A SEMIOLOGY ANALYSIS ON L.A. BOLD ADVERTISEMENT

A Thesis

Submitted to Faculty of Letters and Humanities

In Partial Fulfillment of the Requirements for the Degree Strata One

ENGLISH LETTERS DEPARTMENT
LETTERS AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY SYARIF HIDAYATULLAH
JAKARTA
2017
ABSTRACT


The research is aimed to reveal a meaning contained on pictures which are as advertisement of L.A. BOLD. The pictures are accessed from L.A.BOLD official websites and on range January – May 2016. The method of this research is qualitative case study method. The definition of this method which is given by Merriam (1988) as quoted by Nunan as an intensive, holistic description an analysis of a single entity, phenomenon, or social unit. And the theory that is used to analyze the data is Roland Barthes’ theory focusing on finding denotation and connotation meaning. As the result of this research, there are ten pictures that contains denotataion and connotation meaning. It can be concluded that the theory is applicative to similar research.

Keywords: Semiology, Advertisement, Barthes, Denn otataion, Connotation
APPROVEMENT

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ENGLISH LETTERS DEPARTMENT
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STATE ISLAMIC UNIVERSITY SYARIF HIDAYATULLAH
JAKARTA
2017
LEGALIZATION

Name : Bahrul Ulum
NIM  : 1110026000107
Title : A Semiology Analysis on L.A. BOLD Advertisement

The thesis entitled above has been defended before the Letter and Humanities Faculty’s Examination Committee on July 19th, 2017. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, July 19th, 2017

The Examination Committee

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DECLARATION

I hereby declare that this submission is my own work and that, to the 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, Mei 2017

Bahrul Ulum
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*Bismillahirrahmanirrahim*

In the name of Allah, the most Gracious, the most Merciful.

*Alhamdulillah*, all praises to Allah, the Lord of the universe, who always blessed us every time. Peace and Blessing be upon to the great messenger of Allah our prophet Muhammad SAW and his families, his relives and all of his followers.

First of all, a great gratitude should be delivered to Parents, Brothers and sisters. Especially Ferawati, S.Pd. who always support the writer from both mental and financial. Because of them this research is finished. The special gratitude will be awarded to the wife (Mutiara Khairunnisa, Amd. Keb.). Because of her companion and love, this research is finally completed. Also, the best gratitude will be addressed to the two great Advisors Hilmi, M.Hum and Abdurraosyid, S.S., MEIL. Because of their advice this research finally accomplished.

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8. The Big Family of Excellent Institute (EXIST).

9. The Big Family of CleverFun Consulting Institute (CleverFun)


    May Allah always bless them in every step they take and it is hoped the research will be beneficial.

Jakarta, Mei 2017

Bahrul Ulum
# TABLE OF CONTENTS

ABSTRACT ........................................................................................................................................... i

APPROVEMENT ................................................................................................................................... ii

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

DECLARATION ...................................................................................................................................... iv

ACKNOWLEDGEMENT ........................................................................................................................... v

TABLE OF CONTENTS ........................................................................................................................... vii

LIST OF TABLES ................................................................................................................................... ix

LIST OF FIGURES ................................................................................................................................ x

CHAPTER: INTRODUCTION
   A. Background of the Study ............................................................................................................... 1
   B. Focus of the Study ........................................................................................................................... 4
   C. Research Question ....................................................................................................................... 4
   D. Research Significance ................................................................................................................... 4
   E. Research Methodology ................................................................................................................ 5
      1. The Method of the Research ..................................................................................................... 5
      2. The Objective of the Research ................................................................................................ 5
      3. Unit of Analysis ...................................................................................................................... 6
      4. The Instrument of the Research ............................................................................................. 7
      5. Technique of Data Analysis ................................................................................................. 7
   F. Place and Time of the Research ............................................................................................... 9

CHAPTER II: THEORITICAL FRAMEWORK
A. Previous Research ................................................................. 10
B. Definition of Semiotics ........................................................... 12
C. Roland Barthes ......................................................................... 14
   1. Denotation .............................................................................. 15
   2. Connotation ............................................................................. 16

