ABSTRACT

Hendi, A Semiotic Analysis on Nokia’s advertisement Based on C.S Peirce’s Theory. Thesis: English Letters Department, Letters and Humanities Faculty, State Islamic University (UIN) Syarif Hidayatullah Jakarta, 2011

The objective of this study is to find out the use of sign on Nokia’s Advertisement. This study applied library research and compiled data were analyzed through descriptive analysis method. Through this method the writer tries to describe, explain, and analyze the use of sign by C.S Peirce’s semiotic theory. The unit analysis of this research was the six of Nokia’s advertisements. They were chosen because they were containing of sign.

For the semiotic analysis, the writer marked the data by choosing advertisement as the kind of communication. Language is as a tool of communication on advertisement is different with other because is not just use verbal symbol, but also nonverbal symbol. The classified data contain signs which consist of representamen, object, and interpretant. The relationship of these three items can be deliver a clear meaning of a selected object (advertisement), and use for communication. Through this relationship will create the process of delivering meaning and interpretation which is called the process of semiotic.

After analyzing the sign, it could be concluded that each advertisement had different sign and also different meaning. These differences had given different interpretations. From the semiotic analysis of six advertisements the advertiser would like to convey the function, strength, and other ease of Nokia’s mobile.
APPROVEMENT

A SEMIOTIC ANALYSIS ON NOKIA’S ADVERTISEMENTS

BASED ON C.S PEIRCE’S THEORY

A Thesis
Submitted to Letters and Humanities Faculty
In Partial Fulfillment of the Requirements for
The Degree of Strata One

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The thesis has been defended before the Faculty of Letters and Humanities’ examination Committee on March 23, 2011. It has been accepted as a partial fulfillment of the requirements for degree of strata one.

Jakarta, 23 May, 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 material 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 acknowledgement has been made in the next.

Jakarta, 23rd March 2011

Hendi
ACKNOWLEDGEMENT

In the name of Allah SWT, the most Gracious and the most Merciful

All praise and gratitude is to Allah SWT, the lord of the universe for his guidance in completing this thesis. May blessing and salutation be upon the most honorable prophet and messenger Muhammad saw, his families and all of his followers.

The main thing that the writer wants to convey, this thesis is dedicated to his beloved father (Abdul Hamid) who supports the writer financial or non financial and never tired of giving motivation to finish his thesis. And for his mother in heaven (Hasanah) although the writer could no longer see, but his prayers are always felt at any moment. And for his step mother (Unih) who always prays to Allah for the ease for finishing his thesis.

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Jakarta, March 2011

The writer
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CHAPTER I
INTRODUCTION

A. Background of Study

Communication is one important thing in the social life, where the main function of the communication is to connect among members of the society to get information. Communication can be defined as the passing of information, the exchange of ideas or the process of establishing a commonness or oneness of thought between sender and receiver.

Communication is divided into two classifications; verbal and nonverbal communications. Verbal communication can be text or speech on the other hand language used by people is called verbal communication. Meanwhile Non verbal communication can be gesture, picture, and many more.

Language is an important tool in communication. Language is used by human in daily activities because human is a social creature who needs interaction with others. But, what is language? Ronald Wardhaugh said “Language is a system of arbitrary vocal symbols used for human communication”. So from the definition of language, we can conclude that language is as a tool to get information among human being.

Sign is one of the languages used in advertising. Advertising itself is one of the forms of mass communications. The advertiser uses sign to promote a product to consumer. Advertising uses sign system consists of symbol, verbal, or icon\(^2\). Basically, symbol used in advertising consists of two kinds verbal, and non-verbal. Verbal symbol is language we know; nonverbal symbol can be form of color on advertising.

In advertising communication, it does not use language as a tool, but other tool such as picture, color, sound, etc. advertising is delivered by two medias, printed media (newspaper, magazines, brochure, billboard, etc), and electronic media (radio, television, film, internet, etc).

Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor\(^3\). The advertisement must be able to influence audience or receiver and make them change their perceptions of the product and finally they will take positive action to buy the offered product. The main function of advertising is as a tool of communication to send information (product) from advertiser as sender and consumer as receiver. Meanwhile advertising has four different roles such as; marketing role, communication role, economic role, social role.\(^4\)


There are two kinds of advertisements; commercial advertisement, and non-commercial advertisement. The aim of commercial product is for campaigning a selling product oriented to profit or advantages. Meanwhile non-commercial advertisement (social) does not take profit such as anti-drugs or HIV/AIDS advertisement or other, usually the maker of advertisement is government or institutions.

In commercial advertisement, to get maximum purpose, the advertiser must see some elements; the product must be good, potential market for the product must warrant of advertising, the company should have the ability and resources to handle an increased volume of sales, the product should be in step with the times, the price must be right.\(^5\)

A newspaper is one of printed medium which offers the product through advertisements. The advertisers should pay attention more to choose to appropriate language. Language in advertisements is not usual language, because they use sign as their language to pay attention to the customer about the product offered.

To analyze the advertisement language, we can use Semiotic. Semiotic is the study of sign. Semiotics is branch of linguistics that studies about sign. The sign conveys information or message, verbal or non-verbal. It appears a meaning process by receiver.

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In relationship with advertising, semiotics is used by advertiser to promote the product. According to communication science, advertising has meaning as deliver process from sender to receiver through medias by purposing to withdraw the consumer to buy the product.

The study of semiotics can be analyzed by some kinds of approach; one of them is theory of Semiotic of Charles Sander Pierce. He said that we are just able to think by sign. So from the explanation above, the writer is interested to analyze sign on Nokia’s Advertisements. It is an interesting advertisement, because the advertisements use sign. For making clear about the research, let’s see one of Nokia advertisements follow:

The advertisement uses many signs which can not be understood directly the aim of the advertisement. Therefore the writer will analyze the meaning of the advertisement entitle “A Semiotic Analysis on Nokia’s Advertisement Based on Charles Peirce’s Theory”.

B. Focus of the Study

Based on the background of the study above, in this research the writer focuses only the signs on the Nokia’s Advertisements. The sign itself can be words, pictures, color, etc.
C. Research Question

As such as the focus of the study above, so the research question want to be answered in this research are as follows:

1. What is the interpretation from the combination of text and pictures in the six selected advertisements of Nokia through the semiotic analysis concept of Peirce?
2. What message do the advertisements want to deliver through the semiotic analysis concept of Peirce?

D. The Significance of the Study

Generally, this research has some significance for the students, especially for the process of learning the department of English studies in State Islamic University (UIN) Jakarta. This sturdy is meant to encourage to students to study more about Semiotic. And this study gives information concerning the advertisement through the implicit meaning of sign.

