A SEMIÖSIS PROCESS ANALYSIS ON KFC ADVERTISEMENT POSTERS USING C.S. PEIRCE’S THEORY

A Thesis

Submitted to Letters and Humanities Faculty in Partial Fulfillment of the Requirements for the Degree of Strata One (S1)

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ABSTRACT


This thesis has two objectives of the research, like as to know the process of semiosis in each advertisement based on Peirce’s Theory, using triangle of semiosis process, and to analyze the meaning of icon and symbol of each KFC selected poster of advertisement. This thesis applied qualitative method. Then, the unit analysis of this thesis is the selected KFC posters of advertisements from www.google.com. In this website, consist many KFC advertisements, but in this thesis only use the new advertisement and the advertisements which are had a tagline in the poster display. To make this thesis reliable, the researcher has done questionnaire to some of KFC consumers. From this thesis result, some conclusions are found, such as the process of semiosis will be known if representamen, object, and interpretant observe firstly, so each KFC advertisement poster which is analyzing in this research able to analyze based on Peirce’s Theory. In analyze the semiosis process, it is important to analyze the representamen, object, and interpretant based on the category of icon and symbol. These two kinds of analysis will help to differentiate between the analysis of the sentence as the verbal word with the picture or image of the advertisement. Then, semiotics theory of Peirce emphasizes the meaning that consist in all of KFC selected poster of advertisements which is has a relation to the interpretation.

**Keywords:** Semiosis Process, Peirce, Interpretation, Icon, Symbol
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The thesis entitled above has been defended before the Letters and Humanities Faculty’s Examination Committee on October 7th, 2016. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, October 7th, 2016

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DECLARATION

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

Jakarta, October 2016
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In the Name of Allah, the Most Gracious, and the Most Merciful

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Finally, the writer realizes that this thesis is far from perfection, so the writer feels better if there are some critiques and suggestions which come from the reader. The writer hopes this thesis will be useful, especially for the writer and for all of people who have interested in linguistics and semiotics fields.

Jakarta, October 2016

The Writer
THE LIST OF FIGURES

Figure 1: Peirce’s Trichotomies of Signs ........................................................... 13
Figure 2: Relationship between the three elements of the sign ...................... 16
Figure 3: KFC Double Zinger Burger, first datum ........................................... 22
Figure 4: KFC Fillet Gourmet Range, second datum ....................................... 24
Figure 5: KFC, third datum ............................................................................. 27
Figure 6: KFC Hot Devil, forth datum ............................................................. 29
Figure 7: KFC Tom Yum Crunch, fifth datum ................................................. 31
Figure 8: KFC Mac and Cheese Bites, the sixth datum ................................. 33
Figure 9: KFC Black Pepper Chicken, seventh datum ..................................... 35
Figure 10: KFC, the eight datum ................................................................. 37
Figure 11: KFC Double Down Ronaldo Box, ninth datum ............................. 39
Figure 12: KFC Zinger Stacker, tenth datum .................................................. 41
Figure 13: KFC so good, eleventh datum ....................................................... 43
Figure 14: KFC Hot Wings Box, twelfth datum .............................................. 46
Figure 15: KFC Bandito Pocket, thirteenth datum .......................................... 48
Figure 16: KFC Hot & Saucy Chicken, fourteenth datum ............................... 50
Figure 17: KFC Umadare & Yang Yeum, fifteenth datum ............................... 53
THE LIST OF DIAGRAMS

Diagram 1: The Result of Data Collection ....................................................... 20
Diagram 2: Semiosis process of the Icon from the first datum ......................... 23
Diagram 3: Semiosis process of the Symbol from the first datum .................... 24
Diagram 4: Semiosis process of the Icon from the second datum ..................... 25
Diagram 5: Semiosis process of the Symbol from the second datum ................. 26
Diagram 6: Semiosis process of the Icon from the third datum ....................... 28
Diagram 7: Semiosis process of the Symbol from the third datum ................... 29
Diagram 8: Semiosis process of the Icon from the fourth datum ..................... 30
Diagram 9: Semiosis process of the Symbol from the fourth datum ................. 31
Diagram 10: Semiosis process of the Icon from the fifth datum ...................... 32
Diagram 11: Semiosis process of the Symbol from the fifth datum .................. 33
Diagram 12: Semiosis process of the Icon from the sixth datum .................... 34
Diagram 13: Semiosis process of the Symbol from the sixth datum ................. 35
Diagram 14: Semiosis process of the Icon from the seventh datum ................. 36
Diagram 15: Semiosis process of the Symbol from the seventh datum .......... 37
Diagram 16: Semiosis process of the Icon from the eight datum .................... 38
Diagram 17: Semiosis process of the Symbol from the eight datum ............... 39
Diagram 18: Semiosis process of the Icon from the ninth datum .................... 40
Diagram 19: Semiosis process of the Symbol from the ninth datum ............... 41
Diagram 20: Semiosis process of the Icon from the tenth datum .................... 42
Diagram 21: Semiosis process of the Symbol from the tenth datum ............... 43
Diagram 22: Semiosis process of the Icon from the eleventh datum .............. 44
Diagram 23: Semiosis process of the Symbol from the eleventh datum ......... 45
Diagram 24: Semiosis process of the Icon from the twelfth datum .............. 47
Diagram 25: Semiosis process of Symbol from the twelfth datum .............. 47
Diagram 26: Semiosis process of Icon from the thirteenth datum .............. 49
Diagram 27: Semiosis process of Symbol from the thirteenth datum ........... 50
Diagram 28: Semiosis process of Icon from the fourteenth datum .......... 51
Diagram 29: Semiosis process of Symbol from the fourteenth datum ........... 52
Diagram 30: Semiosis process of Icon from the fifteenth datum ............... 54
Diagram 31: Semiosis process of Symbol from the fifteenth datum .......... 54
# TABLE OF CONTENTS

**ABSTRACT** ....................................................................................................................... i  
**APPROVAL SHEET** ........................................................................................................... ii  
**LEGALIZATION** ............................................................................................................... iii  
**DECLARATION** ................................................................................................................ iv  
**ACKNOWLEDGEMENT** ...................................................................................................... v  
**THE LIST OF FIGURES** ................................................................................................... vii  
**THE LIST OF DIAGRAMS** ............................................................................................... viii  
**TABLE OF CONTENTS** .................................................................................................... x  
**CHAPTER I. INTRODUCTION**  
1.1. Background of the Research ......................................................................................... 1  
1.2. Focus of the Research ................................................................................................. 4  
1.3. Research Questions .................................................................................................... 4  
1.4. Significance of the Research ....................................................................................... 5  
1.5. Research Methodology .............................................................................................. 5  
1.5.1. Objectives of the Research ................................................................................... 5  
1.5.2. Method of the Research ....................................................................................... 5  
1.5.3. Unit of the Analysis ............................................................................................. 6  
1.5.4. Technique of the Data Analysis ......................................................................... 6  
1.5.5. Instrument of the Research ................................................................................ 7  
**CHAPTER II. THEORETICAL FRAMEWORK**  
2.1. Previous Research ..................................................................................................... 8  
2.2. Theoretical Description ............................................................................................. 10  
2.2.1. Theory of Semiotics ............................................................................................. 10  
2.2.1.1. Peirce’s Semiotics Theory ........................................................................... 12
CHAPTER III. RESEARCH FINDINGS AND DISCUSSION

3.1. Data Description ................................................................. 20
3.2. Data Analysis ................................................................. 22

CHAPTER IV. CONCLUSION AND SUGGESTION

4.1. Conclusion ................................................................................. 56
4.2. Suggestion ................................................................................. 56

REFERENCES ................................................................................... 58

APPENDICES .................................................................................... 60
CHAPTER I
INTRODUCTION

1.1. Background of the Research

During human lifetime, human need an important tool to do human’s daily activities. This important tool is language. As an important tool in human lifetime, language has a very important role for human. Aitchison asserts that human can communicate in numerous other ways, like as human can wink, wave, smile, tap someone on the shoulder, and so on (Aitchison 11). As Danesi stated, language is truly becomes an extraordinary realization. Without language, all activity happening in human life becomes not be able to imagine. Language able to becomes universal felt to develop the big amount which is sets human different with all other species in the world. Language is a code of human mental and also able to express the other physical modes, like as pictography, gesture, etc. (Danesi 95-96).