CHAPTER III: RESEARCH FINDINGS

A. Data Description ....................................................................... 19
B. Data Analysis ........................................................................... 21
   1. Datum 1 .................................................................................. 21
   2. Datum 2 .................................................................................. 23
   3. Datum 3 .................................................................................. 25
   4. Datum 4 .................................................................................. 26
   5. Datum 5 .................................................................................. 28
   6. Datum 6 .................................................................................. 29
   7. Datum 7 .................................................................................. 31
   8. Datum 8 .................................................................................. 32
   9. Datum 9 .................................................................................. 34
  10. Datum 10 ............................................................................... 35

CHAPTER IV: CONCLUSION AND SUGGESTIONS

A. Conclusion ............................................................................... 37
B. Suggestion ............................................................................... 37

BIBLIOGRAPHY ............................................................................. 39
LIST OF TABLES

Table 1: Data Description (Section 1) .............................................................. 19
Table 2: Data Description (Section 2) .............................................................. 20
Table 3: Result of Analysis Datum 1 .............................................................. 22
Table 4: Result of Analysis Datum 2 .............................................................. 24
Table 5: Result of Analysis Datum 3 .............................................................. 26
Table 6: Result of Analysis Datum 4 .............................................................. 27
Table 7: Result of Analysis Datum 5 .............................................................. 29
Table 8: Result of Analysis Datum 6 .............................................................. 30
Table 9: Result of Analysis Datum 7 .............................................................. 32
Table 10: Result of Analysis Datum 8 ........................................................... 33
Table 11: Result of Analysis Datum 9 ........................................................... 35
Table 12: Result of Analysis Datum 10 ......................................................... 36
LIST OF FIGURES

Figure 1: Datum 1........................................................................................................21
Figure 2: Datum 2........................................................................................................23
Figure 3: Datum 3........................................................................................................25
Figure 4: Datum 4........................................................................................................26
Figure 5: Datum 5........................................................................................................28
Figure 6: Datum 6........................................................................................................29
Figure 7: Datum 7........................................................................................................31
Figure 8: Datum 8........................................................................................................32
Figure 9: Datum 9........................................................................................................34
Figure 10: Datum 10....................................................................................................35
CHAPTER I

INTRODUCTION

A. Background of Study

The death rate caused by smoking remains high. The miss used tobacco actually is an avoidable cause of death, yet many people are difficult to quit. As the result, smoking caused five millions deaths each year, 1 of 10 avoidable cause of deaths in the world. According to World Health Organization (WHO) data in 2014, the epidemic has killed almost 6 Million people in a year, and 600 thousands of them is a passive smoker.

The result is empowered by the Basic Health Research’s result in 2013 that showed smoker aged above 15 is 36,3%. Most of them is a male smoker with prevalence 64,9% and the rate is the highest one in the world. Meanwhile, the female prevalence increased from 5,2% in 2007 to 6,9% in 2013. Around 6,3 million Indonesian female aged above 15 also did smoking.

In another Data, Indonesia itself was on the third place for the most cigarettes consuming country right below China and India. Unlike American smokers that tended to decrease, Indonesians were the other way around. With 0.9% for 9 years (2000 – 2008).

From the data above, the consumer has been increasing from year to year. In 2015, the number of Indonesian smokers were the ten times of Singaporean’s people or 58.750.592 people.

Along the number of increasing smokers, the number of cigarette producer is growing. At least there are three big companies in Indonesia. One of them is PT
Djarum. PT Djarum that has been running from 1951 and the founder was Oei Wie Gwan. Many Brands Have been produced and sold since then and continue to spread its wings around the country.

2015, Djarum had published the new variant of its market-leader product L.A. BOLD. The brand name is the opposite from the previous one L.A. LIGHT. This product now, became so popular.

Just like other product that is marketed, Marketing is the key of success. The Advertisement of L.A. BOLD is quite unique. It is really intrigued to observe more. Even if it has been published by one of the leading cigarette company, it is a new brand though.

The advertisement of this product showed a new lifestyle. The advertisement can be found in form Audio-Visual, Visual and audio itself. To reach the possibility of research, the visual advertisement is determined as the most possible one to observe. The visual advertisement is obtained from the official website of L.A. BOLD itself.

