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Submitted to Letters and Humanities Faculty
in Partial Fulfillment of the Requirement for
the Degree of Letters Scholar

DINAH MUHIDDIN
NIM: 103026027618

ENGLISH LETTERS DEPARTMENT
LETTERS AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY
“SYARIF HIDAYATULLAH”
JAKARTA
2010

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 acknowledgment has been made in the text.

Jakarta, May 13, 2010

DINAH MUHIDDIN
PREFACE

In the name of Allah SWT, the most gracious, and most merciful.

All praise is to Allah SWT. Lord of the Universe. The writer is really sure in her deepest heart that without His help and His mercy this paper would not have been completed. Peace and Blessing be upon our Prophet Muhammad SAW, His Family, His companion and His followers.

In this paper, the writer would like to thanks her beloved father H. Muhiddin, mother Hj. Nuhra, sisters; Herawaty, Isnawaty, Fitri Yani, Nurhayati and brother Muhammad yunus, and specially her beloved fiance Mohammad Syahril Wasahua thank you so much for love, affection, support, advice, facility, during the study and finishing this paper.

In writing this paper, the writer owes much to Mr. Abdul Hamid, M.Hum, as his advisor who has given the guidance in writing this paper as well as has advised her patiently, punctually in reading the contents of this paper. The writer realizes without his critics and helps this paper will mean nothing.

The writer wishes to say gratitude to the following persons:

1. Dr. Abdul Wahid Hasyim, the Dean of Faculty of Adab and Humanities, Syarif Hidayatullah, State Islamic University, Jakarta.
2. Dr. Muhammad Farkhan, M.Pd, the Head of English Letter Department.
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5. All my friends at English Letters Department, especially my classmates who cannot be mentioned one-by-one.
6. All my friends at Rahima, KOHATI PB HMI, FKMA, FORMAT, Annur Group, Altar Theater, el Na’ ma theater, Pesanggrahan Society

May Allah bless us. Finally, the writer realizes that this paper is not perfect yet. It is a pleasure for her to receive some critics and suggestions.

Jakarta, August 2010

Dinah Muhiddin
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APPROVAL SHEET OF THE ADVISOR

An Analysis of National Narcotics Agency Ads viewed from Connotative Meaning of Rolland Barthes Concepts

A Paper Submitted to the Faculty of Adab and Humanities in Partial Fulfillment of the Requirements for the Degree of Strata 1 (S1)

By Dinah Muhiddin
NIM. 103026027618

Advisor

Drs. Abdul Hamid, M. Ed
NIP.150181922

English Letters Department
Faculty of Adab and Humanities
Syarif Hidayatullah State Islamic University
Jakarta
2010
LEGALIZATION

Name : Dinah Muhiddin
Nim  : 103026027618
Title : An Analysis of National Narcotics Agency Ads viewed from Connotative Meaning of Rolland Barthes Concepts

The thesis has been defended before the Letters and Humanities Faculty’s Examination Committee on Monday, September 06th 2010. It has been accepted as partial fulfillment of the requirements for acquiring the degree of Strata 1 (S1) in English Letters Department.

Jakarta, September 06th 2010

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Jakarta, September 22, 2010

DINAH MUHIDDIN
ABSTRACT


The objectives of this research is to know the connotation meanings of the BNN’s (National Narcotics Agency) ad. Further, to know the myth that motivates those ads. The method of this research is descriptive qualitative method, because semiotic analysis rarely uses quantitative method. The writer collects the ads which are going to be analyzed, then, analyzes them and interpret them in description. There are 5 ads, THIS HIGH OR THAT ‘HIGH’? VALUE YOURSELF MAKE HEALTHY CHOICES, DRUG’S ARE NOT CHILD’S PLAY, FIGHT AGAINST DRUGS, DRUGS FREE CHORUS and FREE OR DIE?. Those ads are from billboard, and book media campaign of BNN.

In analyzing those ads, the writer finds relation of the expression (E1) and the content (C1) as denotative meaning then also analyzes the connotative meaning in order to know the messages and the myth inside the ads. Thus it can be concluded that the concepts of Rolland Barthes is to find out the messages of connotative meaning which are given by the ads.
PREFACE

In the name of Allah SWT, the most gracious, and most merciful.

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Jakarta, September 2010

Dinah Muhiddi
CHAPTER I

INTRODUCTION

A. Background of the study

In the cultural treasure, the presence of the science of semiotics can be said to be able to provide the framework of a more comprehensive analysis, semiotics as a science of studying about the signs, claimed by its proponents, can be applied in all different areas of life.\(^1\) The science of semiotics, including the imperialistic, in terms of its ability to analyze of the fields. However, we can analysts by semiotics to enter the recesses of a hidden phenomenon.

The phenomenon of contemporary culture is very complex. However, with semiotics, all that can be analyzed systematically involves various signs around it. Many areas of contemporary culture that can be studied through the lens of semiotics. The phenomenon of advertising, consumerism, theater, etc.\(^2\)

The advertising is one of the signs that we often encounter in everyday life. Advertising signs in Webster's Night New Collegiate Dictionary, the definition of the 5th from "billboard" is a sign that read or point that is used to identify advertisement or company.\(^3\) By looking around the main roads we

find a lot of billboards which each have special logos and typography are used to generate an impression so that people will still remember it.

