their own set of characteristic features.

**a. Formal Communication**

Formal communication includes all the instances where communication has to occur in a set formal format. Typically this can include all sorts of business communication or corporate communication. The style of communication in this form is very formal and official. Official conferences, meetings and written memos and corporate letters are used for communication. Formal communication can also occur between two strangers when they meet for the first time. Hence formal communication is straightforward, official and always precise and has a stringent and rigid tone to it.

**b. Informal Communication**

Informal communication includes instances of free unrestrained communication between people who share a casual rapport with each other. Informal communication requires two people to have a similar wavelength and hence occurs between friends and family. Informal communication does not have any rigid rules and guidelines. Informal conversations need not necessarily have
boundaries of time, place or even subjects for that matter since we all know that friendly chats with our loved ones can simply go on and on.\(^{17}\)

**B. Theory of Semiotics**

**B.1. Definition of Semiotics**

Semiotic is always defined as the study of signs, it is based by studying of codes that make me to view all certain entities as signs or something that have the meaning. Charles S.Pierce says that semiotic is the another term from logic, a formal doctrin of the signs. Ferdinan De Saussure says that semiology is a science of signs with society. Therefore, Pierce considers that semiotic is branch of philosophy and Saussure consider the semiology is one of the diciplines of social physocologhy. According to Pierce, sign is something which stands to somebody for something in some respect or capacity.\(^{18}\)

Alex Sobur quoted Eco ‘s says, that in the etymologically, the technical term of semiotics is from Greece that is semeion which means sign. Sign itself is as something which based on social convention was built before, and can represent other things (Eco, 1979:16).\(^{19}\) The terminology of semioitic and semiology can be used at the science of signs without the sharp meaning defference. The differences of the both terminologies are the semiology term is often used in Saussurean’s linguistic tradition, especially in europe and the semiotic term tends to use it in the

\(^{17}\) Ibid.


\(^{19}\) Alex Sobur. *Analisis Teks Media*. (Bandung: PT Remaja Rosdakarya. 2003), p. 95.
Piercian’s tradition. Semiotics and semiology are the terms that is used at the science of sign. According to Hawkes as quoted by Alex Sobur the difference between semiotics and semiology are semiology term used in the Europe, meanwhile semiotics used by people who speak English.

Thus, there is no the essence difference between the both terms. I think that the both terms distinguish between Saussure and Pierce’s tradition. The differences of the terms will not reduce the essence of semiotic or semiology science, but they enlarge the science that study of signs. Although the semiotic term is often used as the term of study of signs, but the essence of that study involves Saussure and Pierce’s view

Semiotics considers that there is a metalanguage, where a system of sign to mean the other system of sign (the relation between literary criticism and literature), for example the sign of polysemic that has more than one meaning.

Charles Morris (1938: 6, in Levinson, 1983: 1), a Philosopher that has a attention about the science of signs, the basically semiotic can be distinguished about the three branches of inquiry, they are syntactics, semantics, and pragmatics. Semiotics is a study about sign as part of social life.

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23 Kris Budiman(2003), op. cit., p.5.
1. Syntactics is the branch of semiotics that deals with the formal properties of signs and symbols. More precisely, syntactics deals with the "rules that govern how words are combined to form phrases and sentences."

2. Semantics deals with the relation of signs to their designata and the objects which they may or do denote.

3. Pragmatics deals with the biotic aspects of semiosis, that is, with all the psychological, biological, and sociological phenomena which occur in the functioning of signs.

The importance of signs and signification has been recognized throughout much of the history of philosophy, and in psychology as well. Plato and Aristotle both explored the relationship between signs and the world, and Augustine considered the nature of the sign within a conventional system. These theories have had a lasting effect in Western philosophy, especially through Scholastic philosophy. More recently, Umberto Eco in his *Semiotics and philosophy of language*, has argued that semiotic theories are implicit in the work of most, perhaps all, major thinkers.

**B.2. The Semioticians and their Theories**

**B.2.1. Ferdinand de Saussure**

Ferdinand de Saussure (1857–1913), the "father" of modern linguistics, proposed a dualistic notion of signs, relating the *signifier* as the form of the word or phrase uttered, to the *signified* as the mental concept. It is important to note
that, according to Saussure, the sign is completely arbitrary, i.e. there was no necessary connection between the sign and its meaning. This sets him apart from previous philosophers such as Plato or the Scholastics, who thought that there must be some connection between a signifier and the object it signifies.\(^{25}\)

The concept of Saussure about the language is completely arbitrary to oppose the concept of Plato or Scholastic about language. Plato thought there is a connection between sign and its meaning. But concept of Saussure’s arbitrary says that there is no connection between the sign and its meaning. Saussure thought that the role of sign as part of social life. I think that this statement is the basic of Saussure’s concept about the social conventional in producing language.

Saussure defines semiotic in the course in general linguistic, as the science that studies about the role of sign as part of the social life. The implicit of the definition is a relation, that if the sign is part of the social life, so the sign is part of the social’s rules. So there are the sign system and social system, that in this matter they have a relation. Saussure talks about the social convencion to manage the use of sign by social, it is a choice, combination and the use the signs by the certain ways, so sign has the social meaning and value.

The definition appears the some questions, the especially about the relation between the system of sign and the use of sign by social. Therefore, Saussure suggests two models of language analysis, it is analysis of language as a system (language), and language that is used clearly by the people when communicate by social (parole). According by the epistemology, semiotic of

signification is semiotic at the level of language, and semiotic of communication, is semiotic at the level of Parole.

In the language concept, Saussure explains “sign” as the unity can be separated from two aspects, it is signifier (to explain the expression) and signified (to explain the concept or meaning). Then Saussure emphasizes the social convention, which manages combination sign and its meaning. The relation between signifier and signified that according by the convention which is called by signification. So the semiotic of signification is semiotic that studies the relation between the elements of signs in a system, basically the certain role and convention.

Roland Barthes describes the complexity of this relation with staggered system, that may produce the level of meaning. Barthes explains two levels of signification, it is denotation and connotation. One of the ways understands the Saussure’s concept about semiotic is to understand the concept of langue and parole. Langue is defined as a system and parole is understood as the use of language by subject when communicates. So the both concepts will make us to distinguish the concept of Saussure and Pierce about semiotic. The langue concept will be basic of the Saussure’s theory about semiotic of signification and the concept of parole will be basic the Pierce’s theory about semiotic of communication. There are two essences of the langue concept. The first, the sign consists of signifier and signified. The second, langue is built by social convention where the language is not made, arranged and changed personally.

