A SEMIOTIC ANALYSIS ON
PUBLIC SERVICE ADVERTISING “DEFORESTATION”
BASED ON ROLAND BARTHES’ THEORY

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

Written By:
ARDHIAN PRATAMA SAIFULLAH
104026000915

ENGLISH LETTERS DEPARTMENT
FACULTY OF ADAB AND HUMANITIES
STATE ISLAMIC UNIVERSITY (UIN) SYARIF HIDAYATULLAH
JAKARTA
2009
A SEMIOTIC ANALYSIS ON
PUBLIC SERVICE ADVERTISING “DEFORESTATION”
BASED ON ROLAND BARTHES’ THEORY

Written By:
ARDHIAN PRATAMA S.
104026000915

ENGLISH LETTERS DEPARTMENT
ADAB AND HUMANITY FACULTY
STATE ISLAMIC UNIVERSITY
SYARIF HIDAYATULLAH
JAKARTA
1429 H/2009 M
DECLARATION

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

Jakarta, December 14\textsuperscript{th} 2009

Ardhian Pratama Saifullah
LEGALIZATION

The thesis entitled "A semiotic Analysis on Public Service Advertising Deforestation" has been defended before the Letter and Humanities Faculty’s Examination Committee on February 01, 2010. The thesis has already been accepted as a partial fulfilment of the requirements for the degree of strata 1.

Jakarta, February 01, 2010

Examination Committee

Signature  Date

1. Dr. H. Muhammad Farkhan, M.Pd (Chair person) 19650919 00003 1 002

2. Drs. Asep Saefuddin, M.Pd (Secretary) 19640710 199303 1 006

3. Dr. Franz Sayogie, M.Pd (Advisor) 19700310 20003 1 002

4. Dr. H. Muhammad Farkhan, M.Pd (Examiner I) 19650919 00003 1 002

5. Moh. Supardi, M. Hum (Examiner II)
ABSTRACT


In this research, the writer analyzed public service advertising deforestation. The research is aimed to examine the meaning of the advertising through the semiotic analysis. The research focuses on one problem: How is the connotation meanings of verbal and non-verbal signs of public service advertisement “Deforestation” analyzed using Roland Barthes’ theory? The advertising is carefully and accurately analyzed using Roland Barthes’ theory as a response to the research problem. The method, which is used in this research, is qualitative method. The result of the research will be written descriptive-analytical.

The research described deforestation through advertising which has been increasing in the past few years. The danger of deforestation is very big and can affect all living beings in this planet earth. The advertisings have showed us what the dangers are if we don’t stop the act of deforestation. These include global warming, the loss of forests, the loss of animals and plants habitats, etc. It is very important for us to stop the act of deforestation once and for all.
ACKNOWLEDGEMENT

In the name of Allah, Most Gracious, Most Merciful

First and foremost, the writer would especially grateful to Allah SWT, the lord of human and everything in the sky and the earth. Peace and salutation be upon the greatest Prophet Muhammad SAW, the “Avatar” of the human in the world, and to his family, his companions and his adherents.

And with heartfelt gratitude that the writer acknowledge the following people for their kind support, timely help, mentorship, patience, pray, and smile in enabling him to come this far. The writer shall always remain indebted to them.

The writer would like to express his appreciation to:

1. Prof. Dr. Komaruddin Hidayat, MA, The Rector of State Islamic University, Syarif Hidayatullah, Jakarta.

2. Dr. H. Abdul Chair, M.A, The Dean of Faculty Adab and Humanities

3. Dr. Muhammad Farkhan, M.Pd, The Head of English Letter Department

4. Dr. Frans Sayogie, M.Pd. For his time and his patience guiding the writer.

5. And for all the lectures in the English Letter Department.

Very special thanks go to his parents, H. Achmad Fatchan Effendi and Hj. Enny Sulistiowati SPd. And also to his beloved brothers Vicky Dwi Kurniawan and Rama Aditya Maulana.
The writer would also like to thank his Classmates and all people in 2004 English Letters; Sepsha, Bayu, Iqbal, Nuril, Yoga, Risa, Mika and others that can’t be mentioned here.

Finally, nothing is perfect; and he realizes that this thesis is far from being perfect. It is a pleasure for him to receive some constructive critics and suggestions to make it better. The writer hopes this thesis will useful for everyone who read it and will append reference to understand more about semiotic theory.