Human uses language for doing a communication and interaction with others. Human should to talk, write, broadcast, etc. in order that human have some medias which human can use for fulfill human daily need. The importance of language, make a study which describes language in all its aspects and formulates theories as to how it work appear, as known as, linguistics or the systematic study of language (Aitchison 11).

At the present time, human not only use language as communication media, but also human use the technology. Many technologies exist around
human life, likes television, radio, newspaper, magazine, electronic message, and all kind of internet connection which have functions to help human need in human daily activities. Human inclined to use all of these to obtain human aims, such as argumentation, persuasion, invitation, and also exclamation. It should be seen in printed advertisement, even by electronic form, that used by advertisement maker to persuade the other people as reader, listener, and audience which is have other role as a consumer. One kind of communication media to motivate and to persuade other human in order that attracts people on the goods and services which are offered is advertisement (Wells, Burnett, and Moriarty 6).

The main purpose of advertising is to sell the product. The form of product is can be goods, services, or ideas. There are some advertising definitions and advertising basic roles. First, is identification, advertising identifies a product and/or the store where it is sold. Second, is information, advertising gives any information about a product. Third, is persuasion, advertising persuades people to buy a thing which is the advertisement offered. Nowadays, these three kinds of advertising elements have been the basic elements of marketing communication. It also has become the focus of advertising. Advertising achieves a broad audience of potential customers, one as a mass audience or in smaller targeted groups. Most of advertising has certain strategy and search to give any information to consumers and/or make the consumer to be familiar with a brand, company, or organization. Advertising also tries to coax or influence consumers to do something, like as buying product or checking brand’s website (Moriarty, Mitchell, and Wells 6-8).
In understanding an advertisement, semiotics should be applied because an advertisement contains several signs. In the study of language, semiotics become a science which is learn about sign or usually famous by the study of sign. Linguistics is the sub discipline of semiotics which is particularly concerned with the nature of the linguistics sign. Whereas the process of making and using signs is called by semiosis (Malmkjaer 465-466). The word of ‘semiotics’ is formed from Greek which seme means sign interpretation. In the beginning, semiotics is appeared when Plato understanding a language in Cratylus. However, at the present time, semiotics can be applied in medical science, architecture, arts, movies, and so on (Hoed 3).

In the study of language, there are two important theories in interpreted a sign. First, Ferdinand de Saussure calls it semiology which is introduces two sides of sign, the signifier and the signified (Hoed 3). The second point of view about semiotics is from Charles Sanders Peirce which is asserts semiotics has three sides, such as sign itself (representamen), object, and interpretant. Peirce calls these three kinds as semiosis (Peirce 1874).

The advertisement selectively refers to collective human mentalities, needs, and desires of specify target groups, like as the evaluation of clothing, eating, and drinking. Human point of view can influence by elements in advertisement, but sometimes advertisement shows the incorrect picture or tagline to the consumers. It can emerge a problem to individual or the society, so in seeing and understanding the meaning of an advertisement, human need semiotics in order that have a correct interpretation of advertisement. In fact, from the
following survey of more recent research explained about self-reference, human point of view has been reviewed with particular reference to semiotics (Nöth 4; Schmidt 50).

In this research, semiotics of Peirce will be used in examining some of the food advertisement posters which had been chosen. The signs of advertisements will be examined one by one until the appropriate meaning and purpose of each advertisement reveals.

1.2. Focus of the Research

In this research, the way of interpreting advertisements based on icon and symbol of Peirce’s Semiotics theory focused on the signs from several advertisements. The signs, like as, texts, objects, and contexts are focused on the some advertisements of KFC products. The selected 15 KFC poster of advertisements are chosen randomly which consist of the three elements of advertisement by using purposive sampling (Wasito 59).

1.3. Research Questions

Based on the background and the focus of the study, the questions are formulated for getting more specific purposes. The research questions are:

1. How is the semiosis process happen in each KFC advertisement poster based on Peirce’s theory?

2. How is the meaning of icon and symbol of each KFC advertisement poster formed?
1.4. Significance of the Research

This research is expected to improve the awareness of signs in the advertisement to consumer in seeing and reading an advertisement through knowing and understanding the meaning of the advertisement through its icon and symbol. This research also can be useful to evolving the knowledge about semiotics and can be benefit for the reader hopefully. Besides that, the research can be advantageous for further researchers who would like to hold the research with similar case, especially in semiotics.

1.5. Research Methodology

1.5.1. Objectives of the Research

The objectives of the research are:

1. To know the process of semiosis formed on each KFC advertisement poster based on Peirce’s Theory; and
2. To analyze the meaning of icon and symbol of each KFC selected advertisement poster.

1.5.2. Method of the Research

This research used qualitative method. Qualitative method is an examining method or researching method concerning a problem which is not been designing as a statistic procedures, but qualitative method designing to examine human or phenomenon in the context of life or in its complexity. Generally, the humanities or culture study uses qualitative method, whereas the study of science uses quantitative method. The research which is used qualitative method use verbal data, such as sentences, discourses, pictures,
images, or video-tape. This qualitative method considers as most important process than the result from the research (Subroto 4-7). This technique aim is to reveal and describe the meaning which is contained on the icons and symbols in the advertisements used through the semiotics theory of Peirce.

1.5.3. Unit of the Analysis

The unit analysis of the research is fifteen selected food products of KFC advertisement posters which are taken from www.google.com/image. Those all kinds of selected advertisements had been enclosed at the appendices.

1.5.4. Technique of the Data Analysis

The data which is used in this research are collected by library research which is taken from the chosen KFC advertisement posters. The library research is the technique which uses the written resources to acquire the data (Subroto 42).

In data analysis, the writer was begun with looking for advertisement posters which are having tagline and image, so the writer did not use the advertisements which have no tagline and image. After the writer found the data, the writer was tried to determine and describe which one of the icon and symbol on advertisement using the Peirce triangle. Then, the writer was obtained the representamen, object, and interpretant on each KFC advertisement poster. After found the interpretant, the writer was found meaning and the purpose of each advertisement. In making this research
objective and reliable, the writer has done some questionnaire from this research with fifteen KFC consumers.