E. Research Methodology

1. The Objective of the Research

Hopefully, this research can help the readers who learn semiotics to understand easily about what semiotics is and the relation between the linguistics and pictorial symbols.

2. Research Method

In this research, the writer uses descriptive qualitative method. Where the writer tries to analyze, identify, and describe the meaning of the elements of sign on Nokia’s Advertisements.
3. **The Instrument of Research**

The writer uses himself as the instrument of the research through reading, identifying, and classifying and analyzing the data needed from daily newspaper.

4. **Unit of Analysis**

The writer uses the Nokia’s advertisements as unit of analysis where the data are taken from daily newspapers. In this research the writer uses six Nokia’s advertisements with different type. The advertisements are: Nokia 5310 Express Music, Nokia N73, Nokia N97, Nokia E75, Nokia N70, and Nokia C3.The advertisements contain three sign models that will be analyzed by the writer.

5. **Technique of Data Analysis**

Based on the method used, the writer takes the data from newspapers, and magazines. And then the writer classifies the advertisement uses the bilingual and finds out the meaning or interpretation of the sign. These data will be analyzed through “ descriptive analysis technique”.
A. Semiotic

A.1. Definition of Semiotic

The word semiotics derived from the Greek root, *sēme*, as in *semiotikos*, an interpreter of sign. Semiotic is the study of signs and symbol and their meaning and the use, especially in the writing, or method to analyze the sign. Barthes actually said, the semiotic basically want to discuss how human signify its things. Cobley and Jansz also said “discipline is simply the analysis of signs or the study of the functioning of sign systems”.  

One of the broadest definitions is that of Umberto eco, who states that ‘semiotics is concerned with everything that can be taken as a sign’ (eco 1976, 7). Semiotics involves the study not only of what we refer to as ‘sign’ in everyday speech, but of only anything which ‘stands for’ something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects.

Meanwhile Aart van Zoest states semiotics is study about sign and everything which relation with its, its function, relation with other sign, sender, receiver by the used the sign.  

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Contemporary semioticians study not in isolation but as part of semiotic ‘sign-system’ (such as a medium or genre). They study how meanings are made and how reality is represented. Semiotics is concerned with meaning-making and representation in many forms, perhaps most obviously in the form of ‘text’ and ‘media’.  

According to Komarudin Hidayat Semiotics is divided into two kinds: semiotic communication and semiotic signification. First is semiotic communication, the theory of sign production which one assumes the fifth factors in communication: sender, receiver, massage, media, and reference. So, actually, the semiotic communication is more about the goals of communication. Second is semiotic signification, this term is more important to discuss which the receiver’s cognitive process is having more attention. The semiotic significant is usually used in poems, drama, or prose. Here, the readers have to understand by themselves about the meaning of symbol or sign used by the author in his literary work.

Semiotic tries to explain combination of sign which were the essential, the character, and form of sign, and the process of its signification. Semiotic gives big attention to everything that can be esteemed as a sign. One sign can be used as a signifier that has the important meaning to substitute something else. There is nothing considered except sign in semiotic, the study is about anything that has related to sign, whether it is signifier, signified, how the sign can produce

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9 Alex Sobur M.Si (2003), op. cit. p. 15.
meaning of the sign or anything else. Semiotic is one of the ways that communication can be delivered.

According to Saussure, the sign is the whole that result from the association of the signifier with the signified. The relationship between the signifier and the signified is referred to as ‘signification’. A sign must have both a signifier and a signified. We cannot have a totally meaningless signifier or a completely formless signified. A sign is a recognizable combination of a signifier with a particular signified.\textsuperscript{10}

Signifier and signified represent two fundamental levels of language. The term signifier refers to the concrete word of sound and the term signified, on the other hand relates to the concept or idea expressed by the sound or icon. In other word, the two levels of language are in a relationship reciprocal. Form and content cannot be separated.

Semiotic is concerned with everything that can be taken as a sign. A sign is everything which can be taken as significantly substituting for something else that doesn’t necessarily have to exist or to actually be somewhere at the moment in which a sign stands for it.

Charles Morris distinguishes three kinds of semiotics, syntax, semantics and pragmatics.\textsuperscript{11} Syntactic studies related to preparation of the sign ordinance together form a composite with the name of phrases, sentences, thoughts, and ideals. Study of semantics associated with what was to be referred to by signing it, meaning that the purpose of the use of sign, but it is also associated semantics

\textsuperscript{10}Daniel Chandler (2002), op. cit. p. 19.
\textsuperscript{11}J D Parrera,Teori Semantik,Edisi Kedua (Jakarta: Erlangga, 2004), p. 11
how the way this sign refers something. Meanwhile pragmatics associated with the use and effect of the use of the sign itself in a real behavior.

A.2. The Field of Semiotic

Semiotic as explain above is a study about sign where commonly sign has three form such as icon, index, and symbol. Semiotics itself consist of two kinds communication semiotic, and signification semiotic. Semiotics can be used at several sciences, these field of semiotic are:

1. Analytic semiotics. This is semiotics, which analyze the system of sign. Pierce explain that semiotic have object of the sign and analyzed becomes idea, object, and meaning.

2. Description semiotics. It is referred to the system of the sign that are described as the real thing.

3. Zoo semiotics. It is referred to the system of the sign on the behavior of non-human.

4. Cultural semiotics. Semiotics studies about the system of sign in the culture of society.

5. Social semiotics. It is referred to the system of sign, produced by the human who have being the form of symbol.

6. Narrative semiotics. It is referred to the system of sign on the mythology and folklore narrative.

7. Natural semiotics. Semiotics studies the system of sign from the nature.
8. Normative semiotics. It is referred to the system of sign made by human being, which have the form of the norms.