The visual advertisement (picture) contains images and words. Words are technically included into Linguistics. Since the research is for enrichment of linguistics study, only words (written signs) will be analyzed. Those words are analyzed using Roland Barthes” semiology theory.

The fundamental reason why semiology can be observed by linguistics
student is that language is better than anything what we called as sign and offers a basis of semiological problem.\(^1\)

Language is an arbitrary system of sound that is used by member of particular group people to cooperate, to communicate and to identify among themselves.\(^2\) However, language itself can be defined in two forms. Verbal language and non verbal language. Since non verbal language can be analyzed through semiotics, the language is specifically involved.

From above paragraphs, it can be concluded that language is one of the most important sign in semiotics so that this research is aimed to analyze language contained in certain media or anywhere in which possible. For this research, it is focused on language (sign or symbols).

The aim of this research is language sign written on the L.A. BOLD Advertisement. As mentioned in previous paragraph, To get the message, The language signs will be analyzed using Semiotics theory of Roland Barthes. This theory is chosen because it can reveal the denotation and connotation meaning of L.A. BOLD Advertisement. Since the connotaion meaning is affected by social conditions of sign user or sign reader, it can be stated as the message of the advertisement. Another reason is the theory rarely used by other researchers so this research will have novelty from the theory side.

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B. **Focus of the Study**

The research is focused on language signs written on L.A. BOLD Advertisement downloaded from https://www.la-lights.com/. Having downloaded the pictures, they will be analyzed using Semiotics theory given by Roland Barthes. The theory is used to reveal what the denotation and connotation meaning.

C. **Research Question**

Based on the background of this research, the research queastions are:

1. What is the denotation meaning of L.A. BOLD advertisement ranging from January – Mei 2016?
2. What is the connotation meaning of L.A. BOLD advertisement ranging from January – Mei 2016?

D. **Research Significance**

This research is hoped to have some significances, they are:

1. Theoritically, the research is hoped to be a contribution as the research focused on denotation and connotation meaning both to the similar research in the future and Linguistics. Therefore, the Linguistics student can easily understand in studying denotation meaning and connotation meaning especially conducted by Roland Barathes.
2. Practically, the research is hoped to be one of written sources for not only the readers who are interested in revealing the meaning of written sign, but also for the next researchers who are interested in analyzing sign using Roland Barthes’’ theory.
E. Research Methodology

1. The Method of the Research

The method of this research is qualitative case study method. The definition of this method which is given by Merriam (1988) as quoted by Nunan as an intensive, holistic description an analysis of a single entity, phenomenon, or social unit. This method is chosen because generally semiotics research using this method.

Another reason is the method can classify the data into several classifications such as, auditive, textual, and audiovisual. Specifically, the type of the qualitative case study method is descriptive. The type is used because between the definition of this type and the process of this research has linked. The definition, as given by Yin (2003) and quoted by Baxter and Jack (2008) stated that the case study is used to describe an intervention or phenomenon and the real-life context in which it occurred. In this research, the data will be in textual form.

2. The Objective of the Research

This research has several objectives, they are:

1. To know the denotation meaning of L.A. BOLD advertisement.
2. To know the connotation meaning of L.A. BOLD advertisement.

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3. **Unit of Analysis**

The unit of analysis of this research is L.A. BOLD advertisement edition January – Mei 2016. The writer uses long period prior to the edition of advertisement is not set. Having observed such long period, the writer then gets some several advertisements. At least, there are ten advertisements that are used as data. The data then analyzed using Roland Barthes’ theory.


   c. The datum 3 derived from [https://www.la-lights.com](https://www.la-lights.com) accessed on April 08, 2016.


   e. The datum 5 derived from [https://www.la-lights.com](https://www.la-lights.com) accessed on February 15, 2016.


4. The Instrument of the Research

Since the case study is a kind of qualitative reserach, the key element of the reserach is the researcher. In order to validate the research, the data card is used. The data card is only the tool that can help the researcher so that it is not the main instrument. The data card encloses the identity of the data. The identity describes the time when the data have been saved.