Ciputat, December 2009

Ardhian Pratama Saifullah
# CONTENT

APPROVAL SHEET ........................................................................................................................ ii

ABSTRACT ......................................................................................................................................... ii

LEGALIZATION ................................................................................................................................. iii

ACKNOWLEDGEMENT ....................................................................................................................... iv

CONTENT ............................................................................................................................................ vi

LIST OF FIGURES .......................................................................................................................... viii

CHAPTER I INTRODUCTION ........................................................................................................... 1

  A.  Background of the Study .............................................................................................................. 1
  B.  Focus of the Study ......................................................................................................................... 5
  C.  Research of the Study .................................................................................................................... 5
  D.  Objective of the Study .................................................................................................................... 5
  E.  Significances of the Study ............................................................................................................. 5
  F.  Research Methodology .................................................................................................................. 6

CHAPTER II THEORITICAL FRAMEWORK .................................................................................. 7

  A.  Semiotic as Studies ....................................................................................................................... 7
  B.  Semiotic Theory of Roland Barthes ............................................................................................. 10
    1.  Codes of Semiotics ...................................................................................................................... 10
    2.  Denotation and Conotation ........................................................................................................ 13
    3.  Myth ........................................................................................................................................... 17
  C.  Deforestation ................................................................................................................................ 19

CHAPTER III Data Analysis ............................................................................................................... 21

  A.  Data Descriptions ......................................................................................................................... 21
  B.  Data Analysis ............................................................................................................................... 22
LIST OF FIGURES

Figure 1.............................................. 22
Figure 2.............................................. 24
Figure 3.............................................. 26
Figure 4.............................................. 27
Figure 5.............................................. 29
Figure 6.............................................. 30
Figure 7.............................................. 32
Figure 8.............................................. 33
CHAPTER I
INTRODUCTION

A. Background of Study

Language is the system of communication in speech and writing that is used by people of a particular country. It is also an instrument to interact between the members of society. This means that everything we do, we always use language as the main tool of communication.

We seem as a species to be driven by a desire to make meanings: above all, we are surely Homo Significans – meaning makers.1 Distinctively, we make meanings through our creation and interpretation of signs.

The study of sign process is called semiotic or semiology. According to Roland Barthes “semiology aims to take in any system of signs, whatever their substance and limits; form the content of ritual, convention or public entertainment; these constitute, if not languages, at least systems of signification.”2

One of the attempts to formalize the field was most notably led by the Vienna Circle and presented in their International Encyclopedia of Unified Science, in which the authors agreed on breaking out the field, which they called "semiotic", into three branches3:

---

2 Ibid, p. 8
1. **Semantics**: Relation between signs and the things they refer to, their *denotata*.

2. **Syntactics**: Relation of signs to each other in formal structures.

3. **Pragmatics**: Relation of signs to their impacts on those who use them. (Also known as General Semantics)

Semiotics is frequently seen as having important anthropological dimensions, for example Umberto Eco proposes that every cultural phenomenon can be studied as communication. However, some semioticians focus on the logical dimensions of the science. They examine areas belonging also to the natural sciences - such as how organisms make predictions about, and adapt to, their semiotic niche (ecology term which is describing the related position of a species or population in its ecosystem to each other) in the world (see semiosis). In general, semiotic theories take *signs* or sign systems as their object of study: the communication of information in living organisms is covered in biosemiotics or zoosemiosis.

Syntactics is the branch of semiotics that deals with the formal properties of signs and symbols. More precisely, syntactics deals with the "rules that govern how words are combined to form phrases and sentences." Charles Morris adds that semantics deals with the relation of signs to their designata and the objects which they may or do denote; and, pragmatics deals with the biotic aspects of semiosis, that is, with all the psychological, biological, and sociological phenomena which occur in the functioning of signs.
Signs or sign systems is described in relation to the way they are transmitted. This process of carrying meaning depends on the use of codes that may be the individual sounds or letters that humans use to form words, the body movements they make to show attitude or emotion, or even something as general as the clothes they wear. To coin a word to refer to a thing, the community must agree on a simple meaning (a denotative meaning) within their language. But that word can transmit that meaning only within the language's grammatical structures and codes. Codes also represent the values of the culture, and are able to add new shades of connotation to every aspect of life.

In communicating ourselves with other people, sometimes there’s a need of media or instrument. One of the instruments is advertising. Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Advertising for other products preferably uses media with which they can also reach the next generation of consumers.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, internet, carrier bags

---

and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization.

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as AIDS, political ideology, energy conservation, religious recruitment, and deforestation.

Public service advertising, non-commercial advertising, public interest advertising, cause marketing and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

Deforestation is the act of cutting down the trees in an area. There are several reasons for doing so: trees or derived charcoal can be sold as a commodity and are used by humans while cleared land is used as pasture, plantations of commodities and human settlement. The removal of trees without sufficient reforestation has resulted in damage to habitat, biodiversity loss and aridity. Also deforested regions often degrade into wasteland.

Disregard or unawareness of intrinsic value and lack of ascribed value, lax forest management and environmental law allow deforestation to occur on such a large scale. In many countries, deforestation is an ongoing issue which is causing extinction, changes to climatic conditions, desertification and displacement of indigenous people.
B. Focus of the Study.

In writing this paper, the writer would like to focus on the semiotic analysis of Public Service Advertising Deforestation based on Roland Barthes’ theory.

C. Research Question

Related to the limitation of problems above, there is one interesting question listed as following: What are the connotation meanings of verbal and non-verbal signs of the Deforestation advertisements?

D. Objective of the Study

Generally, the research aims at understanding the semiotics theory of Roland Barthes. Particularly, this research tries to know: The meaning of verbal and non-verbal signs of the Deforestation advertisements using Roland Barthes’ theory.