9. Structural semiotics. This is semiotic which studying about the system of sign through the language structure.\textsuperscript{12}

A.3. Semiotics Theory of Charles Sanders Peirce

In this research, the writer uses theory from philosopher Charles Sanders Peirce to find the answer of the research question. Pierce was born in 1839, he was an American philosopher which more originality and multidimensional. One of the most popularity was because of the theory of sign. In semiotic, Pierce often said that generally the signs had substituted something for someone. For pierce, sign "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"\textsuperscript{13}

To use peirce’s terminology, we can say that the sign, in the broad sense, consists of three interconnected elements: (1) the sign in the narrow sense, also referred to as the representamen, that which represents something else; (2) the object, that which the sign stands for, that which is represented by it; an finally (3)

\textsuperscript{13} Alex Sobur M. Si (2003), \textit{op. cit}. p. 41.
the (possible or potential) meaning the sign allows for, which may materialize as its translation into a new sign. Peirce refers to this as the interpretant.\textsuperscript{14}

In Peirce’s theory of semiotic known triangle meaning consist of sign, object, and interpretant. The relationship of the triangle meaning can be shown as follow:

\begin{center}
\begin{tabular}{c}
\textbf{Sign} \\
\textbf{Interpretant} \\
\textbf{Object}\textsuperscript{15}
\end{tabular}
\end{center}

Figure 1. The Process of Semiotic analysis

The triadic of sign above can be explained as follows:

1. The Representamen: the form which the sign takes. It can be words, phrases, sentences, sounds, etc.

2. An Object: something referred by representament, it can pictures, photographs, etc.

3. An Interpretant: a sign in the mind someone about object (Representament + Object), it can be an image / concept.

\begin{flushright}

\textsuperscript{15}Alex Sobur, \textit{Analisis Teks Media}, (Bandung: PT Remaja Rosda karya, 2006), p.115
\end{flushright}
The relationship of Representameant + object + interpretant can deliver a clear meaning of selected object (advertisement) and use for communication. This theory is called “triadic theory of Peirce” in the field of semiotic study. Through this relationship will create the process of delivering meaning and interpretation which is called the process of semiotic. For peirce representation an interpretation are the types of sign. The combination of Representament + object will result a new sign which is called “interpretant”.

The interaction between the representament, the object and the interpretant is referred to by pierce as ‘semiosis’. Within pierce’s model of the sign, the traffic light sign for ‘stop’ would consists of: a red light facing traffic at an intersection (the representament); vehicle halting (the object) and the idea that a red light indicates that vehicles must stop (the interpretant). Described by picture:

![Figure 2. The Process of Semiotic analysis](image)

Signs are divisible by three trichotomies; first, according as the sign in itself is a mere quality, is an actual existent, or is a general law; secondly, according as the relation of the sign to its object consists in the sign’s having

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some character in itself, or in some existential to that object, or in its relation to an interpretant; thirdly, according as its interpretant represents it as a sign of possibility or as a sign of fact or a sign of reason.

According to the first division, a Sign may be termed a Qualisign, a Sinsign, or a Legisign.

1. A Qualisign is a quality which is sign. It cannot actually act as a sign until it is embodied; but the embodiment has nothing to do with its character as a sign.

2. A Sinsign is an actual existent thing or event which is a sign. It can only be so through its qualities; so that it involves a qualisign, or rather, several qualisigns.

3. A Legisign is a law that is a sign.

According to the second trichotomy, a sign may be termed an Icon, an Index, or a Symbol.

1. An Icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which it possesses, just the same, whether any such object actually exists or not. For example: a cartoon, a portrait, and so on.

2. An Index is a sign which refers to the object that it denotes by virtue of being really affected by that object. This category can include such natural occurrences as smoke and fire, dark cloud and impending rain, a human footprint and the presence of a human being, but it also encompasses more consciously controlled meaning.
3. A Symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object.

According to the third trichotomy, a sign may be termed a Rheme, a
Dicisign or Dicent Sign, or an Argument.

1. A Rheme is a sign which, for its interpretant, is a sign of qualitative possibility, that is, is understood as representing such and such kind of possible object. Or we may say that a rheme is a sign which understood to represent its object in its character merely.

2. A Dicent sign is a sign, which for its interpretant, is a sign of actual existence. Or a sign which is understood to represent its object in respect to actual existence.

3. An Argument is a sign which, for its interpretant, is a sign of law. Or we may say that is a sign which is understood to represent its object in its character as sign.¹⁷

B. Interpretation of Sign

Theory of interpretation has been known in eighteenth and nineteenth centuries, but it was called elucation. Early in twentieth century was often called expression. Interpretation is a branch of speech is also called oral reading, or interpretative reading.¹⁸

A structural phenomenon, whether it appears in the text on the micro structural level (in the sentence, in sequence) or at the level macro structural (in the text a somewhat more extensive or in the text as a whole), can always be regarded as a sign.¹⁹ Every sign has a meaning that wants to be delivered to someone. So between sign, meaning, and interpretation are interconnected, when someone sees a sign then he would interpret the signs are that it becomes a meaning.

Here, the writer will link the interpretation with meanings that relate to the concept of CS Peirce's semiotic. According to C.S Peirce, semiotic process or events involve three factor; a sign, an object, and interpreter. The object that has sign will result a meaning by an interpreter. For Peirce semiotic is study about logic. Logic exists independently of both reasoning and fact.²⁰ Its fundamental principles are not axioms but “definitions and divisions’, and these derive ultimately from the nature and functions of signs. Pierce suggested that logic is a study of how human being thinks logically. Sign is a means to think logically. Signs make us having relationship with other people and give the meaning with

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¹⁹ Sudjiman and Aart van Zoest, (1992), *op. cit.* p. 15
what show of nature. The nature of sign’s ultimately dominant node will depend finally on its context, as an example (a car’s horn used, in a film, to indicate relief, safety, rather danger, disaster, etc). Thus a traffic signal may, in terms of epistemology, be said to combine index (pointing to a situation and calling for immediate, casually related action) and symbol (red in society, signal danger, stop, etc).

Engendering and processing sign and making them meaningful are more than merely getting information out of them or making sense of them. It is a matter of an intricate interplay between what Peirce called firstness, secondness and thirdness. Firstness is quality, secondness is effect, and thirdness is the product in the process becoming. Firstness is possibility (a might be), secondness is actually (what happens to be at the moment), and thirdness is potentially, probability or necessity (what would be, could be, or should be, given a certain set of conditions). According to Noth as quoted by Kris Budiman, Peirce tries to expand all his classification based on three universal categories;

1. Firstness, is mode of being as positive and it is not refers to something else. It is the category by unreflected feeling, free, potential, and directly; it is undifferentiated quality. (immediacy, prerelative, when refection does occur).

2. Secondness, is the relation from of firstness and secondness. It is the category of comparison, facility, act, reality, and experience on space and time.
3. Thirdness, second has relationship with third. In a mediation category, habit, idea, continuity, communication, and sign.  

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CHAPTER III

RESEARCH FINDINGS

A. Data Description

Based on the unit analysis writer explain above, the writer uses six Nokia’s advertisements as the object of analysis. The advertisements are taken from daily newspaper.