The ads use the sign system consisting of symbols, whether verbal or in the form of icon. Basically, the symbol used in the ad consists of two types, namely the verbal and the nonverbal. Verbal symbol is a language we know; nonverbal symbols are shapes and colors that are presented in the ad, which does not specifically imitate the way the forms of reality. Icons are the shape and similar color or similar to the actual circumstances such as drawing objects, people, or animals.4

According to North the right tool to analyze the ad is the theory of connotation. Considered appropriate because of the connotation theory discusses the layers of meaning in advertising. Besides meaning that the surface is called denotation, ads have meaning in the meaning / connotation signifier. Meaning arises from surface-signifier of verbal and nonverbal form of advertising while the meanings there in set of meanings and connotations created by the signifier surface. Connotation meaning is secondary meaning in addition to signs of primary significance, the standard or core, called a denotative meaning. In Barthes's semiotics, the concept of connotation is a key concept. This concept is used in the analysis of culture, literature, and advertising.5

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Some semiotics process becomes a myth describing the activities of the meaning contained denotation. In understanding the text, myth has function to discover the hidden ideology in the text, in this case the text is billboards. Myth (mythes) which means a type of speech is a system of communication, myth brought the message. So the myth is not the object but a concept or an idea, but a way of signification. Myth is a form of speech because it all can be regarded as a myth, as long as shown in a discourse. Myth is not determined by the object or material (material) the message, but by way of myth presented. Myth is not just a message delivered in the form of verbal (words spoken or written), but also in various other forms or mixed forms of verbal and nonverbal for example in the form of films, paintings, fotograpy, advertisements and comics. Everything can be used to convey the message.

Some process be semiologis myth describing the activities of the meaning contained denotation. Mechanism of a myth is a way ordinary images and objects attached to the application so that the ideological meanings into natural look is acceptable to common sense. If so then there will be two systems of significance: denotative meaning and connotative meaning, "language-object" (movies, toys, food, cars like the object represented), and the myths associated connotative meaning which indirectly deliver the message.

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Based on the description above, the writer is interested in analyzing the ads on the National Narcotics Agency as anti-drug public service advertising media. Because the ads of National Narcotics Agency are exposed in some places around us. It shows that BNN is serious to face and minimize narcotics problems. So the title of this study is “An Analysis of National Narcotics Agency Ads viewed from Connotative Meaning of Rolland Barthes Concepts”

B. Focus Of Study

In this study, the writer focuses on the five ads and limits problem only on the use of signs; the symbols and text on the billboard of the National Narcotics Agency. The selected ads are:

1. THIS HIGH OR THAT ‘HIGH’? VALUE YOURSELF MAKE HEALTHY CHOICES.
2. DRUG’S ARE NOT CHILD’S PLAY
3. FIGHT AGAINTS DRUGS
4. DRUGS FREE CHORUS
5. FREE OR DIE?

Those ads will be analyzed through Semiotic analysis of Rolland Barthes connotation concepts.

C. Research Questions

Based on the focus of the study, then the research questions are as followes:

1. What is the denotative meaning of the National Narcotics Agency Ads?
2. What are the messages on the connotative meanings given by the ads viewed from Rolland Barthes’ Theory?

3. What is the myth which contained in each ad?

D. Significances of the Study

The writer expects this study will be benefit for the student of English Department and other readers who are interested in the study of linguistics especially in the scientific study of semiotics. The author also hopes that this study can enrich the knowledge of semiotics and their understanding about Rolland Barthes’ concept.

E. Research Methodology

1. The Objective of Research

   a. The objective of the research is to know relationship of the E1, R1, C1 that makes the whole of the denotative signs as E2.

   b. To find out the connotative sign or implicit messages from selected ads.

   c. To find out the myth inside the messages of each ads.

2. Method of The Research

   The method used in this study is a qualitative method. The research describes, analyzes and identifies semiotic elements of the ads of
National Narcotics Agency and interpreted through Rolland Barthes Theory.

3. Data analysis techniques

Data obtained in this study will be analyzed through descriptive analysis technique. In this technique the writer classifies the data into three group, they are expression (E); Relation (R) and content (C) from E1, R1, C1(denotative sign) then develop into E2, R2 and C2 (connotative sign)

4. Research Instruments

The instruments of the research is the writer herself as the subject of the study by reading and understanding some references that support of the study.

5. Analysis Unit

Unit of analysis in this is the five ads of National Narcotics Agency. They are:

1) An ad with two picture of man, first man with background white and red and below of the picture is a statement of “‘HIGH’ VALUE YOURSELF MAKE HEALTHY CHOICES?”

2) An ad with kid picture who has red face, beside the picture there is a statement of “DRUG ARE NOT CHILD’S PLAY”.

3) An ad with fight hand picture and there is a statement FIGHT AGAINST DRUGS.
4) An ad with picture that consist of kids one girl and two boys are singing with guitar, below the picture is the statement of DRUGS FREE CHORUS.

5) An ad with picture of student’s death and above the picture is the statement of FREE OR DIE?

