A SEMIOSIS PROCESS ANALYSIS ON STARBUCKS COFFEE ADVERTISEMENTS

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

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JAKARTA
2015
ABSTRACT

Siti Fauziah, A Semiosis Process Analysis on Starbucks Coffee Advertisements,

This study is aimed to reveal the meaning of signs of Starbucks Coffee advertisements and to know whether the messages of the advertiser are delivered to customers. The writer focuses on three advertisements from GADIS magazine, June 2013-December 2014 editions.

The methodology used in this research is qualitative method and the writer uses semiotics approach of Charles Sanders Peirce to find out the meaning of icon and symbol from the advertisements. In this research icon consists of picture and colour. Symbol consists of headline and tagline. The writer uses interview with the advertiser and five customers of Starbucks Coffee to know whether or not the messages of the advertiser are delivered. In process interview the writer chooses five informants from different social background: university student, reporter, travel guide, media social creative and nurse. The five social backgrounds are chosen because they represent Starbucks social class customers.

In the analysis using Charles Sanders Pierce Triadic theory, the writer found that in every advertisements uses signs which consists of representament, object and interpretant. The combination of the three signs will deliver the meaning of selected object (advertisement) to the reader. By interview with the advertiser and five customers, the writer found that not all of the customers could interpret the general messages of the advertisements perfectly. There are some customers could not understand some messages of the advertisement. There is an interesting finding that some informants could interpret more imaginatively and creatively than the advertiser.

Based on the research it could be concluded that each advertisement had different meaning and signs. The difference gives different interpretations. From the semiotic analysis of three advertisements, the advertiser would like to convey the messages of the advertisement to the customer.

Keyword: Semiotics, Interpretants, Signs, Advertisements, Representament.
APPROVAL SHEET

A SEMIOSIS PROCESS ANALYSIS ON STARBUCKS COFFEE

ADVERTISEMENTS

A Thesis
Submitted to the Faculty of Adab and Humanities
In Partial Fulfillment of the Requirements for
The Degree of Strata I (S1)

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The thesis entitled above has been defended before the Letters and Humanities Faculty’s Examination Committee on June 25th, 2015. It has already been accepted as a partial fulfillment of the requirements for the degree of master.

Jakarta, June 25th, 2015

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I hereby declare that this submission is my own work and that, to the best
my knowledge and belief. It contains no material previously published and 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 in the text.

Jakarta, May 16, 2015

Siti Fauziah
ACKNOWLEDGEMENT

In the name of Allah, the Beneficent, the Merciful.

All praise to Allah SWT, the Lord of the world, who has authority upon all creation in the whole world. The real writer’s guide whose blessings and mercies have brought the writer until this point. Peace and solution be upon the greatest prophet Muhammad SAW, his family, companions, and adherents.

In this occasion, the writer would like to express her gratitude to her family, especially her beloved parents, Mursyid Hidayat and Hasaroh Hidayat, who have given their care and support. If it is not for their love and their prayers, all of their children cannot arrive at this one phase of life achievement.

I also would like to convey my deepest gratitude to the following amazing people:

1. Prof. Dr. Sukron Kamil, M.Ag., the Dean of Letters and Humanities Faculty.

2. Drs. Saefudin, M.Pd., the Head of English Letters Department and advisor, for sacrificing his precious time to guide the writer in completing my thesis.

3. Elve Oktafiyani, M.Hum., the Secretary of English Letters Department.
4. Dhuha Hadiyansyah, M.Hum., as my super advisor who always willing to spare his time to patiently guide and teach in many ways to complete my study and thesis.

5. Hilmi, M.Hum., and M. Shohibussirri, MALG., MALGR., as my examiner and for sharing, helps, and critiques so that my thesis is more much better.

6. All lecturers in English Letters Department who have taught and inspired this thesis.

7. My beloved big family: My only brother, grandmother, aunts, uncles, cousins for their limitless support, pray and endless love.

8. The advertiser, Timotius K.F.S as a Creavite Art and Design (2D) of FAW ‘Activation Indonesia’ and Advertising Company for his kindness in give information about those advertisements.

9. Four Informants: Bramanda Prasstomo, Kinanti Pelangi, Muhammad Manggala, Echa Dorothy and Hana Khairunnisa, for their kindness in gives their interpretation about those advertisements.

10. Her friends in English Letters Department of the year 2010: Sazali, Novia, Qamaranni, Noval, Fadhli, Hakim, Azhar, Media, Hega, Cici, Ida, Inas, Winda, Cica and everyone else, for their help and experience.

11. All my best friends in Terjal backpacker: Dinar, Bramanda, Afini, Bunga, Eya, Kinanti, Yazumi, Echa, Sasi, and all friends who always give support to me.
12. And the writer would like to say thank you for everyone who might not be mentioned yet here. Everyone who has helped, supported, and motivated me in accomplishing this thesis.

Jakarta, May 2015

The writer
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CHAPTER I
INTRODUCTION

A. Background of the Study

Humans are social creatures. Human needs language as media of delivering a message, aim, or meaning of things.\(^1\) 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.\(^2\) Accordingly, it shows that the language can make social interaction.

Nowadays, in the globalization era people not only use language as communication media, but also people use technology which does not involve people directly, such as magazine, newspaper, radio, television, banner and poster. By those media, the advertisements are promoted. The advertisement uses several signs in promotes their product to the reader.

Advertisements its self is defined as any paid form of non-personal communication about an organization, product, services or idea by an identified sponsor.\(^3\) The advertisement must be able to influence audience or customers and make them change their perceptions of the product.

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Advertisements seek primarily to gain the reader’s attention or stimulate interest in hopes that purchases will follow, because advertisements (ads) have a big power to change state of mind. Advertisement media pull the psychological aspects.

An early production process, all companies produce some products to be sold and to be beneficial to fulfil customers as what their needs are. But, nowadays the globalization era stimulates the process of creative production. The companies of advertisement should be creative in producing the advertisement. The most important functions in making advertisement is to promote products. Advertisement has capability to change state of customer mind with the word “new or modern”. Advertisements often change the paradigm in societies which are beautiful/simple, suitable/unsuitable, high class/low class, and trendy/odd. How could it be? In producing the product, the advertiser uses several signs to promote it.

The advertisement has a great development and we can find it anywhere. For example, when people want to go somewhere they will find any kind of advertisement, such as; poster, banner and videotron (megatron or led screen billboard). In the first sight, it seems they are commanded by the first signal in their mind. The successful advertisement is when it can influence people’s mind.

There is a lot of money that are needed on advertisement in all around the world. In the globalization era, to attract attention audiences,

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advertisement has to open state of mind to imitate the new values above, good, beautiful, unique, high class and trendy.

Electronic media is delivered on television, radio, film, internet and videotron. Printed media is delivered on newspaper, brochure, billboard, banner and magazine. Magazine is one of mass media that has many images, and can be as an instrument to interpret the advertising, because magazine has more pictures so the customers may look them easily and continually. Magazine facilitates reader to open and read it every time. Therefore, the writer choose magazine as a corpus of the research with Starbucks advertisements. In attracting the audience attention, Starbucks Coffee creates many creative designs. Starbucks advertisement uses a combination of icon and symbol to convey the message.

Most of people guess the function of advertisement in order to promote their products, but actually there are certain messages that want to be given by creator of advertisement to the reader. 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. It cause the creator of advertisement uses the sign as a language to express their message, but the reader cannot receive the meaning completely. And, this is also used by Starbucks in their advertisement.

To analyse the advertisement language, we can use semiotics approach. Semiotics is study about sign. Every advertisement implies
delivering meaning from sender to receiver with purpose the receiver will attract and buy the product.

Therefore, to uncover the meaning of the signs in Starbucks advertisement it is important to analyse through a certain research. In this case, the writer will do research entitled “A Semiosis Process Analysis on Starbucks Coffee Advertisements.”

B. Focus of the Study

This research focuses on, icon and symbol. Icon consisting of picture and colour. Symbol consisting of headline and tagline of Starbucks Coffee advertisements. They are the three newest advertisement in GADIS magazine June 2013-December 2014 period, namely Starbucks “inner beauty...”, Starbucks “Burning the midnight oil?”, and Starbucks “Here’s to the best part of your day!” The theory of Charles Sanders Pierce (1931) is applied to analyse the hidden messages in the advertisement. To know the message is sent to the customer, the researcher do interview with one advertiser and five customers.

C. Research Questions

The research questions are:

1. What are the messages of icon and symbol Starbucks Coffee advertisement?
2. How are the advertiser’s messages delivered to the customers?
D. Objective of the Study

Based on the research question above, the research has the objectives of the research are as follows:

1. To reveal the meaning of icon and symbol in Starbucks Coffee advertisements
2. To analyse how the messages of the advertiser are delivered to the customers.

E. Significance of the Study

This research is generally to increase knowledge and insight into the study of the meaning of the signs which use triangle semiotics concepts by Charles Sanders Peirce (1931) on advertisement. Also, this research will provides how to apply semiotics approach especially Peircean Triadic in analyzing signs in advertisement. Practically, this research will be guideline for advertisers how to attract customer’s attention.

F. Research Methodology

1. Method of the Research

The method which is used in this research is qualitative method. Qualitative method is type of research that produces findings not arrived by statistical procedures or other means of quantification. Qualitative is a method with flexibility and openness. It can refer to research about persons' lives, lived experiences, behaviors, emotions, and feelings as well

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5 Anselm L Strauss, Basic of Qualitative Research. (United States of America: Sage Publications, 1998), pp. 11-12
as about organizational functioning, social movements, cultural phenomena, and interactions between nations. Some of the data may be quantified as with census or background information about the persons or objects studied, but the bulk of the analysis is interpretative. Actually, the term “qualitative research” is confusing because it can mean different things to different people. Some researchers gather data by means of interviews and observations, techniques normally associated with qualitative methods.6

Data analysis in this research is the signs of the Starbucks advertisements, the signs themselves can be words, picture and colour in some edition of advertisements: Starbucks “inner beauty...”, Starbucks “Burning the midnight oil?”, and Starbucks “Here’s to the best part of your day!” which are used in the GADIS magazine June 2013-December 2014 and will be analyzed through Semiotic theory of Pierce (1931).

Furthermore, to reinforce the results of the analysis, in this research the writer uses interview and record method. Interview is conducted on the part of the advertisers and the readers. The method in this interview is “In-depth Interview”, The purpose of the interview with the readers is to find out the answer of their interpretation in the signs on the advertisements. The writer do interview with five informants from different social background, such as students, employees, lecturer and reporter. The purpose of the interview with the advertiser is to know about the message

6 Ibid.
of the signs on the advertisements. The writer do interview with Team Creative Art and Design (2D) of FAW ‘Activation Indonesia’ and Advertising Company. Based on the interview, the writer can get in depth information about the meaning of the signs on the Starbucks advertisements.

2. The Technique of Data Collecting and Data Analysis

In this research, the data are collected by bibliography technique (teknik kepustakaan) which is taken from printed media. According to Edi Subroto, this technique used written sources to collect data. The data are collected from GADIS magazine. From the magazine there are three editions of Starbucks Coffee advertisements which consists of icon and symbol. Icon in the advertisement is picture and colour. Symbol in the advertisement is headline and tagline. After the data are collected, the researcher tries to analyze data by use triangle of Charles Sanders Peirce.

Furthermore, to know if the meaning of the sign (icon and symbol) and the message is delivered to the reader, the researcher uses interview method. The method of interviews with informant becomes the method in order to explore and collect the data needed. Informants in this research are the advertiser and customers. The method in this interview is “In-depth Interview” and record method. In interview, the writer gives freedom to the informant and encouraged them to speak broadly and deeply.

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Interviews were conducted repeatedly with key informants. According to Edi Subroto (1992), data collection techniques such as the techniques previously stated-working with informants, is called in-depth interview. To the advertiser, the writer interviews about things that he wants to send to the reader. Meanwhile, to the customer, the writer asks whether they are receives the messages from the advertiser. Furthermore, to make this research is stronger the writer uses record method. Record method is the techniques of collecting data by recording oral language with spontaneous. After all data are collected, the writer analyze the data to know whether or not the messages of the advertiser are delivered to the reader.

3. Instrument of the Research

The instrument is the tool or the way that is used to obtain the data or information is needed in a research. The research instrument used on this research are the data card, questions of interview and tape recorder. The writer uses recorder for interviewing the five informants. Besides, to interview the writer uses three prompt questions as the main questions for informants, namely:

Main question for five informants:

1. How does the reader interpret the meaning of symbol, in the advertisement is headline and tagline?

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8 Ibid., p.49.
2. How does the reader interpret the meaning of icon, in the advertisement is picture and colour?

3. How does the reader interpret the message of the advertisement in generally?

Meanwhile, the main questions for the advertiser are:

1. How does the advertiser interpret symbol, in the advertisement is headline and tagline?

2. How does the advertiser interpret icon, in the advertisement is picture and colour?

3. What message does the advertiser wants to deliver to the readers from the advertisement?

Besides those three main questions for each informants, there are still many questions following the answers of the informants\(^\text{10}\).

4. **Unit of Analysis**

The units of analysis in this research are: The *Starbucks* advertisements “inner beauty…”, *Starbucks* “Burning the midnight oil?”, and *Starbucks* “Here’s to the best part of your day!” which are advertised in GADIS magazine June -December 2014 period.

\(^\text{10}\) The addition of question can be seen in appendices
CHAPTER II
THEORETICAL FRAMEWORK

A. Previous Research

In this part of theoretical description, this is not the only one research that discusses about Semiotic, because five previous researches that have the same discussion are found. It is used to avoid any similarity towards the analysis. The first research comes from Marrisa Suci Syahrani (November, 2010), entitled “A Semiotic Analysis on Chocolate Advertisements in InStyle Magazine”. The aimed of her research is to find out the semiotics elements based on Charles Sanders Peirce theory. She pursues how the advertiser can understand how the good and creative advertisement should be produced within Semiotic theory. She analyzed some of chocolate products; Dove Chocolate and Peanut Butter advertisement, Toblerone Chocolate advertisement and Nabisco 100 Calorie Milk Chocolate advertisement. Meanwhile, in this research the writer tries to find out the meaning of the icon and symbol in Starbucks Coffee advertisements. Then, she concludes that the sign of those advertisements has closed relationship based on what she found on the analyzing process. She says that the relationship between representament and the object in Toblerone chocolate advertisement is represented by interpretant. She says that Toblerone chocolate makes the reader wish because of the uniquely shape and a great a big triangle shape. For the Nabisco advertisement, the relationship between representament and the
object is represented by interpretant that Nabisco is about enjoyment of the chocolate as like as a diva and doesn’t have to worry about the calorie because it is low calorie. Moreover, the relationship between representament and object in Dove Chocolate Peanut butter is describe about lifestyle; one of beauty, luxury and seduction. So, based on her analyzed she knows how to make advertisement attracted the reader’s attention.\textsuperscript{11}

The second research comes from Yasin Anwar (January, 2011) entitled “A Semiotic Analysis on Education Advertisement on Campus Magazine”. He analyzed some of education advertisements from different universities, these are difference with the writer analysis which uses Starbucks Coffee advertisement as her corpus. Yasin Anwar uses Charles Sanders Peirce theory which consists of representament, object and interpretant to find out a clear meaning of a selected object (advertisement) and used for communication. He concludes that in every advertisements describes about the visions, programs and facilities that are given at those universities. Every universities entitlement that their universities are the best, so they purpose to get the success in the future.

The third previous research comes from Sarah Ahmed Adham (March, 2012) entitled “A Semiotic Analysis of The Iconic Representation of Women in the Middle Eastern Media” this research focused on the study of iconic representation of women in the middle East media to determine how various semiotic resources have been utilized in conveying specific messages to given

\textsuperscript{11} Suci Syahrani, Marissa,(2010). “A Semiotic Analysis on Chocolate Advertisements in In Style Magazine”. State Islamic University Jakarta.
audience. In order to perform a semiotic analysis of a text, Kress and Van Leewen framework was utilized as an investigative tool. The result of the study is that different messages emitted via the medium of advertising, induces the viewer into adopting a particular course of action, in addition to inciting feelings of aspiration and longing in them. Finally, the messages unearthed in the wake of this study just to suggest that the Arabian media is dominated by the presence of two different advertising agendas.\textsuperscript{12} The last previous research comes from Maryam Najafian (2011) entitled “Advertising Social Semiotic Representation: A Critical Approach”. This research focused on the study of the usefulness of a Social Semiotics approach proposed by Kress and van Leeuwen in analyzing advertising discourse to achieve the aim of uncovering the ideology behind choosing different resources (verbal and non-verbal). The result of this study revealed that social semiotic reference occupies a pivotal point in the relationship between advertising discourse and ideology. The image and word of the many semiotic modes having social meanings of advertisements are coded.\textsuperscript{13}

In this particular, the writer explains the difference between this research and others is the corpus used and the objective. The uniqueness of this research than the research before. In this research, the writer do interview with some informants and the advertiser to get deep information about the advertisement.