Nokia is one of the mobile phone companies in the world. The company has many mobile products which offered to consumer. As the company which has many competitors, it tries to promote the product by using advertising. It has many attractive designs on advertisement. Here, the writer takes six advertisements which will be analyzed, from the analysis can be described as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Sign (Representament)</th>
<th>Object</th>
<th>Interpretant</th>
</tr>
</thead>
</table>
|    | Xpress Music, Rock Your World | Nokia 5310 Express Music (Picture 1) | - A tool of communication.  
- The mobile phone can be used to listen music and audio  
- Make ease for music listener to enjoy the song whenever and wherever |
|    | Play the Game | Nokia N73 (Picture 2) | - The mobile can use to play the game  
- Mobile can download the game directly.  
- The mobile can used by user without charge. |
<p>|    | The Nokia N97 for | Nokia N97 | - The product provides internet communication. |</p>
<table>
<thead>
<tr>
<th></th>
<th>(Picture 3)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>whatever your N is</td>
<td></td>
<td>• Make easy to communicate with other in long distance.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• We can get newest news by using the mobile.</td>
</tr>
<tr>
<td>From: <a href="mailto:no_@mail.com">no_@mail.com</a></td>
<td>Nokia E75</td>
<td>(Picture 4)</td>
</tr>
<tr>
<td>To: @mail.com</td>
<td></td>
<td>• Mobile for sending email.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sending email same as calling someone directly.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Make sending information more practice.</td>
</tr>
<tr>
<td>Add music to your</td>
<td>Nokia N70</td>
<td>(Picture 5)</td>
</tr>
<tr>
<td>life</td>
<td></td>
<td>• Mobile phone music listener.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Make listeners easy to listen or to get singer they like by download it on the mobile.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Making happiness in our life by listen to the music that provides in the mobile.</td>
</tr>
<tr>
<td>Facebook-an di</td>
<td>Nokia C3</td>
<td>(Picture 6)</td>
</tr>
<tr>
<td>Nokia C3 Non-stop</td>
<td></td>
<td>• Mobile for user who like communicate by Facebook.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Make us get a new friend by using the internet as a strength of this mobile.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The consumers can used write about their idea, feeling, etc with twitter.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Getting more information by access internet in this mobilephone.</td>
</tr>
</tbody>
</table>
B. Data Analysis

1. The Design of Nokia 5310 Express Music

a. The Picture and Text Interpretation Symbol

The advertisement has a minimum use of text and supported by the use of picture. The word “XpressMusic” refers to type of Nokia’s mobile, meanwhile the word “Rock your word” means by the mobile, we can listen to the music by high volume. The advertisement also uses Indonesian language which small font “Nokia 5310 Express Music” memutar musik hingga 18 jam, Radio FM dengan RDS (Radio Data System), Layar dengan 16 juta warna yang tajam, kamera 2 megapixel, termasuk Micro SD 512 MB”, which explains the specification of the mobile.

In the past when we want to listen to music with maximum volume, we must use tape or video player with active speaker separately. It is not practical because we just can listen in room or in one place. On this advertisement want to deliver or inform to consumer by introducing Nokia 5310 Express Music that the mobile provides other function of mobile as tool of communication, it can be used to listen music with good quality and practical because we can listen to the music anywhere and whenever we want.
b. The Message of Advertisement

The semiotic triangle above shows the relationship among the sign (text), the object (picture of Nokia 5310 Express Music), and the interpretant such as the Nokia can be a music tool such as a video player, tape, etc. Here, the advertiser wants to deliver message to consumers, especially music listeners as the object such as on triangle semiotic above to express the music they like.

The purpose of the advertisement is more clear if we see the picture of mobile which consists of some buttons of music tool such as the button of play and pause, and also there is a radar of the sound below the word Express Music in the mobile. The advertisement promotes the Nokia’s products to consumer by hoping the consumer whom sees the advertisement will buy the products because the advertiser has explained more about the strength of the mobile phone.
2. The Design of Nokia N 73

a. The Picture and text Interpretation Symbol

The design has minimum use text and is supported by picture. The words “Play the game” means that Nokia N 73 can be used as the game too. So, here the advertisement want to deliver the message that Nokia N 73 as the communication tool has many function such as tool of communication between sender and receiver, also can be used as the refreshing tool is play the game. The advertiser wants to deliver message that with the mobile the consumer will get free game which provided in the mobile. It can be shown by the explanation in Indonesian language used on the advertisement which small font “Nokia N70 dan Nokia N73 juga bisa untuk nge-game!, free game lumines dari game loft, free game dari capcom”. The sentences make the advertisement clearer to explain the strength or specification provided in the mobile.

As we know to play the game we usually use tool of game such as Playstation, tendo, etc. Those are too complicated because we must provide other tools besides tool of game, the other is an television as complement. On the advertisement the produser wants to inform that mobile is so simple because it can be used practically.
b. The Message of Advertisement

The semiotic triangle above shows the relationship among the sign (text), the design of Nokia N73 the object, game as the sign, and plays the free game as the interpretant. It means that Nokia mobile has other function beside as the tool of communication but also as the tool for playing game. Nokia N73 above show that the mobile provide many games for the player game without charge. The icon on the advertisement represents kind of game which provided in the Nokia N73, the main consumer whom to be the target of the advertisement is people who like play the game.

3. The Design of Nokia N 97
a. The Picture and text Interpretation Symbol

The Design of Nokia N97 above is so simple by using minimum text. The words “Online.Update.Always” explains or to deliver the information that by using Nokia N 97, we can communicate by using internet. So the mobile it is not just to call or send message as usual the function of the mobile, but also to interact with other by using internet such as Chatting, facebook, and twitter. Every words on the advertisement above using the letter “N” which represents the Nokia mobile as offered product. The letter “ N” above represents the word: Interaction, connecting, sharing, etc.

b. The Message of Advertisement

The semiotic triangle above shows the relationship among Nokia N97 as the object, text on the advertisement as sign, and internet communication as the interpretant. The letter “N” represents of sharing, Interaction, information, etc. So, the Nokia N97 here has many functions that will be got consumer who buy it. From the Sign used by advertiser above, it wants to deliver about the use or strength of the Nokia N97. Internet communication as the interpretant above explains that the mobile can be used as the internet tool to communicate with other.
So from the advertisement, the advertiser wants to inform to consumer the benefit of the Nokia N 97 such as; to communicate with other by using internet mobile. In the modern area internet to be an important tool to communicate with other in long distance because by using internet communication can be efficient and practical.

4. The Design of Nokia E 75

a. The Picture and text Interpretation Symbol

The design of the advertisement uses minimum text and is supported by the use of picture. The word “From: no_m@il.com, To: em@il.com” mean the sender and receiver email address. Meanwhile the phrase “as easy as ‘to support the word before, it means that the similarity of function the use of email by using Nokia E75. As we know people use computer to send email before. From the minimum text used above, the main thing want to deliver by the advertiser is the Nokia as a means to send email among email users.
b. The message of Advertisement

The semiotic triangle above shows relationship among Nokia E 75 as the object, the text as the sign and the mailing ease as the interpretant. The use of “@” as represent email address. The email user as the object can use this mobile to make easy them in sending email. Before the tool of communication is so improve as today, society usually use letter to send message or information to other.