5. Technique of Data Analysis

The technique of data collecting of this research is observation. Compared to quantitative research that is very structural and and systemic, the qualitative one is more general.5

One of the objective of qualitative research is to understand all subject”s behaviour as what they are or what it is. Observation of qualitative is in narration and description form.

Because of the objective above, the thecnique is chosen. It is hoped to be able to describe all meaning and all motives contained in L.A. BOLD advertisement. Since the key element of the qualitative research is the researcher, the steps of collecting data have been formulated. They are:

1. Identifying the problem by observing the random L.A. BOLD advertisements.

2. Searching the credible advertisement of L.A. BOLD by visiting its official website.

3. Collecting the data ranging from January – Mei 2016 by saving the advertisement from L.A. BOLD official website.

4. Putting the advertisement identity into data card. The identity describes the time when the picture collected.

5. Reducing the advertisement that is not accordance to the research by drawing the data card randomly.

6. Preparing the proper data by arranging them according to the sequence of drawing for analyzing steps.

The steps of analyzing have been formulated also. The steps are:

1. Observing the written sign of L.A. BOLD advertisement.

2. Analyzing and classifying the meaning of written sign of L.A. BOLD advertisement using Roland Barthes’ theory.

3. Explaining denotation and connotation meaning of L.A. BOLD advertisement.

4. Drawing a conclusion about semiotics phenomena of the data that have been analyzed.
5. **Place and Time of the Research**

The writer starts doing the research when the writer studied at eighth semester at English Letters Department of Adab and Humanity Faculty, State Islamic University Syarif Hidayatullah Jakarta. Moreover, the research is located at House, English Department and main Library of UIN and other libraries, which references and informations about the needed materials.
CHAPTER II

THEORETICAL FRAMEWORK

A. Previous Research

There are many researches about semiotics before. However, not many of them that used Barthes’ theory. For example, the research about advertisement has aver observed in State Islamic University Syarif Hidayatullah Jakarta written by Dwi Prayogo (2012) entitled *Semiotic Analysis on 2005-2012 Java Jazz Festival Posters*. Prayogo uses Java jazz Festival’s advertisement as his substance research, detailed on year of 2005-2012. The differences between this research and his lies on the theory used. Prayogo uses Pierce’s semiotics theory. The theory is well known as the Piercean Sign, (R) Representamen, (O) Object, (I) interpretant. Another difference lies on the focus of the research. Even though the research has similar in focus of the research generally – that is advertisement.

The research has difference in specific. The research focused on Java Jazz Festival Poster ranging 2005-2012. In his conclusion, he stated that every Java Jazz Festivals’s poster has semiosis process. The process includes three things; represantemen, object and interpretant.

Another research that focused on semiotics is written by Achmad Adhitya Fabioanto (2013). Entitled *Semiotic Analysis on 2011 Film Posters*. In his research, he uses Pierce’s theory of semiotics to analyze film posters that found in

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7 Achmad Adhitya Fabioanto, “Semiotic Analysis on 2011 Film Posters”, (Jakarta : English Letters Department, State Islamic University, 2013)
Ranging from January to December 2011. The distinguished materials come from, first, the theory. As mentioned before, his research uses Pierce’s semiotic theory. This theory is popular in research that observed advertisement. Another distinguished material comes from the object of research. His research’s object is film poster that found in movie information site. The source of the object is another difference. He states in his conclusion that the photo or poster and human language are something that can relate each other based on meaning.

The next research that focused on semiotics is Audia Eriana (2015). The title is *Pierce’s Semiotics Analysis of Icon and Symbol on Perfume advertisement*. This research only focused on perfume advertisement that are taken from certain digital source. As mentioned in the title, the research uses Pierce’s semiotics theory. In her conclusion, she states that every single advertisement that she observed, contained meaning variously.  

Having read all the researches above, it can be concluded many of research focused on semiotics using Pierce’s Theory. However, another research that is found on State Islamic University Syarif Hidayatullah Jakarta used Barthes’ Semiotics theory. This research is conducted by Qomi Uthugyan (2014). The research entitled *Connotation in Five Fatsby Hair Gel Advertisement: A Barthes...*  

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8 Audia Eriana, “Pierce’s Semiotics Analysis of Icon and Symbol on Perfume advertisement”, (Jakarta: English Letters Department, State Islamic University, 2015)
Semiotics Analysis”. So, focus of the research is Getsby hair gel advertisement. The different part of the above research with this research is the cospus.