E. Significance of the Study

The writer hopes that this research can be one of many other references to understand the meaning of deforestation. And through this research, the writer would like to show that deforestation is still occurring in our environment.
F. Research Methodology

1. The Method of Study

The research uses qualitative method. The research uses verbal and non-numeric data as an analysis base and as a problem solving for the problems investigated. The result of the research will be written in descriptive-analysis.

2. Data Analysis

For the research, the writer uses descriptive qualitative analysis technique. The writer uses Barthes’ theory of signification to analyze denotation, connotation, and myth to understand the meaning of identified advertisement.

3. The Instrument of the Research

The writer himself acts as the main instrument of the research through searching, collecting, reading, identifying, classifying, and analyzing the data needed for the study.

4. Unit Analysis

The unit analysis in this research is Public Service Advertising Deforestation.

---

CHAPTER II
THEORITICAL FRAMEWORK

A. Semiotic as Studies

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

Semiotic began to become a major approach to cultural studies in the late 1960s, partly as a result of the work of Roland Barthes. The translation into English his popular essays in a collection entitled *Mythologies*, greatly increased scholarly awareness of his approach.

Semiotic is not widely institutionalized as an academic discipline. It is a field of study involving many different theoretical stances and methodological tools. Semiotics involves the study not only of what we refer to as signs in everyday speech, but of anything which stands for something else. In a semiotic sense, signs take the form of words, images, sounds, gestures, and objects. Rahayu Surtiati Hidayat also said that semiotic however cannot be called as science because its function as an
analysis tool.\textsuperscript{7} That’s why some people consider semiotic as an approach and others consider it as a method, although there are still a lot of arguments relating to this topic.

Despite the arguments, semiotic has an inter-discipline characteristic, similar to philosophy and logic. Semiotic can be used in various kinds of science: architecture, medicine, cinematography, linguistic, literature, and even law and anthropology to understanding signs.

Semiotics, also called semiotic studies or semiology, is the study of sign processes (semiosis), or signification and communication, signs and symbols, both individually and grouped into sign systems. It includes the study of how meaning is constructed and understood.

The term semiotic was first used in English by Henry Stubbes in a very precise sense to denote the branch of medical science relating to the interpretation of signs. John Locke used the terms semeiotike and semeiotics in Book 4, Chapter 21 of \textit{An Essay Concerning Human Understanding}. Here he explains how science can be divided into three parts:

“All that can fall within the compass of Jordana understanding, being either, first, the nature of Jordana, as they are in themselves, their relations, and their manner of operation: or, secondly, that which man himself ought to do, as a rational and voluntary agent, for the attainment of any end, especially happiness: or, thirdly, the ways and means whereby the knowledge of both the one and the other of these is

attained and communicated; I think science may be divided properly into these three sorts.\(^8\)

Locke then elaborates on the nature of this third category, naming it *Semeiotike* and explaining it as "the doctrine of signs" in the following terms:

“Nor is there anything to be relied upon in Physick, but an exact knowledge of medicinal physiology (founded on observation, not principles), semiotics, method of curing, and tried (not excogitated, not commanding) medicines.”\(^9\)

In the nineteenth century, Charles Sanders Peirce defined what he termed "semiotic" as the "quasi-necessary, or formal doctrine of signs", which abstracts "what must be the characters of all signs used by...an intelligence capable of learning by experience"\(^10\), and which is philosophical logic pursued in terms of signs and sign processes. Charles Morris followed Peirce in using the term "semiotic" and in extending the discipline beyond human communication to animal learning and use of signals.

Saussure as quoted by Daniel Chandler, however, viewed the most important area within semiotics as belonging to the social sciences:

“It is...possible to conceive of a science which studies the role of signs as part of social life. It would form part of social psychology, and hence of general psychology. We shall call it semiology (from the Greek semeion, 'sign'). It would investigate the nature of signs and the laws governing them. Since it does not yet exist, one cannot say for certain that it will exist. But it has a right to exist, a place ready for it in advance. Linguistics is only one branch of this general science. The

---

\(^9\) Ibid p. 175
laws which semiology will discover will be laws applicable in linguistics, and linguistics will thus be assigned to a clearly defined place in the field of human knowledge.”

B. Semiotic Theory of Roland Barthes

Roland Barthes (12 November 1915 – 25 March 1980) was a French literary theorist, philosopher, critic, and semiotician. Barthes's work extended over many fields and he influenced the development of schools of theory including structuralism, semiotics, existentialism, social theory, Marxism and post-structuralism.

Just like Ferdinand de Saussure, Roland Barthes also consider sign as a dyadic concept (two separate things but still intact) and also as a structure. The difference is, unlike de Saussure who saw sign only had denotation meaning, Roland Barthes saw sign not only contain denotation but also connotation meaning.