\textsuperscript{12} Ahmed, Sarah A (March, 2012). “A Semiotic Analysis of The Iconic Representation of Women in the Middle Eastern Media”. The University of Birmingham.

B. Semiotics

Semiotics has been specifically described as “the study of communication the way any sign functions in the mind of an interpreter to convey specific meaning in a given situation”. This means that semiotics as an approach to the study of texts focuses on the communication phenomenon as a whole. This includes verbal (language in speech and writing) and non-verbal communication (anything that stands for something else)\(^\text{14}\).

Semiotics is structural model which does not assume that a message passes through a series steps or stages, rather, it sets out to analyze how a structured set of relationships allow a message to signify something, in other words, what makes marks on a paper or sounds in the air into the message. Here, focus shifts from communication as a process to communication as the generation of meaning. So, for communication to take place one would need to create a message out of signs “the more we share the same codes, the more we used the same sign system, “the closer our meanings would” be of the message.\(^\text{15}\)

Modern semiotics emerged through the work of linguistic theorists Ferdinand de Saussure and American philosopher Charles Saunders Pierce. These two philosophers inspired the work of Roland Barthes, Roman

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According to Ferdinand de Saussure, the sign is the whole that result from 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. A sign is a recognizable combination of a signifier with a particular signified.\(^{17}\)

Furthermore, semiotics is concerned with creating the meaning and representation in many forms, perhaps most obviously in the form of text and media. Icons and indexes feed into symbols, as Pierce put it “Symbols grow”. They come into being by the development out of other signs, particularly from icon.\(^ {18}\)

Charles Morris distinguishes the kinds of semiotics into semiotics of syntax semiotics of semantics and semiotics of pragmatics. Syntax semiotics studies preparation of the sign ordinance together from a composite with the name of phrases, sentences, thoughts, and ideals. Semantic semiotics associated with what was to be referred to by signing it, meaning that purpose of the use of sign, but it also associated semantics how the way this sign refers something. Meanwhile, pragmatics semiotics associated with the use and effect of the use of the sign itself in real behavior.\(^ {19}\)


C. Charles Sanders Pierce

In this research, the writer uses theory from Charles Sanders Pierce to answer the research question. Charles Sanders Peirce divides sign into three elements. There are representamen, object and interpretant. A theory of semiotics focuses on a sign. Peirce says a sign or representamen is something which stands for something in some respect or capacity. To use Peirce triadic theory, Peirce explains that representament as the sign itself, the object is the thing which referred. Interpretant is the product from the connection between interpretant and object. In triadic theory of Peirce, the combinations of Representamen+Object will result a new sign which called “interpretant”. The interaction between the representament, the object and the interpretant is referred to by Peirce as ‘semiosis’. Based on Peirce’s model of the sign, the traffic light of sign for ‘stop’ would consist of: a red light facing traffic at an intersection (the representament); vehicles halting (the object) and the idea that a red light indicates that vehicles must stop (the interpretant).

According to Peirce theory of semiotic known as triangle model can be shown as follows:

![Diagram of Peirce's triadic model]

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21 Ibid., p.99.
22 Ibid., pp. 100-101
(Figure 1: The Sign Model of Charles Sanders Pierce)\textsuperscript{24}

The tridiac of sign above can be explained as follows:

a. *The Sign or representament*: the form which the sign takes (not necessarily material, though usually interpreted as such) - called by some theorists the ‘sign vehicle’.

b. *An interpretant*: not an interpreter but rather the sense made of the sign.

c. *An Object*: something beyond the sign to which it refers (a referent).

In Peirce’s own words:

“A Sign, or Representamen, is a First which stands in such a genuine triadic relation to a Second, called its Object, as to be capable of determining a Third, called its Interpretant, to assume the same triadic relation to its Object in which it stands itself to the same Object. The triadic relation is genuine, that is its three members are bound together by it in a way that does not consist in any complexus of dyadic relation. That it the reason the Interpretant, or Third, cannot stand in a mere dyadic relation to the Object, but must stand in such a relation to it as the Representamen itself does

*Nor can the triadic relation in which the Third stands be merely similar to that in which the First stands, for*

this would make the relation of the Third to the First a degenerate Secondness merely.”

Based on its representament, Peirce divided sign into three parts. They are qualisign, sinsign, and legisign:

a. Qualisign: quality in sign, for example, smooth, words.

b. Sinsign: actual event on sign, for example, dirty word in the sentence if “The river is dirty, it refer the rain on riverbed”.

c. Legisign: a law of sign. Such as, traffic light.

Based on its interpretant, Pierce divided sign into three part. They are:

a. Rheme: sign that may be interpreted that based on choice. For example, someone that his/her eyes is red, it can refer that she/he is crying or getting sick or waking up.

b. Dicent sign or dicisign: is to describe about the fact of interpretant or the real description of a thing.

c. Arguments: is logical reasoning of interpretant.

Based on its object, Pierce divided sign into three parts. They are:

a. Icon: a mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting or smelling like it) being similar in processing some of its qualities: e.g a portrait, a cartoon, a scale model, onomatopoeia,

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methapors, realistics sounds in ‘programme music’, sound effect in radio drama, a dubbed film soundtrack, imitative gestures.

b. Index/indexical: a mode in which the signifier is not arbitrary but is directly connected in some way (physically or causally) to the signified (regardless of intention) – this link can be observed or inferred: e.g. ‘natural signs’ (smoke, thunder, footprints, echoes, non-synthetic odours and flavours), medical symptoms (pain, a rash, pulse-rate), measuring instruments (weathercock, thermometer, clock, spirit-level), ‘signals’ (a knock on a door, a phone ringing), pointers (a pointing ‘index’ finger, a directional signpost), recordings (a photograph, a film, video or television shot, an audio recorded voice), personal ‘trademarks’ (handwriting, catchphrases).

c. Symbol/symbolic: Symbol/symbolic: a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional– so that this relationship must be agreed upon and learned: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, morse code, traffic lights, national flags.28

According to Peirce theory the table can be shown as follow:

<table>
<thead>
<tr>
<th>Representamen</th>
<th>I Firstness</th>
<th>II Secondness</th>
<th>III Thirdness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Qualisign</td>
<td>Sinsign</td>
<td>Legisign</td>
</tr>
</tbody>
</table>

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D. Advertisement

The word ‘advertise’ originates from the Latin *advertere*, which means ‘to turn toward’ or ‘to take note of’. Certainly, the visual and the verbal commercial message that are part of advertising are intended to attract intention and produce some responses by the viewer. Advertising is persuasive and virtually impossible to escape.  

Advertising is used for communicating business information to the prospective customers. It usually provides information about the advertising firm, its product qualities, and availability of its product. Advertisement is indispensable for both sellers and buyers. However, it is more important for sellers. In the modern age of large scale production, sellers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent.

Advertisement is message designed to promote or sell a product, a service and an idea. Advertisement reaches people through various types of mass communication. The main function of advertisement is a tool of communication to send information (product) from advertiser to

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customer. Advertising has four different roles: marketing, communication, economic, and social. In marketing, advertising plays a big role in marketing the products, services, and company. Advertising lets the message out to take that big role in marketing to promote the goods and services. In communication, no product or service can move without the proper dissemination of information. This is one role of advertising that transmits the needed information about the goods or services to the target market.  

In economic role, advertising plays a big part in the price elasticity of products and services. It shows what the trend in the society is or what could be the next big thing in the society. It can reflect the society and start to engage what the society can expect in the near future.  

Furthermore, advertising contain particular message. Advertisement, like language, is a system consisting of distinct signs. The signs on the advertisements are made interesting and as creative as possible to attract customers. And, creating effective advertisements entails far more than merely having a great product or a clever design.

The creative process of advertising requires careful planning regarding the important facets of advertisements and commercials. Each advertisement consists of various elements that are integrated to form a coherent message that will reach the target audience and persuade the consumer to make a decision to purchase the product. Advertising design refers to the selection and structuring of the creative elements in the

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33 Ibid.

There are some elements in advertisements structure; visuals, colour, headline, subheads, taglines and body copy. Visuals advertising includes elements such as photographs, illustrations and videos.\footnote{Ouwersloot, A&Duncan, T. \textit{Intagrated Marketing Communication}, (UK : Mc. Graw-Hill Education, 2008), p. 186} Colour the use of colour in an advertising message has strong attention-attracting capabilities, particularly in magazines. Compared to black-and-white, colour is more interesting and enticing. Many female products are most suited for full-colour advertising, such as nail polish and other cosmetics. Advertisers may also use spot colour, which is a colour in an otherwise black-and-white picture. Headline, being the first element of a copy, is the first contact element to target audience. It is displayed in large type face than the rest texts. It is designed with illustration to capture the attention of the reader. The headline usually presents a selling idea which intrigues prospects to further read the advertisement. Subheads, subheads usually displayed below the headline, it is written in small type face than the headline but larger than the body text. In some cases, sub-head is placed before the headline because of the role it has to perform in the advertising copy. It usually consist some crucial information the advertiser wants his audience to know before the copy illustration. Taglines or usually called slogan or tittle. In media printed
tagline usually from of words, phrase which appears after logo. Body copy is a part which tells the story of the advertisement. In the body copy the writer gets down really to the important facts and business with the readers.36

E. Relation Between Semiotics and Advertisements

Semiotics is the study of sign and symbols in the widest sense, the significance of material feature of culture and its codes of behaviour. The sign conveys information or message.

To gain attention or stimulates interest of the buyer, the producers have to set strategies of marketing, and it depends on clear and creative visual communication. The placement of icon which consists of picture and colour. Symbol which consists of headline and tagline is the key part of the overall successfulness of the advertisement. But, in this research, the classification of object, especially icon and symbol, is the possible research to do for the advertisements. It is caused of the limitation of time and place where the index and the other classifications need deeper research.37

Every advertisement has different meaning to different audience, and people’s perception and interpretation. That is why the writer uses the semiotics to understand the meaning in communication process to analyze of advertisement.

CHAPTER III
RESEARCH FINDINGS

A. Data Description

The first analysis aims to find out the meaning of icon and symbol in *Starbucks Coffee* advertisement. Icon consists of text in headline and tagline. While, symbol consists of picture and colour.

Then, the purpose of the second analysis is to find out whether the message from the advertiser is delivered to the reader. Data will be grouped in the table. The punctuation and case of the letter (lower or upper) of the headline and tagline in the tables are based on the advertisement. The description can be seen in the following.

<table>
<thead>
<tr>
<th>No.</th>
<th>Edition of Starbucks Coffee Advertisements</th>
<th>Icon</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Picture</td>
<td>Colour</td>
</tr>
<tr>
<td>1.</td>
<td><em>Green Tea</em></td>
<td>-A cup</td>
<td>-black</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Upside feet with trousers</td>
<td>-green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Background</td>
<td>-white and green</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-black</td>
</tr>
<tr>
<td>2.</td>
<td><em>The Eye</em></td>
<td>-The eye (eyelash, eyebrow, eyeball)</td>
<td>-brown</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-black</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-white</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>Color Details</td>
<td>Additional Info</td>
</tr>
<tr>
<td>---</td>
<td>-------------</td>
<td>---------------</td>
<td>-----------------</td>
</tr>
<tr>
<td></td>
<td>A cup of coffee with a straw</td>
<td>brown and green, white</td>
<td>Burning the midnight oil?</td>
</tr>
<tr>
<td></td>
<td>- Feet with red stiletto and crawling up position</td>
<td>- brown (feet skin), red (stiletto)</td>
<td>“IT’S NOT JUST COFFEE, IT’S STARBUCKS”</td>
</tr>
<tr>
<td>3.</td>
<td>Frappuccino</td>
<td>- brown, black, orange, green and pink.</td>
<td>Here’s the best part of your life!</td>
</tr>
<tr>
<td></td>
<td>- A cup of Caramel Frappuccino</td>
<td>- white and dark blue</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Clothing</td>
<td>- green and white</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A sun dress</td>
<td>- black</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunglasses</td>
<td>- brown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bucket hat</td>
<td>- white</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Background</td>
<td>- black</td>
<td></td>
</tr>
</tbody>
</table>
B. Data Analysis

1. Semiosis Process Analysis of Icon and Symbol of *Green Tea Edition*

The picture shown in this advertisement is a man with trousers and vantoufel shoes goes into a cup with upside position. There are some combinations of colour. Black colour is for the cup and the headline font of *inner beauty*. Green is for the trousers and combinations of white and green for background colour as icon and there is headline “*inner beauty...*” as symbol. The advertiser also creates a black shadow under the black cup in this advertisement.

1. 1. Analysis Symbol of Headline “*inner beauty...*”

Headline *inner beauty* is very unique because the phrase of *inner beauty* is usually found in the advertisement of vitamins, cosmetics, soaps
and shampoo. From this advertisement, Starbucks Coffee offers something different. If we see the meaning of the message from Piercian point of view, we can see the semiosis process as below:

Symbol’s Diagram of Peirce 1

Headline “inner beauty” in Green Tea Edition

(Figure 2: Symbol’s Diagram of Headline in Green Tea Edition)

Note:  

R: Representamen  
O: Object  
I: Interpretant

Starbucks Coffee makes the reader attracted with that coffee and curious with the message. Starbucks Coffee wants to tell the reader that he/she can find out the good taste and the enjoyment of coffee from the inside a cup of Starbucks Coffee. Because, inner beauty is something we can find from the inside that we can only feel and never see it.
The appearances or the outer beauty of coffee is always the same as black or brown colour. But, by the headline, *Starbucks Coffee* wants to tell the reader that is only *Starbucks Coffee* has the inner beauty which can find after drinking.

Because of the inner beauty, the *Starbucks Coffee* is different from another coffee brand. When *Starbucks Coffee* as a popular and classy brand in the world, it means the reader who tries that coffee will be a part of high society and they will have its own satisfaction. Besides that, globalization is era in which people who love and addict with the classy coffee brand to their needs or lifestyle. People who buy *Starbucks Coffee* products will be an impressive people, because they will feel as a part of people who have purchased product with classy brand.

1. 2. Analysis Icon of Picture (A Man with Trousers and Vantoufel Shoes Goes Into a Cup with Upside Position).

The picture contains of provocative meaning which makes the reader driven into the emotion of the advertisement. It makes the reader imagines something crazy, because of the picture a man goes into a cup, makes the reader wants to know what the content of a cup is and the mystery from the inside of a cup.

If we see the meaning of the message from Piercian point of view, we can see the semiosis process as below:
Icon’s Diagram of Peirce 2

Picture (A Man with Trousers and Vantouvel Shoes Goes into a Cup with Upside Position) in *Green Tea Edition*

(Figure 3: Icon’s Diagram of Headline in Green Tea Edition)

**Note:**

R: *Representamen*

O: *Object*

I: *Interpretant*

The power of the *inner beauty* in that coffee makes the readers willing heart to go into a cup and make them missing themselves. The man who goes into the cup informs the reader to find out something good, and it suggests the reader to do the same effort.

The concept of the picture refers to target market. The target market is executive society. A man in this advertisement is using formal appearance; he uses trousers with pants material and vantouvel shoes. By
the appearance the Starbucks Coffee wants to attract the attention of executive society.

This picture wants to persuade the reader, especially people from executive society to drink Starbucks coffee in the middle of their busy routinity and make them missing about themselves after drinking it. It will be something attractive for their products because the target market can increase the image of Starbucks Coffee as an executive and classy brand in the world. Starbucks has an impression that whoever drinks that coffee will be a part of executive society and make them to be impressive people. From that advertisement, the advertiser wants to promote the product to the reader that if he/she wants to be part of executive society and part of an impressive person he/she has to drink Starbucks Coffee.

1. 3. Analysis Icon Colour (Black, White and Green)

The colour scheme in the advertisement is also interesting. The writer found three colours: Black in the cup and brown in vantouvel shoes, green in the trousers, and white and green in background.