Another research found in Teknosastik Journal posted in 2017. The research aimed to reveal connotation meaning of L.A. BOLD advertisement. Since the aim of the research is to reveal connotation meaning, the Roland Barthes” theory is used. For all above researches, the research posted on Teknosastik Journal almost has no difference compared to this research. 10

However, the research above focused on audio-visual advertisement (video) not pictures of advertisement. The researcher cut the video at certain time and analyzed the cut video using Roland Barthes theory. Therefore, the difference lies there. The previous research posted on Teknosastik Journal focused on audio-visual advertisement while this research focused on picture advertisement. While the previous research saving the data from www.youtube.com, this research saving the data from official website of L.A. BOLD.

B. The Definition of Semiotics

Etymologically, 'semiotics' has its roots in the Greek words semeion ('sign') and sema ('signal', 'sign') and shares linguistic associations with terms such

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9 Qomy Uthugyan, “Connotation in Five Fatsby Hair Gel Advertisement : A Barthes Semiotics Analysis”, (Jakarta : English Letters Department, State Islamic University, 2014)
as 'semiology' and 'semantics'. Semiotics defined is the study of signs or the science of sign-systems.\textsuperscript{11}

Other complete definition says that The etymology of \textit{semiotics} is related to the Greek words \textit{shmeion} 'sign' and \textit{s h m a} 'signal, sign.' The related roots \textit{semio} (the Latinized transliteration of the Greek form \textit{semeio}), \textit{sema(t)} and \textit{seman} have been the basis for the derivation of various terms in the field of semiotics and semantics. Among the precursors and terminological rivals of \textit{semiotics} are \textit{semasiology}, \textit{sematology}, \textit{semantics}, \textit{sensifics} and \textit{significs}, \textit{semology}, \textit{semiology}, \textit{semeiotic} or \textit{semiotic}, and \textit{sematology}. Some of these terms are now restricted to the field of language studies (\textit{linguistic semantics} and \textit{semasiology}). Others are restricted to the theories of meaning proposed by their authors (\textit{sematology}, \textit{significs}, and \textit{semology}), and still others have been forgotten or are out of use (\textit{sensifics} and \textit{semeiotic}). The plural form \textit{semiotics} (instead of \textit{semiotic}) seems to have been adopted in analogy to forms such as \textit{semantics} and \textit{physics}. One of the earliest occurrences of this form is in the volume by Sebeok et al., eds. \textit{Approaches to Semiotics} (1964).\textsuperscript{12}

The major rival to the term \textit{semiotics} has been semiology. For some time, these two terms used to be identified with the "two traditions" of semiotics\textsuperscript{13}. The linguistic tradition from Saussure to Hjelmslev and Barthes was usually defined as \textit{semiology}. The general theory of signs in the tradition of Peirce and Morris was called \textit{semiotics}. Today, \textit{semiotics} is generally accepted as a synonym of

\footnotesize
\textsuperscript{12} Winfried Noth, \textit{Handbook of Semiotics}, p.13.
"semiology" or as a more general term, which includes semiology as one of its branches.

C. Roland Barthes

One of Saussure followers is Roland Barthes. Roland Barthes was born in Paris on November, 12th 1915. He learned about French literature and classical studies at University in Paris. After suffering a disease long enough, he, then, decided to teach French in Rumania and Egypt before eventually he joined Centre National de la Recherche Scientifique, and spent the rest of his life to lexicology and sociology research. He was once Directeur d’Etudes at VI section Ecole Pratique des Hautes Etudes in which he taught sign sociology subject, symbol, and collective representation.

His first work is about mythologi in france (Part I: Mythologies). Based on the mythology above he constructed a semiotics theory, which is talked in Part II (Myth Today). The content of his works are based on (1) Ideological Critique about language in mass culture, (2) the effort to analyze semiologically the mechanics of this language.