6. Time and Location

This research was conducted in the second semester of the academic year 2009/2010 in the library of the Faculty of Adab and Humanities, the Main library of UIN Jakarta and in several other libraries that can support the required data.
CHAPTER II
THEORETICAL FRAMEWORK

A. Ad

1. Definition of Ad

Advertising as a means as public announcements about the availability of goods or services have reached the age of 3000 years after the discovery of the first ad of the year at Thebes in 1000 BC.\(^8\)

Ad which is the equivalent word in English advertising originally from the Latin meaning advertere directs attention to ... " It is a form of social discourse is to persuade, influence people's perception of the purchase and thing consumption.\(^9\)

Ahuja and Chabra defines advertising as an activity that allows to deliver messages visually or orally to the general public who aim to inform and influence the public to buy goods or services, for the act or tend to act profitable idea or an institution or person who propagated in advertising activity.\(^10\)

2. Function of Ad

Although the primary objective of advertising is to persuade, it may achieve this objective in many different ways. An important function of advertising is the identification function, that is, to identify a product

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\(^9\) *Ibid*, p. 278

and differentiate it from others; this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products. Another function of advertising is to communicate information about the product, its attributes, and its location of sale; this is the information function. The third function of advertising is to induce consumers to try new products and to suggest reuse of the product as well as new uses; this is the persuasion function.¹¹

The identification function of advertising includes the ability of advertising to differentiate a product so that it has its own unique identity or personality. One famous example of this is found in the long-running advertising for Ivory Soap. In the late 1800s, a soap maker at Procter and Gamble left his machine running during his lunch period and returned to find a whipped soap that, when made into bars, floated. The company decided to capitalize on this mistake by advertising Ivory Soap with the phrase “It Floats.” This characteristic of Ivory Soap served to uniquely identify it and differentiate it from other bars of soap.¹²

The information function of advertising can also be found in advertising for Ivory Soap. For more than one hundred years, advertisements for Ivory Soap have focused on such product characteristics as purity of ingredients, child care, and soft skin. These characteristics, in turn, were often related to key benefits that could be obtained from using Ivory Soap. Thus, various advertisements emphasized

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“That Ivory Look,” which focused on the relationships between product characteristics and the benefits of obtaining a fresh and healthy appearance.

The third and most important function of advertising is also evident in the long-running Ivory Soap advertising campaigns. The advertiser, Procter and Gamble, has linked Ivory Soap with obtaining benefits that are important to customers: a fresh and healthy appearance for women, a mild, nonirritating method for bathing babies, and a novelty for children in the tub (since it floats). The benefits of the product suggest reasons to buy and use Ivory Soap and thus provide a basis for persuading consumers. Different benefits are important to different customers. Thus, to realize its full potential as a persuasive tool, advertising must often be tailored to emphasize those benefits that are important and meaningful for a particular type of customer or a particular use of the product.\(^\text{13}\)

Advertising has a very long history. It existed in ancient times in the form of signs that advertised wares in markets. In Europe and colonial America, criers were often employed by shopkeepers to shout a message throughout a town. Medicine shows, in which there was a combination of entertainment and an effort to sell a product, usually a patent medicine or elixir, presaged modern advertising by creating an entertainment context in which advertising was embedded. Advertising became especially important in the second half of the nineteenth century as retailers began to

advertise products and prices that would bring customers to their stores. Advertising for patent medicines also played a prominent role in the development of advertising, and by the end of the nineteenth century, the firms that would become advertising agencies had already begun to form.\textsuperscript{14}

According to Barthes Advertising is a type of complex systems in nature because it consists of elements of diverse. Our senses were affected by this collection of elements, ranging from the image / the forms of advertising until the sound and words are written.\textsuperscript{15} Barthes distinguish three types of messages will find in the ad. The three are: one, the linguistic message conveyed through language, the second is the uncoded message that is iconic photographic images that refer to the real object of the advertised goods or things. Third message is a symbolic or coded iconic message. Are included in this third message is the connotation of meaning generated by images that create the image of a particular product.\textsuperscript{16}

Advertising is a social text that promotes a way of life and form a worldview. Ads not only as media information about the availability and

\textsuperscript{14}Ibid.

quality of goods, but as a shaper of media perception of lifestyle associated with the goods or services.\textsuperscript{17}

According to Barthes between image and language in advertisements are interconnected relationships. In other words the meaning of images can not be separated from language, as was the opposite. In advertising and photography, for example, Barthes argues that, picture messages is delivered, first built on the verbal comments accompanying it.\textsuperscript{18}

Barthes describes two types of relationship between picture/image with the text/language, namely anchorage (anchorage) and relay. Proposed two types of this relationship to answer the basic question, namely whether the image/images to repeat some information in the text thus causing overlap? Or is it new information to add text in the image?\textsuperscript{19}

In the first type of relationship, anchorage, guiding viewers through a text signifiers drawing, directing it to then set aside a specific marker for another yet to receive alerts. Text analogue as a remote control that directs viewers to a particular image messages that have been determined in advance. Whereas in the second type of relationship, relay, text, and images seen as fragments of a more general sintagm. In this second relationship of text and image complement each other to form a greater unity of message.

\begin{itemize}
\item \textsuperscript{17} Danesi Marchel, Paul Peron, \textit{Analyzing Cultures; An introduction & Handbook}, (Bloomington: Indiana University Press, 199), p.278.
\item \textsuperscript{18} Winfried Nöth, \textit{Handbook of Semiotics}. (Bloomington: Indiana University Press, 1990), p. 450
\item \textsuperscript{19} \textit{Ibid}, p.453-454.
\end{itemize}
B. Semiotic Connotation of Rolland Barthes

1. Definition of Semiotics

Although semiology (or semiotics) is a famous approach in analyzing life dimensions, such as art, culture, until photography and fashion, the writing of semiology history is not that obvious as its application these days. As what told by Morris “the history of semiotics as a whole yet remains to be written”.