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Saussure views language as a system of sign, it must be studied by Synchronic, it means that we study language as a complete system at the certain time and it can not studied by diachronic (in the development of its history). Every sign must consist of signified and signifier. Three black signs c-a-t are signifier that appear the signifier of “cat” in person’s thinking of the using english. The relation between signified and signifier are arbiter, there is no inherent reason why the third signs must have the meaning of cat or kucing, besides of culture and history convenction.27

Langue is language as the pure object of social, thus its existency is lain outside of person, it means as set of the systemic convention that has the important role in communication. Langue is also the autonomous social institution, it is not depend about the signs of its maker. As a social institution, langue is not action and can not be arranged, made, or changed personally, because langue is the collective contract where we must follow it if we want to communicate, Thus, langue is language within its existency as a system.

Parole is individual aspect of the language. The first, parole can be viewed as combination that may be the speaker to has the ability to use the code of language to express its personal’s thinking. The second, parole also can be understood as the mechanism of psycho-physical that may be the speaker to appear the combination. Thus, the parole is the using actual of language as action of people.28


Language as the social institution has the essence concept where language can not be arranged, made and changed personally. So the subject can not give the role for the producing language, because the social institution can only produce language. Therefore Saussure’s concept distinguishes with Pierce’s theory about the role of subject in producing language. Pierce emphasizes that subject has the role in producing language. The triadic theory is one of the Pierce’s theories that refers subject to has the role in producing language. So The Pierce’s concept refers that language is more dynamic

Saussure views that langue must be considered as system. To explain this matter, he compares between language as langue with the playing chess. To understand the playing chess must not know about this playing from Parsi and the items of chess made by wood and plastic, because it doesn’t not give the contribution for its understanding. Playing chess is a system of connections where every item of chess to has its functions. To add and to reduce the members of chess will change the system essentially. Then Saussure emphasizes that language is only a form, not a substance. It means, nothing the roles of the item which make language. The important aspect in language is the roles which constitute it, the items which connect each other, and the relations and oppositions which construct the system.29

In his Course in General Linguistics, Saussure himself credits the American linguist William Dwight Whitney (1827–1894) with insisting on the arbitrary nature of the sign. Saussure's insistence on the arbitrariness of the sign

29 Alex Sobur(2004), op. cit., p. 51.
has also greatly influenced later philosophers, especially postmodern theorists such as Jacques Derrida, Roland Barthes, and Jean Baudrillard. Ferdinand de Saussure coined the term semiologie while teaching his landmark "Course on General Linguistics" at the University of Geneva from 1906–11. Saussure posited that no word is inherently meaningful. Rather a word is only a "signifier," i.e. the representation of something, and it must be combined in the brain with the "signified," or the thing itself, in order to form a meaning-imbued "sign." Saussure believed that dismantling signs was a real science, for in doing so we come to an empirical understanding of how humans synthesize physical stimuli into words and other abstract concepts.  

The arbitrariness of sign is the concept which opposes the Plato’s view about the language. Saussure’s view says that there is no connection between sign and its meaning. So it gives the great change about theory of language. The arbitrary concept also assumes that the social and culture convention is the aspect that produce language.

Saussure offered a 'dyadic' or two-part model of the sign. He defined a sign as being composed of: a 'signifier' (signifiant) - the form which the sign takes; and the 'signified' (signifié) - the concept it represents. The sign is the whole that results from the association of the signifier with the signified (Saussure 1983, 67; Saussure 1974, 67). The relationship between the signifier and the signified is referred to as 'signification. A sign must have both a signifier and a signified. You cannot have a totally meaningless signifier or a completely formless signified.

(Saussure 1983, 101; Saussure 1974, 102-103). Nowadays, whilst the basic 'Saussurean' model is commonly adopted, it tends to be a more materialistic model than that of Saussure himself. The **signifier** is now commonly interpreted as the material (or physical) form of the sign - it is something which can be seen, heard, touched, smelt or tasted. For Saussure, both the signifier and the signified were purely 'psychological' (Saussure 1983, 12, 14-15, 66; Saussure 1974, 12, 15, 65-66). Both were **form** rather than **substance**:

The Saussurean legacy of the arbitrariness of signs leads semioticians to stress that the relationship between the signifier and the signified is *conventional* - dependent on social and cultural conventions.\(^{31}\)

### B.2.2. Charles Sanders Peirce

Charles Sanders Pierce is an American Philosopher who lives in 1839-1914. As a Philosopher and Logician, Pierce wants to research what and how to think logically process of human beings. Pierce’s theory of sign based on the big porpose, so it does not amaze if Pierce says that semiotics is a synonym of logic.\(^{32}\)

Charles Sanders Peirce (1839–1914), the founder of the philosophical doctrine known as pragmatism (which he later renamed "pragmaticism" to distinguish it from the pragmatism developed by others like William James), preferred the terms "semiotic" and "semeiotic." He defines *semiosis* as "action, or influence, which is, or involves, a cooperation of *three* subjects, such as a sign or

\(^{31}\) [http://www.aber.ac.uk/media/Documents/S4B/sem02.html](http://www.aber.ac.uk/media/Documents/S4B/sem02.html) (April 4th 2010).

representament, its object, and its interpretant, this tri-relative influence not being in any way resolvable into actions between pairs.\(^\text{33}\)

Pierce sees that subject as a part that can not be separated from its the reference and the understand of subject about the interpretant. Pierce says that sign is something which stands to somebody for something in some respect or capacity. This Pierce’s definition emphasizes that the role of somebody can not be separated from the signification, it is the principle of communication semiotic.\(^\text{34}\)

It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representamen.

Thus, a sign or representamen has the triadic relation immediately with object and its interpretant. Therefore, the semiosis is a process which combines the entity which can deliver a clear meaning of a selected object (advertisement) and use for communication. This semiosis is always called by signification.

\[\text{A sign or Representament}\]

\[\text{Interpretant} \rightarrow \text{Object}\]


\(^{34}\) Alex Sobur(2004), *op. cit.*, p. Xii.
Because this schema describes unlimited semiosis, so a representament will lead to object, then object to interpretant and interpretant to representamen again. Then Umberto Eco and Jacques Derrida conclude as *unlimited semiosis*.

The model of triadic that is used by pierce (representamen+object+interpretant= sign) to refer the big role of subject in the transformation of language. According by Pierce’s view that sign is often in the unlimited transformation, it is called *unlimited semiosis* as described above.