1.5.5. Instrument of the Research

Instrument of this research is a direct observation at www.google.com/image which is used to looking for the data. The selected data in this website are the data which are have tagline and image because these two things are needed to analyze one by one.
CHAPTER II
THEORETICAL FRAMEWORK

2.1. Previous Research

Research on semiotics has been done by several researches from State Islamic University of Syarif Hidayatullah Jakarta, University of Indonesia, journals, etc. First, one of semiotics researches from State Islamic University of Syarif Hidayatullah Jakarta is Audia Eriana. Her thesis is titled by “Peirce's Semiotics Analysis of Icon and Symbol on Perfume Advertisements”. Second, one of semiotics researches from University of Indonesia is Galih Smarapradhipa with his thesis which is titled by “Makna dalam Desain Kaus Dagadu Djokdja: Sebuah Kajian Semiotik”. Finally, the two selected journals from Scopus written by Alon Friedman, Martin Thellefisen, and Jean M Grow.

First, is Eriana. Eriana has done Peirce’s semiotics analysis of icon and symbol, especially on 29 perfume advertisements that she has obtained by using simple random sampling (Eriana 5). Those data have had presented by describing which one the icons and the symbols based on the triangle semiosis of Peirce. Those icons and symbols had been analyzed separately by using the triangle semiosis of Peirce. After that, Eriana has obtained the meaning of advertisements.

Second, is Smarapradhipa. Smarapradhipa has been done a semiotics research from T-shirt design of Dagadu Djokdja. He is revealed the way of it designs as a language which is delivered a message or a purpose by semiotics analysis. His data is from T-shirt design of Dagadu Djokdja which is united sign
of verbal and nonverbal also focused on the design which is used the verbal sign, such as a sentence of joke that well-known by people. He is used accident sampling as technique of the data collection. He is obtained only 50 T-shirt designs from PT. Aseli Dagadu Djokdja, but he is chosen the 24 T-shirt designs with classified into 7 themes, like as history, music, Jogja identity, Jogja irony, Jogja in words, warning, and implied promotion (Smarapradhipa 17).

Third, Friedman and Thellefsen have written a journal titled by “Concept theory and semiotics in knowledge organization”. This journal explore the basic of semiotic analysis and concept theory which are represent two dominant approaches to knowledge representation and explore how these two approach are useful for knowledge organization. This journal also combines the theories of knowledge representation, semiotic and concept theory within knowledge organization. Semiotic approach which is used in this journal is Peirce’s semiotic theory and concept approach is owned by Dahlberg’s concept theory (Friedman and Thellefsen 650-660).

Forth, Grow has been done an article in The American Journal of Semiotics which titled by “Stories of Community: The First Ten Years of Nike Women’s Advertising”. This journal uses semiotic approach in analysis Nike’s women advertising. Objectives of this research is explores the evaluation of the women’s brand which starts from its launch in 1990 through 2000. This research uses 27 print campaigns in analysis. This research only has a single research question and the research done by doing interviews of the creative team to Nike community (Grow 167).
From those four researches of semiotics, the writer has found some differences between the forth examples above with this research. First, this research has two different objectives of research with others. Second, this research uses Peirce triangle to find the interpretation of icon and symbol from each KFC poster of advertisement. In addition, these all of KFC poster advertisements have no to use yet in other researches. Third, to make this research reliable and objective, the writer also had proposed questionnaire of the research to some KFC consumers.

2.2. Theoretical Description

2.2.1. Theory of Semiotics

Semiotics and the branch of linguistic, as known as, semantics have a common concern with the meaning of signs, but John Sturrock argues that whereas semantics focuses on what the words mean are and semiotics is concerned with how the signs mean are. Semiotics began to become a major approach to cultural studies in the late of 1960s, partly as the result of the work of Ronald Barthes (Chandler 8). The terms of semiotics and semiology are referred to the science of signs. The different between them only being that semiology is preferred by Europeans, Saussure’s creation. Meanwhile semiotics preferred by English speaker, Peirce’s creation (Hawkes 101).

An understanding of semiotics is essential for anyone who studies the mass media or communication or cultural studies (Chandler 4). Semiotics is study which is investigating about sign in human life. The kind of signs which are seems to enter immediately to human minds are those which are refer to as ‘sign’
in human everyday life routinely. Sign also become a part of human culture because human have ability to give the meanings in all of social culture symptoms and concern with the nature (Hoed xix). In the process of give a meaning of advertisement, eroticism, pornography, and the use of language seem a high tolerance condition on pluralistic ideology which is happen in the process of communication and signification (Hoed xviii).

The semiotic influences are recognizable in many areas and in various levels, such as level of media and the distributing of messages, level of semantic production in the shift from the dated technologies of print to digital and electronic, in representation, in the shift from dominance of mode of writing to the mode of image, etc (Kress 6). After human know about semiotics, human will probably assume that semiotics is about ‘visual signs’ (Chandler 9). In semiotics, there are 2 kinds of dominant models of semiotics, like as structuralism and pragmatism semiotics.

First, named by structuralism semiotics, is sourced by Ferdinand de Saussure. This genre exists when structuralism was happened (Hoed xix). Structuralism is an analytical method which has been employed by many semioticians and it is based on the Saussure’s linguistic model. Saussure’s theories constituted a starting point for the development of various structuralism methodologies for analyzing texts and social practices (Chandler 4). Structuralists try to describe the overall part of sign systems become as ‘languages’ (Chandler 8).
Second, pragmatism semiotics, is origin by Charles Sanders Peirce (Hoed xix). Peirce was developed elaboration of logical taxonomies of signs types. Signs are organized by identify and categorize the codes or conventions which have had by subsequent semioticians. Peircean sign has been defined as something which is related to something else towards someone in some respects or capacities. Both of Peirce and Saussure are concerned with the fundamental definition of sign (Chandler 4; Merrell 28).

2.2.1.1. Peirce’s Semiotics Theory

Peirce was well-known as one of the great figures in the history of semiotics and as the founder of the modern theory of signs (Nöth 39). The influence of Peirce’s pragmatism semiotics is not appears clearly before Peirce’s manuscripts read and explained by Peirce students because of his works were not readable, especially by linguist. Although it happens, several number of linguists from Chicago School was become a group that effected by Peirce’s ideology of pragmatism semiotics. In this present day, C.S. Peirce works read by sociology and master of culture theories (Hoed xv). According to Peirce, semiotics is the formal doctrine of signs which was closely related to logic. Peirce also said that sign is something that stands to somebody for something in some respect or capacity. The sign is every thought that human have (Chandler 8).

The movement away from structuralist semiotics by Saussure began in the 1970s, when semiosis as a term borrowed from Peirce that is expanded by Umberto Eco to designate the process of a culture produces signs or attributes meaning to signs (Chandler 15). Sign system and the meaning of Peirce’s
semitotics are seen in a trichotomy paradigm. It is a process that contains 3 steps, a triadic model, called semiosis (Hoed xx). Those three ways represented icons, indexes, and symbols. Icons are signs which are resulting from resemblance and constructed to resemble their referents in some ways, likes photographs, diagrams, and models. Indexes are signs which are show the relations of some kind to something else in time, space, location, for instance, arrow, pointing finger, timeline graph, adverb (here, there), I, you, and they. Symbols exist for some conventional practice, like as the V sign for words, peace, sentences, and Greek letters representing constants in math in science, a knowledge system of society, such as terms, equations, and formulae symbols (Hamel 193-194).