1.3.1. Analysis Icon of Black in a cup

The colour in this advertisement is not colourful. The dominant colours are black, white and green. Combination of colours makes the design seems simple but elegant.
If we see the meaning of the message from Peirciean point of view, we can see the semiosis process as below:

**Icon’s Diagram of Peirce 3**

**Black in the Cup of *Green Tea* Edition**

(Figure 4: Icon’s Diagram of Headline in *Green Tea* Edition)

Note:  
R: *Representamen*  
O: *Object*  
I: *Interpretant*

The cup colour is black which means to attract the attention of the reader about the content inside of a cup. It is also to create the strong impression.

Black increases the curious impression to the reader about what is the mystery of the cup? The black colour of the cup can be something
attractive for the reader to curious about mystery of the content and persuade the reader to buy the coffee to find out that something unknown.

1.3.2. Analysis Icon of Green in the Trousers

The green is natural colour and has a relation with green tea. The writer interprets that the advertiser tries to campaign their new variant taste, that is green tea. To attract the reader’s attention about that product, the advertiser delivers the message from green colour in the trousers.

In this time, there are many products using green tea and also Starbucks Coffee produces new variant taste to their customers. If we see the meaning of the message from Piercian point of view, we can see the semiosis process as below:

(Figure 5: Icon’s Diagram of Green in the Trousers)
In other hand, green in the trousers is creating something which is full of restfulness for the reader’s eyes. When the reader is attracted with the colour, he/she will take an action to buy that product and it assumes he/she will get restfulness from the green tea sensation. So, they will be a part of green tea trend.

1.3.3. Analysis Icon of White and Green in the Background

The combination of white and green creates good backgrounds. Dominant white looks really good as a background for pictures. If we see the meaning of the message from Piercian point of view, we can see the semiosis process as below:

Icon’s Diagram of Peirce 5

White and Green in the Background of Green Tea Edition

(Figure 6: Icon’s Diagram of White and Green in the background)
Combinations of white and green are more attractive to the reader, because white colour creates elegant, classy and simple impression. It’s to help the reader to put their focus on the picture or other colours or serve to tone down colours that might otherwise be overpowering on the advertisement. This advertisement is to campaign green tea. That is why, the advertiser chooses green as the combination of background in this design, because it is about green tea product. It is to persuade the reader to try new variant taste of green tea which helps them to find out the harmony for their mind, body and emotions.

Meanwhile, green is as its typical brand colour of Starbucks Coffee. It is creative to have the same colour of green in the logo and in colour combination background. Combination colour be affective and really catches the reader’s eyes. The elegant design makes the reader attracted with that advertisement and that colour can capture the reader’s attention.

1.3.4. Analysis Icon of Black in “inner beauty…” Headline Font

Another black is the colour in headline font. It refers to existence of the phrase *inner beauty*, because the phrase *inner beauty* has a deep meaning for the picture. If we see the meaning of the message from Piercian point of view, we can see the semiosis process as below:
Icon’s Diagram of Peirce 6

Black Colour in Headline Font of Green Tea Edition

![Diagram of Peirce 6]

(Figure 7: Icon’s Diagram of Black in Headline Font)

Note:  
**R:** Representamen  
**O:** Object  
**I:** Interpretant

Black is to create the strength of that headline and also to give mysterious impression because the black means something mysterious. So, the reader will be curious with the message of the headline *inner beauty.*

Black is as synchronized colour. Because, when the colour can synchronize each other, it will produce good design. Good design of the advertisement can attract the attention of the reader. The reader will always remember about that product. Therefore, automatically the reader will take action to buy those products.

Overall, the meaning of this advertisement is clearer if we see the design of the *Starbucks Coffee* advertisement edition of Green Tea with
perfect design which consists of picture, headline and colour. In general, the meaning of this advertisement is about the power of *inner beauty* from the *Starbucks Coffee* which makes the reader miss themselves after drinking that coffee.

Moreover, this advertisement makes the reader disappear into a black cup to find out the taste of that coffee. After the readers drink that coffee, they will find the inner beauty. And, it can make them be impressive people because they are part of classy coffee brand.

**2. Analysis of Advertiser’s Intention to Convey the Messages in Starbucks Advertisement.**

In this analysis, the writer answers the second research question, whether or not the messages of the advertiser are delivered to the reader/customer.

Based on the interview that has been done by the writer with the advertiser, the writer gets the information about the meaning of verbal and nonverbal signs in that advertisement. In the first advertisement, Timotius K.F.S as a team creavite art and design (2D) of FAW ‘Activation Indonesia’ and Advertising Company said that they want to share they ideas by this advertisement. The attractive elements in this advertisement
is picture of a man with trousers and vantoufel shoes goes into a cup with upside position with the tagline “inner beauty…”.

2. 1. Analysis Icon of Picture (A Man with Trousers and Vantoufel Shoes Goes into a Cup with Upside Position)

From the advertisement, Starbucks Coffee wants the reader late into the taste of that coffee. Starbucks Coffee wants to tell the reader that taste is about a depth, not about sight. People can find out the good taste from the inside after they try, not just see. From the picture, the advertiser wants to persuade the reader to drink that coffee and to know the good taste of that coffee.

2. 2. Analysis Icon Colour (Black, Green and White)

2.2.1. Analysis Icon of Black in the Cup

The interesting part of this advertisement is the colour. Timotius said that, the meaning of the black colour in the cup means the advertiser wants to give mysterious impression from that cup. He wants make the reader curious with new variant taste of that cup, so the advertiser uses black colour.

2.2.2. Analysis Icon of Green in the Trousers

The meaning colour of the trousers which used by a man in that advertisement is to promote new variant taste of the Starbucks Coffee, it is green tea.

2.2.3. Analysis Icon of Black and Green in the Background

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38The interview with K.F.S, Timotius was taken on Tuesday, 14:00-17:00, February 24, 2015 at Dharmawangsa X No. 4E, Kebayoran Baru, Jakarta.
The last colours on that advertisement are white and green as the background. The advertiser said that the both combinations of the colour just to give simple impression on that advertisement, because like the advertiser said before, this advertisement created by simple design but it is still seems elegant and classy. Green in this picture is to increase the image of *Starbucks Coffee*.

### 2.2.4. Analysis Icon Black in the Headline Font “inner beauty…”

Black in this headline is to synchronize the colour, to give simple impression of these advertisements. It is also to synchronize with the cup and the background colour.

### 2.2.5. Analysis Symbol of Headline “inner beauty…”

For the headline, the *Starbucks Coffee* wants to say that people can find out inner beauty from the inside. For supporting the picture, the advertiser uses headline “inner beauty…” The aim of that headline is to make the reader try to drink that coffee because people can find out the good taste of that coffee after they drink. People will find out the inner beauty from that coffee.

### 3. Analysis of Customer’s Perception on Starbucks Advertisement.

#### a) Customer 1 39

The customer said that the advertiser wants to tell that there is something from the inside of the cup. It is a beauty. A beauty in that cup is the enjoyment of that coffee. It is from the inside of a cup because people can find out the inner beauty from the inside, not outside.

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39 Prasstomo, Bramanda. Student of Diponegoro University. The interview was taken on Tuesday, 19:00-21:00, March 24, 2015 at Pejaten, Pasar Minggu, Jakarta.
In interpreting the meaning of the picture, the customer said that the meaning of that picture is the advertiser wants to persuade the reader to go into the black cup to find out the enjoyment of that coffee. The advertiser wants to tell the reader that the coffee could make the customer miss themselves because of the taste of the coffee.

Then, in interpreting the colour, the customer said that black colour in the cup is to create mysterious impression of the content and it is to makes the reader curious with it. For the meaning of green colour in the trousers, it is just to make the same as the colour of Starbucks logo. The meaning of white colour as a background is to make the design of that advertisement simple. The meaning of green colour as combination of the background is also to make the same as the colour of Starbucks logo. Then, the colour of black in the font of headline is to make the meaning of that headline seems strong.

b) Customer 2

The customer said that, in interpreting the meaning of picture, the customer said that the meaning of that picture is to describe that if people drink that coffee they will dissolved into the taste until they forget about themselves because of the enjoyment of that coffee.

Then, in interpreting black colour, the customer saw that it is to make the picture seems classy and elegant. Then, the meaning of black in the headline font is to create harmonious impression in that advertisement.

The meaning of green in the trousers is to campaign green tea variant taste,

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and the colour of green tea is green. In interpreting the meaning of white and green as background, the informant said that it is to make the design of the advertisement seems simple but elegant because white is a colour for luxury and elegance.

The customer said that from the headline, the advertiser wants to invite people to try Starbucks Coffee. People have to drink that coffee to find out the deep taste of it because Starbucks is not just a brand. And to know Starbucks in depth, people have to drink it.

The message of this advertisement is to make the reader try new variant of the Starbucks Coffee, that is green tea. And, to find out the good taste of that green tea, the readers have to drink because the inner beauty is only can be found from the inside.

b) Customer 3

The customer said that, in interpreting the meaning of the picture, the advertiser said that when the customer drinks that coffee they will forget about themselves because of the taste.

Then, in interpreting the colour, the customer said that black colour in the cup is to make the reader curious with the content and the variant inside of that cup. Meanwhile, the meaning of green colour in the trousers is to tell the reader that it is type of trousers for the worker or employee. So, that colour is to show the social class, or to show the characteristic of

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41 Muhammad Manggala. Travel Guide. The interview was taken on Wednesday, 17:00-17:30, July 26, 2015. At Depok.
Starbucks Coffee, green colour. The meaning of black in font of headline is just to create a good design.

The customer said that the meaning of that advertisement generally is to persuade the customers of Starbucks Coffee to buy Starbucks to find out the inner beauty of that coffee which can make people to be good with the inner beauty.

d. Customer 4

The customer said that, the meaning of the picture, the customer said that the picture describes about the enjoyment of the coffee.

Then, in interpreting the colour, the customer said that the meaning of white with the combination green as background in this advertisement is to make the design beautiful and green to show the colour of Starbucks Logo. Black colour in the cup and in headline font is to make the design glamorous because Starbucks Coffee is one of classy brand in the world.

In interpreting the headline meaning, the customer said that she does not understand about the meaning and the message of the headline.

e. Customer 5

In interpreting the meaning of picture, she said that the advertiser wants to describe about the enjoyment of the Starbucks Coffee. It illustrates about the power of Starbucks Coffee.

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42 Echa Dorothy Clarke. Social Media Creative. The interview was taken on Modnay, 27 July, 2015 at Pejaten, Jakarta.
43 Hana Khairunnisa. Nurse. The interview was taken on Wednesday, 29 July, 2015
Then, in interpreting the colour, the customer said that she does not understand about the meaning of the colour in this advertisement. She has no idea about it.

In interpreting the meaning of the headline in the advertisement, the customer said that people who drink *Starbucks Coffee* will find out the inner beauty of the coffee. It is the enjoyment of the coffee.

4. **Conclusions of Green Tea Analysis**

First, the meaning of the headline which the advertiser wants to deliver to reader could not be understood by them clearly. Based on the result of the interview with five customers above, there are only three customers who can interpret clearly. Two of them could not interpret the meaning of the headline.

Second, in interpreting the meaning of the picture, the writer can find that all of the customers can understand the picture. They can interpret the meaning of the picture clearly. They interpret that this advertisement is to tell the reader to go into a depth to find out the inner beauty of the *Starbucks Coffee*.

Third, in interpreting the colour of the cup, all of them can interpret well the meaning of black colour in that advertisement. They can explain precisely the same as what the advertiser wants.

For the meaning of the green colour in the trousers, only one customer can understand the meaning of the green colour. The customer can explain well about the meaning of green colour in that advertisement. The
customer can interpret the meaning of the colour the same as the advertiser intends to.

From the explanation above, there is some messages from the advertiser could not understand by the reader with clearly. But, completely, almost all of the informants can understand the meaning of that advertisement It means that the messages of the advertisement wants to deliver to the reader are successful accepted by them.

2. Semiosis Process Analysis of Icon and Symbol of The Eye Edition

Symbol in this advertisement is headline and tagline. The headline is “Burning the midnight oil?” and the tagline is “IT’S NOT JUST COFFEE, IT’S STARBUCKS”. Icon in the advertisements is the picture
and colour. Descriptive picture shown in this advertisement is picture of an eye being held open by what looks like by a straw with the question “Burning the midnight oil?”, with some colours as its elements.

2. 1. Analysis Symbol of Headline “Burning the midnight oil?”

If we see the meaning of the message from Peircean point of view, we can see the semiosis process as below:

Symbol’s Diagram of Peirce 7

**Headline in Burning the Midnight Oil Edition**

![Symbol’s Diagram of Headline Burning the Midnight Oil](Figure 8: Symbol’s Diagram of Headline Burning the Midnight Oil)

**Note:**
- **R:** Representamen
- **O:** Object
- **I:** Interpretant

The headline is very clear to describe the aim of this advertisement. Headline is as the main focus and it is to clarify the meaning of the
advertisement and to tell the reader that Starbucks Coffee as a power helps people to stay up late. This is of course in direct allusion to the wake up power of coffee especially for those who need to work, maybe preparing for project proposal or meeting all through the night.

From the headline “Burning the midnight oil?” with asking expression, the advertiser wants to try offering Starbucks Coffee as energy drink when everybody has to stay up late.

2. 2. Analysis Symbol of Tagline “IT’S NOT JUST COFFEE, IT’S STARBUCKS”

The tagline “IT’S NOT JUST COFFEE, IT’S STARBUCKS” is as supporting caption of headline “Burning the midnight oil?”. The tagline is not only in The Eye edition, but also in some other editions of Starbucks Coffee. The tagline brings out the message of superiority of the brand. It makes people think of Starbucks anytime they want to free from tiring and sleepy. It also suggests that not any coffee will do except for Starbucks.

If we see the meaning of the message from Peircean point of view, we can see the semiosis process as below:
Symbol’s Diagram of Peirce 8
Tagline in *Burning the Midnight Oil* Edition

(Figure 9: Symbol’s Diagram of Tagline “IT’S MORE THAN JUST COFFEE, IT’S STARBUCKS”)

**Note:**
- **R:** Representamen
- **O:** Object
- **I:** Interpretant

This tagline is in direct allusion to the other competitors of *Starbucks Coffee*, such as Java Bean Coffee, Dunkin & Donats Coffee, McDonalds. The advertisement promotes that *Starbucks* is not just coffee brand but it has something different. It is not just passionate purveyors of coffee, but everything else that goes with a full and rewarding coffee house experience. In it stores, *Starbucks* also offers a selection of premium teas, fine pastries and other delectable treats to please the taste buds and the music you hear in store is chosen for its artistry and appeal.
Starbucks wants to describe that they are not only selling coffee, but also they are offering good services which make customer comfort. It is common to see people coming to Starbucks to chat, meet up or even work. Starbucks shop is as a neighbourhood gathering place, and a part of the daily routine. It means Starbucks is much more than what they brew.

2. 3. Analysis Icon of Picture (The Eye with a Cup of Coffee)

The advertiser uses an eye picture because it is an important organ for everybody to stay awake. On the other hand, to create a simple design the advertiser only uses one eye to minimize space of advertisement.

If we see the meaning of the message from Peircean point of view, we can see the semiosis process as below:

(Figure 10: Icon’s Diagram of the Eye Picture)
Note:  R: *Representamen*  
O: *Object*  
I: *Interpretant*  

It is more attractive when the advertisement uses an eye. The picture of the eye with a straw and a cup of coffee is illustrates that the things will happen when people feel sleepy. When people feel sleepy but they need to stay awake, they will do everything like in the picture. People in that picture use a straw and a cup of coffee to open their eye.

The advertisement wants to give the solution to handle the situation, that is drinking coffee from *Starbucks Coffee*. Based on the picture, the writer can interpret the target market of this advertisement is people who feel sleepy and need more power to do their job, especially in the midnight.

2. 4.  Analysis Icon of Colour (Brown, Black, White and Green)

Like the picture, the colour in this advertisement is also simple. In this edition, the writer found some colours. There are brown, black and white colour, consists of eyelash, eyebrow, eyeball. Brown and green are for a cup of coffee and a straw. White is for headline font, and green is for tagline font.

2.4.1. Analysis Icon of Brown and Green in a Cup of Coffee with a Straw

The person in this advertisement uses a cup of coffee with a straw to help open his/her eye. If we see the meaning of the message from Peircean point of view, we can see the semiosis process as below:
Icon’s Diagram of Peirce 11

Brown and Green in a Cup of Coffee with a Straw in *Burning the Midnight Oil Edition*

(Figure 12: Icon’s Diagram of a cup of Coffee and a Straw)

**Note:**

- **R:** *Representamen*
- **O:** *Object*
- **I:** *Interpretant*

The colour of a cup coffee is brown. It is the real colour of coffee. Based on coffee colour, the advertiser wants to illustrate the real picture of that advertisement to make the reader easier to imagine that. And, green colour in a straw is to create synchronize impression with the colour of Starbucks brand. Combinations colours in a cup of coffee and a straw are to easier the reader in understand the aim of that advertisement.