1. Codes of Semiotics

Roland Barthes established five major codes for determining various kinds of significance. Barthes defines five major codes that form a network of meaning in the text; this network, in turn, provides a framework for analyzing all texts. As Barthes guides the reader through the entirety of Balzac’s text, he systematically notes and explains the usage of each of these codes as they occur:

---

1. Hermeneutic code (HER) is a code which refers to any questions, enigmas, statements and many more that lead to the answer and the solution. It also denotes the series of questions to move the plot forward. The examples of the hermeneutic code are “What happen?” “Be serious!” “How come?” and many more.

2. Proairetic code or action code (ACT) is a code that refers to other major structuring principle that builds interest or suspense on the part of a reader or viewer. It is related to the text’s narrative structure. For example, a man draws his sword on an adversary and we wonder what the resolution of this action will be. We wait to see if he swings the sword toward his opponent or he drops it and surrender. Suspense is created by action rather than by a reader’s wish to have the mysteries solved or explained.\textsuperscript{13}

3. The third code is semantic code (SEM) that points to any element in a text that suggests a particular, often additional meaning by way of connotation. This code also focuses upon the pieces of data text provides in order to suggest abstract concepts. For example, the mention of “money,” “sport cars,” and “private jets” are all ame for the abstract concept of “Wealth”.

4. The fourth code is symbolic code (SYM) which is the antithetical because concepts suggest their opposites. It is a binary oppositions or themes and is the most interpretable. It’s difficult to differentiate between the semantic

\textsuperscript{13} http://www.narrati.com/Narratology?Narrative_Structure-Codes.htm accessed on May 10, 2009
code an the symbolic code because Barthes is not always clear on explaining the distinction between them. The easiest way to define the symbolic code is as a “deeper” structural principle that organizes semantic meanings. For example, in sport like basketball, that symbol may be masculinity and power. Although as it is argued further on, masculinity constitutes a delightful showcase of how football is inherently paradoxical. The pushes, steals, or blocks within the game denote the symbols of attacking, opposition, power, antagonism, and in general expression of one’s physical stamina. (SYM: masculine power).

5. The last code is referential or cultural code (REF) which is constituted by the points at which the text refers to common bodies of knowledge. It is the most straightforward of the five. It designates any elements in a narrative that refers “to a science or a body of knowledge.” In other words, the referential codes tend to point our shared knowledge about the way the world works.

Roland Barthes also developed two systems; denotation and connotation. Besides that, Barthes saw the deeper meaning in his system, that is the meaning relates to myth.
2. Denotation and Connotation

Barthes also described what he considered as the second meaning, which was build above the current system. Literature is one of the clear examples of this method, where it is build above language as the first system. This second system by Barthes was called connotative, where in his other book Mythologies he strictly put this second system in a different part than denotative or the first meaning system. The illustration is as follows:

<table>
<thead>
<tr>
<th>Signifier</th>
<th>Signified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign</td>
<td>Signified</td>
</tr>
<tr>
<td>Signifier</td>
<td>SIGN</td>
</tr>
</tbody>
</table>

The first order of signification is that of denotation. Denotation is described as the definitional, ‘literal’, ‘obvious’ or ‘commonsense’ meaning of a sign. Denotative meaning is the meaning from dictionary. For example, “crown” in Oxford Advanced Learner’s Dictionary means “a circular ornament, usually made of gold and jewels, that a king or queen wears on his or her head on official occasions”. In other term,

---

15 Daniel Chandler (2002), op.cit. p. 140
denotation is what an image actually shows and is immediately apparent, rather than the assumption an individual reader may make about it.

At this level there is a sign consisting of a signifier and a signified. Signifier is like a physical object, for example, a sound, printed word, advertisement; and the signified is a mental concept or meaning conveyed by the signifier. 16

Connotation is a second-order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it an additional signified. It is the act which binds the signifier and the signified, an act whose product is the sign. 17 In this framework connotation is a sign which derives from the signifier of a denotative sign (so denotation leads to a chain of connotations). This tends to suggest that denotation is an underlying and primary meaning. Barthes himself later gave priority to connotation and noted that it was no longer easy to separate the signifier from the signified, the ideological from the ‘literal’. 18 For example, the connotation meaning of “crown” is “power”. “Crown” connotes position of a functionary.

As far as the pictorial side of the advertisement is concerned, Barthes described “The photographic message” and “The rhetoric of the image”. In photography connotation can be (analytically) distinguished from denotation. 19 In another word, denotation is what is photographed; connotation is how it is photographed. Therefore, the connoted and denoted aspects of the image are

---

19 Daniel Chandler (2002), op.cit. p.141
inseparable. Barthes also tends to classify the pictorial message has the arbitrary and motivated system.

Developing the semiotic of picture, Barthes has two purposes; first, Barthes wants to develop a structural approach to read picture. And second, Barthes wants to see the function and position of picture in forming the media culture. It’s what the myth for his theory that he developed.