In the figure below, the 27 possible classes of signs based on Peirce will be showed, but appear some restrictions which able to reduce the number of valid combinations to the 10 principal classes of signs (Nöth 45).

<table>
<thead>
<tr>
<th>Trichotomy</th>
<th>I of the representamen</th>
<th>II of relation to object</th>
<th>III of relation to interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firstness</td>
<td>qualisign</td>
<td>icon</td>
<td>theme</td>
</tr>
<tr>
<td>Secondness</td>
<td>sinsign</td>
<td>index</td>
<td>dicent</td>
</tr>
<tr>
<td>Thirdness</td>
<td>legisign</td>
<td>symbol</td>
<td>argument</td>
</tr>
</tbody>
</table>

**Figure 1. Peirce’s Trichotomies of Signs**

These 10 principal classes of signs are, first, (Rhematic Iconic) Qualisign, likes “a feeling of red”. Second, is (Rhematic) or Iconic Sinsign, such as “an individual diagram”. Third, is Rhematic Indexial Sinsign, that’s “a spontaneous cry”. Forth, is Dicent or (Indexical) Sinsign, like as “a weathercock”. Fifth, is (Rhematic) Iconic Legisign, such as “a diagram, apart from its factual
individuality”. Sixth, is Rhematic Indexical Legisign, likes “a demonstrative
pronoun”. Seventh, is Dicent Indexical Legisign, that’s “a street cry,” traffic signs,
and commands. Eighth, is Rhematic Symbol(ic Legisign), for example “a
common noun”. Ninth, is Dicent Symbol(ic Legisign), such as “an ordinary
proposition”. Tenth, is Argument (Symbolic Legisign), likes “a syllogism” (Nöth
45).

First, is the representamen. Based on the term of Peirce, representamen is
a condition as the appearance object which is has a function as a sign. The
representamen is something which stands to somebody for something in some
respect or capacity. It is aimed to create the mind of that person an equivalent
sign, or maybe a more developed sign. However, the representamen is similar
with the meaning of signifier by Saussure, symbol by Ogden & Richards, sign
vehicle by Morris, and expression by Hjelmslev. Next, is the object. The object is
to which the sign refers, so the sign stands for something, called object not in all
respects, but in reference to a short of idea. Peirce was called it by the ground of
the representamen (Nöth 42-43; Chandler 24-25).

Representamen and object also be able to become as the same existence.
The object also has a relationship between the suitable sign with the referent of
the other kind of sign. The last, is the interpretant. The interpretant is not an
interpreter, but rather the sense made of the sign in the mind of the interpreter. An
interpretant is the second steps that are obtained by someone after create the sign
of the first sign, so someone who creates a sign will get the meaning of a sign.
The interpretant has a same quality of signified which is contained in Saussure
theory (Nöth 42-43; Chandler 24-25). The signifier or physical sign or representamen can be words, gestures, physical objects and pictures which signify as an object, event, idea or concept, or being (Saussure 1999; Peirce 1999; Eco 1976) refer to the sign, its signified, and its signification or meaning by different terms. This relationship have represented as that triad. Peirce also describes the three ways which is explained about created signs, such as resemblance, relation, and convention (Hamel 193).

As Nöth and Bishara said in the book titled by “Self Reference in the Media Approaches to Applied Semiotics”, Peirce asserts that the signs contain a triadic relation of a signifier, a thing signifies, and an interpretant which is created in the mind of an interpreter. Peirce has most frequently cited definition which is related with the figure below, such as:

A sign, or representamen, is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects, but in reference to a short of idea (CP 2.228 cited by Nöth and Bishara 81).
Figure 2. Relationship between the three elements of the sign

This triangle figure consist the three elements of the sign which is the SIGN, in the large definition, contains the three related elements which is the representamen, the object, and the interpretant (Johansen and Larsen 26-27). These three elements have been explain in the paragraph before, in this session only matched with the Peirce’s triangle of the relationship of it. Meanwhile, in advertising, these three elements of the sign will be analyzed deeper than only used in semiotics approach. As the figure below described, the sign, or the representamen is the visible object which his have a function as a sign. Then, Peirce was distinguished the object of the sign becomes the two kinds of object, such as immediate and the dynamical object. Furthermore, the interpretant is the ideas, conclusions, and actions which are existed by the advertising text in the mind of the interpreter. Peirce also distinguished the interpretant become three kinds, likes the immediate (any impression which produced by the quality of a sign), the dynamical (effects mental agitation and physical action), and the final (consumer habits to consume a recommendation of the advertisement) (Nöth and Bishara 82-83).

Applied to advertising, the three related signs in a Peircean perspective are the sign (the advertisement text), the object (the product, the service, the “corporate image” of a company or an ideology which the advertisement delivers in its message), and the interpretant (the ideas, thoughts, conclusions, impressions,
and actions created by the advertising text in the mind of an interpreter). Representamen as a thing, object as a thing in human cognition, and interpretant as a process of interpretation. This process of semiosis is unlimited, so interpretant can change become a new representamen following semiosis process unlimitedly. In that process, representamen exist in human cognition, whereas the interpretation level will be higher (Nöth and Bishara 81-82; Hoed 20). If Peirce asserts that semiotics is unlimited, Eco oppose Peirce argument with asserts that the process of semiosis become limited and stopped when human limited by supra-individual principles. Supra-individual principles are norms or rules in culture which are defined and bordered the autonomy for applied interpretation process in human mind. Individual autonomy is bordered by Supra-individual principles. These things happen because of Eco saw a sign as unit of culture (Hoed 26).

Variants of Peirce triad are presented as the semiotic triangle, but this version is quite often encountered and changes only the unfamiliar Peircean terms. This semiotic triangle contains sign vehicle (the form of the sign), sense (the sense made of the sign), and referent (what the sign ‘stand for’) (Chandler 25).

Peirce said that human think only signs which take the form of words, images, sounds, acts as objects, but such things have no intrinsic meaning and become signs only when human invest it with the meaning. Anything can be sign as long as someone interprets it as signifying something, referring to, or standing for something other than itself (Chandler 16). Peirce added that the meaning of representation can be nothing, but a representation. Peirce’s semiosis as a process
which is different are contrasted to Saussure’s synchronic emphasis on structure. Peirce has made a phenomenological difference between the sign itself, as an example of ‘Firstness’, ‘secondness’, and ‘thirdness’ (Chandler 25), whereas Nöth and Bishara have mentioned that Peirce said that three example as the three universal categories from the process of semiosis.

‘Firstness’, monadic, is category of quality and independent possibilities. Every phenomenon has a qualitative aspect, or an immediate presence which is offers the phenomenon as sheer possibility. The illustration is poses a problem that is no longer immediate, like as once specific identification occurs, someone have another category functioning. Someone orients themselves toward things in the world, so that there is a feeling tone that includes all discriminated objects of experience. A message of advertisement perceived in its mere firstness will not yet become a message at all since the advertisement’s verbal and visual elements will be perceived without related to anything else (Hausman 10; Nöth and Bishara 80).