**2.4.2. Analysis Icon of White Colour for Headline Font**

Design of this advertisement is simple and the combination colour is not colourful. The headline which is chooses by the advertiser is white.
If we see the meaning of the message from Peircean point of view, we can see the semiosis process as below:

**Icon’s Diagram of Peirce 13**

*White in *Burning the Midnight Oil* Edition*

(Figure 13: Icon’s Diagram of White in Headline Font)

**Note:**
- **R:** Representamen
- **O:** Object
- **I:** Interpretan

The writer interpret that white colour in this headline is just as synchronized colour to give simple impression, because when the advertisement seems simple it is easier to attract the reader’s attention because it will be eye catching and make the reader curious with the headline meaning.

**2.4.3. Analysis Icon of Green Colour for Tagline Font**

The tagline is “‘IT’S NOT JUST COFFEE, IT’S STARBUCKS” with green as the single colour. Green is often used by Starbucks Coffee,
and green itself is the colour of Starbucks logo. If we see the meaning of the message from Peircean point of view, we can see the semiosis process below:

![Icon's Diagram of Peirce 13](image)

(Figure 14: Icon’s Diagram of Green in Headline Font)

**Note:**

- **R:** Representamen
- **O:** Object
- **I:** Interpretan

The green is to increase the image of brand Starbucks Coffee. Green is used to strengthen the popularity of Starbucks because it is its typical colour.

In general, the meaning of this advertisement is about the power of Starbucks Coffee, to help people who are sleepy to open their eyes and stay awake to do their jobs, especially during the night. Based on this
advertisement, Starbucks Coffee wants to offer its product to people who are burning the midnight oil.

3. Analysis of Advertiser’s Intention to Convey the Messages in Starbucks Advertisement.

In this analysis, the writer would like to answer the second research question. Weather the reader interprets the signs and the messages which the advertiser wants to deliver to the reader.

3. 1. Analysis Icon of Picture (The Eye)

The advertiser said that he wants to connect the picture with the meaning of this advertisement because he wants to offer coffee as a drink to stay up. So, the advertiser chooses the eye as picture. The open eyes symbolize that people stay up.

From the picture, the advertiser wants to describe how people need to hold their eyes with a straw and a cup of coffee to stay awake. If they need to, they had to drink Starbucks Coffee to have energy to stay up. He also said that, he uses an eye in this advertisement because he wants to show a good angle and to create the uniqueness of the design.

3. 2. Analysis Icon of Colour (brown, black, white and green)

3.2.1 Analysis Icon of Brown, black and white colour for the eye (eyelash, eyebrow, eyeball).

The colour in the eye picture create equality, according to the original colour of the eye. The aim of the colours in the eye is to make the eye looks real.
3.2.2. Analysis Icon of Brown for a cup of coffee and green for a straw

There is no significant meaning of colour in a cup of coffee and green for a straw because the advertiser said that the meaning of those colours in the picture are just to make the picture of coffee looks like real.

3.2.3. Analysis Icon of White colour for headline font

For white colour in headline font, the advertiser said that there is no special meaning of it. He said that, he just wants to create the harmony on that design and it will be easier for the reader to read the headline with white colour than black.

3.2.4. Analysis Icon of Green colour for tagline font

Green colour in the tagline font is to increase the image of the brand because the main character of Starbucks Coffee is the colour of its logo; that is green.

3. 3. Analysis Symbol of Headline Burning the midnight oil”

For the headline, Starbucks Coffee wants to promote their coffee as a beverage when people have to “burn the midnight oil”, a metaphor meaning to stay along the night.

3. 4. Analysis Symbol of Tagline “IT’S NOT JUST COFFEE, IT’S STARBUCKS”

The tagline means that Starbucks Coffee is not just a regular coffee, but it is the extraordinary one. Starbucks is different from another coffee. In this time, there are many competitors of Starbucks. From this tagline
Starbucks wants to tell that its brand is different from its competitors. There are things that make Starbucks more than any coffee shops have.


a) Customer 1

The meaning of the eye in the picture is to explain that the eye is an important organ that people used to stay awake. Based on the picture, the eye in that advertisement uses the straw to hold it to keep it open. It describes that to stay awake, people need something to hold.

The customer said that from the headline “Burning the midnight oil?” the advertiser wants to tell that the reader does not have to worry. If people want to stay up, they can drink Starbucks which can help them to keep spirit and strong all the night. This Starbucks advertisement offers products for people who want to stay up all the night. From the tagline, the advertiser wants to tell that Starbucks is different from another coffee, but it is the special one. The advertisement wants to say that to stay up late the reader needs to drink Starbucks.

White colour used to be more eye catching with the picture and to create a good design. The colour of an eye is just to make same as the real colour of an eye.

The customer said that the meaning of that advertisement in general is to promote their product as a beverage for people to stay awake.

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44 Prasstomo, Bramanda. Student of Diponegoro University. The interview was taken on Tuesday, 19:00-21:00, March 24, 2015 at Pejaten, Pasar Minggu, Jakarta.
b) Customer 2

The meaning of the picture an eye with a straw in his eye is to describe the reader that a stick could help people to open their eyes when they have to stay awake along the night.

In interpret the colour, he that the colour of the eye in the picture is to make the reader imagine about the real colour of eyes. In interpreting the meaning of headline and tagline font, the informant said that he does not know what the meaning of those colours.

Then, in interpreting the meaning of the headline, she said that the advertiser wants to offer Starbucks Coffee as a drink to help people stay awake along the night. The meaning of the tagline is the advertiser wants to explain about the difference of Starbucks Coffee from another coffee, because Starbucks Coffee has more advantages than another coffee.

The customer said that the meaning of Starbucks Coffee advertisement is to tell the reader that Starbucks Coffee is different from another coffee because Starbucks could help people to stay awake along the night.

c. Customer 3

From the picture of an eye, the advertiser wants to tell the readers that to stay awake, people need something. Like in that picture, people uses

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46 Muhammad Manggala. Travel Guide. The interview was taken on Wednesday, 17:00-17:30, July 26, 2015. At Depok.
a straw to keep his eye open. Because the eye is an important organ to help everybody to stay awake.

Based on the headline, the advertiser tries to offer their coffee as a beverage to stay awake. Based on the tagline, the advertiser wants to tell that Starbucks Coffee is a special coffee and different with the other.

Then, in interpreting the colour, he does not know what the meaning of eye colour in the picture. Because, the colour of the eye picture in the advertisement is the same as the real colour of the eye.

The meaning of green colour in the tagline font is to make it the same with Starbucks logo. The last, the meaning of white colour in headline font is just to make it easier for the reader to see the headline.

The customer said that the meaning of that advertisement in general is Starbucks Coffee wants to offer the reader about their product as a beverage when they have to burn the midnight oil.

**d. Customer 4**

In interpreting the meaning of the picture, the customer said that to stay awakes and not sleepy along night the customer could drink Starbucks.

Then, in interpreting the colour, the customer does not understand what the meaning of all colours.

In interpreting the meaning of the headline, she says that the advertiser wants to offer Starbucks as your drink to stay awake because she could see from the question on the headline. She says that, the meaning of

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47 Echa Dorothy Clarke. Social Media Creative. The interview was taken on Modnay, 27 July, 2015 at Pejaten, Jakarta.
the tagline of Starbucks Coffee is it is more than just some coffee, but it has good qualities and different from another coffee which can make people stay awake.

The meaning of that advertisement in general is to attract the attention of the reader with Starbucks and try to sell that coffee to help people to staying awake along the night.

e. Customer 5

In interpreting the picture, the customer said that the eye is a main organ to stay awakes. So, people have to drink Starbucks to stay awakes along the night like in the picture he/she drinks Starbucks Coffee with his/her eye.

Then, in interpreting the colour and the headline, the customer said that she does not understand what the meaning of all colours and headline in the advertisement.

5. Conclusions of The Eye Analysis

Based on the result of interview, it can be concluded; First, in interpreting the meaning of the headline “Burning the midnight oil?” not all of them could interpret clearly. Four of customers said that the meaning of the headline is to offer Starbucks Coffee as a drink to stay awake along the night or as drink to burning the midnight oil.

Second, in interpreting the meaning of the picture of an eye, the writer finds that all of them can also interpret the meaning of the eye clearly.

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48 Hana Khairunnisa. Nurse. The interview was taken on Wednesday, 29 July, 2015
They can understand the meaning of that picture same as the meaning of the advertiser wants to deliver to them. They said that the eye is an important organ to help us to stay awake and to open the eye we need something to hold. Based on the picture they said people need Starbucks Coffee to open the eye and stay awake along the night.

Third, in interpreting the colour in this advertisement, not all of them can interpret the meaning of colour well, because there are two informants could not explain well about the meaning of the colour in this advertisement and three of informants could explain about the meaning of the colour.

From the explanation above, not all of them can understand the meaning of the advertisement. It means that not all customers can accepted the messages are the advertiser wants to deliver to them.

The descriptive picture shown in this advertisement is the girl just stripping off her clothes and crawling up the Frappuccino and diving right. There are some combinations of colors: brown, red, pink, blue and black as icon and with the headline “Here’s the best part of your day!” as symbol.

3. 1. Analysis Symbol of Headline “Here’s the best part of your day!”

The headline, “Here’s the best part of your day!”, give impression to the readers that there are the most funniest and beautiful things they cannot wait in every day. That headline is relatable as well because everyone interprets the meaning of the sentence differently. For some people, the best part of their day is coming home and relaxing or maybe getting their coffee before starting a hectic day, but this advertisement offering something different.

If we see the meaning of the message from Peircean point of view, we can see the semiosis process as below:

(Figure 15: Symbol’s Diagram of Headline “Here’s the best part of your day!”)
The meaning of the headline is Starbucks Coffee wants to offer the reader to strip down into something comfortable that is enjoying the Starbucks Caramel Frappuccino after stressful working day. From the headline, it wants to tell that the best day of someone is when he/she enjoys the Caramel Frappuccino, to waive his/her body after a hectic day.

Everyone has different way to waive their hectic day, but Starbucks Coffee wants to give the best way, namely by diving into delicious and refreshing Caramel Frappuccino. As the consequence, the customers have to buy it to get rid of from their messy day. So, in this way, Starbucks coffee will be a lifestyle. Automatically, when something be a lifestyle of society, it will be popular.

3. 2. Analysis Icon of Picture (A cup with a girl just stripping off her clothes, crawling up the Frappuccino and diving right in with the leg dangling sticking out.)

The focus picture in this advertisement is by showing a cup with a girl stripping off her clothes then crawling up the Frappuccino and diving right in with the leg dangling sticking out go into a cup of Caramel Frappuccino. From the Picture, the girl in this advertisement does not care of the situation, so she sets down her clothes and dives into a cup for
tasting the coffee. If we see the meaning of the message from Peircean point of view, we can see the semiosis process as below:

**Icon’s Diagram of Peirce 15**

**Picture in *Caramel Frappuccino* Edition**

(Figure 16: Icon’s Diagram of Picture (A cup with a girl stripping off her clothes, crawling up the Frappuccino and diving right in with the leg dangling sticking out.)

*Note:*  
**R:** *Representamen*  
**O:** *Object*  
**I:** *Interpretan*

From the picture, the girl directly dives in because she could not wait to taste the delicious Caramel Frappuccino. With her legs sticking out, it tells that she is looking for something. It is the freshness of the Caramel Frappuccino.
The picture of Caramel Frappuccino edition is almost the same as the Green tea edition. Why does Starbucks Coffee often uses picture of dangling legs and sticking out? Why does Starbucks Coffee uses picture like the people on that advertisement diving into the cup? Certainly from that picture, the Starbucks Coffee wants to tell the reader that they produce can makes the customer missing with themselves. It makes the customer does not care with the situation, because after the customer diving right in and drink it they will disappear into the enjoyment of the taste of their beverage.

On the other hand, based on the picture of her clothes on the ground, it can refer to the target market of the advertisement. It can be seen from the picture which describes the girl was threw a leather bag, stiletto, a sun dress, a sunglasses and a bucket hat on the ground. From the clothes it can be seen that the girl who uses those clothes is a girl from high class socialite. It is impossible if the girl who uses those clothes comes from low socialite with their fashionable clothes and style dangling her legs sticking out.

Those clothes refer to the existence of a girl in feminine concept. It certainly becomes an attractive image for Starbucks Coffee, which the has a classy impression on society, especially a girl from socialite class as their first target market. It also has the impression that the readers who drink Caramel Frappuccino, will have their own satisfaction. In addition,
drinking Caramel Frappuccino, the reader can feel the freshness after a hectic routinity and will be refreshed.

3. 3. Analysis Icon of Colour (grey, brown, orange, pink, dark blue, green, white and black)

This Starbucks Coffee advertisement edition is very colourful. There are brown in the cup, colourful in the clothes, grey for a leather bag, red for stiletto, colourful for the sun dress, brown for the sunglasses, white and dark blue for the bucket hat, green for the background, and black for the headline font.

3.3.1. Analysis Icon of Brown in the cup

The brown colour for a cup is to promote variant flavour of Caramel Frappuccino because the colour of Caramel Frappuccino itself is brown. If we see the meaning of the message from Peircian point of view, we can see the semiosis process of as below:

Icon’s Diagram of Peirce 16

Brown in *Caramel Frappuccino* Edition

(Figure 17: Icon’s Diagram of Brown in a Cup)
To attract the reader's attention about the freshness of Caramel Frappuccino, brown colours is used in the picture advertisement. It makes the picture of Frappuccino more visible. The brown colour in the cup is to describe the freshness of Caramel Frappuccino.

3.3.2. Analysis Icon of Colourful in wardrobe (a grey leather bag, red stiletto, a colourful sun dress, a brown sunglasses, and a dark blue and white bucket hat)

The combination of those colours is to attract the attention of the readers and to make them enthusiastic. If we see the meaning of the message from Peircian point of view, we can see the semiosis process as below:

(Figure 18: Icon’s Diagram of Colourful in clothing)
The red colour for the sun dress symbolizes power, aggression, excitement and love. It is a highly visible colour that will always attract attention. Red colour brings the text and images this advertisement to be more lovely. It is an accent colour to stimulate people to make quick decisions. It is such a perfect colour to persuade the readers to buy that product.

The pink colour for scarf in this advertisement denotes to feminine qualities. While, the blue for the jeans jacket is associated to a depth and stability. The colour combination for wardrobe in the picture is to describe about the typical of the clothing and identity of the girl.

3.3.3. Analysis Icon of Green Colour in background

The meaning of green as a background colour in this advertisement is to create affective and to catch the reader’s eyes. At the most basic level, the green is the symbol of nature. Green colour in this advertisement gives soft and warm vibe. If we see the meaning of the message from Piercian point of view, we can see the semiosis process as below:
Green is relaxing, alleviates depression and constitutes health. If the readers look at this advertisement, they will feel like that. Green colour in this background advertisement is attractive for youth and to those who want enjoy life. Starbucks Coffee uses green as its colour to give positive energy.

Green is the colour often used by Starbucks coffee in its advertising. It is can be seen from some previous editions. The green colour is generally associated with Starbucks coffee and Starbucks also uses a recognizable dark green for its logo to bring calmness, and it also
symbolizes wealth. That is why Starbucks coffee often chooses green colour in their advertisement.

3.3.4. Analysis Icon of Black colour in headline font

The black thin colour in that font gives a simple but deep feeling. And, the feeling brings into calmness. If we see the meaning of the message from Piercean point of view, we can see the semiosis process as below:

**Icon’s Diagram of Peirce 19**

*Black in Caramel Frappuccino Edition*

(Figure 20: Icon’s Diagram of Black in Headline Font)

**Note:**

- **R:** Representamen
- **O:** Object
- **I:** Interpretan
4. Analysis of Advertiser’s Intention to Convey the Messages in Starbucks Advertisement.

Timotius K.F.S said, they want to share his ideas by this advertisement. The attractive elements in this advertisement are a cup with a girl stripping off her clothes, crawling up the Frappuccino and diving right in with the leg dangling sticking out with the headline “Here’s the best part of your day!”.

4. 1. Analysis Icon of Picture (A cup with a girl just stripping off her clothes, crawling up the Frappuccino and diving right in with the leg dangling sticking out.)