Semiology can be etymologically related to semiotics. Therefore, Europe in 18\textsuperscript{th} century was familiar to terms such as ‘semiotica’, ‘semiotique’, and ‘semiotica’ which indeed adopted formally from medicine term as doctrine of symptoms. And those terms above related tightly to symptomatology. Even in Italia, term ‘semeiotica’ still largely used by people nowadays.

Whether semiotics or semiology, both are terms in linguistics referred as study of signs. Both terms, as explained before in the earlier, are not significantly different each other. Both terms, each of each, only represent different groups. Term ‘semiology’ is a common term used by those who inherit linguistics tradition of Ferdinand de Saussure. While ‘semiotics’ is a common term largely used by those who inherit thought of Charles Sanders Pierce. They who inherit the first are called Saussurian,

\footnotesize
\begin{itemize}
\item \textsuperscript{20} Panuti Sudjiman, \textit{Serba Serbi Semiotika}, (Jakarta : Gramedia pustaka Utama, 1992), p. 55.
\item \textsuperscript{21} Winfried NÖth, \textit{Handbook of Semiotics}, (Indiana Univ. Press, 1990), p. 11.
\end{itemize}
and the second as piercian. Therefore, ‘semiotics’ is a synonym of ‘semiology’.  

The difference between both terms above can be traced back through the academic background of tradition and investigation. Term ‘semiology’ took root in linguistics tradition of Ferdinand de Saussure. While term ‘semiotics’ took root in philosophy tradition in 17th century when Johann Heinrich Lambert (as discussed in the previous page) used the term as a synonym of term logic. 

Simply, semiology is a branch of linguistics which in general studies sign and everything related to it; the way it work, it relationship with other signs, and also the process of encoding and decoding of the sign itself.

2. Rolland Barthes Theory

a. Semiology

Barthes considers the modern world as a producer of so many signs in the current system. The rate of development of mass communication, for example, has made this field so widely, ranging from movies, advertisements, comics, photography to newspapers. This media is called Barthes as a medium for the occurrence of significance.

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Number of sign system that emerged in the modern world requires a special science to studying it called semiology reviewing all kinds of system of signs,\textsuperscript{26} whatever it is, without limitation the content and scope of the system began patterns, images, up to sign language, sound, music, objects, as well as associations due to complicated these systems.\textsuperscript{27}

b. Denotative and Connotative

In Semiotics, denotation and connotation are terms describing the relationship between the signifier and its signified, and an analytic distinction is made between two types of signified: a denotative signified and a connotative signified. Meaning includes both denotation and connotation.

‘Denotation’ tends to be described as the definitional, literal, obvious or common sense meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide.

The term ‘connotation’ is used to refer to the socio-cultural and ‘personal’ associations (ideological, emotional, etc.) of the sign. These are typically related to the interpreter’s class, age, gender, ethnicity and so on. Connotation is thus context-dependent.\textsuperscript{28}

\textsuperscript{26} Tony Thwaites, \textit{Introducing Cultural and Media Studies; Sebuah Pendekatan Semiotik}, (Yogyakarta dan Bandung: Jalasutra, 2009), p. 42.
c. The System Of Signification

Barthes developed the theory of de Saussure to examine the cultural aspects related to the distribution of signifiant and signifié. De Saussure tried to see the sign as a union between the two entities comprising mental signifiant (signifier), ie image acoustique, and signifié (signified), for example, image acoustique is signifie of rabbit that its signifier is "the concept of a rabbit". Association between image acoustique and the concept of "rabbit" this is what he called signs.

![Figure 1. example of de Saussure's sign concept](image)

The theory developed signs de Saussure was developed by Barthes becomes more dynamic. In this case Barthes, first, develop the concept of signification, ie marker binding process (expression (E)) with signified (content (C)). Therefore, adding Barthes R (relations) connecting the markers with an indication that the concept of the sign is a sign of ERC Barthes. Second, Barthes does not see the sign-fabric markers in a static relationship, but, because of the significance, dynamic. To make it clearer of Barthes’s concept, observe the following model.

Model 1. Concept of connotation

<table>
<thead>
<tr>
<th>Secondary Sign</th>
<th>Connotation</th>
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<tbody>
<tr>
<td>Expression (E2)</td>
<td>R²</td>
</tr>
<tr>
<td>Content (C2)</td>
<td>1</td>
</tr>
<tr>
<td>Expression (E1)</td>
<td>Content (C1)</td>
</tr>
</tbody>
</table>
This model can be applied in the example model:

From the example of model 1, it can be seen that the relationship of E1 R1 C1 become the whole denotative signs as “E2” which denotes the content 2 (C2). C2 is the the content of a new (connotative sign). It has implicit meaning in the form of concept, image or myths. Barthes used the concept of connotative semiotics (C2) to uncover the hidden meaning in the text of denotive level.