Based on its ground or representament, Pierce devided sign into qualisign, sinsign, and Legisign:

2. Qualisign is quality on sign, for example, smooth words.
3. Sinsign actual event on sign, for example, dirty word in the sentence if “The river is dirty, it refer the rain on riverbed.
4. Legisign is a norm on sign. For example, traffic light.

Based on its object, Pierce devided sign into index, symbol, and icon:

1. Icon is the connection between sign and objects because similar, for example, picture and map.
2. Index is the connection between sign and object because cause and effect, for example, smoke caused by fire.
3. Symbol is sign that refers the nature connection between signified and signifier. Where its connection is arbiter and convenction.

Based on interpretant, Pierce devided sign into rheme, dicent sign or dicisign, and argument:
1. Rheme is sign that may the people to interpret that based on choice. For example, someone that his/her eyes is red, it can refer that she/he is crying or getting eyesick or waking up.

2. Dicent sign or dicisign is sign according by the fact. For example, if a street often occurs the accident, so on the bank street will be set the traffic light that refers many accidents there.

3. Argument is sign that gives the reason about something immediately.\textsuperscript{35} Parole is the basic of Pierce’s concept about semiotic of communication. This concept emphasizes that subject has the role in transformation of language. Therefore, this Pierce’s theory distinguishes with Saussure’s theory about the role of subject that can not do transformation of language. Because language is part of social structure, so it only be made and changed by social convenction. Concept of triadic refers that subject can not be separated in transformation of language. It will make the unlimited semiosis. But Saussure admits that parole is area of language transformation, but the change must be done by social convenction. So it will prevent anarchism of language.

At around the same time as Saussure was formulating his model of the sign, of 'semiology' and of a structuralist methodology, across the Atlantic independent work was also in progress as the pragmatist philosopher and logician Charles Sanders Peirce formulated his own model of the sign, of 'semiotic' and of the taxonomies of signs.

\textsuperscript{35} Alex Sobur(2004), \textit{op. cit.}, pp. Xii-42.
In contrast to Saussure's model of the sign in the form of a 'self-contained dyadic model', this sign consists of signifier and signified, meanwhile Peirce offered a triadic model which consists of representamen, object and interpretant:

1. The Representamen: the form which the sign takes (not necessarily Material).

2. An Object: to which the sign refers, such as: words, phrases, sentences, pictures, etc.

3. An Interpretant: not an interpreter but rather the sense made on the interpretation of the representament and the object.

The combination of representament, object and interpretant can deliver a clear meaning of a selected object and use for communication.

A sign [in the form of a *representamen*] is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representamen' (Peirce 1931-58, 2.228). The interaction between

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the *representamen*, the *object* and the *interpretant* is referred to by Peirce as 'semiosis' (*ibid.*, 5.484). Within Peirce's model of the sign, the traffic light sign for 'stop' would consist of: a red light facing traffic at an intersection (the *representamen*); vehicles halting (the *object*) and the idea that a red light indicates that vehicles must stop (the *interpretant*).

Peirce's model of the sign includes an *object* or referent - which does not, of course, feature directly in Saussure's model. The *representamen* is similar in meaning to Saussure's *signifier* whilst the *interpretant* is similar in meaning to the *signified* (Silverman 1983, 15). However, the *interpretant* has a quality unlike that of the *signified*: it is itself a sign in the mind of the interpreter. Peirce noted that 'a sign addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. The sign which it creates I call the *interpretant* of the first sign.

What we see here is Peirce's basic claim that signs consist of three inter-related parts: a sign or representament, an object, and an interpretant. For the sake of simplicity, we can think of the sign as the signifier, for example, a written word, an utterance, smoke as a sign for fire etc. The object, on the other hand, is best thought of as whatever is signified, for example, the object to which the written or uttered word attaches, or the fire signified by the smoke. The interpretant, the most innovative and distinctive feature of Peirce's account, is best thought of as the understanding that we have of the sign/object relation. The
importance of the interpretant for Peirce is that signification is not a simple dyadic relationship between sign and object: a sign signifies only in being interpreted.\textsuperscript{37}

C. Semiotics and Its Relation to Text in Advertisements

Semiotic is a study which analyzes signs, where one of the points is the text. Text also a sign which is interpreted into some definitions based on the ability of the reader.

Text is a tool which transmitted from the sender to the receiver through certain medium and code. The receiver who accepts a sign as text tries to translate it according to the right codes.\textsuperscript{38}

Advertisement communication does not only use text, but also uses picture and color to analyze the advertisement. Advertisement is delivered through two kinds of mass media. First, print media, such as, newspaper, magazine, and billboard. Second, electronic media, such as, radio, television, and movie. The sender is product seller and receiver is society.

Semiotically, advertisement uses signs to analyze and advertisement uses sign system that consists of verbal and icon symbols. Basicly, symbols which are used in advertisement consists of two kinds, verbal and non verbal symbol. Verbal symbol is on language that has been known in society. Non verbal symbol is form and color which is similar with the real thing, people, or animal. Here, icon used as symbols.\textsuperscript{39}

\textsuperscript{37}http://www.aber.ac.uk/media/documents/S4B/sem02.html (April 5th 2010).
\textsuperscript{38}Alex Sobur(2004), op. cit., p.53.
\textsuperscript{39}Alex Sobur(2003), op. cit., p.116.
CHAPTER III

DATA ANALYSIS

As it has been mentioned in the first chapter that the purpose of the study is to find out what the linguistic symbols used in education’s advertisement and how the relation between the linguistic symbols and pictorial symbols is. This paper is conducted to emphasize more about semiotics.

In analyzing the data, the writer uses three steps. The first step is the analysis on the linguistic symbol because it often attracts more attention. Then, the next step is the analysis on the pictorial symbol and the last step is giving the meaning and the interpretation of the first and second step to find out the message of every advertisement.

A. Picture 1
A.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representament</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 1</td>
<td>Because life means, we never stop growing</td>
<td>- We want to get the life has means, such as happiness and success in our life</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- We don’t stop to get our success in our life</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- The education must be unlimited process</td>
</tr>
<tr>
<td>Mercu Buana University</td>
<td>- Campus that offers us to study and to get the success in the future</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Mercu Buana University gives the chance to the readers in improving their future life.</td>
</tr>
<tr>
<td>The picture of grass</td>
<td>-The growth process of the grass refers to the limitless process of education</td>
<td></td>
</tr>
</tbody>
</table>

A.2. Data Analysis

From the combination of representament, object and interpretant. The writer can describe the meaning and the interpretation of the picture 1. Mercu Buana university offers the readers to make the education as the limitless process. Where we must spend our life and do not stop to get the knowledge, so we can get many knowledges for our the success in the future. So if we have the wide knowledge, we will get the life means, such as success and happiness.