The advertiser said that, he wants to attract the attention of the readers to know the freshness of a cup of Caramel Frappuccino. The cup with a girl stripping off her clothes, crawling up the Frappuccino and diving right in with the leg dangling sticking out means the Starbucks Coffee wants the readers late into the taste of that Caramel Frappuccino. He wants to promote the readers about the taste of Caramel Frappuccino that could make the reader miss themselves after drinking it.

4. 2. Analysis Icon of Colour (grey, brown, orange, pink, dark blue, green, white and black)

4.2.1. Analysis Icon of Brown in a Cup

The meaning of brown colour in a cup is to describe the original colour of caramel Frappuccino. Because, the original colour of Caramel
Frappuccino is brown. Brown colour in a cup does not contain a specific meaning.

4.2.2. Analysis Icon of Colourful in wardrobe (grey for a leather bag, red for stiletto, colourful for a sun dress, brown for a sunglasses, white and dark blue for bucket hat)

For combination of some colours in the clothing, the advertiser chooses bright colours. Because, bright colour make the advertisement looks more vibrant and attractive. It makes easier for advertisers to attract the attention of the reader.

4.2.3. Analysis Icon of Green colour in background.

He chooses green because it looks soft and gives that calm vibe. For him, there is no specific meaning about green colour as a background in this advertisement. He only wants to give a cool and calm feeling. Besides, he chooses green colour as the background to create good pictures.

4.2.4. Analysis Icon of Black colour in the font headline.

Black colour in the headline font does not have a specific meaning. He says that because the white coloured text clashed too much with the background. So, he decided to replace with black colour for the font in that headline.

4.3. Analysis Symbol of Headline (Here’s the best part of your days!)

The advertiser wants to create the impression that the picture is talking. The picture as if talks that the best time to fill part of the day is
drinking Caramel Frappuccino. People who drink it will find out freshness which can restore their power and joy after a long day of work.

5. Analysis of Customer’s Perception on Starbucks Advertisement.

a) Customer 1\(^{49}\)

The picture, he said, illustrates that if the customers drink that Caramel Frappuccino, they would so enjoy the taste of Caramel Frappuccino. They will be brave and forget themselves, so that they are ready to threw their clothes on the ground and dives right in with the legs dangling sticking out. They can forget and do it because they so enjoy with the freshness of the Caramel Frappuccino.

Then, in interpreting the colour, the customer said that all of the colours of the clothes in the picture is just to attract the attention of the readers. With a choice of bright colours, it is easier for people to draw attention. And, the green colour in background is to give a warm and fresh feeling. Green is also nice as background.

The customer does not explain the meaning of black colour in font headline because he does not understand the meaning of it.

From the headline, the advertiser wants tell to the reader that Starbucks Coffee offers Caramel Frappuccino as a drink when people want to release their fatigue after their activities. The tagline wants to say that at Starbucks people can spend the best time in their day.

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\(^{49}\) Prasstomo, Bramanda. Student of Diponegoro University The interview was taken on Tuesday, 19:00-21:00, March 24, 2015 at Pejaten, Pasar Minggu, Jakarta.
The customer said that the meaning of that advertisement in general is to make the readers attracted to the freshness of the taste of Caramel Frappuccino which can make the customers feel refreshed after their day's work.

c. Customer 2

In interpret the meaning of Frappuccino cup with a girl stripping off her clothes, crawling up the Frappuccino and diving right in with the legs dangling sticking out and all clothes on the ground picture, she said that the meaning of that picture is to describe the freshness of Caramel Frappuccino that can make people miss about themselves because it is so delicious. The clothes describes about the social status of that woman. The fashionable described that the target market of this advertisement is woman from high class. The iced coffee picture describes that it can make people forget themselves because of the pleasure and the freshness.

Then, in interpret the colour, she said that the colours looks soft especially in the background. Green colour as background makes the readers feel cool and calm. The combination in this advertisement describes about their target market, who is women. The colour of clothes describes about feminine quality. Black colour in the font is only to adapt with the design. Then, all colours in this advertisement make the reader easier to capture.

The meaning of the headline is the advertiser wants to tell the readers that Caramel Frappuccino is a beverage which people can enjoy at

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their best time, such as after a busy day. People who drinks Starbucks will find the happiness.

The message of this advertisement is to make the reader buy iced Caramel Frappuccino. In the other hand, the advertiser wants to tell that their first target market of this product is women, especially women from high class. It can be seen from the pictures and colours in that advertisement and from the wardrobe which are used by the women. She is a fashionable woman.

d. Customer 3

Based on the interview, the customer said that the meaning of picture wants to show that Starbucks Coffee Caramel Frappuccino ice is something so beautiful and fun for people in doing their activities all day long. Enjoying iced coffee is the most special part in a day. It is seen from the picture, where the woman in that picture looks like really enjoy the iced Caramel Frappuccino.

Then, from the headline tells the readers that to spend the best time in a day, the reader should buy Starbucks Coffee. In this advertisement Starbucks wants to promote their products as an alternative. Starbucks wants its product to be good drink in the customer’s days.

In interpreting the colour, the customer said that the combination of colours in looks very attractive. From the picture, the advertisement looks feminine, not only from the picture of the woman but also from the colour

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51 Muhammad Manggala. Travel Guide. The interview was taken on Wednesday, 17:00-17:30, July 26, 2015. At Depok.
component. The colour combination is to attract the attention of women. Meanwhile, the green colour as the background makes the advertisement looks cooler and more refreshing. And, the black in the font is to create good design.

The customer said that the meaning of this advertisement in general is to tell the readers to buy that product because Caramel Frappuccino could make people happy and cheerful after.

d. Customer 4

In interpreting the meaning of the picture Starbucks Coffee wants promote about the freshness of Caramel Frappuccino from Starbucks Coffee.

The customer said that, in interpreting meaning of headline “Here’s to the best part of your day!” is promote Starbucks Coffee. Based on the headline Starbucks Coffee persuades the reader to go to Starbucks Coffee shop to spend their time with Caramel Frappuccino from Starbucks Coffee. Especially for people who works in Jakarta. They are need fresh beverage like Caramel Frappuccino.

Then, in interpreting the meaning of colour, she said that the advertiser wants to make the advertisement more attractive. The advertiser wants to describe about the freshness a cup of Caramel Frappuccino likes in the picture. Green colour in the background to describes about Starbucks Coffee colour. Its green….

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52 Echa Dorothy Clarke. Social Media Creative. The interview was taken on Modnay, 27 July, 2015 at Pejaten. Jakarta.
e. Customer 5  

In interpreting the meaning of picture and headline in the advertisement, the customer said that she does not understand and she has no idea about those.

But, in interpreting the meaning of colour she said that the advertiser uses colourful to gives bright vibes to the reader. Because, The bright colours are easier for people to draw attention to that picture.

6. Conclusions of Analysis

In this analyse the writer concludes that: Firstly, not all of the customers could interpret the meaning of the headline with clearly. The meaning of the headline which the advertiser wants to deliver to them could not be understood. There is one customer could not understand the meaning of the headline.

Secondly, the picture of a girl stripping off her clothes, crawling up the Frappuccino and diving right in with the legs dangling sticking out and all clothes on the ground picture is also could not be interpreted vividly by all of the informants. Four customers could interpret with clearly but one customer could not understand the meaning of the picture with clearly.

Thirdly, in interpret the colours in that advertisement, all of them can interpret very well. The five informants said that the colours are to attract the attention of the customer.

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53 Hana Khairunnisa. Nurse. Interview was taken on Wednesday, 29 July, 2015
Then, for the green colour as the background, all of them can get the meaning. They said that green colour in that advertisement creates a feeling of warm, calm and cool. In interpreting the black colour in the font of headline, two of them interpreted that the meaning of it does not have specific meaning. They think that the advertiser chooses black colour only to create a good design.

From the explanation above, in general, all of them can understand the meaning of the sign which the advertiser wants to deliver to them. Because they can interpret the meaning and the message of that advertisement the same as the advertiser. It means that the messages the advertiser wants to deliver to them are successfully accepted. Also, in interpreting pictures, colours and headline in that advertisement, some of them can interpret that signs with more imaginative and more creative than the advertiser.
CHAPTER IV

CONCLUSION AND SUGGESTIONS

A. Conclusions

After analyzing the *Starbucks Coffee* advertisements, the writer concludes some points, such as follows:

*Starbucks Coffee* as one of famous coffee brand uses sign on its advertisement as language to promote and attract the reader’s attention to buy the product. The language on *Starbucks Coffee’s* advertisement can be analyzed by using semiotics because semiotics is the scientific study about signs. There are some theories about semiotics, but the writer uses Charles Sanders Peirce (1931) to analyze *Starbucks Coffee’s* advertisements. In this research, the writer uses three types of Starbucks Coffee advertisements. The type of Starbucks “inner beauty”, Starbucks “Burning the midnight oil?” and Starbucks “Here’s to the best part of your day!”. Every advertisements consist of representament, object and interpretant as suggested by Peirce Triadic Theory. The combination of the three signs will deliver the meaning of selected object (advertisement) to the reader. Based on the result of analysis with Charles Sanders Peirce theory, the writer concludes that every advertisement of *Starbucks Coffee* uses attractive signs which make interesting sense of customers.

On the other hand, by the interview with the advertiser and five customers of *Starbucks Coffee*, the writer finds out that not all customers could interpret the messages of the advertisement clearly. Because based on
the result of this analyze there are some customers could not interpret the message of the advertisement perfectly. They could not get some of the messages because they do not have enough background of knowledge regarding the meaning of the signs.

Not all of the readers/customers could interpret the message the same as the advertiser because there is a different reference in each person. People with many references in their thought will have broad and deep interpretant. On the contrary, people with limited references will have inadequate and partial interpretation.

B. Suggestions

After the writer analyzes the Starbucks Coffee advertisements, she gives some suggestions as follows:

1. This research leaves some elements of the advertisement that have yet to analyze namely font and body copy. The next researches can continue to analyze those elements with the same perspective/theory to make this research accomplished.

2. With the same corpus, the next researcher can analyze uses Roland Barthes theory of connotation and use others corpus. Not only Coffee advertisement but also from other kinds of advertisement, such as; advertisement in television, pamphlet, banner or billboard.
3. By use interview method, the next researcher could interview more participant in the interview to get more interpretants and select them by method.
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APPENDICES 1

Picture 1 *Green Tea Edition*

*inner beauty...*
Burning the midnight oil?

IT’S NOT JUST COFFEE, IT’S STARBUCKS
Picture 3  Caramel Frappuccino Edition

Here’s to the best part of your day!
APPENDICES 2
Wawancara Dengan Pengiklan

Informan 1

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IKLAN 1 (INNER BEAUTY)

P: Dari iklan ini, bagian mana yang sebenarnya sengaja dibuat dengan tujuan menarik perhatian khalayak?
I: Kalau kita bicara soal tujuan menarik perhatian khalayak sebenarnya setiap bagian-bagian dalam iklan harus menarik semua dong ya, contohnya diiklan ini jelas banget pasti karena ini iklan Starbucks jadi dia mau promosiin starbucks dan setiap iklan yang dibuat itu sebagai besar ada maknanya jadi kita sebagai orang creative harus bener-bener luapin imajinasi kita dalam setiap iklan yang kita buat. Nah, kalau diiklan yang
team kami buat ini sebenarnya inti utamanya ada di gambar dan tagline diiklankan tersebut. Gambar laki-laki masuk kedalam cangkir besar berwarna hitam dengan posisi kaki keatas seolah-olah kaki itu bergerak dengan tambahan headline “inner beauty” dibawahnya. Itu yang kami buat sengaja untuk menarik perhatian khayalan ramai.

P: Oke, terus kalo dari gambar yang tadi disebutkan itu apa bisa dijelaskan makna dari gambar tadi di iklan tersebut?

I: Sebenarnya kalau saya sebagai pengiklan berimajinasi kalau dari gambar laki-laki yang terbalik masuk kedalam cangkir itu dengan posisi kaki diatas kepala masuk cangkir itu saya mau menggambarkan kalau orang diiklankan itu benar-benar larut dalam kenikmatan kopi itu. Sampai dia lupa kalau dia udah sampe terbalik gitu posisinya buat nikmatin kopi itu. Karena rasa itu soal kedalaman kan bukan soal penglihatan, kita bisa tau rasanya gimana kalau kita udah coba kalau hanya dilihat dan diceritain kita gak akan tau realnya. Jadi, kalau dari gambar itu sih saya mau ngajak orang buat cobain itu kopi bukan cuma diliat tapi juga harus dicoba untuk tau rasanya. Kayak gitu lah kira-kira….

P: Oke mas, jadi intinya soal kedalaman rasa ya mas, harus dicoba untuk tau rasa sebenarnya. Terus selanjutnya. Kalau untuk warna-warna yang dipilih dalam iklan ini Gimana menurut mas sebagai pengiklan? Kenapa memilih warna-warna itu dan maknanya apa sih dari setiap warna yang dipakai dalam bagian-bagian iklan tersebut?


P: Lalu, kalo untuk warna dibagian headline kan ada warna hitam juga, maknanya gimana ? Apa sama kayak tadi, untuk menarik perhatian orang dengan kata-kata ditagline itu?
I: Iya, bisa juga biar orang penasaran dengan arti tagline itu hehe Tapi, kalau untuk warna hitam disitu sebenarnya gak ada maknanya juga kayaknya pas buat itu kita cuma mau nyamain aja deh warna itu dengan warna cangkir biar kalau dilihat ya iklannya simple, soalnya kalo mau pake warna lainkan juga emang gak cocok, gak okelah makanya kita pilih warna itu buat keselarasan design aja sih.

P: Oke mas, nah kalo bagian headline diiklan itu menurut mas sebagai pembuat iklan maksudnya apa? Kenapa gambarnya kayak tadi terus dengan headline “inner beauty”, dan pesan apa ada didalam headline itu?

I: Simple aja, semua orang kan tau arti “inner beauty” kecantikan dari dalam, keindahan yang datangnya dari dalam. Nah, dari headline ini kita mau promosi dong promosi produk ini, makanya kita pakai headline “inner beauty” ini dibuat untuk mengajak masyarakat bukan orang yang coffee addict aja sih tapi kesemua masyarakat untuk tau kalau kalian bisa menemukan kenikmatan dari kopi itu kalau kalian harus coba atau minum kopi yang ada didalam cangkir itu, kopi starbucks yang diiklan itu. Kalian bisa merasakan semua itu kalau kalian udah rasain kopinya. Kayak gitu……
P: Menurut Anda sebagai pengiklan, element apa saja yang ada didalam iklan ini?

I: Iya, diiklan ini jelas ada gambar, headline dan tagline terus warna. Tapi diiklan ini kurang begitu bermain warna karena focusnya bener-bener digambar mata, bener-bener full gambar mata sebagai gambar dan background.

P: Kalau begitu, menurut Anda apa makna dari gambar mata yang ada didalam iklan tersebut?

saya pakainya hanya sebelah kirinya aja hahaha... Tapi, sebenarnya sih ya pertama emang kalau saya liat iklan-iklan yang menggunakan mata pasti selalu pengiklan itu pakainya mata yang sebelah kiri deh. Kamu bisa coba cek gambar iklan yang pakai mata yang sejenis kayak iklan itulah pasti pengiklannya juga pakainya sebelah kiri kayak saya itu hahahaha Tapi menurut saya sebagai art and designer diiklan ini emang angle yang pas untuk mata satu ya emang mata yang sebelah kiri kalau untuk mknanya saya pun juga gak tau. Tapi intinya sih terkesan unik aja kalau hanya mata satu.

P: Hahaha oke deh kalau begitu kita lanjut ke warna. Pilihan warna apa saja yang sengaja anda pilih untuk iklan ini? Dan apa makna dari setiap warna yang Anda gunakan dalam iklan ini?


P: Lalu kalo untuk warna putih pada font headline dan warna hijau pada font tagline, apa ada makna khusus dari warna itu?

I: Iyap, warna di words headline kita pakai wana putih yaa, dan sengaja saya pakai fontnya kecil banget tuh hehhe tapi pasti kebaca lah ya. Tapi kalau warna putih disitu gak ada maknanya kayaknya intinya sih cuma mau serasiin dan matchingin aja sama gambarannya jadi gak ada makna khususnya. Kalau pakai warna itam kayaknya terlalu mati jadi saya pilih warna putih biar jelas bisa kebaca. Terus kalau warna hijau di tagline, itu emang udah ciri khas banget tiap tagline itu pasti warnanya gitu, fontnya gitu udah jadi ciri khas dibeberapa iklan starbucks juga. Soalnya itu kan slogan asli Starbucks jadi ya warna hijau disitu dipakai karena emang hijau kan warnanya Starbucks jadi untuk menambah citra dari Starbucks itu sendiri yaudahlah kita ganti kita pakai font dan colour yang sama aja biar makin menjadi khas.