Meaning here takes place in two phases. Sign (signifier and signified) in the first stage, a signifier on the second level having another signifier (extended meaning). Example; bookmarks (image acoustique) / Volvo / have a relationship (R1) with a signifier (concept), 'brand', and both are signs at the first level. Relation both to sign this second level, which has a signifier of 'luxuries'. The expansion is called the connotation.
or meaning is also called the system of signification. In semiotic advertising done on two levels namely the level of the surface (surface level) and level of (underlying level) Surface level of the ad is the actual text ads, how the text is mixed from the elements of verbal and non verbal, whereas the level in the ad is interwoven connotations, mystical themes raised level surface.29

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

1) Verbal Part

Verbal Part that can be analyzed is, of course, 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 text form.

2) Non verbal Part

There are some kinds of non verbal parts in advertisement. Their appearances are aimed to support the verbal part in order to be an interesting package of advertisement. They have deep meanings that can produce message to the reader, not only as a complement. Those kinds of non verbal parts are:

a. 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.

In addition to such specific advantages as increased attention value, realism, prestige, emphasis, and identification of package, brand, or trademark, colors have a symbolism of their own which can contribute to the the communication process. Color can be analyzed through the color psychology, for example, red connotes strength, speed or anger.

b. Animation and Picture

Animation, according to David W. Stewart, 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 ad agencies are using animation to sell their wares ins ads. Making an animation is not something easy. However, recently, there are many advertisements which add the animation as a complement unsure to make the ads become great. People can see the creative animation of advertisement on television or outdoor three dimension advertisements.

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Picture is one of elements in advertisement which is used to support the message that the advertisers want to address. Pictures, of course, do not have to be photographs. They can be drawings, paintings, collages, computer graphics and many more. Picture can speak to us more quickly and powerfully than words\(^3\). Therefore, many ads appear with pictures more than the text. Besides that, picture can represent the product, the image or something. Some pictures in this world are not only have the truly meaning, but also the connotation that can reflect any perceptions.

C. Myth

Barthes's theory of myth describes different theories of myth that is generally understood that myth as a narrative form. Myth Barthes proposed in touch with the everyday phenomenon, not a type of narrative while the public is understood, myth is a fundamental phenomenon of human culture, that is a tale; as an example is the Greek myth.

Barthes, myth is not a kind of narrative. Barthes, myth is a system of signification would be the phenomena of everyday life. Barthes's theory of myth is a semiotic approach to the daily reality. Briefly Barthes myth can be explained that: significance will daily phenomenon can occur in the denotation (first semiologis system) and connotation (the second semiologis system), and

that myth is a system that is based on the connotation of significance. Myths contain meanings has connotations denotation is parasitic on the meaning.\(^{33}\)

a) How to read Myth

In the system of semiology, the myth is a system on the second level, born of the connotations, while the language (or other modes of representation that are equivalent to the language) is the system at the first level. Here is a chart of myth as a system of semiology is the second level and language as a system of first semiology.

According to Barthes in the myth there are two systems of semiology, the first is a linguistic system (including the language or the ways that other representations are equivalent to the language), which is often called the object language (Language-object): since in language, the myth built up its system. The second system is a myth itself.\(^{34}\)

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\(^{34}\) Ibid, p. 375.
D. National Narcotics Agency

National Narcotics Agency is an institution which is located in nonstructural Indonesia under and directly responsible to the President of the Republic of Indonesia. BNN was established by Decree of the President of the Republic of Indonesia Number 17 Year 2002 (subsequently replaced by the Presidential Regulation Number 83 Year 2007). BNN responsibility is to coordinate the relevant government agencies in policy making and implementation in the areas of availability, prevention and eradication of the abuse and illicit traffic in narcotics, psychotropic substances, precursors and other addictive substances.35

1. Vision

The commitment of ASEAN member countries have declared that ASEAN FREE DRUGS YEAR 2015 which is a global issue, regionally must be addressed seriously to make it happen. Along with it in accordance with the vision of the Indonesian nation in nation-building has been established in MPR Decree No. TAP/MPR/VII/2001 namely: Realization of the Indonesian people who are religious, humane, united, democratic, just, prosperous, progressive, independent and good and net in the organization of State?, then the vision established by the National Narcotics Agency as a focal point in the handling of drug problems are: realization of Indonesian society free of abuse and illicit traffic in narcotics, psychotropic and other addictive substances (drugs) in 2015.

2. The goals: In order to provide a framework for more detailed planning level, such as goal setting, program, activities and budget plans and operational plans of a technical nature it is necessary to set the goal of BNN that can give the final result to be achieved. Besides, with goal-setting organizations (BNN) is expected to provide clarity about the vision, mission and strategic issues. Thus the goals set are:

1) The achievement of high commitment from every component of government and society to combat drugs.

2) The realization of attitude and behavior of the community to participate in the prevention and eradication of drug abuse and illicit traffic.

3) The realization of the conditions in the field of drug law enforcement in accordance with the rule of law.

4) Achievement of improved systems and methods in therapy and rehabilitation services drug abuse.

5) Establishment of an accurate database of drug abuse and illicit traffic.

6) The operating of task forces that have been established based on analysis of the situation.

7) Narcotics Agency is in Province/Regency/Municipality in implementing the program.