Finally from data analysis of representament, object and interpretation above, the writer gets the message for the readers that Mercu Buana University offers us to study and to get the success in the future.
### B.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representamen</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 2</td>
<td>Ukrida university</td>
<td>The university that offers the readers to study there</td>
</tr>
</tbody>
</table>
| | Being transformed to win the future | -We will get the best future, if we do the transformation in our life  
-Ukrida gives the chance for the readers to do the transformation in order to win the best future |
| Open for enrolment 2009/2010 academic year | This university offers the readers to enroll at Ukrida university in 2009/2010 academic year |
Undergraduate programs | This university offers the undergraduate programs to the readers
---|---
Photo of Ukrida’s Rector | It emphasizes to the readers that this university offers them to enroll and to get the success
The pictures of the students’ activities | These pictures refer Ukrida university gives the best facility for the students to do science activities.

**B.2. Data Analysis**

“From the combination of representament, object and interpretant above.

The writer can describe that Ukrida university offers the readers to enroll at this university. Where this one offers undergraduate programs which refer to the modern era needs. This university also emphasizes that the transformation is one of the ways to get the success and this university is the place to get it. So, if we study at this university, we will do the process to get transformation in our life and get the best future. Besides that, this university has also the available facilities for the students to do the science activities. So, the students will be easy to apply their knowledge in applied science.

From the data analysis above, the writer gets the message of this advertisement that this university offers the students to enroll for the study there, so we can get the best knowledge there and transformation in ourselves to get the best future.
C. Picture 3

C.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representament</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 3</td>
<td>1. Trisakti university</td>
<td>The university that offers the readers to study there</td>
</tr>
<tr>
<td></td>
<td>2. As a leading university with international standard in developing science, technology, and art to enhance the quality of life culture</td>
<td>This sentence refers that the education system of Trisakti university is directed to international standard, where it can develop science, technology and art</td>
</tr>
<tr>
<td></td>
<td>3. The picture of the students’ seminar activity in civil engineering</td>
<td>They hold seminar activity which can increase the students’ knowledge about the civil science</td>
</tr>
<tr>
<td></td>
<td>4. The picture that refers the students’ success to graduate</td>
<td>The happiness of their faces refer their trust and pride to</td>
</tr>
<tr>
<td></td>
<td>from Trisakti university</td>
<td>graduate from this university</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>6.</td>
<td>The picture of students’ activity in agriculture aspect</td>
<td>The students can plant the plants to apply the theories about the agriculture aspect</td>
</tr>
<tr>
<td>7.</td>
<td>The picture of the students’ activity in energy aspect</td>
<td>The students can understand about how the process of mining field and apply the science about the mining</td>
</tr>
<tr>
<td>8.</td>
<td>Diploma, undergraduate, graduate and postgraduate programs.</td>
<td>The programs are offered by Trisakti university for the readers</td>
</tr>
</tbody>
</table>

C.2. Data Analysis

“From the combination of representament, object and interpretant above the writer can describe the meaning and the interpretation of picture 4. Trisakti university offers all programs (diploma, undergraduate, graduate and postgraduate programs), so this campus has the complete programs and the students can choose the programs which are suitable for their ability and talent. Where the education system of Trisakti university is directed to international standard. In addition, the university develops science, technology and art. Meanwhile the pictures above refer to the practice of science activities, such as the seminar, agriculture, mining and energy activities. So, the students will get many experiences and knowledges. Finally, the students will be happy and proud to graduate from the Trisakti University.

From the description above, the writer gets a message that this university as a leading university with international standard and offers multi-disciplinary subjects.
D. Picture 4

D.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representament</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 4</td>
<td>1. The picture of the students’ photo</td>
<td>This picture refers the students’ pride and happiness to study at UPH university</td>
</tr>
<tr>
<td></td>
<td>2. Global perspective and global campus</td>
<td>The education system that is used at this university according by the system in globalization aspect</td>
</tr>
<tr>
<td></td>
<td>3. No smoking campus</td>
<td>- This university prohibits the students to smoke at this campus environment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- This campus wants to build the healthy campus from the air pollution</td>
</tr>
<tr>
<td></td>
<td>4. This campus also uses the international curriculum and learning and teaching based on information and technology</td>
<td>- UPH university uses the international curriculum to develop quality of the campus</td>
</tr>
</tbody>
</table>
D.2. Data Analysis

From the combination of sign as the written text and the pictures of advertisement above, it can be described the meaning and the interpretation of picture 4. Then, the writer makes an assumption that UPH university uses the system of education that refers to global perspective. It can be seen from the international curriculum and learning and teaching based on information and technology (ICT). So, by using this system, the students will be easy to do the process of education at the university. Besides this aspect, this university also has the concern to make the healthy campus environment. It can be proven from the prohibition against smoking at the campus, so it will make a healthy education condition and avoid the air pollution at the campus. Then this university also provides residence facilities accommodation for the students, so it will help the students’ accommodation.

From the description of phrases, sentences and pictures, the UPH university has a message as a leading university and has international system of education. Through this message the university has international reputation and keeps the healthy condition as well as and clean campus environment.
E.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representament</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 5</td>
<td>1. Study in Australia</td>
<td>Australia government asks the readers to study in Australia</td>
</tr>
<tr>
<td></td>
<td>2. It’s never been a better time to study in Australia!</td>
<td>It means that now is a best time for the readers to study in Australia university</td>
</tr>
<tr>
<td></td>
<td>3. International quality education and great lifestyle</td>
<td>- Australian Universities offer the best quality of education, such as: the best facilities, professional lecturers and international education standard - The students also can learn the great lifestyle in Australia</td>
</tr>
<tr>
<td></td>
<td>4. Your future starts here</td>
<td>- We can start to get the best future in Australia</td>
</tr>
</tbody>
</table>
E.2. Data Analysis

From the combination of sign as the written text and the pictures of advertisement above, it can be described the meaning and the interpretation of picture 5. Then, the writer makes description that we can start to get our future in Australia. It can be seen from international quality of education in Australia, such as the international curriculum. After that, this university allows every student to get the opportunity to work part time for 20 hours a week. So, the students not only learn but also they can work to get the income while studying. Besides that, the students also can learn by relaxation, such as to learn outdoors, to ride bicycle and to cook together.