In Barthes’ analysis of advertisements, he distinguishes between verbal and non verbal parts.

a.) Verbal part

Verbal part that can be analyzed is the text of the advertisement. It can be the name or slogan of the product or people, information about something, persuasion sentences, or anything else in the text form. For example, in a newspaper there is a public service advertisement contains verbal signs, like, “sebatang lidi jadi kuat bila menjadi sapu, sebuah bangsa jadi kuat bila tetap bersatu”.

b.) Non Verbal part

There are some kinds of non verbal parts in advertisement. They act as a support for the verbal part in order to make advertisement an interesting package. They have deep meanings than can produce message to the reader. Those kinds of non verbal parts are:

1.) Color

A vital aspect of art direction is the use of color in advertisement. It creates moods and emotions. Colors are filled in an advertisement to
address some messages to the reader. They do not only to make the advertisement become beautiful and interesting, but also they have meanings which need to be understood.

Color can be analyzed through the color psychology, for example, red connotes strength, power, or anger. However, in Deforestation advertisement, the dominant color of green can connote healthy life, good environment, or care about the world’s future.

2.) Music or sound

Music or sound is usually used in tv and radio advertisement. It can also provide an emotional or mood setting which can evoke a variety of feelings. Music or sound is very important thing that can make an advertisement complete. Music can cause some various expression or emotional of the object. If the advertisement producers want to deliver encouraging message, they can use music with beats and high tempo. Or if the producers want to deliver sad message, they can use mellow and low tempo music. All kinds of music are signs and have meaning.

3.) Animation and picture

Picture is one of the elements in advertisement which is used to support the message that the advertisers want to address. Pictures do not have to be photographs. They can be drawings, paintings, computer graphics, and many more. Picture can speak to us more quickly and powerfully than
Therefore, many ads appear with pictures more than the text. Besides that, picture can represent the product, the image or something. Some pictures not only have the truly meaning but also the connotation that can reflect any perceptions.

Animation is a creative technique that advertisers have used for many years. The use of animation is another marginal sign that advertisers are using more frequently. As technology in graphic design and animation advances, more advertisement agencies are using animation to sell their wares in ads. People can see the creative animation of advertisement on TV or outdoor three dimension advertisements.

3. Myth

Related to connotation is what Barthes refers to as myth. We usually associate myths with classical fables about the exploits of gods and heroes. But for Barthes myths were the dominant ideologies of our time. Signs and codes are generated by myths and in turn serve to maintain them. Popular usage of the term ‘myth’ suggests that it refers to beliefs which are demonstrably false, but the semiotic use of the term does not necessarily suggest this. Myths can be seen as extended metaphors. Like metaphors, myth helps us to make sense of our experience within a

---

23 Ibid.
culture. They express and serve to organize shared ways of conceptualizing something within a culture.

In communications studies, myth is understood as a means of distinguishing or masking ambiguities within a culture, and to a certain extent its role can be understood as ideological. Myth can also motivate the appearance of literature, social advertisements, politic, music and many more. As Alex Sobur states, “Mitos adalah bagaimana kebudayaan menjelaskan atau memahami beberapa aspek tentang realitas atau gejala alam.” Barthes also argued that in myth, the link between the signifier and the signified was motivated, so that a culturally constructed sign becomes signifier, thus allowing what is signified to be naturalized.

The differences between the three orders of signification are not clear-cut, but for descriptive and analytic purposes some theorists distinguish them along the following lines. The first (denotative) order of signification is seen as primarily representational and relatively self-contained. The second (connotative) order of signification reflects ‘expressive’ values which are attached to sign. In the third (mythological or ideological) order of signification the sign reflects major culturally-variable concepts underpinning a particular worldview such as masculinity, femininity, freedom, individualism, objectivism, Englishness and so on.

---

24 Ibid. p. 86
Barthes also mentions several codes in his book. In semiotics, a code is a set of conventions or sub-codes currently in use to communicate meaning. The most common is one's spoken language, but the term can also be used to refer to any narrative form: consider the color scheme of an image (e.g. red for danger), or the rules of a board game (e.g. the military signifiers in chess).²⁸

C. Deforestation

Deforestation is the large-scale removal of forest prior to its replacement by other land uses.²⁹ Forests are removed for a variety of reasons, including agriculture, timber harvesting, and mining, and to make way for roads, dams, and human settlements. In recent years, annual deforestation has been highest in Asia, Latin America, and Africa.

There are many root causes of deforestation, including corruption of government institutions, the inequitable distribution of wealth and power, population growth and overpopulation, and urbanization. Globalization is often viewed as another root cause of deforestation, though there are cases in which the impacts of globalization (new flow of labor, capital, commodities, and ideas) have promoted localized forest recovery.

In 2000 the United Nations Food and Agriculture Organization (FAO) found that "the role of population dynamics in a local setting may vary from decisive to negligible and that deforestation can result from "a combination of population pressure and stagnating economic, social and technological conditions."\(^{30}\)

According to British environmentalist Norman Myers, 5\% of deforestation is due to cattle ranching, 19\% due to over-heavy logging, 22\% due to the growing sector of palm oil plantations, and 54\% due to slash-and-burn farming.\(^{31}\)


CHAPTER III
DATA ANALYSIS

A. Data Descriptions

In this chapter, the writer describes the four advertisements and classifies them to the verbal and non-verbal signs. The writer analyzes them by looking for the dominant signs of the advertisements. Then the writer describes each advertisement using the codes of Roland Barthes.