8) Establishment of effective international cooperation that can provide assistance handling solutions drug problems in Indonesia.
3. The Target:

Target is the reflection of the desired results or outcomes are specific, concrete and measurable over what is done to achieve the goal within one year. Goals include what will be achieved, when and by whom. When separated explicitly, the annual target is not part of the organization's strategic plan, but the main part of the annual Operational Plan which was based on the strategic plan itself. Therefore, in this National Strategy document does not specifically described/defined, however, targeting will be formulated by each institution in the preparation of the Annual Performance Plan.

E. The Mission

1. Determine national policy in building a common commitment to combat drug misuse and illicit traffic.

2. Conducting prevention efforts more effective and efficient.

3. Increasing the field of drug law enforcement firmly and thoroughly.

4. Improving methods of therapy and rehabilitation in the rehabilitation of drug abuse.

5. Conducting research and development in the preparation of an accurate database.


7. Enhance the role and functions of the Task Force Operations.
8. Enhance the role and functions of Provincial Narcotics Agency / County / City.

9. Increasing the role of the BNN in the international arena through effective international cooperation in combating illicit traffic of drugs.\(^\text{36}\)

\(^{36}\) http://www.bnn.go.id/konten.php?nama=Profil&op=visi_misi&mn=1&smn=a
CHAPTER III
RESEARCH FINDINGS

A. Data Description
A.1 Ad 1:

A.2 Ad 2:
A.3 Ad 3:

DRUGS ARE NOT CHILD’S PLAY

A.4 Ad 4:

MERDEKA ATAU MERTI
A.5 Ad 5:

B. Data Analysis

From the data description above, it can be analyzed as follows:

B.1 data 1 Expression: THIS HIGH OR THAT 'HIGH' VALUE MAKE Yourself Healthy Choices.

a) The Denotative Meaning

From the ad. 1, the relationship of picture (expression) relates "THIS HIGH OR THAT 'HIGH' VALUE MAKE Yourself Healthy Choices" (Content1), means that the ad wants to attract the readers to choose their healthy choices by looking at the given picture. In the denotative level tends to be describe as the definitional, literal, obvious on common sense meaning of sign.
In the case of linguistic sign, the denotative meaning is what the dictionary attempts to provide.

b) The Connotative Meaning

In the Connotative level Barthes to uncover the hidden meaning in the text of denotative level. So the denotative meaning in data 1 can be explored as describes below:

The image of connotative level describes the man with ideal – a young man who lives with a fresh face symbolizes the young generation with hopeful picture is marked by a white background. This picture is a young boy who did not use drugs. Wearing a bow-tie suit marks the young man with a good quality of life, classy both in terms of education and social class in the society because society in general in a suit symbol of modesty, which is used formal clothes highly educated people, as well as bureaucrats. In films from western culture jacket with a bow tie is usually worn in formal occasions, a classy exclusive celebration party (the upper class strata of society). And the picture next to picture of youth who have died marked with Combination casket and flowers. Symbolizes death, the demise of future expectations for the victims of drug use. The color red symbolizes the blood, which resulted in the death of the victim drug.

Two images with a contrasting background colors of red and white, the color of the flag of our country, this suggests that the drug is a threat to the Republic of Indonesia, the options if not using drugs then the nation will be in a nation of excellence and quality when using the drug quality of
the nation will die. The words "THIS OR THAT HIGH 'HIGH' VALUE MAKE Yourself Healthy Choices. Is this high appeal or is that high. High according to the dictionary oxford advanced learner first. Near the top in rank or status, ie; He has friend in High Places (= Among people of power and influence). 2. Of great value ie; to play for high stakes is about my highest card. 3. Morally good ie; a man of high ideals / principles. In terms of drug users usually use the term fly or high, which means using drugs to achieve a sense of soaring. In dictionary terms and the dangers of drug use with another term high Stoned, On, Fly means: is enjoying the effects of drugs. Definitions; circumstances were at the peak of the influence of drugs on the body. Therefore the text invites readers to consider which one to choose, choose a healthy option. So the text has a role in the anchorage which directs readers to a particular meaning and relays the text to strengthen the meaning portrayed in the picture. There will be a website address from BNN to show if the reader or the public want more information then please see the drug-related in accordance BNN's website address those sites. On the right hand corner shows the symbol BNN related ownership of this public service ads are produced and owned by BNN. In another side there is writing “say no drug!”. Showing that the text role on two things, which are anchorage and relay, both in picture and on the role itself, namely BNN war against drugs.
c) At Mythical Level

It is understood that as activating the myth of BNN: the dreams of BNN such as declaring war against drug; the dream of achieving wish commitment from every component of government and society to control drugs.

From the connotation of the above can be drawn further impressions related to what the meaning of myth in the advertising picture. The writer saw no convoy nationalism value using the color red as the color of white Indonesian flag, with oriented to the western countries as an icon of this is visible from the advanced use of clothing jacket, which by consensus in our society and in the international community is the black suit formal clothing that shows a particular social class.

B.2 Data 2 Expression : FIGHT AGAINST DRUG

a) The Denotative Meaning

From the ad. 2, the relationship of picture (expression) relates FIGHT AGAINST DRUG (Content1). Means that the ad wants to persuade the readers to fight against drug by looking at the given picture. In the denotative level tends to be describe as the definitional, literal, obvious on common sense meaning of sign.