From the descriptions above, the writer gets a message that we had better study in Australia, because we not only learn, but also get the chance of working experience through Australian Universities.

F. Picture 6
F.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representant</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 6</td>
<td>1. PSB Academy</td>
<td>The Academy that offers the readers to study at this Academy</td>
</tr>
</tbody>
</table>
| | 2. Chart your future with a world-class international education | -PSB Academy uses the system of international education to teach the students  
-It proves that PSB Academy is the suitable Academy to chart our future |
| | 3. The picture of hands that hold a shine | If we study in PSB Academy, we will get the best future |
| | 4. One of the leading education institutions in Singapore with more than 40 years of experience | PSB is the Academy that has the experience to graduate the students and to give its role for education development in Singapore |
| | 5. PSB academy partners with reputable overseas universities to offer a wide range of academic programmes to students from over 24 countries | -PSB Academy cooperates with the reputable overseas universities to offer a wide range of academic programs to students  
-PSB Academy is the Academy that taught the students from over 24 countries |

F.2. Data Analysis

From the combination of sign as the written texts and the pictures of advertisement above, the writer can describe the meaning and the interpretation of picture 6. Then, the writer makes a description that PSB academy will help us to shape our best future. It is proven by using the world-class international education. So, the students will do the process of education by using international
Where this academy uses the system of international education and becomes the leading education institution in Singapore that has a experience in education aspect for more than 40 years. Therefore, the experience of the academy to graduate the best students will give the big hope for us to get the best education there. Then, PSB academy also has the academy partners with reliable overseas universities to offer a wide range of academic programmes to students from over 24 countries. So the students will learn by the best teaching methods from the academy and its partners of education.

From the descriptions above, the writer gets a message that PSB academy has the big experience to shape the best future for the students.

G. Picture 7
G.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representament</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 7</td>
<td>1. Canadian Education Fair 2009</td>
<td>The universities in Canada offers the readers to study there</td>
</tr>
<tr>
<td></td>
<td>2. Working opportunities: during studies 3 years after graduation</td>
<td>-The universities in Canada prepare the students for working opportunities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-The students will only study for 3 years there</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-The students will graduate fast</td>
</tr>
<tr>
<td></td>
<td>The picture of three women</td>
<td>The picture refers their pride and happiness to study there</td>
</tr>
</tbody>
</table>

G.2. Data Analysis

From the combination of sign as the written texts and the pictures of advertisement and data analysis above, the writer can describe the meaning and interpretation of picture 7. If the students study in Canada, they will not study for a long time. Where the students only study for 3 years, so they will graduate and get the working opportunities there. Therefore, the students are happy and excited to study there, because they will study at the suitable university to get their success.

From the descriptions above, the writer gets a message that if the readers want to study fast, so they must enroll to study in Canadian universities. Besides that, they will also get the working opportunities fast.
CHAPTER IV
CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Charles Pierce is a semiotican that says subject is the aspect which has the great role in transformation of language. The concept of triadic is the theory that emphasizes the role of subject in transformation of language. This concept is called triadic, because he uses the trichotomy of sign, they are: representament, object and interpretant. The combination of the three sign will deliver a clear meaning of a selected object (advertisement) and used for communication.

The writer analyzes seven advertisements of education by using Charles Pierce’s theory. There are national and overseas univerities that give advertisement of education in the campus magazine. Every university describes about the visions, programs and facilities that are given at those universities. They claim that their universities are the best, so they purpose to get the success in the future. The systems that they used at those universities are applying the system of international standard. So they emphasize that those universities are the qualified unversities which give the best education and provide the education facilities which lead to international class universities.

B. Suggestions

After the writer analyzes the education advertisement from campus magazine, the writer gives some suggestions as follows:
1. The education’s advertisement describes about the programs, facilities, cost of education and the qualifications of enrolment clearly. Because they are the important aspects of education. So the readers should measure themselves whether they can register these universities or not.

2. The Islamic universities have to advertise their education in this magazine. As Islam is the majority religion of Indonesia, so the advertisement of Islamic universities will attract the readers.

3. The programs should be offered according to the need of society. For example Indonesia is an agriculture country, so the programs of university should cover the fields of agricultural development. through this way, the university will give its role and its benefit to social transformation life.

Finally, the writer hopes that this study will be useful for the improvement of studying semiotic, especially about the triadic concepts of Pierce.
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SUMMARY OF THESIS

A. BACKGROUND OF STUDY

As we know, the advertisement has a great development and becomes part of our life. Nearly, every day we always find many advertisements in television, radio, newspaper, magazine, etc. Most of the people guess the function of advertisement in order to promote products, but actually there are certain messages that want to be given by creator of advertisement to the readers.

Based on Ernst Cassier, human being is a symbolic animal. In the symbol, human can express feeling, look for knowledge and have the desire to create something. But, not all people can understand or catch the idea of the advertisement well, at least the reader will find the difficulties on the interpreting the advertisement. The difficulties to understand the meaning in advertisement can be caused by the unclear message. It is caused by the creator of advertisement uses the signs as a language to express the message, by the reader can not receive the meaning completely.

To analyze the advertisement in semiotic approach, we can analyze system of sign that consists of symbol (verbal and icon) and index in the advertisement, especially in the television and radio. Semiotic is the study or the science of signs and sign system of all kinds. It involves the production of sign; communication.

The method which is used in this research is a qualitative method by using descriptive analysis technique where the writer describes the sign on

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Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy, Mercu Buana University advertisements.

The signs can be words on pictures. Then, the writer analyzes and describes the meaning of signs on Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy and Mercu Buana University advertisements based on the triadic concepts of Pierce.