Sending letter on advertisement represents with picture of letter box. If we send message use letter, it needs long time and it is not practical. The advertisement also use numeral picture 1, 2, 3 as represent calling someone. So, the advertisement want to deliver message to email user that by using Nokia E 75 sending email is easier.

From the advertisement above, the writer can conclude that the product provide email tool to communicate or to send report to other by using the mobile without computer that usually used by people.
5. The Design of Nokia N 70

a. The Picture and text Interpretation Symbol

The advertisement above uses a little complicated text to support the picture. The phrase “Add more music to your life” means the mobile can be used to listen to the music when we are free of work. It support by words “Happy Sunday”. The employers usually have free on Sunday, so when they are vacation they can listen to music to fill in their holiday. Advertiser hopes by using the mobile their holiday will be happy. The advertisement also other text with smaller font “Free truetone Happy Sunday dari album Glenn Fredly di download di Nokia NSeries Music Catalogue” it is the strength of Nokia N 70, if we buy Nokia N 70, the consumer will get free song from Glenn Fredly (Indonesia singer).

b. The message of advertisement

The process of semiotic analysis from picture 5
The triangle semiotic above shows relationship among text on the advertisement as the sign, Nokia N70 as object, and music download as the interpretant. Icon used on advertisement is Glenn Freddly (Indonesian singer) where he represents singer or song which provided on Nokia N 70. The music listener as the object hoped can listen to the music when they are taking a rest. The advertisement also inform that the listener can get music or song they like with download on Nokia N 70.

The mobile can make our life happier by listening to the music we like. Music is one of the means to make us relax. Here the company offers mobile phone by focusing in listen to the music besides as the tool of communication.

6. The Design of Nokia C3

a. The Picture and text Interpretation Symbol

The advertisement of Nokia C3 uses minimum text to support the picture. The advertisement uses more picture to inform the advantages of the mobile, the icons are facebook, yahoo messager, twitter, OVI, windows. The text “Facebook-an di Nokia C3 non-stop” means by using the mobile, we can have facebook everywhere and whenever. Facebook is one of kind communication which used many people in the world. By using facebook, we can get many new friends, or
we can take communication again with old friend. The user of facebook is not limited because almost people uses it, children, boy, girl, old man, and more use it to interact with their friend.

b. The message of advertisement

The semiotic triangle above shows the relationship among text of the advertisement as the sign, facebooker or facebook user as the object, and facebook mobile as the interpretant. In modern era, people use internet to communicate with other. The well-know kind of communication in internet today is facebook. On the advertisement above, the advertiser want to promote the product (Nokia C3) where the mobile can use for having internet such as facebook, twitter, and other program.

For supporting the advertisement, the advertiser uses their picture as explanation of the benefit of the mobile. By using the mobile consumer can communicate with other in long distance, in abroad, or overseas. Besides that we can get new friend or meeting old friends, those represent with two arms which take face to face each other.
CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After analyzing the Nokia’s Advertisements, so the writer can conclude some points, such as follows:

Communication can be defined as the passing of information, the exchange of ideas or the process of establishing a commonness or oneness of thought between sender and receiver. Language is a tool of communication to convey the message, language can be verbal and nonverbal.

Advertising is one of the forms of communication which used sign as the communication language. Sign used in advertising can be verbal or non verbal.

Nokia as one of the mobile companies uses sign on its advertisement as language to promote the product. The language on Nokia’s advertisement can be analyzed by using semiotic. Semiotic is the study about sign. There are many theories of semiotic, but the writer takes semiotic theory of C.S Peirce (one of the semiotician) to analyze the Nokia’s advertisements.

The writer uses six advertisements as the unit analysis of the research. All the advertisements have sign which can be analyzed by semiotic theory of C.S Peirce. The theory of C.S Peirce is known as Triangle Semiotic which consist of three elements, sign, object, and interpretant. It can be shown as follows:
Sign

Interpretant

Object

- Sign: verbal or nonverbal symbol used on the advertisement, it can be word, gesture, icon, etc.
- Object: something refers to sign, such as pictures, photos, etc.
- Interpretant: new sign in someone mind after interpreting sign and object.

In this research, writer uses six Nokia’s advertisements with different type. The type of Nokia advertisements are; Nokia 5310 Express Music, Nokia N73, Nokia N97, Nokia E75, Nokia N70, and Nokia C3. According to writer, the sign used on Nokia’s Advertisements consists of sign, object and interpretant as suggested by C.S Peirce. From the combination of sign, object, and interpretant can deliver a clear meaning and message from the selected advertisement to the readers.

Nokia’s advertisement uses attractive sign which can make interesting sense of the consumer. It needs to do because by using attractive language (sign) can change the mindset of consumer about advertisement.

Based on the triangle semiotic, we can analyze the advertisement from ever side of term, if we analyze the advertisement from sign, the sign will explain
the object, from the combination of sign and object we will have a new sign which is called “interpretant”

B. Suggestions

Based on those conclusions, the writer hopes that this study can be one reference of analyzing advertisement through semiotic framework especially based on C.S Peirce’s theory. However this study still needs to be improved. 

For the readers who are interested in doing the same study about semiotic, the writer suggests to take others theories of semiotic because these theories can help us to know or to interpret advertisements variously. 

Finally, the writer hopes that this study will be useful for the enrichment of studying semiotic, especially in the English Department, Faculty of Adab and Humanities, State Islamic University (UIN) Jakarta.
BIBLIOGRAPHY


__________ *Semiotika Komunikasi*. Bandung: Remaja Rosda Karya, 2003

Nokia 5310 XpressMusic

- Memutar musik hingga 18 jam
- Radio FM dengan RDS (Radio Data System)
- Layar dengan 16 juta warna yang tajam
- Kamera 2 megapixel
- Termasuk Memory SD 512 MB
Play the game.
Nokia N70 dan Nokia N73 juga bisa untuk nge-game

- FREE game Lumines dari gamefreak
- Free game dari Capcom
The Nokia N97.
For whatever your
is.

Nokia
Nseries

ONLINE. UPDATED. ALWAYS.
Add more **music** to your life.

Download lagu bagi **Nokia N70** dan **Nokia N73** Anda

**NOKIA**

**Nseries**

*FREE* bertype Happy Sunday dari album Glenn Fredly, didownload di **Nokia Nseries Music Catalogue**

**SONY BMG**
Facebook-an di Nokia C3 non-stop

Nokia C3

www.nokia.co.id/eksismeter
SUMMARY OF THESIS

A. Background of Study

Communication is one important thing in the social life, where the main function of the communication is to connect among members of the society to get information. Communication can be defined as the passing of information, the exchange of ideas or the process of establishing a commonness or oneness of thought between sender and receiver.