There are five codes of semiotics by Roland Barthes that is used by the writer to analyze the signs. The codes are hermeneutic code which refers to any questions, enigmas, statements and many more that lead to the answer and the solution. The second code is proairetic code that is related to the text’s narrative structure. The third code is semantic code that points to any element in a text that suggests a particular, often additional meaning by way of connotation. The fourth code is symbolic code which is the antithetical because concepts suggest their opposites. The last code is referential or cultural code which is constituted by the points at which the text refers to common bodies of knowledge. Then finally the writer looks for the myth of each advertisement. By using these codes, the writer try to determine which of the codes are in the advertisements, whether they have it all or not.
B. Data Analysis

Advertisement 1

Signs [Verbal (V)/Non-verbal (NV)]:
1. SALE (V)
2. A tree (NV)
3. A person (NV)

Figure 1
(Source: http://www.billywoods.co.uk/index.php?/tree-sale accessed on October 17, 2009)

Based on the visual and verbal signs above, this advertisement has the hermeneutic code. The hermeneutic code can be seen in the enigmatic aspect. The only verbal sign there “SALE” support this theory. It is enigmatic because not only the importance of a single tree for human lives (the source of oxygen to breathe, the material to build house, etc), but also no one dares to sell a tree unreservedly. All countries in this world protect their forests with strict laws and the governments won’t sit relax if there’s someone who wants to sell a tree freely like this. Moreover,
this advertisement also makes us wondering why this particular person wants to sell a tree, outside for personal gain, if the benefit of a single tree is so big for us.

Next is the symbolic code. The word “SALE” here emphasizes the sarcastic word. The tree represents all trees in this world that had been cut irresponsibly. Meanwhile the person connotes people who irresponsibly cut the tree for personal gain. This person brings a big poster with the intention of selling a tree to get some money. And despite all of that, he doesn’t even have the courage to show his face. He’s afraid of the punishment he will get. This contradiction also emphasizes the symbolic code

The last is the referential code which relates to the myth. The culture code can push or motivate people to make the advertisement because its’ the fact that occur in reality. This advertisement addresses to people who like to cut down tree as much as they like without paying attention to the after-effects and without feel any guilty in doing it.

The connotation meaning of this advertisement is that it’s not entirely support the act of deforestation. But it’s the opposite which is people should be more aware of the act of deforestation through illegal logging that can cause very bad for human life.
Advertisement 2

Signs [Verbal (V)/Non-verbal (NV)]:

1. The Critically Endangered Tigers Now Live in 40 % Less Habitat Than They Did Just 12 Years Ago (V)
2. A tiger (NV)
3. 40 % (V)

Figure 2
(Source: http://jsteinerdesigner.com/jsd_works/tigerposter_white.jpg accessed on October 17, 2009)

The hermeneutic code can be seen from the dominant figure in this advertisement. The tiger, it’s zoomed in, so the reader can focus their attention on the picture. The tiger, with its sharp view, is one of the most dangerous predators. The eye seems looking for a prey. Once the tiger already set their target, they won’t release it until he can catch and eat it. But according to the text “The critically endangered tigers now live in 40 % less habitat than they did just 12 years ago”, that was 12 years ago. The sentence try to stressing the connotation that even the mighty tiger can not live like they used to be because of deforestation. Their habitat has
already been decreasing in an alarming state. The decrease of habitat can mean the
decrease of prey and they will start to look for preys outside their usual habitat. This
can be very dangerous because there’s a chance that the tiger comes to where humans
live. The tiger can also start to hunt people for their prey. The second verbal sign
“40 %” which is written in a big font is also trying to emphasize the importance of
this advertisement. It means the bigger the percentage, the bigger threat for the live of
the tiger and human.

The cultural code can be seen from the fact which is shown by this
advertisement. “The Critically Endangered Tigers Now Live in 40 % Less Habitat
Than They Did Just 12 Years Ago.” This verbal sign gives us clear information of
how big the tiger’s habitat left compare to 12 years ago because of the increasing of
deforestation. This can be the reason why this advertisement was made.
Advertisement 3

Signs [Verbal (V)/Non-verbal (NV)]:
1. Chopping Down All of the Trees Gives You a Clear View of The Devastation Caused by Chopping Down All of the Trees (V)
2. Two Men (NV)
3. The Deforestation Forest (NV)

Figure 3
(Source: http://www.ces.purdue.edu/vanderburgh/horticulture/weird/deforestation.jpg accessed on October 17, 2009)

The hermeneutic code can be seen from the visual and verbal signs. The verbal sign “Chopping Down All of the Trees Gives You a Clear View of The Devastation Caused by Chopping Down All of the Trees” is the answer or result of deforestation. Although the benefits are quite big (the trees can be used for making textbooks, chairs and tables, toilet papers, etc.), the after-effect is far more devastate (it mainly cause the global warming, the loss of habitat for animals, etc.). We all will never realize how big the price is that we need to pay not until all the forest ceases to
exist and feel the direct impact. The two visual signs, the decayed forest and the two men feel sorry for what they have done, support this theory.