B. THEORETICAL FRAMEWORK

B.1. Definition of Semiotics

Semiotic is always defined as the study of signs, it is based by studying of codes that make me to view all certain entities as signs or something that have the meaning. Charles S. Pierce says that semiotic is the another term from logic, a formal doctrin of the signs. Ferdinand De Saussure says that semiology is a science of signs with society. Therefore, Pierce considers that semiotic is branch of philosophy and Saussure consider the semiology is one of the diciplines of social physocology. According to Pierce, sign is something which stands to somebody for something in some respect or capacity.\textsuperscript{2}

Alex Sobur quoted Eco ‘s says, that in the etymologically, the technical term of semiotics is from Greece that is semeion which means sign. Sign itself is as

something which based on social convention was built before, and can represent other things (Eco, 1979:16). The terminology of semiotic and semiology can be used at the science of signs without the sharp meaning defference. The differences of the both terminologies are the semiology term is often used in Saussurean’s linguistic tradition, especially in europe and the semiotic term tends to use it in the Piercian’s tradition. Semiotics and semiology are the terms that is used at the science of sign. Accroding to Hawkes as quoted by Alex Sobur the diference between semiotics and semiology are semiology term used in the Europe, meanwhile semiotics used by people who speak English.

Thus, there is no the essence defference between the both terms. I think that the both terms distinguish between Saussure and Pierce’s tradition. The defferences of the terms will not reduce the essence of semiotic or semiology science, but they enlarge the science that study of signs. Although the semiotic term is often used as the term of study of signs, but the essence of that study involves Saussure and Pierce’s view.

Semiotics considers that there is a metalanguage, where a system of sign to mean the other system of sign (the relation between literary criticism and literature), for example the sign of polysemic that has more than one meaning.

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Charles Morris (1938: 6, in Levinson, 1983: 1), a philosopher that has a
attention about the science of signs, the basically semiotic can be distinguished
about the three branches of inquiry, they are syntactics, semantics, and
pragmatics.\(^7\) Semiotics is a study about sign as part of social life.\(^8\)

1. Syntactics is the branch of semiotics that deals with the formal
   properties of signs and symbols. More precisely, syntactics deals with
   the "rules that govern how words are combined to form phrases and
   sentences."

2. Semantics deals with the relation of signs to their designata and the
   objects which they may or do denote.

3. Pragmatics deals with the biotic aspects of semiosis, that is, with all
   the psychological, biological, and sociological phenomena which occur
   in the functioning of signs.

The importance of signs and signification has been recognized
throughout much of the history of philosophy, and in psychology as well. Plato
and Aristotle both explored the relationship between signs and the world, and
Augustine considered the nature of the sign within a conventional system. These
theories have had a lasting effect in Western philosophy, especially through
Scholastic philosophy. More recently, Umberto Eco in his *Semiotics and

\(^7\) Kris Budiman(2003), *op. cit.*, p.5.
\(^8\) Tommy Christomy dan Untung Yuwono. *Semiotika Budaya*. (Depok: Pusat Penelitian
philosophy of language, has argued that semiotic theories are implicit in the work of most, perhaps all, major thinkers.

B.2. The Semioticians and their Theories

B.2.1. Ferdinand de Saussure

Ferdinand de Saussure (1857–1913), the "father" of modern linguistics, proposed a dualistic notion of signs, relating the signifier as the form of the word or phrase uttered, to the signified as the mental concept. It is important to note that, according to Saussure, the sign is completely arbitrary, i.e. there was no necessary connection between the sign and its meaning. This sets him apart from previous philosophers such as Plato or the Scholastics, who thought that there must be some connection between a signifier and the object it signifies.⁹

The concept of Saussure about the language is completely arbitrary to opposite the concept of Plato or Scholastic about language. Plato thought there is a connection between sign and its meaning. But concept of Saussure’s arbitrary says that there is no connection between the sign and its meaning. Saussure thought that the role of sign as part of social life. I think that this statement is the basic of Saussure’s concept about the social conventional in producing language.

In the language concept, Saussure explaines “sign” as the unity can be separated from two aspects, it is signifier (to explain the expresion)and signified( to explain the concept or meaning). Then Saussure emphasizes the social convention, which manages combination sign and its meaning. The relation between signifier and signified that according by the convenction which is called

by signification. So the semiotic of signification is semiotic that studies the relation between the elements of signs in a system, basically the certain role and convenction.

Saussure views language as a system of sign, it must be studied by Synchronic, it means that we study language as a complete system at the certain time and it can not studied by diachronic (in the development of its history). Every sign must consist of signified and signifier. Three black signs c-a-t are signifier that appear the signifier of “cat” in person’s thingking of the using english. The relation between signified and signifier are arbiter, there is no inherent reason why the third signs must have the meaning of cat or kucing, besides of culture and history convenction.10

Langue is language as the pure object of social, thus its existency is lain outside of person, it means as set of the siytemic convention that has the important role in communication. Langue is also the autonomous social institution, it is not depend about the signs of its maker. As a social institution, langue is not action and can not be arranged, made, or changed personally, because langue is the colective contract where we must follow it if we want to communicate, Thus, langue is language within its existency as a system.

Parole is individual aspect of the language. The first, parole can be viewed as combination that may be the speaker to has the ability to use the code of language to express its personal’s thinking. The second, parole also can be understood as the mechanism of psycho-physical that may be the speaker to

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appear the combination. Thus, the parole is the using actual of language as action of people.\textsuperscript{11}

Saussure views that langue must be considered as system. To explain this matter, he compares between language as langue with the playing chess. To understand the playing chess must not know about this playing from Parsi and the items of chess made by wood and plastic, because it doesn’t not give the contribution for its understanding. Playing chess is a system of connections where every item of chess to has its functions. To add and to reduce the members of chess will change the system essentially. Then Saussure emphasizes that language is only a form, not a substance. It means, nothing the roles of the item which make language. The important aspect in language is the roles which constitute it, the items which connect each other, and the relations and oppositions which construct the system.\textsuperscript{12}

In his Course in General Linguistics, Saussure himself credits the American linguist William Dwight Whitney (1827–1894) with insisting on the arbitrary nature of the sign. Saussure's insistence on the arbitrariness of the sign has also greatly influenced later philosophers, especially postmodern theorists such as Jacques Derrida, Roland Barthes, and Jean Baudrillard. Ferdinand de Saussure coined the term semiologie while teaching his landmark "Course on General Linguistics" at the University of Geneva from 1906–11. Saussure posited that no word is inherently meaningful. Rather a word is only a "signifier," i.e. the representation of something, and it must be combined in the brain with the

\textsuperscript{11} Kris Budiman(2003), \textit{op. cit.}, pp. 38-40.
\textsuperscript{12} Alex Sobur(2004), \textit{op. cit.}, p. 51.
"signified," or the thing itself, in order to form a meaning-imbued "sign." Saussure believed that dismantle signs was a real science, for in doing so we come to an empirical understanding of how humans synthesize physical stimuli into words and other abstract concepts.\(^\text{13}\)

The arbitrariness of sign is the concept which opposite Plato’s view about the language. Saussure’s view says that there is no connection between sign and its meaning. So it gives the great change about theory of language. The arbitrary concept also assumes that the social and culture convention is the aspect that produce language.