P: Oke. Kalo untuk bagian terakhir nih mas. Menurut Anda, maksud dari arti headline dan tagline yang ingin disampaikan ke khalayak ramai sendiri itu sebenernya apa?

I: Kalo dari headline itu, kayak yang tadi saya jelasin diatas iklan ini kan konsepnya emang mau menawarkan Starbucks untuk menenami kalian-kalian
yang sibuk begadang dan beraktivitas dimalam hari lah. Nugas-nugas gitu…. Makanya dari headline “burning the midnight oil?” dengan tanda tanya itu, kita kayak mau nawarin Starbucks aja, kalau mau begadang ya emang Starbucks yang bisa diandalkan untuk kalian tetep terjaga, kuat melek sampe pagi. Seperti itulah…. 

P: Nah, kalau makna dari tagline itu sendiri apa menurut mas?

I: “IT’S MORE THAN JUST COFFEE, IT’S STARBUCKS”, itu sih emang slogan Starbucks asli ya. Arti dari slogan itu mau bilang kalau starbucks bukan cuma sekedar kopi biasa tapi dia beda, beda dari kopi-kopi lain lah yang ada. Sekarang banyak juga kan brand kopi baru, kayak apasih J.CO, Java and Coffee bean dll lah, slogan itu mau nunjukin kalau starbucks beda dari yang lain. Ada hal-hal yang membuat Starbucks lebih punya sesuatu dibanding yang lain.

IKLAN 3 (Here’s to the best part of your day!)

P: Menurut Anda apa saja element-emelent yang ada didalam konsep iklan yang Anda buat ini?
I: Elementnya gak cuma satu ya diiklan ini, pertama yang pasti ada gambar diiklan ini yaitu gambar cup dari starbucks itu sendiri dengan isi es caramel Frappuccino yang jelas keliatan seger banget diiklan itu, terus ada tulisan “here’s the best part of your day!” itu headline dari iklan itu sendiri ya, kemudian ada logo yang saya buat sengaja dan saya tari dipojok kanan paling atas, terus ada background dan terakhir yang membuat iklan menarik yaitu component warna yang dipakai diiklan itu.

P: Lalu, yang pertama bisakah Anda menjelaskan gambar apa yang ada diiklan tersebut dan maksud gambar diiklan tersebut?

I: Oke gambar pertama diiklan ini gambar seorang wanita yang lepasin pakaian untuk masuk kedalam sebuah cup starbucks yang berisi es caramel Frappuccino. Kalo dilihat kan hampir sama iklannya sama yang edisi inner beauty green tea itu, idenya gak jauh-jauhlah kayak iklan yang inner beauty itu hehe terus kalo disitu sengaja memperlihatkan kalau wanita itu telanjang lalu mug kelidad cangkir dan juga seperti terlihat dia menyelam didalam Frappuccino itu dengan mengayunkan kadua kakinya keatas. Sebenarnya dalam gambar itu kita cuma mau membuat orang-orang hanyut dalam kesegaran rasa caramel Frappuccino itu aja tadi. Kita mau promosiin bahwa caramel Frappuccino itu sendiri dengan memberikan bayangan kepada orang-orang kalau setelah kalian coba minuman ini kalian bisa sampe lupa diri kayak digambar tadi itu karena saking begitu larutnya dalam kesegaran rasa caramk Frappuccino tadi itu. Seperti itu......

P: Oke, terima kasih. Lalu selanjutnya dalam warna. Pilihan warna apa saja yang sengaja anda pilih untuk iklan ini? Dan apa makna dari setiap warna yang Anda gunakan dalam iklan ini?

P: Lalu kalo untuk warna hitam pada font nya, apa ada makna khusus dari warna itu?

I: Oiya warna hitamnya ditagline, kalau itu gak ada makna khususnya juga. Saya pilih warna hitam pada saat itu setelah saya ganti dari warna putih. Tapi, setalah saya lihat warna putih agak nabrak sama warna hijau backgroundnya jadi sedikit mati warnanya makanya saya putuskan untuk ganti sama warna hitam aja saat itu.

P: Oke. Kalo untuk bagian terakhirnih ka. Menurut Anda, maksud dari arti headline yang ingin disampaikan ke khalayak ramai sendiri itu sebenarnya apa?

I: Kalo dari headline itu, sebenernya saya kayak ngebayangin kalo minuman itu bicara atau ngomong gitu. Dia kayak bilang waktu terbaik untuk mengisi hari bisa kamu dapatkan di starbucks caramel Frappuccino dengan beli itu produk untuk tau kesegaran yang bisa mengembalikan tenaga, keceriaan tubuhmu setelah seharian bekerja. Kayak gitu intinya lah…. 
APPENDICES 2
Wawancara Dengan Konsumen

Konsumen 1
Nama : Bramanda Prasstomo
Usia : 22 tahun
Status : Mahasiswa Bahasa dan Sastra Indonesia
Nomor Telepon : 085697558632

IKLAN 1 (INNER BEAUTY)

P: Oke jadi kan dari gambar yang sudah saya kirim ke Anda, gambar yang iklan Starbucks itu, menurut Anda dari iklan yang saya kirim itu bagian iklan mana yang menarik?
I: Hmmm. Kayaknya sih ya menurut saya dari gambar yang udah dikirim kemarin itu unik gambar orang terbalik yang masuk kedalam cangkir item. Pokoknya menariklah iklannya…
P: Nah terus dari kalo dari gambar iklan orang yang masuk kecangkir tadi itu kira-kira maknanya apa? Kira-kira ngerti gak gambar itu maksudnya apa?
I: Hmmm... kalo diliat-liat iklan itu mau ngajakin lebih tepatnya nunjukin orang yang liat iklan itu untuk masuk kedalam kenikmatan secangkir kopi itu. Terus knp gambarnya terbalik itu kayak mau nunjukin kalo dia bisa lupa diri abis minum kopi itu makanaya sampe terbalik gitu.
P: Hoo gitu, oke deh. Nah terus kalo bagian lain diiklan itu. Kayak warna, kalo mislanya warna yang Anda liat diiklan itu ada warna apa aja?
I : Hmm klo dliat-liat sih ada Ada beberapa warna yang pasti digambarnya, gak cuma satu warna. Ada warna item dicangkirnya, warna hijau dicelana orang itu, item juga di teks inner beauty terus putih campur hijau dikit sebagai background.
P: Oke sip, nah lalu apa Anda bisa jelasin makna warna-warna dalam gambar iklan tersebut? Misalnya makna warna ijo dicelana atau item dicangkir ditagline itu apa? dan putih tadi mknanya apa?
I: Kalo menurut saya warna item dicangkir itu menurut gua sih dia mau ngebuat orang yang liat iklan itu penasaran sama apa yang ada didalam cangkir itu. Jadi, dia kayak mau buat orang penasaran sama rasa didalam cangkir itu. Terus kalo warna ijo menurut gua sih cuma mau nyelarasin aja sama logo Starbucks, ijo. Terus warna font yaa diiklan itu, item ya itu kek item kan warna yang mknanya tegas, jadi disini kayak mau ngeyakinin banget aja soal rasa dicangkir itu. Terus kalo backgroundnya putih, sengaja dibuat cuma untuk selaras aja. Soalnya kan design dasar iklan ini udah simple, minimalis mknanya backgroundnya putih biar mkn terlihhat simple tapi bikin penasaran maksud iklan ini tuh apa hehehe... gitu sih menurut gua.
P: Terus selanjutnya, kalo dari iklan ini bagian mana lagi yang menurut Anda Menarik? Kayak tadi udah disebutin gambar dan warna? Terus ada lagi gak kira-kira?

I: Teks, disini kalo saya liat ada teks nih, ‘INNER BEAUTY’ headline ya namanya.

Hmmm... tapi maksudnya apa ya pasti sih ada hubungannya nih sama maksud iklannya.

P: Nah, menurut Anda makna dari headline “INNER BEAUTY” itu apa?

I: Hmmm... iya. Kalau menurut saya sih maksud headline itu kalo didalam Cangkir itu ada keindahan, nah keindahan dalam maksud diiklan itu sih Maksudnya kenikmatan kopi itu kan adanya didalam cangkir jadi dia Bilangnya INNER BEAUTY, soalnya kan kita tau ya kalo INNER BEAUTY itu adanya didalam jadi maksudnya adanya didalam cangkir. Ya pokoknya kaya gitulo maksud gua....

P: Lalu, terakhir. Menurut Anda pesan apa yang ada diiklan ini secara keseluruhan?

I: Menurut saya sih maksud dari iklan itu pertama, mau buat orang penasaran sama iklan itu dan terus mau buat kita mencoba dan beli produk jaidnya kita bisa tau rasa dari produk itu.

IKLAN 2 The Eye (Burning the midnight oil?)

P: Nah oke nih kita lanjut ke iklan kedua ya....Iklan.... Nah kalo dari iklan kedua ini kira-kira bagian mana lagi yang paling menarik?

I: Kalo yang paling menarik sih masih sama kayak iklan pertama sih, gambarannya. Itu kan kayak gambar mata gitu, tapi matanya cuma satu hehehe....

P: Ohh.. jadi gambar mata yaa. Hmm terus bisa bisa jelasin gak apa makna atau maksud dari gambar mata diiklan itu apa, menurut Anda?

I: Hmmm.. ho’oh. Kalau menurut saya sih, kenapa mata soalnya maksud mata dalam gambar itu adalah untuk menjelaskan bahwa mata adalah organ penting yang kita digunakan untuk tetap terjaga. Mata dalam iklan itu menggunakan stick kecil untuk nahan supaya kuat untuk tetap terbuka,tetep melek gitu..

P: Hmmm mungkin maksudnya gambar sedotan kali yaa...

I: Hmmm iya sedotan.. ho’oh. Nah itu menjelaskan supaya kaya untuk tetep terjaga kita butuh sesuatu buat nahan gitu, buat penyegara gitu.

P: Oh gitu sip. Kalo liat iklan itu apa lagi yang menurut Anda bagian mana lagi yang menarik didalam iklan itu menurut Anda?

I: Teksnya, ada dua itu teksnya. Teks pertama “Burning the midnight oil”.

P: Hmm iya “ Burning The Midnight Oil..”

I: Hmm iya iya itulah... hehe

P: Nah tau gak Burning the Midnight Oil itu sendiri apa artinya?

I: Kalo yang gua tau sih arti dari burning the midnight oil itu sendiri kan begadang ya? SKS lah system kebut semalam gitu, nah dari teks itu jelas kenapa dia bilang gitu, diiklan ini dia mau bilang kalo misalnya ngantuk
gak perlu khawatir kalo udah ada starbucks soalnya kita gak perlu tahan mata kita pake kayu kecil gitu lagi...

P: Oh gitu...oke lanjut
I: Hmm iya jadi cukup minum Starbucks aja kalo mau begadang hehe...
Nah kalau untuk teks yang dibawahnya, itu kayak mau bilang kal Krocks bukan kopi biasa dia beda sama kopi yang lain, makan dia kayak mau bilang kal begadang yaa harus minum Starbucks jangan minum yang lain karena yang lain belum tentu bisa buat lu kuat begadang soalnya Starbucks beda jadi Cuma Starbucks yang bisa buat lu kuat begadang. Gitu sih kurang lebih...

P: Oh gitu, sip sip. lalu adalagi gak yang menurut Anda menarik di iklan itu?
I: Kayaknya warna putih biar matching aja sama gambaranya, biar bagus diliatnya dan jelas dibacanya. Kalau warna item kan nubruk tuh warnanya, terus tulisan hitam ya emang udah dari sananya kayaksnya tulisannya hitam gitu biar sama juga kayak warna Starbucks kan Starbucks warnanya ijo tuh, dari logonya yang terkenal itu jadi identiklah Starbucks sama warna ijo. Terus kalau warna gambaranya yaa semuanya emang jelas dibuat sesuai dengan warna asli dari gambar itu gak ada yang diubah sesuai aja sama kayak keasliannya mata ya warnanya kek gitulah, terus sedotan juga kayak gitulah warnanya yaa...

IKLAN 3 (Here’s to the best part of your day!)

P: Nah sekarang iklan ketiga, hmm... menurut Anda dari iklan ketiga ini bagian-bagian mana dalam iklan ini yang menarik kayak iklan sebelumnya?
I: Gambar, Gambar iklan ini gambarnya miriplah sama yang pertama. Satu tipe, tapi menarik sih...tetep.

P: Nah terus kira-kira apa maksud dan makna dari gambar iklan tadi?
I: Itu kan gambar cewek yaa yang masuk kedalam cup Starbucks itu, tapi dia gak pake baju hitu udah dia lepasin bajunya terus taro dibawah. Menurut gua sih dari gambar itu kalau si pengiklan mau mengilustrasikan kalau misalnya kita minum minuman itu kita bisa sangat menikmati rasa dari carmal Frappuccino itu. Kita bisa sampe lupa diri kalau kita udah lepasin baju kita gitu aja dan kita gak sadar deh pokoknya. Terus kita nylem kedalam cup Starbucks itu karena saking enjonya pokoknya. Sampe kayak hitu....

P: Oh gitu... Nah terus kalo diliatlagi kan ada warna-warna diiklan ini. Menurut Anda apa makna dari setiap warna yang ada diiklan itu?
I: Warna diiklan itu lumayan banyak nih beda sama yang pertama, kalau diiklan ini warnanya lumayan warna-warni. Ada warna hijau sebagai warna latar background mungkin maksudnya mungkin mau membuat iklan
ini diliatnya adem, sejuk, tenang soalan saya gitu ya. Terus kalau warna cup caramellya full coklat ya mau nunjukin warna dari caramel itu sendiri coklatnya seger gitu bikin orang tertarik buat minum. Lalu kalau warna hitam di teksnya saya gak paham maksudnya apa.
P: Oh gitu, nah terus ada headline kan diiklan ini “Here’s to the best part of your day!” nah menurut Anda makna dari headline itu apa? Bisa dijelasin gak?
I: Kalo menurut saya sih dari kata-kata si pengiklan mau nawarin caramel Frappuccino itu seolah-olah bisa dijadikan obat untuk melepaskan lelah setelah bekerja sepanjang hari jadi kalo kita abis kerja nih kita capek kita mesen caramel Frappuccino itu dan itu bisa jadi moment yang paling the best lah dalam hari-hari kita. Hazeeek…. hehehe
P: Nah terus sekarang kalo secara keseluruhan kalau Anda liat iklan tersebut, menurut Anda apa pesan dari iklan tersebut yang ada tangkap?
I: Kalo secara umum sih dari iklan itu intinya cuma satu sih menarik perhatian orang dengan kesegaran caramel frapucino itu sendiri. Gitu sih menurut saya kurang lebih...
P: Oh gitu… Oke deh Thankyou..
I: Oke, sama-sama.....
Konsumen 2
Nama : Kinanti Pelangi
Usia : 23 tahun
Status : Reporter Majalah
Nomor Telepon : -

IKLAN 1 (INNER BEAUTY)

P: Oke.. jadi iklan yang sudah saya kirim ke Anda itu, kira-kira secara keseluruhan bagian iklan mana yang paling menarik?
I: Hmmmm... kayaknya yang menarik itu gambar orang terbalik yang masuk ke dalam cangkirnya deh. Soalnya jadinya unik gitu sama menarik sih menarik perhatian dari perhatian iklan tersebut.
P: Jadi intinya gambarannya ya, terus kira-kira untuk iklan itu kira-kira gambar tadi itu gambar orang yang masuk cangkir itu mknannya apa? Tau gak?
I: Hmmmm... kayaknya nggambarin hmm kalo orang yang lagi minum kopi starbucks itu suka sampe lupa kondisi sikon gitulah, jadi dia sampe rela terbalik saking dia nikmatin kopi tersebut. Pokoknya intinya minum kopi itu bener-bener lupa diri lah karena terlalu nikmatin kopinya....
P: Oh gitu... jadi intinya kayak kenikmatin kopi itu yaa?
I: Hmmmm... iyah..
P: Nah, terus kalo untuk warna, warna diiklan itu? Hmm.. menurut Anda wana apa aja yang ada diiklan itu?
I: Ehmmm.. warnanya kayaknya gak cuma satu, hmm ada item dicangkir sama di tulisannya, hmm terus ada warna ijo dicelana sama putih agak keijo-ijoan dibackground iklan. Kayaknya itu aja deh warnanya.
P: Oh gitu, oke deh. Hmmmm... nah terus tadi ada warna item juga kan tadi disebutin nah kira-kira tau gak makna warna item pada cangkir itu apa? Kenapa warnanya item terus kenapa gak putih aja terus warna ijo tadi kan tadi disebutin. Nah dari semua warna itu tau gak maknanya apa?
I: Kalo item kayaknya biar lebih mewah ajah kayaknya gitu, terus kalo buat putih ya? Ini putih ke ijo-ijoan kayaknya supaya iklannya mewah gak cuma simple terus kalo putih kayaknya ngelambangin keanggunan gitu, jadi warna putih gak keijo-ijoan itu supaya serasi sama lambang starbucks kan lambangnya juga ijo.
P: Oh gitu, terus ada warna ijo lain kan dicelana. Nah kira-kira ijo tadi dicelana ada maksud atau maknanya gak?
I: Kalo menurut gua ya kayaknya warna ijo itu kan kayak ngelambangin green tea, kayaknya itu starbucks nyoba buat promosiin varian rasa mereka kedalam apa namanya kedalam layout iklannya mereka. Soalnya kan green tea juga lagi ngetrend banget ya ditahun 2015 ini jadi kayaknya empangnya sengaja gitu.
P: Oh.. gitu. Jadi, menurut Anda ada kaitan warna ijo itu same rasa green tea.
P: Nah terus selanjutnya dibagian terakhir nih di iklan ini, kan ada headline diiklan ini. Tau gak kira-kira headline itu maknanya apa?
I: Itu kan headlinenya inner beauty, hmm maksudnya kayaknya hmm ngajak orang buat nyoba starbucks bukan coba brandnya aja tapi biar tau juga sama rasa-rasa, rasa kopi yang ada di Starbucks jadi biar nyoba rasanya, biar tau rasanya.