Then, ‘secondness’, dyadic, can be seen by take a note when the first is related with the second. Peirce refers to Secondness as something brute because of the resistance encountered in phenomena independently of being interpreted. In advertising, secondness level exists when the first is become advertisement and the second is become the product, the service, etc, like as in indexical advertising which is appearance of the product or commodity and appeals to purchase of product (Hausman 11; Nöth and Bishara 81).
The last, ‘thirdness’, triadic, is also characterizable as the general aspect of phenomena. Thirdness is the equivalent of cognitive attention. The Thirdness of phenomena invites prediction, although no specific prediction can be actually and completely fulfilled. Thirdness becomes as a category of mediation (between the first and the second), meaning, expectation, and habit. In advertising, thirdness is a phase of familiarity between the advertisement message with the advertisement product (Hausman 11-12; Nöth and Bishara 81).
CHAPTER III
RESEARCH FINDINGS AND DISCUSSION

3.1. Data Description

Based on the unit of analysis of this thesis, the object that used to analyze in this chapter is 15 selected posters of advertisement from KFC Corporation, often mentioned as Kentucky Fried Chicken. Based on KFC website, KFC is one of the few brands in America that can boasts with decades-long history of success and innovation. Those posters of advertisement are taken from the website of www.google.com/image randomly. As the result, those all the poster of advertisements become the corpus of this thesis. The table below will be shows the data which have obtained and will be analyzed in this thesis based on interview result with some of KFC customers.

Diagram 1. The Result of Data Collection

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of Advertisement Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>KFC Double Zinger Burger</td>
</tr>
<tr>
<td>2.</td>
<td>KFC Fillet Double Range</td>
</tr>
<tr>
<td>3.</td>
<td>Untitled</td>
</tr>
<tr>
<td>4.</td>
<td>KFC Hot Devil</td>
</tr>
<tr>
<td>5.</td>
<td>KFC Tom Yum Crunch</td>
</tr>
<tr>
<td>6.</td>
<td>KFC Mac and Cheese Bites</td>
</tr>
<tr>
<td>7.</td>
<td>KFC Black Pepper Chicken</td>
</tr>
<tr>
<td>8.</td>
<td>Untitled</td>
</tr>
</tbody>
</table>
The research of this thesis used qualitative method to analyze the data by describes as doing semiosis process. After done the semiosis process of each advertisement, each the data will be described in order that obtained the meaning. The semiosis process belong to Peirce’s theory of semiotics more obvious to trichotomy of sign which be related to the relationship between representamen and its object. The symbol in the advertisement may become word, sentence, or language that written on the advertisement. Whereas the icon is the pictures, images, or photos that used to make the attractive advertisement. Meanwhile index will not be analyzed because of index is related to the influence of causality which need more time in analyze it.

Following to the definition, both symbol and icon which are found in the tagline and image of the advertisements will be analyzed in this thesis to search every hidden meaning containing in the selected posters of advertisement that will be described and limited. Because the existence of semiosis limitation process, this research of posters advertisement is obtained depend on individual ability in observation, so the interpretation results from each semiosis process are the
collaboration between the writer and the KFC consumer interpretations. This observation has done in order that the results of analysis become more reliable.

3.2. Data Analysis

1. Datum 1

![Figure 3. KFC Double Zinger Burger, first datum](image)

In this first datum, exist a picture of hamburger which is seems to have a big shape because it makes a poster almost all-covered with a big size of hamburger. This picture also seems cool and brave, because contrast color of the background is black that shows a brave also complete with the light in the middle of black color that is shows attractive, light, and amazed impression. The picture becomes the representamen [R], whereas the represent of the cool, brave, and amazed impressions become the object [O]. Meanwhile the relationship between representamen and object will produce the interpretant [I], such this diagram below;
Diagram 2. Semiosis process of the Icon from the first datum

After that, symbol analysis of this datum is the word or sentence that written on the advertisement, like as “It’s not just big. It’s epic.” Then, the process of semiosis is the advertisement tagline “It’s not just big. It’s epic.” which is have a role as [R] and show that the hamburger is not only has a big size, but it is also satisfied and sated [O]. Next, the relationship between the representamen with the object shows that the interpretant [I] such the diagram below;
Diagram 3. Semiosis process of the Symbol from the first datum

The last session is the conclusion of these two semiosis processes to obtain the meaning from this poster advertisement. Based on the result of analysis, this poster of advertisement gives a message or meaning that one of KFC hamburger is a great product to eat in hungry condition with its size and its appearance becomes consumer interested in buying this food.

2. Datum 2

This hamburger suitable if consume by someone who need more spirit and extra food because this hamburger has double chicken, unique bread on top, and extra bread to eat, so it makes consumer more satisfy if consume this hamburger. Besides that, the hamburger also epic, different with others, and useful in help consumer to fulfill their daily needs.

Big size, satisfied, and sated [O]

It’s not just big. It’s epic. [R]

This hamburger suitable if consume by someone who need more spirit and extra food because this hamburger has double chicken, unique bread on top, and extra bread to eat, so it makes consumer more satisfy if consume this hamburger. Besides that, the hamburger also epic, different with others, and useful in help consumer to fulfill their daily needs [I]
This poster of advertisement is the delicious taste of hamburger which has three different flavors to choose by consumer. This advertisement contains picture, as icon, and written language, as symbol. There is a picture of a hamburger and the image is fresh, delicious, and unique. The picture of this poster become the icon and also become the representamen [R] of the semiosis process.

The process of semiosis is the picture of a hamburger which is fresh, delicious, and unique is the representamen [R], whereas this hamburger play a role as fresh, exclusive, and unique is the object [O]. Based on the relationship between the representamen and object, so the interpretant be found in the diagram below;

**Diagram 4. Semiosis process of the Icon from the second datum**

Furthermore is symbol analysis. Symbol is the written language that is used in the advertisement. The words of “The pleasure of great taste” is become symbol in this poster of advertisement which also become as representamen [R]. This R plays role as attractiveness of the hamburger taste, with the three different
flavors which be able to choose by the consumer. It makes the consumer won’t be doubt to buy it, become as object [O]. In addition, the relationship between the representamen and object will produce the interpretant [I] with the process of semiosis can be seen in this diagram;

![Diagram 5. Semiosis process of the Symbol from the second datum](image)

The last step of analysis is the conclusion for these two semiosis processes in order that the meaning of this advertisement poster will be found. From the result of these two diagrams above, this advertisement delivers the meaning which someone who buys this hamburger will be pleased and satisfy with this food, because of its great taste and its three flavors which be increased the trust which belong to the consumer.
3. Datum 3

This third datum consists of pictures and written language. The picture will be an icon, whereas the written language will be a symbol. The first analysis is analysis of icon, and the second analysis is analysis of symbol. In this datum, there exist three pictures. The first picture is the picture of a chest that seems like a property chest that is usually found in a ship or a hidden island. Then, the second picture is a hamburger that has a look like a ship with a dock besides, formed by chilies and mayonnaise. The last picture is the background of the poster that seems like a room in the ship which is showed by the appearance of some tools existed in the ship. These three pictures have an adventurous impression with exciting or often dangerous thing. This description is the icon and also becomes the representamen [R] of the semiosis process.