Communication is divided into two classifications; verbal and nonverbal communications. Verbal communication can be text or speech on the other hand language used by people is called verbal communication. Meanwhile Non verbal communication can be gesture, picture, and many more.

Language is an important tool in communication. Language is used by human in daily activities because human is a social creature who needs interaction with others. But, what is language? Ronald Wardhaugh said “Language is a system of arbitrary vocal symbols used for human communication”\(^1\). So from the definition of language, we can conclude that language is as a tool to get information among human beings.

Sign is one of the languages used in advertising. Advertising itself is one of the forms of mass communications. The advertiser uses sign to promote a product to consumer. Advertising uses sign system consists of symbol, verbal, or icon\(^2\). Basically, symbol used in advertising consists of two kinds verbal, and non verbal. Verbal symbol is language we know; nonverbal symbol can be form of color on advertising.

In advertising communication, it does not use language as a tool, but other tools such as picture, color, sound, etc. Advertising is delivered by two medias, printed media (newspaper, magazines, brochure, billboard, etc), and electronic media (radio, television, film, internet, etc).

Advertising is defined as any paid from of non-personal communication about an organization, product, service, or idea by an identified sponsor. The advertisement must be able to influence audience or receiver and make them change their perceptions of the product and finally they will take positive action to buy the offered product. The main function of advertising is as a tool of communication to send information (product) from advertiser as sender and consumer as receiver. Meanwhile advertising has four different roles such as; marketing role, communication role, economic role, social role.

There are two kinds of advertisements; commercial advertisement, and non-commercial advertisement. The aim of commercial product is for campaigning a selling product oriented to profit or advantages. Meanwhile non-commercial advertisement (social) does not take profit such as anti-drugs or HIV/AIDS advertisement or other, usually the maker of advertisement is government or institutions.

In commercial advertisement, to get maximum purpose, the advertiser must see some elements; the product must be good, potential market for the product must warrant

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of advertising, the company should have the ability and resources to handle an increased volume of sales, the product should be in step with the times, the price must be right.\(^5\)

A newspaper is one of printed medium which offers the product through advertisements. The advertisers should pay attention more to choose to appropriate language. Language in advertisements is not usual language, because they use sign as their language to pay attention to the customer about the product offered.

To analyze the advertisement language, we can use Semiotic. Semiotic is the study of sign. Semiotics is branch of linguistics that studies about sign. The sign conveys information or message, verbal or non-verbal. It appears a meaning process by receiver.

In relationship with advertising, semiotics is used by advertiser to promote the product. According to communication science, advertising has meaning as deliver process from sender to receiver through medias by purposing to withdraw the consumer to buy the product.

The study of semiotics can be analyzed by some kinds of approach; one of them is theory of Semiotic of Charles Sander Pierce. He said that we are just able to think by sign. So from the explanation above, the writer is interested to analyze sign on Nokia’s Advertisements. It is an interesting advertisement, because the advertisements use sign.

The advertisement uses many signs which can not be understood directly the aim of the advertisement. Therefore the writer will analyze the meaning of the advertisement entitle “A Semiotic Analysis on Nokia’s Advertisement Based on Charles Peirce’s Theory”.

B.1. Definition of Semiotic

The word semiotics derived from the Greek root, *sene*, as in *semiotikos*, an interpreter of sign. Semiotic is the study of signs and symbol and their meaning and the use, especially in the writing, or method to analyze the sign. Barthes actually said, the semiotic basically want to discuss how human signify its things. Cobley and Jansz also said “discipline is simply the analysis of signs or the study of the functioning of sign systems”.

One of the broadest definitions is that of Umberto eco, who states that ‘semiotics is concerned with everything that can be taken as a sign’ (eco 1976, 7). Semiotics involves the study not only of what we refer to as ‘sign’ in everyday speech, but of only anything which 'stands for' something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects.

Meanwhile Aart van Zoest states semiotics is study about sign and everything which relation with its, its function, relation with other sign, sender, receiver by the used the sign.

Contemporary semioticians study not in isolation but as part of semiotic ‘sign-system’ (such as a medium or genre). They study how meanings are made and how reality is represented. Semiotics is concerned with meaning-making and representation in many forms, perhaps most obviously in the form of ‘text’ and ‘media’.

According to Komarudin Hidayat Semiotics is divided into two kinds: semiotic communication and semiotic signification. First is semiotic communication, the theory of sign production which one assumes the fifth factors in communication: sender,
receiver, massage, media, and reference. So, actually, the semiotic communication is more about the goals of communication. Second is semiotic signification, this term is more important to discuss which the receiver’s cognitive process is having more attention. The semiotic significant is usually used in poems, drama, or prose. Here, the readers have to understand by themselves about the meaning of symbol or sign used by the author in his literary work.

According to Saussure, the sign is the whole that result from the association of the signifier with the signified. The relationship between the signifier and the signified is referred to as ‘signification’. A sign must have both a signifier and a signified. We cannot have a totally meaningless signifier or a completely formless signified. A sign is a recognizable combination of a signifier with a particular signified.

Signifier and signified represent two fundamental levels of language. The term signifier refers to the concrete word of sound and the term signified, on the other hand relates to the concept or idea expressed by the sound or icon. In other word, the two levels of language are in a relationship reciprocal. Form and content cannot be separated.

Semiotic is concerned with everything that can be taken as a sign. A sign is everything which can be taken as significantly substituting for something else that doesn’t necessarily have to exist or to actually be somewhere at the moment in which a sign stands for it.

Charles Morris distinguishes three kinds of semiotics, syntax, semantics and pragmatics. Syntactic studies related to preparation of the sign ordinance together form a composite with the name of phrases, sentences, thoughts, and ideals. Study of

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9 Alex Sobur M.Si (2003), op. cit. p. 15.
semantics associated with what was to be referred to by signing it, meaning that the purpose of the use of sign, but it is also associated semantics how the way this sign refers something. Meanwhile pragmatics associated with the use and effect of the use of the sign itself in a real behavior.