In the case of linguistic sign, the denotative meaning is what the dictionary attempts to provide. Symbol of Pertamina to express as main sponsor.
b) The Connotative Meaning

In the Connotative level Barthes to uncover the hidden meaning in the text of denotative level. So the denotative meaning in data 2 can be explored as describes below:

Preview his fist is the symbol of resistance here, text describing the image function, moor (anchorage), which directs the reader to interpret the specific meaning in the marker image, and also, transmits (relays), ie text and images as two complementary elements. Clenched hands that could break or penetrate the wall that said drug indicates that the drugs can be defeated with the form and firmly against the radicals. Use of red color as the background which dominates signifies courage, a symbol of fire, war, and danger. And the white color symbolizes the unity and hope, peace. Symbol Pertamina as the main sponsor of this ad represents the role of State owned enterprises to participate against drugs. That supports the role of Pertamina BNN combat drugs. Because natural resources are handled by Pertamina certainly contributed to the survival of the next generation

c) At the level Mythical

The combination of red and white colors indicate that the drug is a matter of national State. This ad also directs readers to have a sense of nationalism in the republic of Indonesia. Symbol Pertamina as the main sponsor of this ad represents the role of State owned enterprises to participate against drugs. That Pertamina support BNN role combat drugs. Because natural resources are handled by Pertamina certainly contributed
to the survival of future generations. This is in line with the objectives of BNN namely the achievement of high commitment from all parts of government and society to combat drugs.

B.3 Data 3 Expression: DRUG’S ARE NOT CHILD’S PLAY

a) The Denotative Meaning

From the ad. 3, the relationship of picture (expression) relates

DRUG’S ARE NOT CHILD’S PLAY (Content1) Means that the ad wants to attract the readers to keep the children from narcotic. In the denotative level tends to be describe as the definitional, literal, obvious on common sense meaning of sign.

In the case of linguistic sign, the denotative meaning is what the dictionary attempts to provide.

b) The Connotative Meaning

In the Connotative level Barthes to uncover the hidden meaning in the text of denotative level. So the denotative meaning in data 2 can be explored as describes below:

Drugs are not child's play, appeals to prevent the dangers of drugs from the outset. Also appealing to parents to keep control of his children are still underage. Because the phase of the children is still limited knowledge and correct information. So this period vulnerable to becoming victims of drug abuse. Alloy impressive black and red colors are bleak if the condition since childhood have been a victim of drugs. Coupled with images of five years with no facial expression cheerful. Though supposed
childhood is a time of play, which is filled with cheerful atmosphere and enrich creativity, childhood is a time of debriefing later in adulthood. The combination of black and red, symbolizing that the drug effects of blood poisoning

c) At the level Mythical

At the level of myth, which is implicitly conveyed the message is the role of parents as protectors, guardians of children are still minors. Dangers of drug prevention must start early and start from the immediate environment that is family. Harmony Family has become imperative to create conditions conducive to the growth and development of the child so the child awoke from the dangers of drugs. This was in accordance with the vision of the Indonesian nation in nation building, which is covered by the vision BNN namely a religious establishment of the Indonesian people, human, united, democratic, just, prosperous, progressive, independent and good and clean from drugs.

B.4 Data.4 Expression: FREE OR DIE?

a) The Denotative Meaning

From the ad. 4, the relationship of picture (expression) relates FREE OR DIED (Content1). Means that the ad wants to persuade the readers to make choice which is right choices being die as victim of narcotic or being free of narcotic. There is picture of girl student who lay dead after using a syringe sleeve uncovered looks upward. In the
denotative level tends to be describe as the definitional, literal, obvious on common sense meaning of sign.

In the case of linguistic sign, the denotative meaning is what the dictionary attempts to provide.

b) The Connotative Meaning

In the Connotative level Barthes to uncover the hidden meaning in the text of denotative level. So the denotative meaning in data 4 can be explored as describes below:

Figure teenage high school student who represents the victim lying on drugs a lot of students. Of the total 3.2 million victims of the abuse of narcotics and dangerous drugs or narcotics in Indonesia, about 1.1 million of whom are students. Because in this period because adolescence is a transitional period of self, the transition from childhood to early adulthood. The period in which many suffered psychologically psychological upheaval. In this period tend to want to try it and it was felt to be an adult and can determine and decide the related himself. Even the most harmful effects of drugs is a cause of death. Besides, the impression became slang when children become 'naughty' suggest more cool among teenagers. So when it was never tried drugs would be considered cool among fellow friend. Being not necessarily with drug slang.

c) At the level Mythical

Use of images symbolizing high school students that drugs are not only victims of men but also women as far more girls are not identical as
naughty as boys. Drug crime is intended to turn the young generation potential of the nation, then it becomes very strategic when teenagers are the main target. The free or death is also the jargon of this republic's independence fighters. But the context is different with this ad. During the independence struggle of life or death choice for the independence of nations. Current context of independence we already have then you should not be misused by filling with the independence of drug abuse especially if the cause of death.