Furthermore, the process of semiosis is showed by the picture mentioned above as representamen [R], whereas impression of exciting, dangerous, and challenging thing, become as object [O]. Based on this relationship of the representamen and object, so the interpretant can be found in the diagram below;
Diagram 6. Semiosis process of the Icon from the third datum

After the interpretant is found in the icon analysis, this session will be
explains an analysis of symbol which is belong to the poster of advertisement. The
symbol of this poster is “taste the adventure”. This written language become as
representamen [R] which play role as a thing that is aimed to attract consumer
attention to taste this food with the challenging taste of adventure [O]. In addition,
the relationship between the representamen and the object will produce the
interpretant [I] with the process of semiosis, such as the diagram below showed;

A property chest, a
hamburger, and a room in
the ship [R]

Exciting, dangerous,
and challenging [O]

The food in the poster is
suitable to consume by
whoever wherever. Also from
people who likes exciting,
dangerous, and challenging
things. It makes the consumer
guess the taste of it [I]
After analyzing the icon and the symbol of this third poster advertisement, this session will find the conclusion of the meaning for that two semiosis processes. The conclusion is the poster of advertisement delivers the meaning that not only by eating this hamburger will make the consumer satisfy with the taste of challenge as the adventure, but also by eating this hamburger the consumer will be satisfy with the shape which looks like a ship.

4. Datum 4

This poster of advertisement consist picture, as icon, and written language, as symbol. Analysis of icon will be analyzed in this paragraph. In this datum, exist
four pictures of two kinds of chicken taste (by the different color of the fried chicken), a match box (with a devil blowing a match), and the background of this poster (with the red color, as known as color of the devil). This description becomes as representamen [R], also impressed hot and spicy as object [O]. After found the representamen and the object, the next step is find the interpretant which be able found in the diagram below;

Diagram 8. Semiosis process of the Icon from the fourth datum

After the icon analysis, this paragraph will explain about symbol analysis.

The symbol of this advertisement poster is “ignite your taste buds” which become as the representamen [R]. Then the impression of different and unique taste is become the object [O]. Furthermore, the relationship of representamen with object will be result an interpretant [I] and the process of semiosis in the diagram below;
Diagram 9. **Semiosis process of the Symbol from the fourth datum**

After analyzed icon and symbol belong to this advertisement, this paragraph will explain about the conclusion of the two diagrams above which contain semiosis process. From what have been seen above, this advertisement poster delivers the message that these two variants of fried chicken flavor will make consumer taste a unique taste with hot and spicy taste.

5. **Datum 5**

**Figure 7. KFC Tom Yum Crunch, fifth datum**

This advertisement consist picture and written language. The picture will be the icon of the advertisement, whereas the written language will be the symbol
of the advertisement. The description of icon will be analyzed in this paragraph. The representamen [R] of the semiosis process is a picture of spilled fried chickens from the bowl also spilled with many spices of Asian culinary, like as lemongrasses, chilies, onion, etc. Then, the object [O] of this advertisement is the impression of attractive and excited. Meanwhile the representamen and the object have recognized, so the interpretant [I] will be found in the diagram below;

![Diagram 10. Semiosis process of the Icon from the fifth datum](image)

After analyzed the icon of advertisement, this session will explain about symbol of the advertisement. The symbol of advertisement is “the taste is mind-blowing” which become the representamen [R], whereas it results the impression of extremely exciting and surprising which become the object [O] of the advertisement. Meanwhile the interpretant [I] will be known if semiosis process of symbol held, so diagram below will found the interpretant.
Diagram 11. Semiosis process of the Symbol from the fifth datum

The last paragraph will be the final result of this two semiosis processes from icon and symbol of this advertisement. Based on the analysis above, this advertisement delivers the meaning that tasting this food will make consumer satisfy with the delicious, unique, surprising, and exciting flavor of Asian culinary.

6. Datum 6

Figure 8. KFC Mac and Cheese Bites, the sixth datum

This advertisement contains picture (icon) and written language (symbol).

The first analysis is icon, after that the symbol will be analyzed. The icon, usually
same as the representamen [R] in semiosis process, in this advertisement is snacks looks like nuggets, containing macaroni inside, turn out from it place. Then the object [O] from this advertisement is crunchy, light in weight, crispy, interested, and seems different. After representamen and object was found, so the interpretant [I] will be found in this process of semiosis in the icon’s diagram below;

**Diagram 12. Semiosis process of the Icon from the sixth datum**

After the interpretant of icon’s semiosis process found, this paragraph will explain semiosis process and the interpretant which happen and contain in symbol of the advertisement. The symbol, or the representamen [R], is the written language which exists in the advertisement, so the symbol of this advertisement is “Bite the boredom, unleash the fun!” whereas the object [O] of this advertisement is smile, nice, enjoy, and fun. Then the interpretant [I] will be found in the diagram of symbol below;
Finally, the conclusion can be found after analyze the icon and the symbol of the advertisement and also after have two semiosis processes. From the result above, this advertisement delivers the message that eating this snacks will makes consumer smile, nice, enjoy, and fun because not only the taste of this snacks which crunchy, light in weight, and crispy, but also this snacks are flexible to consume everywhere and every time to break the boredom or only for fun in leisure.

7. Datum 7

Diagram 13. Semiosis process of the Symbol from the sixth datum

This poster makes the consumer who consume this snacks will smile, nice, enjoy, and fun because this snacks are flexible to consume everywhere and every time to break the boredom or only for fun in leisure.

Figure 9. KFC Black Pepper Chicken, seventh datum
This poster of advertisement lades the picture and the written language. The picture plays role as the icon and the tagline plays role as the symbol of this advertisement. At the first, the icon from this advertisement is some pieces of fried chicken in a white bowl with white smoke exists on the fried chicken, as the representamen [R], whereas the impression of delicious, hot, and spicy appear after look at the advertisement, known as the object [O]. Meanwhile the relationship of representamen and object will produce the interpretant [I] in the diagram below;

![Diagram 14. Semiosis process of the Icon from the seventh datum](image)

After the icon analysis done, symbol of the advertisement also need to analyze. The symbol in this advertisement is “Taste the blast”, because it is the written language, so it also becomes the representamen [R], which stands for its object [O] of greater and spicier taste. The relation of the representamen and the object produces the interpretant [I], such as showed in the diagram below;
Diagram 15. Semiosis process of the Symbol from the seventh datum

In this paragraph, the conclusion will be obtained for the two processes of semiosis above and for the icon and symbol analysis. From the explanation above, this advertisement sends the meaning that this advertisement display becomes a good combination of taste and appearance, such as smoke with spicy, hot, and delicious.

8. Datum 8

**Figure 10. KFC, the eight datum**

This advertisement consists of a picture (as icon) and the written language (as symbol). In this paragraph, icon analysis will be explained. There is a picture which lades three persons, two women and one man seems like their father. The
two women seem like happy with the existence of the man who brings a basket of fried chicken, became the representamen [R]. Meanwhile the object [O] is happy and cheerful. After the relationship been found, the next step is finds the interpretant [I] in the diagram below;

Diagram 16. Semiosis process of the Icon from the eight datum

After the interpretant of icon’s analysis found, this paragraph will explained about symbol analysis of the advertisement. The symbol of the advertisement is “He’ll give you a rest during the rush” which become the representamen [R]. Meanwhile the loss of exhausted become the object [O], so the interpretant will be found in this diagram below;
Diagram 17. Semiosis process of the Symbol from the eight datum

This last paragraph of analysis is the conclusion from the two semiosis process above. The advertisement delivers the meaning that however the rush which the consumer has, KFC always available to give them the rest, as the picture portrayed, so it makes them lose their exhausted and change into happiness and cheerfulness.