P: Oh gitu.. oke sip.

IKLAN 2 The Eye (Burning the midnight oil?)

P: Nah, lanjut yaa untuk iklan kedua. Sama sih kayak iklan pertama tadi. Nah kira-kira bagian mana yang menarik menurut Anda?

I: Hmmmm visualnya, dari gambarnya. Soalnya gambar bola mata terus ada ditahan pake sedotan gitu, itu kayaknya gambar yang menarik deh.

P: Oh gitu kadi gambar yang itu yaa? Terus kira-kira makannya apa?

I: Hmm.. Maknanya kayaknya kalo ngantuk kan biasanya kita harus ganjel mata kita kan, nah disitu ngasih liat kayak kalo orang diiklan itu, kalo Starbucks punya solusi kalo emang lo ngantuk dimalam hari dan kita harus begadang yaa cukup minum Starbucks supaya gak nagntuk lagi.

P: Oh gitu, nah selanjutnya kalo untuk warna. Nah diiklan itu kan ada warna apa aja diiklan itu dan makna dari tiap warna diiklan itu apa? Tau gak?

I: Hmmm kayaknya warna kulit ya soalnya kan itu full gambarnya mata jadi warnanya ya warna kulit, kulit mata gitu. Terus yang jelas disesuaikan aja sih sama warna mata ya disusaih kan sama warna mata. Pokoknya ada hubungannya aja sih sama warna mata. Terus kalo warna lain, putih di headline ditulisannya juga nah maksud sih warna putih disutu maksudnya apa.

P: Oke, terus selanjutnya kan headline “Burning the midnight oil?” sendiri, maksudnya apa menurut Anda dari headline itu apa?

I: Headline “Burning the midnight oil?”, kayaknya sih ya si pembuat iklan mau nanya dan menawarkan kalau mau begadang yaa minum aja kopi Starbucks aja kayaknya itu kayak ngajak gitu promosi “ayo kalo begadang minum Starbucks buat nemenin begadang aja…” kayak gitu.

P: Terus kalau untuk arti dari tagline “IT’S MORE THAN JUST COFFEE IT’S STARBUCKS”? Kira-kira dari tagline itu tau gak makannya apa?

I: Kayaknya si mau ngasih tau aja kalo Starbucks beda dari kopi-kopi lain,gak cuma sekedar yang biasa intinya kayak mau nunjukin keunggulan brand dia. Hmm pokoknya mau kasih tau Starbucks itu bedalah dari kopi-kopi lain.

P: Oke terakhir menurut Anda inti dari iklan tersebut apa? Pesan yang bisa didapat dari iklan itu?

I: Kayaknya Starbucks mau kasih tau kalo starbucks itu bukan kopi biasa yang ada dimana-mana. Nah terus kayak mau kasih tau klo mau begadang kan butuh apa ya energy supaya gak ngantuk nah terus Starbucks kayak ngasih tau kalo ini lho brand yang cocok untuk kalian nemenin begadang.
IKLAN 3 (Here’s to the best part of your day!)

P: Oke deh selanjutnya untuk iklan ketiga, di iklan ketiga ini menurut Anda bagian mana yang menarik dari iklan tersebut?

I: Gambar. Hmm gambar. Iyah....

P: Bisa dijelaskan lebih detail ga gambar apa yang menarik?

I: Ada kayak seorang perempuan, gadis kayak lagi lepasin pakaianya, terus dia kayaknya dia naik gitu ke dalam frappuccino terus nyelam tapi kakinya ngeggantung gitu terus sama bajunya tuh dilantai gitu berserakan.

P: Oke, dari gambar itu dalam iklan kira-kira maknanya seperti apa menurut Anda?

I: Kayaknya sih kayak nunjukin kesehatan caramel frappuccino ini. Hmm bisa ngebuat orang kaya lupa diri karena kan caramel frappuccino ini kan enak banget jadi kan ngebuat perempuan ini akhirnya ngeleapas pakaianannya jaid nunjukin klo dia tuh santai banget enjoy banget trus kalo liatin dari bajunya kayaknya jelas status social dari cewek tersebut kan kalo perempuan kan identik dengan gaya modist jadi kayaknya starbucks nunjukin kalo pasaran mereka itu cewek-cewek kalangan sosialita terus kayak nunjukin kalo lu minum ini lu bakal seneng banget terus ngedapetin kesegaranhnya itu..

P: Oke, selanjutnya bagian mana lagi yang menarik dalam iklan ini?

I: Teksnya, yang Here’s to the best part of your day....

P: Nah bisa jelasin gak maknanya apa dari teks itu menurut Anda?

I: Kayaknya kalau liat teksnya lah Starbuck itu paling okelah, hmm dinikmatin di hari-hari lo terus kayak setelah lo kerja setelah lo ngejalanin semuaan setelah lo ngejalnin dengan lo minum caramel Frappuccino lu jadi enjoy lo jadi happy lah.

P: Oh gitu...oke deh. Nah terus bagian apa lagi yaa. Oiya menurut anda dari bagian iklan itu ada warna apa ajah dan maknanya dari setiap iklan itu apa?

I: Hmm kayaknya warna yang digunain tuh warna-warna tampilan lembut, terus soalnya diliat dari background ya, terus warna ijo buat latar belakang supaya yang liat ngerasa enak aja dimata, nyaman, sejuk terus kayak kombinasi dalam gambar tersebut kayak warna tersebut kayak ngasih tau target market pasar mereka kayak yang tadi sebutin tadi cewek. Terus kayak baju identik dengan wanita tadi juga djelasin kan sisi wanita yang femineme terus warna font item kayaknya cuma buat samain aja ama design gambarnya kayaknya wrana-warnanya tuh dbuat supaya orang ngeliat iklan itu gampang inget.

P: Oke, kalau secara keseluruhan menurut Anda apa pesan dari iklan ini? Bisa dijelasin gak?

I: Hmm kayaknya sih klo iklan ini dbuat supaya orang ngeliat mau nyobain menu caramel Frappuccino ini tapi kayaknya iklan ini juga mau kaish tau kalo target pasar mereka ini biasanya dicintain sama wanita. Kalo buat terutama wanita terus kalo dliat dari gambar sama warna itu ketebat kayak apa yaa. Kayak ngejelasin tentang wanita sama kaum-
kaum sosialita yang jaman sekarang yang tinggi-tinggi banget yang kayak kekinianlah kalo bahasanya jaman sekarang terus kalo pakaian sesuai lah sama sisi mereka yang keliatan modistlah.

Konsumen 3
Nama : Muhammad Manggala
Usia : 23 tahun
Status : Travel Guide
Nomor Telepon : -

IKLAN 1 (INNER BEAUTY)
P: Hmmm menurut Anda di iklan yang sudah saya kirim itu dibagian mana yang menarik?
I: Hmm.. menurut saya sih gambarnya... gambarnya itu menariklah...
P: Oh jadi intinya gambarannya ya. Nah terus bisa dijelasin gak gambar kayak apa yang dibilang menarik di iklan ini?
I: Iya pasti menariklah orang melihat pasti menarik, ketika orang melihat gambar tersebut orang masuk ke cangkir itu dengan terbalik gitu. Siapa yang gak aneh, itu kan pasti mengundang apa yaa, mengundang banyak mata untuk melihatnya...
P: Hmmm.. gitu terus kira-kira bisa dijelasin gak maksud dari gambar yang tadi di sebutin itu maksudnya apa?
I: Ohhh itu maknanya dalam gambar itu kalo orang yang minum kopi itu bener-bener nikmatin kopi itu sampe dia lupa, lupa diri kaliih... dia nengelamin dirinya kedalam cangkir item itu. Karena bener-bener nikmatin dia sampe lupa diri terbalik gitu. Gitu intinya, jadi saking sedapnya itu ngopi apapun lupa....
P: Oh gitu, nah terus kalo warna kan banyak di iklan itu. Hmm ada wrana item dicangkir terus masih banyak sih warna lain, nah kalo untuk warna item dicangkir itu bisa dijelasin gak apa maknanya?
I: Ya biar penasaran sama apa yang ada didalem cangkir item itu, biar gak keliatan apa isinya atau bagaimana rasan dalam cangkir itu. Simple sih....
P: Oh gitu... okee. Nah terus untuk selanjutnya. Kira-kira untuk warna ijo dicelana itu maknanya apa? Tau gak?
I: Taulah... kalo dari warna celana hijau itu nunjukin itu bukan celana jeans atau celana santai gitu kan. Warna celananya nunjukin kalo itu jenis celananya yang biasa dipakai sama pekerja atau karyawan gitu. Jadi, kayaknya warnanya mau nunjukin kelas social tertentu, atau bisa juga warna hijaunya mau nunjukin kalo itu udah nimatin banget kopinya sampe warnannya sesuai dengan ciri khas starbucks ijo, kayak warna logo starbucks juga....
P: Oh gitu, nah selanjutnya kalo untuk warna ditulisakan itu kan ada ditulisakan headline “inner beauty” kira-kira warna headline itu kan item yaa nah terus kira-kira tau gak maknanya apa?
I: Warna item biar senada aja sama designnya, biar bagus. Cukup kok, simple.

P: Nah terus kalo untuk makna, makna inner beauty dalam iklan itu. Tau gak maknanya apa?

I: Yaa taulah... menurut saya maksudnya headline itu menawarkan bahwa untuk tau rasa secara benar-benar produk itu ya harus mencoba rasa dari produk starbucks itu. Gimana taste dari Starbucks itu?

P: Lalu, secara keseluruhan pesan apa yang ada didalam iklan ini, menurut Anda?

I: Mau bujuk konsumen dari Starbucks untuk beli dan tau rasa dari inner beauty yang ada dikopi itu. Udah itu aja...

P: Oh gitu... sip deh. Thankyou...

IKLAN 2 The Eye (Burning the midnight oil?)

P: Hmmm selanjutnya untuk iklan kedua, menurut Anda bagian mana lagi yang menarik di iklan di iklan kedua ini?

I: Menurut saya sih gambar mata yang ditarik pake apa itu.... Kayak buat buka matanya?

P: Nah terus kira-kira tau gak makna dari gambar yang tadi Anda sebutin di iklan itu apa?

I: Dari gambar itu mau ngegambarin kalau begadang biasanya kita butuh sesuatu buat nahan ngantuknya kita, makanya... diiklan itu orang yang buat iklan mau nunjukin kalau emang ngantuk nih kita malam hari yaudah minum aja kopi dari Starbucks kayak gambar itu matanya ditahan pake sedotan minuman itu, seolah-olah matanya lagi minum gitulah bukan minum dari mulut tapi dari mata hahaha... jayus yak? yak karena mata kan bagian yang dibutuhin banget buat begadang dan bekerja sepanjang malam jadi buat nahan yang kalau diiklan ini dengan kopi Starbucks. Jadi meledek terus...

I: Oh gitu... Ada lagi gak? Gak ada yaa....

P: Selanjutnya hmmmm diiklan ini ada bagian lain yang menarik gak? Kayak misalnya headline dan tagline di iklan ini?

I: Pasti, pasti adalah yang menarik...

P: Iya headline yaa?

I: Iya di headline disitu juga bagus “Burning the midnight oil”, headline sama gambaranya pas. Mungkin maksud dari headline itu buat ngejelasin dari gambar itu tadi, jadi dia mau menawarkan dengan bertanya, lalu jawaban dari pertanyaan dia tadi yah kopi Starbucks. Teman yang pas buat begadang sepanjang malam biar kuat ya kopi Starbucks. Kayak gitu sih menurut saya....

P: Oh gitu, oke selanjutnya tadi kan udaah disebutin juga kan ya, seksrang langsung ke taglinenya aja. Kira-kira dari tagline “IT’S MORE THAN JUST COFFEE, IT’S STARBUCKS” tadi itu kira-kira maknanya apa?
I: Taulah... dia kayak mau bilang kalau Starbucks bukan sekedar kopi biasa tapi Starbucks itu kopi yang special, lain dari yang lain. Starbucks yaa Starbucks dengan segala kelebihannya yang bedain dia sama yang lain. Pokoknya Starbucks punya karakter sendiri deh udah iconic banget...

P: Okee.. iya selanjutnya untuk yang lainnya bagian warna yaa, kira-kira diiklan ini kan ada banyak warna kan, ada warna kayak untuk mata, warna sedotan, warna di font headline and tagline kan. Kira-kira bisa dijelasin gak tiap warna itu mahnanya apa?

I: Iya tadi warna matanya saya gak tau maknanya apa soalnya yang saya liat warna mata disitu yaa emang warna asli mata, dan kayu juga warna asli kayu yadi yaa emang asli warnanya. Terus warna ditulis font headline putih bisa kebaca aja sih menurut saya gak ada makna yang termendung dari warna itu dan ijo ditagline yaa sama biar matching aja sama desigannya. Biar pas lah cocok....

P: Oke gitu oke selanjutnya, terakhir kira-kira apa makna dari iklan ini?

I: Ya jelas Starbucks mau nawarin kopi buat nemenin kalian yang begadang atau bekerja sepanjang malam biar kuat gak ngantuk. Biar focus.....

IKLAN 3 (Here’s to the best part of your day!)

P: Hmmm untuk iklan ketiga ini, menurut Anda bagian mana yang menarik?

I: Pati gambar jelas, tapi teksnya juga menarik. Dibacanya bikin penasaran apasih itu sampe jadi the best gitu...

P: Oh gitu, untuk gambar bisa dijelasin gak kira-kira apa sih makna dari gambar ini?

I: Gambarnya cukup mewakili kalo Starbucks itu khususnya caramel Frappuccino itu adalah sesuatu yang bener-bener asik, enak, indah, menyenangkan yang dilakukan setelah melakukan aktivitas sepanjang hari. Pokoknya inovasi masa kini banget deh Strabucks itu... Widiiiih.....

P: Lalu, dalam melihat warna-warna diiklan tersebut. Menurut Anda apa makna dari setiap warna yang ada diiklan itu?

I: Warna diiklan itu bisa dibilang berwarnalah ya, kombinasi warnanya juga menarik. Iklannya dari warnanya terlihat feminime sisi kewannannya lebih dapat diiklan ini. Kombinasi warnanya lebih ditujukan untuk tarik perhatian kaum wanita, jadi wanita tuh suka liatnya mungkin sebagai tarket pasar mereka. Ijo disitu juga membuat kesan iklan jadi lebih hangat dan sejuk sih. Namanya hijau kan kayak pohon, yang hijau-hijau pasti suka kita... Kalo warna item di teksnya kayaknya cuma mau buat design iklannya jadi bagus aja.