The symbolic code can also be seen from the verbal sign “Chopping Down All of the Trees Gives You a Clear View of The Devastation Caused by Chopping Down All of the Trees”. It means that we will never see the impact, the effect of deforestation before we cut down the trees which in reality we already did that and received the severe after-effect.

**Advertisement 4**

Signs [Verbal (V)/Non-verbal (NV)]:

1. LUNG (NV)
2. LOST THERE, FELT HERE (V)

![Image](http://poppypetunia.blogspot.com/2008/11/cool-ad-green-lungs.html)

Figure 4


accessed on October 17, 2009)

The hermeneutic code can be seen from sentence “Lost There, Felt here”. This sentence is emphasizing the direct result of deforestation for human. It is not a
question, but rather an answer for those who are questioning the effect of deforestation. The visual hermeneutic code also supports the sentence by giving a clear picture of the effect.

The referential code in this advertisement can be seen from the visual sign. The visual sign is a combine of decayed forest and lungs. It is common knowledge that tree or forest produce oxygen from photosynthesis process. Human inhale it and then exhale the carbon dioxide gas to the air and absorbed by trees for their photosynthesis process. This process keeps repeating and resulting in symbiosis mutualism, we benefit from each other.

The decayed forest-lung refers to human respiratory organ. We use it to inhale oxygen and exhale carbon dioxide. The connotation in this picture also means that if there’s something wrong with the forest, it can have direct effect to human’s respiration.

The symbolic code can be seen from the contradictory verbal sign “Lost There, Felt here” and the visual sign. The words “Lost There” connotes the lost of forests and trees, meanwhile “Felt Here” means the effect can be felt directly by human. The verbal and the visual signs try to emphasize two different things that have direct connection. The tree is the main source of oxygen. People need oxygen in order to live. We use our respiration organ, lungs, to breathe the oxygen. Without tree or forest, that means there will be no oxygen. And without oxygen, we cannot live.
Advertisement 5

Signs [Verbal (V)/Non-verbal (NV)]:
1. WARNING: 40 MILLION acres of trees are cut down each year. Help Stop Deforestation. (V)
2. A tree (NV)
3. World’s continents (NV)

Figure 5
(Source: http://www.erinnicholedesign.com/data/storage/attachments/85c50f7d67a970b5ce542f1b4b91bd25.jpg accessed on November 22, 2009)

We can understand the meaning of advertisement above by using the help of some codes, such as: hermeneutic code and cultural code. The hermeneutic code can be seen from the only verbal sign “WARNING: 40 MILLION acres of trees are cut down each year. Help Stop Deforestation.” It consists of two sentences. The first part is the information about the deforestation and the second is the appeal to stop the act of deforestation. This is very important because as we can see from the hermeneutic visual signs, trees are the heart of the world. The act of deforestation not only caused...
the collapsed of millions of trees but also the collapsed of all of the continents, the world. The bigger the deforestation is, the bigger the effect. Humans and animals will get severe impact. No food, no shelter, and no oxygen. The urge to stop this act can save millions of life in the future.

The cultural code can be seen from the information in the advertisement “40 MILLION acres of trees are cut down each year.” The visual sign “Tree” helps emphasizes the sentence. It represents the 40 million acres of trees which are cut down each year.

Advertisement 6

Signs [Verbal (V)/Non-verbal (NV)]:
1. Deforestation for commercial purpose kills 320 acres forest annually. Unite against this madness. (V)
2. A forest (NV)
3. 32.000.000 (NV)

Figure 6

The visual signs of this advertisement were made like bar codes. These were made to represent the bar codes which are usually used in the commercial industries, mainly for products registration code. This advertisement has hermeneutic code. The texts “Deforestation for commercial purpose kills 320 acres forest annually. Unite against this madness.” is the hermeneutic code. It asks us to stop deforestation because

The symbolic code can be seen from the texts “Deforestation for commercial purpose kills 320 acres forest annually.” We have to admit that we all receive the great benefit of commercial in our live. Many people are working in the commercial sector. But despite the benefits, commercial industry also brings bad effects. One of it is deforestation. The trees are cut down for making various kinds of commercial materials such as posters, pamphlets, or brochures. Millions of trees are cut down every year to make these products. This is very dangerous if we realize the importance of trees for our live.

The last code is cultural code. This advertisement was made to make people more aware of and concern about deforestation especially those who work at the commercial industries. This advertisement also urges to stop the act of deforestation which is described as “madness” in the text.
**Advertisement 7**

Signs [Verbal (V)/Non-verbal (NV)]:

1. HOT! (V)
2. Earth (NV)
3. A Tractor (NV)
4. Trees, Animals, food, drink, lung, house (NV)

Figure 7


The hermeneutic code can be seen from the only verbal sign “HOT!” this is a statement as the result of deforestation. As we can see from the visual sign, the earth connotes the situation today in the world. The world’s temperature has been increasing in the past few years due to rapid deforestation. The act of deforestation, which was represented by a tractor in the advertisement, has caused great loss. The advertisement gives us a brief look on the benefits of trees for our lives. It can be used for shelters, oxygen, source of foods, animal habitats, and many other things.
The loss of trees and forests of course can bring lots of disaster such as flood and global warming.