9. Datum 9

Figure 11. KFC Double Down Ronaldo Box, ninth datum

This advertisement contains a picture (icon) and the written language (symbol). The first step to do is doing icon analyze. The icon of this advertisement is a picture of Christian Ronaldo with a set of food, likes a glass of soft drink, a
box of food, also a snack. It will be as representamen [R], whereas the object [O] is easy, delicious, and complete box. After the relation of R and O appear, so the next step is knowing the interpretant [I] with make a semiosis process in the diagram below;

Diagram 18. Semiosis process of the Icon from the ninth datum

The next analysis is the symbol analysis. As has been told before, symbol is a sign which is made by written language. The symbol of this advertisement is “Share the taste. Share the passion.” which is become the representamen [R]. Then, the impression of care and kindness becomes as the object [O] of this advertisement. After get the relation between the representamen with the object, so the interpretant [I] will be analyzed in the semiosis process below;
Diagram 19. Semiosis process of the Symbol from the ninth datum

In this paragraph, will explain about the conclusion from what have been seen in the two diagrams above. This advertisement sends meaning that by buying this box of food, the consumer not only can eat satisfy, but also the consumer able to sharing the food in the cool and complete box with others who need it.

10. Datum 10

Figure 12. KFC Zinger Stacker, tenth datum

In this first step of icon analysis, the advertisement shows that the icon is a big hamburger that hangs with a big and heavy truck. It also seems as the background of this picture is a city. This description become as the representamen [R] of this advertisement. Meanwhile the object [O] of this advertisement is big,

Share the taste. Share the passion. [R]

Care and kindness [O]

Consumer can sharing the taste from the food and can sharing the passion or the big need of food to other with the kind box of food, so not only share the food, but also share the kindness from it food [I]
heavy, and sated hamburger. The process of semiosis have not yet complete, so the interpretant [I] of icon analysis will be found in the diagram below;

**Diagram 20. Semiosis process of the Icon from the tenth datum**

This paragraph will be explains about symbol analysis. Symbol will be known for the written language that available in the advertisement, so the symbol or the representamen [R] is “Powerhouse of flavors”. Meanwhile the object [O] is strong, unique, and sated. Based on representamen and object relation, so the interpretant will be known in the diagram of semiosis process below:
Diagram 21. Semiosis process of the Symbol from the tenth datum

This last session is the conclusion which taken from these two semiosis processes in order that the message of the advertisement known. From what have been seen above, the advertisement delivers the message of powerful, unique, big, and heavy hamburger which can help somebody who needs extra food, extra spirit, and extra ordinary thing to eat.

11. Datum 11

Figure 13. KFC so good, eleventh datum

This eleventh datum is consists by three signs; two icons and one symbol. The two icons are the picture of the happy audiences with one audience is ready to accept the shot from catapult and the picture of catapult which contain a food.
Meanwhile the symbol of this advertisement is “A real crowd pleaser” which is become as the written language located on the audiences.

Based on the three explanations, there are two semiosis processes of icon and symbol. The first is semiosis process of icon which is the picture of the happy audiences with one audience who is ready to accept the shot from catapult with food inside as the representamen \([R]\) which represents the illustration of a lot of people likes, happy, and satisfy with KFC food become the object \([O]\). This relationship between the representamen \([R]\) with the object \([O]\) will produces the interpretant \([I]\), as result in the icon’s diagram below;

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Diagram 22. Semiosis process of the Icon from the eleventh datum
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The second semiosis process is the symbol analysis in the advertisement. The written language which is contained in the advertisement poster is “A real crowd pleaser” located on the audiences become the representamen \([R]\) with represents the object \([O]\), the crowded audiences who feel please really want to
buy and consume the food of KFC. The representamen [R] and the object [O] will relate become the relationship which is produces the interpretant [I], such as KFC success in attract the consumer until they want to buy and consume the food of KFC and the result of this succession is the consumer feel please to buy it. This explanation is resulted in this symbol’s diagram below;

Diagram 23. Semiosis process of the Symbol from the eleventh datum

This paragraph contains the conclusion from the analysis of icon and symbol in the process of semiosis which are analyzed in the two diagrams above. Based on the two semiosis process, this advertisement wants to describe the consumer feeling about the sensation of KCF food which is makes consumer feel please, happy, and satisfy when consumer taste it. It makes consumer wants to become the crowded buyer of KFC food.
12. Datum 12

Figure 14. KFC Hot Wings Box, twelfth datum

This advertisement poster contain by three signs; two icons and one symbol. The first icon is the picture of a box of chickens with a big bottle of Pepsi. Then the second icon is the picture of moon and stars with the orange and red background. The last sign is the symbol of this advertisement which is obtained by the written language, “Break fast with a feast”. After the signs from this advertisement are found, two semiosis processes of those signs will explain in order to get the hidden meaning of it.

The first semiosis process of the icon is the picture of a box of chickens with a big bottle of Pepsi and the picture of moon and stars with the orange, yellow, and red background become as the representamen \([R]\). It represent its object \([O]\) as stands for describe a big portion of meal (described by a box of chickens with a big bottle of Pepsi) in sunset situation. After the representamen \([R]\) and the object \([O]\) are found, the interpretant \([I]\) will found from the relationship of the representamen \([R]\) with the object \([O]\) as described in the diagram below;
The written language of “Break fast with a feast” is the symbol which is exists as the representamen [R] standing for the object [O] of it, such as break fasting together with a big portion of meal like a feast. The interpretant [I] will produce from the relationship between the representamen [R] and the object [O] in the process of semiosis below:

Diagram 24. Semiosis process of the Icon from the twelfth datum

Diagram 25. Semiosis process of Symbol from the twelfth datum
Based on the explanation of the icon and the symbol semiosis process, the meaning of it was described as KFC has supply a set of food which is compatible if consume together because of its big portion of chickens in a box with a bottle of drink that able to consume for many people. This set of a box of chickens and a bottle of drink matching if consume when sunset time or be in conformity with a breakfasting time, so this chosen food is become a suitable one to consume at breakfasting together with relatives.

13. Datum 13

Figure 15. KFC Bandito Pocket, thirteenth datum

In the thirteenth datum, the advertisement poster consists by three signs. The first and the second sign become an icon of this poster, such as the picture of toasted fold sandwich and the red, chocolate and smoked background. Then the third sign become as the symbol of this poster which is taken from the written language of the poster, “It’s back. It’s better. It’s toasted!” This poster also contains other written language, such as an ingredient of its food, but the analysis in this thesis limits only on advertisement tagline.