B.5 Data.5 Expression : DRUGS FREE CHORUS

a) The Denotative Meaning

From the ad. 5, the relationship of picture (expression) relates DRUGS FREE CHORUS (Content1). Means that the ad shows to the readers that drug free chorus it means that chorus by street kid was free of drug. In the denotative level tends to be describe as the definitional, literal, obvious on common sense meaning of sign.

In the case of linguistic sign, the denotative meaning is what the dictionary attempts to provide.

b) The Connotative Meaning

In the Connotative level Barthes to uncover the hidden meaning in the text of denotative level. So the denotative meaning in data 5 can be explored as describes below:

Picture of children holding a street busker music instruments, singing with them as cheerful symbolizes that street children are free of
drugs for the life of street children are considered free, making them vulnerable to possible negative network. They are included also vulnerable as a user of drugs and made casualties in a drug distribution network. Blue background representing the color that dominates other than typical symbol BNN also symbolize the policy, protection, inspiration, water, sea, creativity, love, peace, belief, role model, an inner strength, stability, messages, ideas, sharing, idealism, friendship and harmony, affection. This gives the impression of color can create a feeling of calm cool and calm. Blue color can also display the power of technology, cleanliness, air, water and deep water.

c) At the level Mythical

At the level of myth, BNN, producer of this ad and called on the Government in the community to care for street children which is the successor to the assets of the nation, as a group of marginalized communities and the government should be responsible for the survival and future of street children. Stipulated in Law Number 23 Year 2004 on Child Protection (PA). Government"and various other state agencies, is obliged and responsible to provide special protection to children who are victims of abuse and circulation of drugs,"
A. Conclusions

Semiotics which is developed by Rolland Barthes can be used in analyzing advertisements. The advertisements can be analyzed by looking for the connotation meaning of the signs that appear. People can get the connotation meaning from text, picture, and colour.

In denotative meaning there is a relation between the Expression (E1) is the author of the ads with content analysis (C1) it. The text in each ad describes the image function, moor (anchorage), which directs the reader to interpret the specific meaning in the marker image, and also, transmits (relays), ie text and images as two complementary elements. Messages conveyed in the ad can be seen from the meaning connotations analyzed using Roland Barthes's theory.

Data 1: THIS OR THAT HIGH 'HIGH' VALUE MAKE Yourself Healthy Choices. The message conveyed is that the reader or the public can appreciate herself for choosing a healthy life without drugs because the drugs will not make a good quality of life. The myth contained in this ad is: nationalism value using the color red as the color of white Indonesian flag, with oriented to the western countries as an icon of this is visible from the advanced use of clothing jacket, which by consensus in our society and in the international community is the black suit formal clothing that shows a particular social class.
Data.2 Expression: FIGHT AGAINST DRUG  The message conveyed is for persuading society to fight drugs firmly and seriously. By involving one of the largest state-owned Pertamina is in harmony with the purpose of BNN namely the achievement of high commitment from all parts of government and society to combat drugs. The myth contained in this ad is: The combination of red and white colors indicate that the drug is a matter of national State. This ad also directs readers to have a sense of nationalism in the republic of Indonesia.

Data.3: Expression: DRUG'S ARE NOT CHILD'S PLAY  The message conveyed is drug's are not child's play, appeals to prevent the dangers of drugs from an early age and the role of parents as protectors, guardians of children are still minors. The myth contained in this ad is:: Harmony Family has become imperative to create conditions conducive to the growth and development of the child so the child awoke from the dangers of drugs.

Data.4: B.4 Expression: FREE OR DIE ? The message conveyed is to protect the young generation, especially the senior secondary level students are very vulnerable to becoming victims. The myth contained in this ad is: As a generation of people who have fought for the independence of the successor of the hero. Then fill the independence of the positive things that contribute to the nation one of them by not using drugs.

Data.5: Expression: DRUGS FREE CHORUS. The message is this ad is appealing to the public and government BNN related responsibilities to maintain
and protect street children from drug entrapment. The myth contained in this ad is: persuading to care for street children who also as the successor to the assets of the nation.

The author concludes that anti-drug ads are created BNN represent the vision and mission of the realization of Indonesian society free of abuse and illicit traffic in narcotics, psychotropic and other addictive substances (drugs). And BNN segments of society to adapt to the readers of this public service ads such as the general population, adolescents, and children.

B. Suggestions

From the writer’s analyses in the previous chapter, the writer suggest to the researchers or students who analyze something using semiotics as method, to look for the wider references. The knowledge of this study can also get wider, because semiotic is a study that getting interesting and famous, not only in education field, but also in many fields. The researchers can learn more to many semioticians in the world that have delivered their thought to develop people’s knowledge, one of them is Rolland Barthes.

In learning this study, the researchers can’t only get it from studying in the college or university. It can be easier to learn by reading many books about it or looking for the articles about it in the internet or asking the experts. In analyzing the advertisement, the researchers can use one of the semioticians thought, depending on which one that is suitable. Using one of their ways in analyzing the advertisement can make it easier. However, the writer suggests
to use Rolland Barthes’ semiotics theory because he was the pioneer of analyzing the advertisement by Connotative Meaning of Concepts.

Besides that, the advertisement producers and readers can be more careful to produce and read the advertisement. The message depends on the objects as the reader. There is no right or wrong perception. However, it can affect miscommunication. Therefore, the writer suggests to all people to avoid the miscommunication that may happen by learning and understanding about semiotics.
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