Saussure offered a ‘dyadic’ or two-part model of the sign. He defined a sign as being composed of: a 'signifier' (signifiant) - the form which the sign takes; and the 'signified' (signifié) - the concept it represents. The sign is the whole that results from the association of the signifier with the signified (Saussure 1983, 67; Saussure 1974, 67). The relationship between the signifier and the signified is referred to as 'signification. A sign must have both a signifier and a signified. You cannot have a totally meaningless signifier or a completely formless signified (Saussure 1983, 101; Saussure 1974, 102-103). Nowadays, whilst the basic 'Saussurean' model is commonly adopted, it tends to be a more materialistic model than that of Saussure himself. The signifier is now commonly interpreted as the material (or physical) form of the sign - it is something which can be seen, heard, touched, smelt or tasted. For Saussure, both the signifier and the signified were

purely 'psychological' (Saussure 1983, 12, 14-15, 66; Saussure 1974, 12, 15, 65-66). Both were *form* rather than *substance*:

The Saussurean legacy of the arbitrariness of signs leads semioticians to stress that the relationship between the signifier and the signified is *conventional* - dependent on social and cultural conventions.\(^\text{14}\)

**B.2.2. Charles Sanders Peirce**

Charles Sanders Pierce is an American Philosopher who lives in 1839-1914. As a Philosopher and Logician, Pierce wants to research what and how to think logically process of human beings. Pierce’s theory of sign based on the big porpose, so it does not amaze if Pierce says that semiotics is a synonym of logic.\(^\text{15}\)

Charles Sanders Peirce (1839–1914), the founder of the philosophical doctrine known as pragmatism (which he later renamed "pragmaticism" to distinguish it from the pragmatism developed by others like William James), preferred the terms "semiotic" and "semeiotic." He defines *semiosis* as "action, or influence, which is, or involves, a cooperation of *three* subjects, such as a sign or representament, its object, and its interpretant, this tri-relative influence not being in any way resolvable into actions between pairs.\(^\text{16}\)

Pierce sees that subject as a part that can not be separated from its the reference and the understand of subject about the interpretant. Pierce says that

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\(^\text{14}\) [http://www.aber.ac.uk/media/Documents/S4B/sem02.html](http://www.aber.ac.uk/media/Documents/S4B/sem02.html) (April 4th 2010).


sign is something which stands to somebody for something in some respect or capacity. This Pierce’s definition emphasizes that the role of somebody can not be separated from the signification, it is the principle of communication semiotic.\textsuperscript{17}

It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representamen.

Thus, a sign or representamen has the triadic relation immediately with object and its interpretant. Therefore, the semiosis is a process which combines the entity which can deliver a clear meaning of a selected object (advertisement) and use for communication. This semiosis is always called by signification.

Because this schema describes unlimited semiosis, so a representamen will lead to object, then object to interpretant and interpretant to representamen again. Then Umberto Eco and Jacques Derrida conclude as \textit{unlimited semiosis}.

\textsuperscript{17} Alex Sobur(2004), \textit{op. cit.}, p. Xii.
The model of triadic that is used by pierce (representamen+object+interpretant= sign) to refer the big role of subject in the transformation of language. According by Pierce’s view that sign is often in the unlimited transformation., it is called unlimited semiosis as described above.

Based on its ground or representament, Pierce devided sign into qualisign, sinsign, and Legisign:

1. Qualisign is quality on sign, for example, smooth words.
2. Sinsign actual event on sign, for example, dirty word in the sentence if “The river is dirty, it refer the rain on riverbed.
3. Legisign is a norm on sign. For example, traffic light.

Based on its object, Pierce devided sign into index, symbol, and icon:

1. Icon is the connection between sign and objects because similar, for example, picture and map.
2. Index is the connection between sign and object because cause and effect, for example, smoke caused by fire.
3. Symbol is sign that refers the nature connection between signified and signifier. Where its connection is arbiter and convenction.

Based on interpretant, Pierce devided sign into rheme, dicent sign or dicisign, and argument:

1. Rheme is sign that may the people to interpret that based on choice. For example, someone that his/her eyes is red, it can refer that she/he is crying or getting eyesick or waking up.
2. Dicent sign or dicisign is sign according by the fact. For example, if a street often occurs the accident, so on the bank street will be set the traffic light that refers many accidents there.

3. Argument is sign that gives the reason about something immediately.\textsuperscript{18}

Parole is the basic of Pierce’s concept about semiotic of communication. This concept emphasizes that subject has the role in transformation of language. Therefore, this Pierce’s theory distinguishes with Saussure’s theory about the role of subject that can not do transformation of language. Because language is part of social structure, so it only be made and changed by social convenction. Concept of triadic refers that subject can not be separated in transformation of language. It will make the unlimited semiosis. But Saussure admits that parole is area of language transformation, but the change must be done by social convenction. So it will prevent anarchism of language.

At around the same time as Saussure was formulating his model of the sign, of 'semiology' and of a structuralist methodology, across the Atlantic independent work was also in progress as the pragmatist philosopher and logician Charles Sanders Peirce formulated his own model of the sign, of 'semiotic' and of the taxonomies of signs.

In contrast to Saussure's model of the sign in the form of a 'self-contained dyadic model', this sign consists of signifier and signified, meanwhile Peirce offered a triadic model which consists of representament, object and interpretant:

\textsuperscript{18} Alex Sobur(2004), \textit{op. cit.}, pp. Xii-42.
1. The Representamen: the form which the sign takes (not necessarily Material).  

2. An Object: to which the sign refers, such as: words, phrases, sentences, pictures, etc.

3. An Interpretant: *not* an interpreter but rather the sense made on the interpretation of the representamen and the object.

The combination of representament, object and interpretant can deliver a clear meaning of a selected object and use for communication.

A sign [in the form of a *representamen*] is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the *interpretant* of the first sign. The sign stands for something, its *object*. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the *ground* of the representamen' (Peirce 1931-58, 2.228). The interaction between the *representamen*, the *object* and the *interpretant* is referred to by Peirce as 'semiosis' (ibid., 5.484). Within Peirce's model of the sign, the traffic light sign for 'stop' would consist of: a red light facing traffic at an intersection (the

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Peirce's model of the sign includes an object or referent - which does not, of course, feature directly in Saussure's model. The representamen is similar in meaning to Saussure's signifier whilst the interpretant is similar in meaning to the signified (Silverman 1983, 15). However, the interpretant has a quality unlike that of the signified: it is itself a sign in the mind of the interpreter. Peirce noted that 'a sign addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. The sign which it creates I call the interpretant of the first sign.