The first datum analysis is the semiosis process from the icon of the advertisement. The icons are the picture of toasted fold sandwich and the red,
delicious and smoked background become the representamen [R]. Then the object [O] is the delicious smoked sandwich with toasted fold appearance will attracted consumer. Between the representamen [R] and the object [O] have a relationship which can be produces the interpretant [I], as the icon’s semiosis process below;

![Diagram 26. Semiosis process of Icon from the thirteenth datum](image)

After semiosis process of icon has been analyzed, this paragraph will be analyzed the semiosis process of symbol from this poster. The symbol is the written language which is contained in the poster. “It’s back. It’s better. It’s toasted!” become the poster symbol also become the representamen [R] which stands for the object [O], the return of something which refers with “it” becomes better than before and also something which refers with “it” now is toasted. Then, the interpretant [I] which exists from the relationship between the representamen [R] and the object [O] will be resulted in the diagram below;
The return of something which refers to “it” becomes better than before and also something which refers with “it” now is toasted [O]  

Consumer will feel more satisfy because the existence of the word of “back” conclude that the return of this kind of toasted sandwich with its more delicious taste will make its taste feel better than before [I]

Diagram 27. Semiosis process of Symbol from the thirteenth datum

The conclusion obtained from the analysis of icon and symbol above will be explained in this paragraph. This advertisement wants to give information to the consumer that this toasted sandwich is back with its fold, its appearance, and its aroma which attracted the consumer. The better taste than before also becomes an interest from this sandwich, so the consumer won’t doubt to buy and consume this toasted sandwich.

14. Datum 14

Figure 16. KFC Hot & Saucy Chicken, fourteenth datum

This datum consists of three signs. The first and the second sign are become the icons, such as the appearance of chickens in the frying pan and the
spices around the frying pan which can attracted the consumer when they see it. Meanwhile the third sign is become the symbol of this advertisement, likes “Juicy chickens, saucy style!”, so there are two processes of semiosis happen in this advertisement.

This paragraph will explain about the icon’s analysis of semiosis process. Based on explanation above, this advertisement consist two icons, that’s the appearance of chickens in the frying pan with a red chili sauce pouring down on it and the spices around the frying pan which can attracted the consumer when they see it. From these two icon, the representamen [R] was obtained. Meanwhile hot, original, and extraordinary taste are become the object [O] of it. The relationship from the representamen [R] and the object [O] will produce the interpretant [I] appropriate with the diagram of icon semiosis process below;

![Diagram 28. Semiosis process of Icon from the fourteenth datum](image-url)

Consumer will be attracted if see this advertisement because the appearance of the chickens seems different than the other KFC food products. The chickens taste will be described as hot, original, and extraordinary taste. It also serves with the chili sauce, so the crispy chickens will become more delicious and unique chickens [I]
In the second of semiosis process, the representamen [R] which is taken from the written language in the advertisement appear attractively with “Juicy chicken, saucy style!” as the representamen [R] which has unique and attractive word, as the object [O]. Both of the representamen [R] and the object [O] have the relationship to produce the interpretant [I]; the chicken in this kind of food will be less crunchy because it pouring down by a sauce and it will makes the unique taste of chicken which attract the consumer.

![Diagram 29. Semiosis process of Symbol from the fourteenth datum](https://via.placeholder.com/150)

Juicy chicken, saucy style! [R]

Unique and attractive word [O]

The chicken in this kind of food will be less crunchy because it pouring down by a sauce and it will makes the unique taste of chicken which is able to attract the consumer desire to buy and try its unique taste. This variant also compatible with consumers who like hot taste [I]

After get the icon and symbol from the process of semiosis by Peirce, this paragraph will conclude the conclusion of the result of it. In this advertisement which has three signs, is described the chicken which is has unique taste because of the chicken serve with pouring down sauce on it, so it makes the customer who consume the chicken has extraordinary experience from eat it.
15. Datum 15

Figure 17. KFC Umadare & Yang Yeum, fifteenth datum

This advertisement contains three signs. The first sign is the appearance of the two kinds of chicken which has different kind of taste, seemed from the color of the chickens. The second sign is the different background of the chickens, like as blue and red. The last sign is the advertisement tagline, “Battle of the KFC wings”. Based on these three signs, the first and the second sign become the icon, whereas the third sign become the symbol.

The first analysis of semiosis process is the icon. As has been explained above, the icon in this advertisement is the appearance of the two kinds of chicken and the different background of the chickens, like as blue and red. It will become as the representamen \([R]\). Meanwhile the object \([O]\) is different variant and different background color in every kind of chicken. Then, the interpretant \([I]\) of this advertisement will be produced in the diagram below;
The second semiosis process is the symbol. The symbol from the advertisement is “Battle of the KFC wings” which is become the representamen [R]. Then the object [O] is battle which means there are two different kinds that able to compete are both of attractive taste. Meanwhile, with the relationship between the representamen [R] with the object [O] will produced the interpretant [I]. As the diagram below results;

**Diagram 30. Semiosis process of Icon from the fifteenth datum**

This advertisement consists of two different kinds of chicken wings. First, the brown chicken wings with the red background describing its salty taste, whereas the second is the red chicken wings with the blue background describing its hot taste [I].

**Diagram 31. Semiosis process of Symbol from the fifteenth datum**

The appearance of the two kinds of chicken wings and the different background of the chicken [R]

Different variant and different background color in every kind of chicken [O]

Two different kinds of chicken wings flavor that able to compete are both of attractive taste [O]

This poster shows the two kinds of different flavor of chicken wings which are both of it have the unique taste to compete each other. This poster creates as creative as the consumer attracted to consume both of its flavor [I]
This advertisement is described the two new flavor of KFC chicken wings. This is the one of effective advertisement because of the appearance between two kinds of chicken wings with different looks which is makes the consumer curious with the different taste of it, so the consumer will having a desire to taste both of this chickens flavor.
CHAPTER IV
CONCLUSION AND SUGGESTION

4.1. Conclusion

After analysis all data in this thesis, two points of conclusion can be taken. First, the process of semiosis will be known if representamen and object observe firstly, so the interpretant and the conclusion of each advertisement posters will be found directly. These all process of semiosis had found successfully in each KFC advertisement poster which is analyzed. It also analyze based on Peirce’s theory of semiotics.

In analyze the semiosis process, it is important to analyze the representamen, object, and interpretant based on the category of icon and symbol. These two kinds of analysis will help to differentiate between the analysis of the sentence as the verbal word and picture or image of the advertisement. The meaning of interpretant depends on consumer experience, knowledge, and background. In this research, the writer tries to combine her own interpretation with some of KFC customer interpretations by doing questionnaire, so it makes this research reliable and objective.

4.2. Suggestion

After this thesis has been done analyzed, the suggestions formed to give the readers who interested in semiotics fields. If language is a sign, so the sign can be formed in a sentence, written text, picture, or drawing. Sign can be easy founded every time and everywhere, likes in the advertisement. The creator of an
advertisement wants to deliver some meaning with the display of advertisement with their creative activity. To find those meanings, semiotics approach can be used, like as semiotics theory of C.S. Peirce, Ferdinand de Saussure, Roland Barthes, and Umberto Eco. After choosing one semiotics theory, the readers who interested in semiotics fields will found the meaning from every signs which is seen on the data.

Then, this thesis compiled with a hope that able to give the advantages to the reader as the other students in compiled their thesis references in analyzing a sign, as the thesis data, in semiotics field. Notably for the English Language and Literature students who want to analyze using semiotics approach.
REFERENCES


## APPENDICES

<table>
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<tr>
<th>No.</th>
<th>Name of Advertisement Product</th>
<th>Poster of advertisement</th>
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<td>KFC Mac and Cheese Bites</td>
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15. KFC Umadare & Yang Yeum

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