B.2. the Field of Semiotic

1. Analytic semiotics. This is semiotics, which analyze the system of sign. Pierce explain that semiotic have object of the sign and analyzed becomes idea, object, and meaning.
2. Description semiotics. It is referred to the system of the sign that are described as the real thing.
3. Zoo semiotics. It is referred to the system of the sign on the behavior of non-human.
4. Cultural semiotics. Semiotics studies about the system of sign in the culture of society.
5. Social semiotics. It is referred to the system of sign, produced by the human who have being the form of symbol.
6. Narrative semiotics. It is referred to the system of sign on the mythology and folklore narrative.
7. Natural semiotics. Semiotics studies the system of sign from the nature.
8. Normative semiotics. It is referred to the system of sign made by human being, which have the form of the norms.
9. Structural semiotics. This is semiotic which studying about the system of sign through the language structure.\textsuperscript{12}

B.3. Semiotics Theory of Charles Sanders Peirce

In this research, the writer uses theory from philosopher Charles Sanders Pierce to find the answer of the research question. Pierce was born in 1839, he was an American philosopher which more originality and multidimensional. One of the most popularity was because of the theory of sign. In semiotic, Pierce often said that generally the signs had substituted something for someone. For pierce, sign “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”\textsuperscript{13}

To use peirce’s terminology, we can say that the sign, in the broad sense, consists of three interconnected elements: (1) the sign in the narrow sense, also referred to as the representamen, that which represents something else; (2) the object, that which the sign stands for, that which is represented by it; an finally (3) the (possible or potential) meaning the sign allows for, which may materialize as its translation into a new sign. Peirce refers to this as the interpretant.\textsuperscript{14}

In Peirce’s theory of semiotic known triangle meaning consist of sign, object, and interpretant. The relationship of the triangle meaning can be shown as follow:

\begin{quote}
\textsuperscript{13} Alex Sobur M. Si (2003), \textit{op. cit}. p. 41.
\end{quote}
The triadic of sign above can be explained as follows:

- **Sign**: verbal or nonverbal symbol used on the advertisement, it can be word, gesture, icon, etc.
- **Object**: something refers to sign, such as pictures, photos, etc.
- **Interpretant**: new sign in someone mind after interpreting sign and object.

The interaction between the representament, the object and the interpretant is referred to by pierce as ‘semiosis’. Within pierce’s model of the sign, the traffic light sign for ‘stop’ would consists of: a red light facing traffic at an intersection (the representament); vehicle halting (the object) and the idea that a red light indicates that vehicles must stop (the interpretant). Described by picture:

![Diagram](image1.png)

**Figure 1. The Process of Semiotic analysis**

**Figure 2. The Process of Semiotic analysis**

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Signs are divisible by three trichotomies; first, according as the sign in itself is a mere quality, is an actual existent, or is a general law; secondly, according as the relation of the sign to its object consists in the sign’s having some character in itself, or in some existential to that object, or in its relation to an interpretant; thirdly, according as its interpretant represents it as a sign of possibility or as a sign of fact or a sign of reason.

According to the first division, a Sign may be termed a Qualisign, a Sinsign, or a Legisign.

1. A Qualisign is a quality which is sign. It cannot actually act as a sign until it is embodied; but the embodiment has nothing to do with its character as a sign.

2. A Sinsign is an actual existent thing or event which is a sign. It can only be so through its qualities; so that it involves a qualisign, or rather, several qualisigns.

3. A Legisign is a law that is a sign.

According to the second trichotomy, a sign may be termed an Icon, an Index, or a Symbol.

1. An Icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which it possesses, just the same, whether any such object actually exists or not. For example: a cartoon, a portrait, and so on.

2. An Index is a sign which refers to the object that it denotes by virtue of being really affected by that object. This category can include such natural occurrences as smoke and fire, dark cloud and impending rain, a human
footprint and the presence of a human being, but it also encompasses more consciously controlled meaning.

3. A Symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object.

According to the third trichotomy, a sign may be termed a Rheme, a Dicisign or Dicent Sign, or an Argument.

1. A Rheme is a sign which, for its interpretant, is a sign of qualitative possibility, that is, is understood as representing such and such kind of possible object. Or we may say that a rheme is a sign which understood to represent its object in its character merely.

2. A Dicent sign is a sign, which for its interpretant, is a sign of actual existence. Or a sign which is understood to represent its object in respect to actual existence.

3. An Argument is a sign which, for its interpretant, is a sign of law. Or we may say that is a sign which is understood to represent its object in its character as sign.\(^\text{17}\)

C. DATA ANALYSIS

1. The Design for Nokia 5310 Express Music

a. The Picture and Text Interpretation Symbol

The advertisement has a minimum use of text and supported by the use of picture. The word “XpressMusic” refers to type of Nokia’s mobile, meanwhile the word “Rock your word” means by the mobile, we can listen to the music by high volume. The advertisement also uses Indonesian language which small font “Nokia 5310 Express Music memutar musik hingga 18 jam, Radio FM dengan RDS (Radio Data System), Layar dengan 16 juta warna yang tajam, kamera 2 megapixel, termasuk Micro SD 512 MB”, which explains the specification of the mobile.

In the past when we want to listen to music with maximum volume, we must use tape or video player with active speaker separately. It is not practical because we just can listen in room or in one place. On this advertisement want to deliver or inform to consumer by introducing Nokia 5310 Express Music that the mobile provides other function of mobile as tool of communication, it can be used to listen music with good quality and practical because we can listen to the music anywhere and whenever we want.

b. The Message of Advertisement

The process of semiotic analysis from picture 1

The semiotic triangle above shows the relationship among the sign (text), the object (picture of Nokia 5310 Express Music), and the interpretant such as the Nokia
can be a music tool such as at video player, tape, etc. Here, advertiser wants to deliver message to consumers, especially music listener as the object such as on triangle semiotic above to express the music they like.

The purpose of the advertisement is more clear if we see the picture of mobile which consists of some buttons of music tool such as the button of play and pause, and also the there is a radar of the sound below the word Express Music in the mobile. The advertisement promotes the Nokia’s products to consumer by hoping the consumer whom sees the advertisement will buy the products because the advertiser has explained more about the strength of the mobile phone.

2. The Design of Nokia N 73

![Image of Nokia N 73]

a. The Picture and text Interpretation Symbol

The design has minimum use text and is supported by picture. The words “Play the game” means that Nokia N 73 can be used as the game too. So, here the advertisement want to deliver the message that Nokia N 73 as the communication tool has many function such as tool of communication between sender and receiver, also can be used as the refreshing tool is play the game. The advertiser wants to deliver message that with the mobile the consumer will get free game which provided in the mobile. It can be shown by the explanation in Indonesian language used on the
advertisement which small font “Nokia N70 dan Nokia N73 juga bisa untuk nge-game!, free game lumines dari game loft, free game dari capcom”. The sentences make the advertisement clearer to explain the strength or specification provided in the mobile.