P: Selanjutnya kalo untuk headline “Here’s to the best part of your day!” menurut Anda apa maknanya? Tau gak?

I: Dari headline itu pengiklan mau kasih tau ke orang-orang kalau untuk menghabiskan waktu sehabis bekerja sepanjang hari kamu bisa beli starbucks. Karena setiap orang punya cara masing-masing untuk
menghabiskan waktu luang. Disini Starbucks mau menawarkan produknya untuk jadi bagian dari hari kalian.

P: Lalu secara keseluruhan kalau Anda liat iklan tersebut, menurut Anda apa pesan dari iklan tersebut yang ada tangkap?
I: Secara general sih iklan itu jelas mau menarik perhatian orang dengan kesegaran caramel frapucino itu sendiri. Udah sih cukup itu aja simple...

Konsumen 4
Nama : Echa Dorothy Clarke
Usia : 23 tahun
Status : Media Social Creative
Nomor Telepon : -

IKLAN 1 (INNER BEAUTY)

P: Dari iklan yang sudah saya kirim ke Anda itu, bagian mana yang menurut Anda paling menarik?
I: Menurut gua sih yaa kalok iklan yang pertama itu yang orang masuk kedalam cangkir itu sebenarnya biasa aja, iklannya simple doang. Gak colourful... Tapi, kalo diliat gambarnya sih ya cowok masuk cangkir itu yaa lumayan narik perhatian. Gitu sih menurut gua....
P: Hmmm. oke jadi menurut Anda yang menarik itu yang bagian gambarnya dong ya?
I: Yaa bisa dibilang itu, diiklan itu ya itu yang lumayan menarik hehe
P: Nah terus bisa dijelasin gak kira-kira makna orang masuk ke cangkir terbalik itu apa maknanya? Tau gak apa kaitannya dengan iklan itu?
I: Menurut gua yaa maksud gambar itu ya nunjukin orang itu lagi asik banget minum kopi itu, itu kan iklan Starbucks jadi ya perikiran gua yaa itu kopi didalam cangkir.
P: Hmmm.. jadi maksudnya dari gambar itu yaa itu yaa orang digambar itu lagi asik bangetlah yaa sama isi dicangkir itu.
I: Iya kayak gitu sih menurut gua pribadi, tapi gak tau juga sih sebenernya apa maksudnya sampe terbalik itu hahaha gua kurang paham soal arti-arti gambar itu....
P: Oh oke deh kalo gitu, lanjut ya untuk bagian selanjutnya... Klo untuk warna, bisa diliat kan sebelumnya ada beberapa warna diiklan itu? Bisa disebutin gak warna apa aja diiklan itu?
I: Hmmmm... warna ya? Kalo warna sih ada warna putih dibagian background iklannya, terus ada warna item di warna cangkirnya, terus ada warna item juga ditulisan iklan itu. Eh tapi itu backgroundnya juga ada kayak kombinasi sama ijo itu kan yaa....
P: Yes.. oke selanjutnya nih kalo untuk arti warna-warna dalam iklan itu menurut Anda mknannya itu gimana? Tau gak?
I: Ohhh... warna backgroundnya tadi itu kan putih ya? Tapi, gak paham kalo secara makna warna putih disitu mungkin cuma untuk nilai
keindahan design aja deh, terus ada sedikit ijonya kan yang saya liat sih warna ijo itu untuk nunjukin kalo ini tuh produk starbucks. Terus apalagi sih? Oh iya warna item diwarna cangkir itu untuk menciptikan kesan glamour aj. Starbucks merupakan salah satu brand kopi yang berkelas untuk kita jadi didesign iklannya harus terlihat glamour. Udah sih kayak gitu menurut gua.... terus warna item ditulisan, mungkin sama kayak warna gelas agar terlihat mewah gitu. Kayak gitu sih intinya hehe aduh gua gak paham banget soal makna warna semuanya berdasarkan yang gua tau siih ya gitu aja....
P: Ya gapapa juga kalo gak tau siih, nah terus kalau warna hijau dicelana tau gak kira-kira?
I: ijo itu mungkin ada hubungan sama warna logo Starbucks. Kayak gitu kali yaa.....
P: Oke deh kalo gitu langsung ke bagian terakhir, headline. Menurut Anda pesan apa yang ingin disampaikan pengiklan dalam headline itu?
I: Headlinenya yang INNER BEAUTY itu kan ya?
P: Iya...bener. Bener banget. kira-kira pesan apa yang ada dalam tagline itu?
I: Sama aja sih kalo makna dari kata inner beauty itu gua juga kurang tau juga, gak tau maksudnya apa wakaka beneran deh gak tauuu kenapa harus inner beauty yang dipake tapi inner beauty kan emang maknanya yaa kecantikan dari dalam tapi gak mgkn kopi itu cantik maksudnya kenikmatan kali yaa, tapi gak tau juga siih... entahlah. udah kayak gitu yang gua tau..

IKLAN 2 The Eye (Burning the midnight oil?)

P: Nah lanjut kalo untuk iklan kedua, bagian mana yang menurut Anda menarik di iklan ini?
I: Mata kali yaa, menarik soalnya orang minum pake sedotan lewat mata gambarnya. Unik, beda dari yang lain. Minum lewat mata hahaha
P: Oh gitu...Oke, Jadi dari gambar yang Anda sebut tadi kira-kira tau gak maknanya apa?
I: Gak tauuuu... eh tapi mungkin ya itu maksudnya kalo ngantuk yaudah minum aja Starbucks. Hmm... tapi kenapa mata yang dikasih minum karena mata yang dipake kalo kita begadang. Yaa kayak gitu deh maksudnya. Susah dijelaskan dengan kata-kata.....
P: Hahaha yaaaudah it’s okey. Gapapa.... terus kalo warna yang ada didalam iklan itu apa aja yang Anda liat diiklan itu?
P: Okeh, gitu yaa. Nah terus dari warna-warna tadi yang Anda sebutkan kira-kira Anda bisa tau maknanya apa aja?
I: Gak tau maksudnya apa atau maknanya apa mungkin cuma yang buat ini iklan yang tau.
P: Selanjut kalo headline didalam iklan itu menurut Anda pesan apa yang ingin disampaikan oleh pembuat iklan dari headline itu?
I: Maksudnya gini, mungkin cuma mau jelasin kalau mau begadang yaudah minum Strabucks aja biar gak ngantuk dan kalo untuk tulisan yang satu lagi kayak mau jelasin juga tentang kualitas Starbucks yang paling oke dibanding brand kopi lain. Oh gitu... Oke deh. Thankyou...

IKLAN 3 (Here's to the best part of your day!"

P: Untuk iklan ketiga, menurut Anda bagian mana yang paling menarik?
I: Kalo yang ketiga ini cocok untuk cewek-cewek hehe gambarnya juga menarik tapi hampir sama kayak iklan pertama. Terbalik kedalam cup Starbucks gitu....
P: Oke jadi menurut Anda yang menarik gambarnya yaa
I: Iya, kayak gitu...
P: Terus, kira-kira makna dari gambar diiklan itu apa menurut Anda?
I: Hampir sama sih kayak iklan pertama tadi kalo tadi kan kopi kalo ini minuman yang seger banget kayaknya mau jelasin tentang kesegaran minuman didalam cup itu, tapi emang enak sih caramel frappuccinonya Starbucks menurut gua wkkaka.... Iya gak sih?
P: Hmmmm...okeeh.
P: Terus selanjutnya bagian headline, menurut Anda apa makna dari kata “Here’s to the best part of your day!” diiklan itu?
I: Kalau menurut saya sih Starbucks mau bilang bahwa untuk menghabiskan waktu terbaik Anda harus pergi starbucks untuk menemukan kesegaran es karamel Frappuccino yang gua bilang tadi sebagai minuman ketika kita lelah setelah seharan kerja apalagi kayak model kayak gua kerja seharan dikerasisnya ibu kota Jakarta kan tuh pasti butuh minuman yang segar kayak caramel Frappuccino gitu. Heeee.....
P: Oh gitu, okee lanjut kalau untuk elemen-element warna diiklan itu. Bisa dijelasin gak? Menurut Anda makna dari tiap warna itu apa aja?
I: Yang jelas warnanya warna-warni disemua barang aja warna-warni tapi yaudah dari semua warna itu jelas banget mau jelasin kalo gambar itu bener-bener dibuat untuk ningkatin mood kita gitu, maksudnya gmn ya kayak mau jelasinlah minuman ini kek cocok banget seger itu.. ah poknnya kayak gitu deh maksdunya....terus background ijo buat cocokin aja sama warna identiknya Starbucks....
P: Hahaha jadi intinya pilihan warna untuk gambar-gambar itu cocoklah ya sama iklannya warnanya yang idup biar menarik perhatian. Kayak gitu?
I: Iyap... bener. Maksud gua gini kurang lebih karena kalo emang colourful kan biasanya kayak heboh gitu kan jadi buat orang mudah tertuju sama iklan itu. Kayak gitu sih....
P: Oke gitu. Oke deh, Thanks you…

Konsumen 5
Nama : Hana Khairunnisa
Usia : 20 tahun
Status : Perawat
Nomor Telepon : -

IKLAN 1 (INNER BEAUTY)

P: Oke langsung aja ya, jadi dari iklan yang sudah saya kirim sebelumnya di line menurut Anda untuk iklan yang pertama itu bagian mana yang paling menarik?
I: Iya jadi kalau iklan yang pertama itu kan iklan dengan konsep cowok lagi jungkir terbalik gitu kan kedalam sebuah cangkir hitam. Kakinya kayak lagi naek keatas gitu posisinya. Dan itu yang menurut saya yang menarik.
P: Oh jadi menurut Anda yang menarik itu gambarnya ya?
I: Iya benar jadi yang menarik gambarnya itu....
P: Terus menurut Anda maksud dari gambar dalam iklan itu apa? Bisa tolong dijelasin gak?
I: Hmmmm menurut sotoy sotoyan saya sih yaa, maksudnya gambar itu mau mengilustrasikan atau nggambarin ke khalayak kalo orang yang abis minum kopi dari brand tersebut bisa sampe jungkir balik gitu. Mungkin karena bener-bener nikmat banget itu kopi..... Kopi Starbucks yaa hahahaha....
P: Oh gitu, oke deh. Nah selanjutnya kalo untuk warna didalam iklan itu. Bisa dijelasin atau disebutin gak ada warna apa aja dalam iklan itu?
I: Hmm iya kalau dari iklan itu sih ada beberapa warna, tiap detail punya warna masing-masing. Kayak pertama dari gambar ada item untuk cangkirnya kan, terus ijo yaa dicelana, item disepatu juga terus backgroundnya putih tapi ada sentuhan warna hijaunya juga sih... banyak lah warnanya gak cuma satu aja.
P: Oke deh adalagi gak terusnya? Kayak warna ditulisan headlinenyanya itu mungkin?
I: Oiya warna ditulisan headlinenya itu item, itu aja deng hehe
P: Nah, kalau untuk arti warna-warna yang tadi Anda sebutin dalam iklan itu menurut Anda apa? Tiap warna itu kira-kira ada artinya gak untuk iklan itu?
I: Maksudnya gmn sih? Maksudnya arti kenapa warnanya item yang dipake? Trs hijau gitu?
P: Iyap... kek itu misalnya..... kira-kira dari warna item itu apa? Terus warna ijo apa?
I: Hmm... mungkin yang paling tau soal warna yang buat iklan ini kali yaa hahahaha ya saya kurang tau juga sih arti tiap warna itu gak paham kalo warna-warna dari pada sotoy jawab terus salah dan memalukan yaa saya kurang tau sih hahahaha
P: hahaha Oh gitu, Ya gapapa kok… its okey.
Oke deh kalo gitu langsung ke bagian terakhir, headline. Menurut Anda pesan apa yang ingin disampaikan pengiklan dalam headline itu?
I: **Headline yang INNER BEAUTY kan ya?**
P: Iyap betul banget… nah kira-kira pesan apa yang ada dalam headline itu? bisa dijelasin gak?
I: *Apa yaaa maksudnya inner beauty itu maknanya? Jadi bingung juga sebenarnya karena apa hubungan antara inner beauty dengan kopi yaa, mungkin kalo menurut gua maksudnya itu kopi itu bisa membuat inner beauty seseorang keluar kali yaa hahaha ya gitu kali mungkin…*

P: hehehe okee kalo gitu, makasih yaa…..

**IKLAN 2 The Eye (Burning the midnight oil?”)**

P: Nah langsung aja yaa lanjut masuk ke iklan kedua, kalo menurut Anda bagian mana yang Anda liat menarik diiiklan yang kedua?
I: *Jelas sih yang jadi focus kalo diiiklan kedua ini yaa gambar matanya orang satu, layout ini isinya mata udah gitu mata kayak lagi minum pake sedotan gitu, ya itu sih yang menarik…..*

P: Oke, dari gambar yang Anda sebut tadi kira-kira Anda tau gak maknanya apa untuk iklan ini? Dan apa kaitannya sama iklan tersebut?
I: *Maknanya menurut sayaaa yaaa itu kalo mata bisa kuat begadang kalo kita udah minum Starbucks, bisa kuat begadang karena minum kopi itu. Tapi minumnya gak dari mata juga sih ya mungkin kayak mau gambarin ya kalo mata organ utama kita kalo ngantuk atau mau begadang kan mata harus kuat jadi yaa makanya mata yang dikasih minum pake sedotan dan intinya itu yaa kalo mau begadang minum aja Starbucks biar matanya ga ngantuk pas begadang sepajang malam…*

P: Oh gitu, okeh deh. Terus kalo untuk warna yang ada didalam iklan itu ada warna apa aja yang Anda liat?
I: *Warna apa ya yaa ada semua warna hahaha Ada warna putih, hitam, coklat, hijau ditiap bagian gambarannya…*

P: Nah, terus dari warna-warna tadi yang Anda sebutkan kira-kira Anda bisa tau maknanya apa aja untuk iklan itu?
I: *Hmmmm… sama kayak yang pertama tadi kurang tau juga kalo makna dari warna-warna dalam iklan hehe*

P: Jadi beneran gak tau nih? Mungkin perkiraan gitu, kayak warna putih biar iklan lebih terkesan gimana gitu?
I: *Ya bisa sih tapi saya kurang paham kalo soal warna-warna didalam iklan itu soalnya itu kan warnanya focus divarna mata itu sendiri, emang udah warna aslinya mata yak kan emang seperti itu….*

P: Oh gitu, yaaaudah gapepa kok. Kita lanjut ke bagian selanjutnya yaa…. Nah, selanjutnya kalo headline didalam iklan itu menurut Anda pesan apa yang ingin disampaikan oleh pembuat iklan dari headline itu?
I: *Nah saya juga kurang tau apa itu maksudnya untuk iklan itu, gak tau saya….pas ajalah hahaha…*
hehe ya gapapa. Berrati kita lanjut yaake iklan selanjutnya aja…

IKLAN 3 (Here’s to the best part of your day!”)

P: Nah untuk yang selanjutnya untuk yang ketiga, menurut Anda bagian mana yang paling menarik?

I: Yang menarik sih gambarnya lepas pakaian masuk kedalam situ kan yaa… Terus itu juga bajunya dibawah gitu jadi kayak telanjang gitu kan…

P: Oh terus, kira-kira kalo untuk yang itu maknanya sendiri diiklan itu apa menurut Anda?

I: Maknanya apa saya juga kurang begitu paham yaa, mungkin lagi minum atau lagi nikmatin minuman itu sambil gaya seperti itu.. Gak tau saya kalo maksud atau maknanya apa itu….

P: Oke gapapa, terus selanjutnya bagian headline, menurut Anda apa makna dari kata “Here’s to the best part of your day!” diiklan itu?

I: Gak tau juga maknanya untuk iklan apa, tapi bisa jadi here’s nya itu mau jelasin kalo itu ya untuk itu cobain minuman itu cobain terus ikut juga sampe terbalik dan lepas baju-baju semua itu, kayak gitu mungkin…

P: Oh gitu, yaa terus kalau untuk elemen-element warna diiklan itu. Bisa dijelasin gak? Menurut Anda makna dari tiap warna itu apa aja?

I: Kalo diliat sih semua warnanya colourful, cerah gitu semua nya pasti ya satu tujuannya mau buat nariy perhatian orang dengan kombinasi warna warna itu.

P: Oh gitu, itu aja?

I: Iya…

P: Oh yaudah deh makasih…