B. DATA ANALYSIS

As it has been mentioned in the first chapter that the purpose of the study is to find out what the linguistic symbols used in education’s advertisement mean and how the relation between the linguistic symbols and pictorial symbols is. This paper is conduct emphasizing on more about semiotics.

In analyzing the data, the writer uses three steps. The first step is the analysis on the linguistic symbol because it often attracts more attention. Then, the next step is the analysis on the pictorial symbol and the last step is giving the meaning and the interpretation of the first and second step to find out the message of every advertisement.
A. Picture 1

A.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representament</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 1</td>
<td>Because life means, we never stop growing</td>
<td>- We want to get the life has means, such as happiness and success in our life</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- We don’t stop to get our success in our life</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- The education must be unlimited process</td>
</tr>
<tr>
<td>Mercu Buana University</td>
<td></td>
<td>- Campus that offers us to study and to get the success in the future</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Mercu Buana University gives the chance to the readers in improving their future life.</td>
</tr>
</tbody>
</table>
A.2. Data Analysis

From the combination of representament, object and interpretant. The writer can describe the meaning and the interpretation of the picture 1. Mercu Buana university offers the readers to make the education as the unlimited process. Where we must spend our life and do not stop to get the knowledge, so we can get the many knowledges for our the success in the future. So if we have the wide knowledge, we will get the life means, such as success and happiness.

Finally from data analysis of representament, object and interpretation above, the writer gets the message for the readers that Mercu Buana University offers us to study and to get the success in the future.

B. Picture 2
**B.1. Data Description**

<table>
<thead>
<tr>
<th>Object</th>
<th>Representament</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 2</td>
<td>Ukrida university</td>
<td>The university that offers the readers to study there</td>
</tr>
<tr>
<td>Being transformed to win the future</td>
<td>-We will get the best future, if we do the transformation in our life</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-Ukrida gives the chance for the readers to do the transformation in order to win the best future</td>
<td></td>
</tr>
<tr>
<td>Open for enrolment 2009/2010 academic year</td>
<td>This university offers the readers to enroll at Ukrida university in 2009/2010 academic year</td>
<td></td>
</tr>
<tr>
<td>Undergraduate programs</td>
<td>This university offers the undergraduate programs to the readers</td>
<td></td>
</tr>
<tr>
<td>Photo of Ukrida’s Rector</td>
<td>It emphasizes to the readers that this university offers them to enroll and get the success</td>
<td></td>
</tr>
<tr>
<td>The pictures of the students’ activities</td>
<td>These pictures refer Ukrida university gives the best facility for the students to do science activities.</td>
<td></td>
</tr>
</tbody>
</table>

**B.2. Data Analysis**

“From the combination of representament, object and interpretant above.

The writer can describe that Ukrida university offers the readers to enroll at this university. Where this one offers undergraduate programs which refer to the modern era needs. This university also emphasizes that the transformation is one of the ways to get the success and this university is the place to get it. So, if we study at this university, we will do the process to get transformation in our life and get the best future. Besides that, this university has also the available facilities for
the students to do the science activities. So, the students will be easy to apply their knowledge in applied science.

From the data analysis above, the writer gets the message of this advertisement that this university offers the students to enroll for the study there, so we can get the best knowledge there and transformation in ourselves to get the best future.

C. Picture 3

C.1. Data Description

<table>
<thead>
<tr>
<th>Object</th>
<th>Representament</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture 3</td>
<td>1. Trisakti university</td>
<td>The university that offers the readers to study there</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>2. As a leading university with international standard in developing science, technology, and art to enchance the quality of life culture</td>
<td>This sentence refers that the education system of Trisakti university is directed to international standard, where it can develop science, technology and art</td>
<td></td>
</tr>
<tr>
<td>3. The picture of the students’ seminar activity in civil engineering</td>
<td>They hold seminar activity which can increase the students’ knowledge about the civil science</td>
<td></td>
</tr>
<tr>
<td>4. The picture that refers the students’ success to graduate from Trisakti university</td>
<td>The happiness of their faces refer their trust and pride to graduate from this university</td>
<td></td>
</tr>
<tr>
<td>6. The picture of students’ activity in agriculture aspect</td>
<td>The students can plant the plants to apply the theories about the agriculture aspect</td>
<td></td>
</tr>
<tr>
<td>7. The picture of the students’ activity in energy aspect</td>
<td>The students can understand about how the process of mining field and apply the science about the mining</td>
<td></td>
</tr>
<tr>
<td>8. Diploma, undergraduate, graduate and postgraduate programs.</td>
<td>The programs are offered by Trisakti university for the readers</td>
<td></td>
</tr>
</tbody>
</table>

C.2. Data Analysis

“From the combination of representament, object and interpretant above the writer can describe the meaning and the interpretation of picture 4. Trisakti university offers all programs (diploma, undergraduate, graduate and postgraduate programs), so this campus has the complete programs and the students can choose the programs which are suitable for their ability and talent. Where the education system of Trisakti university is directed to international standard. In addition, the university develops science, technology and art. Meanwhile the pictures above refer to the practice of science activities, such as the seminar, agriculture, mining
and energy activities. So, the students will get many experiences and knowledges. Finally, the students will be happy and proud to graduate from the Trisakti University.

From the description above, the writer gets a message that this university as a leading university with international standard and offers multi-disciplinary subjects.

C. CONCLUSIONS

Charles Pierce is a semiotican that says subject is the aspect which has the great role in transformation of language. The concept of triadic is the theory that emphasizes the role of subject in transformation of language. This concept is called triadic, because he uses the trichotomy of sign, they are: representament, object and interpretant. The combination of the three sign will deliver a clear meaning of a selected object (advertisement) and used for communication.

The writer analyzes seven advertisements of education by using Charles Pierce’s theory. There are national and overseas universities that give advertisement of education in the campus magazine. Every university describes about the visions, programs and facilities that are given at those universities. They claim that their universities are the best, so they purpose to get the success in the future. The systems that they used at those universities are applying the system of international standard. So they emphasize that those universities are the qualified universities which give the best education and provide the education facilities which lead to international class universities.