The cultural code can be seen from the information that this advertisement provides. The deforestation contributes the increasing of world’s temperature. The increasing of world’s temperature, which we usually called global warming, is bad because it can cause bigger disasters. The increasing of size of typhoons, the bigger ice melting in the South Pole are some examples of the disasters. Humans and animals will also feel direct impact of deforestation such as the decreasing of materials for shelters, the extinctions of animals, and the increasing of pollutions.

**Advertisement 8**

<table>
<thead>
<tr>
<th>Signs [Verbal (V)/Non-verbal (NV)]:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tree (NV)</td>
</tr>
<tr>
<td>2. Smiling Earth (NV)</td>
</tr>
</tbody>
</table>

![Figure 8](http://images3.cafepress.com/product/358111483v2_225x225_Front.jpg)

(Source: http://images3.cafepress.com/product/358111483v2_225x225_Front.jpg

accessed on November 22, 2009)
There’s no verbal sign in this advertisement. But from the visual signs, we can analyze this ad by using hermeneutic code and cultural code. The visual hermeneutic code here (smiling earth) means that the more trees and forests are there in this world, the better for all living things that live in the earth. Trees give us lots of benefit. Good and great amounts of trees and forests can protect us from pollutions, sun lights, give us foods such as fruits and can be used for shelters too.

The cultural code can be seen from symbiosis mutualism that this ad tries to show. Symbiosis mutualism is a symbiosis that can benefit each other. We all need to take care of the trees and forests for our lives. By stopping deforestation, we can help save and extend life on this beautiful planet.

**Myth**

All of the above advertisements have the same character. These advertisements were made due to the inclining of deforestation in the past few years. These advertisements try to increase people awareness of the danger that will be caused by deforestation. These are the facts and myths that motivate those advertisements. They are affected by the recent condition of the environment.

Deforestation is often regarded as one of the major causes of the enhanced greenhouse effect. Trees and plants remove carbon dioxide from the atmosphere during the process of photosynthesis. Both, the decay and burning of wood releases much of this stored carbon back to the atmosphere. And it caused by humans is estimated to contribute to 1/3 of all carbon dioxide. It is sure really dangerous if there
is no preventive action soon. So the advertisements are also preventive tools to make people more aware of what will they face in the future if deforestation keeps happening.
CHAPTER IV
CONCLUSION AND SUGGESTION

A. Conclusion

An advertisement aims to provide its’ readers with information. This can be done by using simple and attractive words and also pictures if it’s necessary. By combining these elements, the readers can easily get the meaning of what an advertisement try to inform. A good advertisement won’t try to make its’ readers confuse by using long and complicated words.

After analyzing the public service advertising deforestation by using Roland Barthes’ theory, the writer makes a conclusion. All of the advertisements that has been analyzed by the writer are using simple and attractive words. By using these kinds of words, the advertisements have given a direct and brief explanation of what they try to say. This is great because the readers don’t need long time to understand what the advertisements try to imply.

The use of pictures to support the words also helps the readers to identify the meaning. The pictures give the readers further details and information. By seeing the pictures, the readers can get the real image to help them to understand the meaning of the advertisements.
B. Suggestion

Based on the writer’s experience in writing this paper, the writer would like to give suggestion. First, for readers who want to analyze advertisements using semiotic theory, we need to understand what theory that we want to use. There are lots of semiotic theories that we can use to analyze the advertisements. Each of them gives us different kind of explanation. For example: Saussure’s theory can only help us understanding the true meaning of an advertisement (denotative). It is quite small compare to what Barthes’ theory offers. It gives us broader understanding in analyzing an advertisement through denotative and connotative meaning. And then, after we have decided what theory that we want to use, we need to find references to help us analyze the advertisements. We can find the references from books or websites or any other sources. In the end, different theory can give different result. Using several theories in analyzing an advertisement might be good to get a comparison. But if we only understand a little, it is better to stick with the theory that we understand most until the end. So, we can get a good result and not confuse because of a theory that we don’t really know.

Second, for the future of all living being in this world, we must stop the act of deforestation at all cost. We need to stop it by doing everything we can even if it’s just a small thing. For example, we can use cloth bag instead of paper bag while shopping, use recycled paper instead of new paper, or plant more trees to decrease the effect of deforestation.
BIBLIOGRAPHY

Books


Peirce, C.S., *Collected Papers of Charles Sanders Peirce*, vol. 2


Websites


http://www.erin Nicole design.com/data/storage/attachments/85c50f7d67a970b5ce542f1b4b91bd25.jpg (accessed on October 17, 2009).


Advertisement 3

CHOPPING DOWN ALL OF THE TREES GIVES YOU A CLEAR VIEW OF THE DEVASTATION CAUSED BY CHOPPING DOWN ALL OF THE TREES.

Advertisement 4

LOST THERE, FELT HERE.
Advertisement 5

Advertisement 6