As we know to play the game we usually use tool of game such as Playstation, tendo, etc. Those are too complicated because we must provide other tools besides tool of game, the other is an television as complement. On the advertisement the producer wants to inform that mobile is so simple because it can be used practically.

b. The Message of Advertisement

The semiotic triangle above shows the relationship among the sign (text), the design of Nokia N73 the object, game as the sign, and plays the free game as the interpretant. It means that Nokia mobile has other function beside as the tool of communication but also as the tool for playing game. Nokia N73 above show that the mobile provide many games for the player game without charge. The icon on the advertisement represents kind of game which provided in the Nokia N73, the main consumer whom to be the target of the advertisement is people who like play the game.
3. The Design of Nokia N 97

a. The Picture and text Interpretation Symbol

The Design of Nokia N97 above is so simple by using minimum text. The words “Online.Update.Always” explains or to deliver the information that by using Nokia N 97, we can communicate by using internet. So the mobile it is not just to call or send message as usual the function of the mobile, but also to interact with other by using internet such as Chatting, facebook, and twitter. Every words on the advertisement above using the letter “N” which represents the Nokia mobile as offered product. The letter “N” above represents the word: Interaction, connecting, sharing, etc.

b. The Message of Advertisement

The semiotic triangle above shows the relationship among Nokia N97 as the object, text on the advertisement as sign, and internet communication as the interpretant. The letter “N” represents of sharing, Interaction, information, etc. So, the Nokia N97
here has many functions that will be got consumer who buy it. From the Sign used by advertiser above, it wants to deliver about the use or strength of the Nokia N97. Internet communication as the interpretant above explains that the mobile can be used as the internet tool to communicate with other.

So from the advertisement, the advertiser wants to inform to consumer the benefit of the Nokia N 97 such as; to communicate with other by using internet mobile. In the modern area internet to be an important tool to communicate with other in long distance because by using internet communication can be efficient and practical.

4. The Design of Nokia E 75

a. The Picture and text Interpretation Symbol

The design of the advertisement uses minimum text and is supported by the use of picture. The word “From: no_m@il.com, To: em@il.com” mean the sender and receiver email address. Meanwhile the phrase “as easy as “to support the word before, it means that the similarity of function the use of email by using Nokia E75. As we know people use computer to send email before. From the minimum text used above, the main thing want to deliver by the advertiser is the Nokia as a means to send email among email users.
b. The message of Advertisement

The semiotic triangle above shows relationship among Nokia E 75 as the object, the text as the sign and the mailing case as the interpretant. The use of “@” as represent email address. The email user as the object can use this mobile to make easy them in sending email. Before the tool of communication is so improve as today, society usually use letter to send message or information to other.

Sending letter on advertisement represents with picture of letter box. If we send message use letter, it needs long time and it is not practical. The advertisement also use numeral picture 1, 2, 3 as represent calling someone. So, the advertisement want to deliver message to email user that by using Nokia E 75 sending email is easier.

From the advertisement above, the writer can conclude that the product provide email tool to communicate or to send report to other by using the mobile without computer that usually used by people.

5. The Design of Nokia N 70
a. The Picture and text Interpretation Symbol

The advertisement above uses a little complicated text to support the picture. The phrase “Add more music to your life” means the mobile can be used to listen to the music when we are free of work. It support by words “Happy Sunday”. The employers usually have free on Sunday, so when they are vacation they can listen to music to fill in their holiday. Advertiser hopes by using the mobile their holiday will be happy. The advertisement also other text with smaller font “Free truetone Happy Sunday dari album Glenn Fredly di download di Nokia NSeries Music Catalogue” it is the strength of Nokia N 70, if we buy Nokia N 70, the consumer will get free song from Glenn Fredly (Indonesia singer).

b. The message of advertisement

The process of semiotic analysis from picture 5

The triangle semiotic above shows relationship among text on the advertisement as the sign, Nokia N70 as object, and music download as the interpretant. Icon used on advertisement is Glenn Freddly (Indonesian singer) where he represents singer or song which provided on Nokia N 70. The music listener as the object hoped can listen to the music when they are taking a rest .the advertisement also inform that the listener can get music or song they like with download on Nokia N 70. The mobile can make our life happier by listening to the music we like. Music is one of the means to make us relax.
Here the company offers mobile phone by focusing in listen to the music besides as the tool of communication.

6. The Design of Nokia C3

a. The Picture and text Interpretation Symbol

The advertisement of Nokia C3 uses minimum text to support the picture. The advertisement uses more picture to inform the advantages of the mobile, the icons are facebook, yahoo messenger, twitter, OVI, windows. The text “Facebook-an di Nokia C3 non-stop” means by using the mobile, we can have facebook everywhere and whenever. Facebook is one of kind communication which used many people in the world. By using facebook, we can get many new friends, or we can take communication again with old friend. The user of facebook is not limited because almost people uses it, children, boy, girl, old man, and more use it to interact with their friend.

b. The message of advertisement

The process of semiotic analysis from picture 6
The semiotic triangle above shows the relationship among text of the advertisement as the sign, facebooker or facebook user as the object, and facebook mobile as the interpretant. In modern era, people use internet to communicate with other. The well-know kind of communication in internet today is facebook. On the advertisement above, the advertiser want to promote the product (Nokia C3) where the mobile can use for having internet such as facebook, twitter, and other program.

For supporting the advertisement, the advertiser uses their picture as explanation of the benefit of the mobile. By using the mobile consumer can communicate with other in long distance, in abroad, or overseas. Besides that we can get new friend or meeting old friends, those represent with two arms which take face to face each other.

D. Conclusions

After analyzing the Nokia’s Advertisements, so the writer can conclude some points, such as follows:

Communication can be defined as the passing of information, the exchange of ideas or the proces of establishing a commoness or onenenss of thought between sender and receiver. Language is a tool of communication to convey the message, language can be verbal and nonverbal.

Advertising is one of the form of communication which used sign as the communication language. Sign used in advertising can be verbal or non verbal.

Nokia as one of the mobile companies uses sign on its advertisment as language to promote the product. The language on Nokia’s advertisement can be analyzed by using semiotic. Semiotic is the study about sign. There are many theories of semiotic,
but the writer takes semiotic theory of C.S Peirce (one of the semiotician) to analyze the Nokia’s advertisements.

The writer uses six advertisements as the unit analysis of the research. All the advertisements have sign which can be analyzed by semiotic theory of C.S Peirce. The theory of C.S Peirce is known as Triangle Semiotic which consist of three elements, sign, object, and interpretant.

Nokia’s advertisement uses attractive sign which can make interesting sense of the consumer. It needs to do because by using attractive language (sign) can change the mindset of consumer about advertisement.

Based on the triangle semiotic, we can analyze the advertisement from ever side of term, if we analyze the advertisement from sign, the sign will explain the object, from the combination of sign and object we will have a new sign which is called “interpretant”