In ancient Greece myth (mu¯thos) came to mean a fiction. Nowadays usually associated with fictions which include the gods or supernatural forces, myth also has the general meaning of the major fictional stories that have abided since ancient times. Thus myth, while denoting what is fictional, also tends to

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refer to stories that have an apparently timeless and universal appeal and truth. Barthes’ use of the word myth is therefore particularly telling in that what he designates by the term presents itself as natural and even timeless but is, in fact, an expression of a historically specific ideological vision of the world.  

The main point itself of his above works is concerning to the relation between expressions and context, or relation between expression and content/meaning. In analyzing French mythology, Barthes used connotative approach that elaborated in the following arguments.

Barthes (1957) using a theory of signifiant – signifié which is improved and become a theory about metalanguage and connotation. The term signifiant becomes expression [E] and signifié becomes the content [C]. However, Barthes stated that between E and C must exist certain Relation [R] that brings us a Sign [Sn]. This is a concept of structural just like conducted by Saussure. Yet, the concept R drives the theory about sign even wider because R is set by the sign user. According to him, E can develop into a new sign so that there will be more than one signifier which share the same C. This developing symptom is called as metalanguage and formed what is named synonymy.

1. Denotation

Denotation is an original meaning of every sign. Barthes called this as primary system and the development of it is secondary system. The development towards E (Expression) can be called as metalanguage and the development of C

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17 Iswidayati, “Roland Barthes dan Mitologi.”
18 Benny H. Hoed, Semiotik dan Dinamika Sosial Budaya, p.45.
(Content) can be called as Connotation meaning. This connotation concept, indeed, based on not only the comprehension of cognition but also pragmatical comprehension.

Dennotation is a first-order statement. A statement which concerns the literal meaning of the words (Allen). Barthes model, not only can be applied into language analysis (as one of cultural aspect), but also can be used to analyze other culture’s elements.

It will be remembered that any system of significations comprises a plane of expression that any system of significations comprises a plane of expression (E) and a plane of content (C) and that the signification coincides with relation (R) of the two Planes: E R C becomes in its turn a mere element of a second system, which thus is more extensive than the first: we then deal with two systems significations which are imbricated but are out of joint with each other, or staggered.

2. Connotation

Connotative or connotation phenomenon have not been systematically studied. Yet the future probably belongs to a linguistics of connotation, for society continually develops, from the first system which human Language supplies to it, second-order significant systems, and this elaboration, now proclaimed and now disguised, is very close to a real historical anthropology. Connotation, being itself a system, comprises signifiers, and the process which unites the former to the

\[19\] Ibid.
letter (signification), and it is the inventory these three elements which one should undertake in the first place of each system.

The signifiers of connotation, which we shall call connotators, are made up of signs (signifiers and signified united) of the denoted system. Naturally several denoted dignitys can be grouped together to form a single connotator—provided the letter has a single signified of connotation: in other words, the units of the connoted system (this is the case, for instance, with the tone of a text, which is made up of numerous words, but which nevertheless refers to a single signified). Whether the manner in which it “caps” the denoted message, connotation does not exhaust it: there always remains “something denoted” (otherwise the discourse would not possible) and the connotators are always in the last analysis by denoted language which carries them.

As for the signified of connotation, its character is at once general, global and diffuse; it is, if you like, a fragment of ideology: the sum of messages in Fench refers, for instance, to the signified “Literature”. These signifieds have a very close communication with culture, knowledge, hystory, and it is through them, so to speak, that the environmental world invades the system. We might say that ideology is the form (in Hjemslev’s sense of the word) of the signifieds of connotation, while rhetoric is the form of the connotators.

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them, so to speak, that the environmental world invades the system. We might say that *ideology* is the form (in Hjemslev’s sense of the word) of the signifieds of connotation, while *rhetoric* is the form of the connotators.
CHAPTER III
RESEARCH FINDINGS

A. Data Description

As mention on the first chapter, the focus of this research is L.A. BOLD advertisements. Having followed the steps of collecting data, they will be analyzed using Roland Barthes’ theory to find out the denotation meaning and connotation meaning. Here are the data that will be processed:

Table 1. Data Description (Section 1)

<table>
<thead>
<tr>
<th>No.</th>
<th>Edition</th>
<th>Written Sign</th>
<th>Analysis</th>
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<tbody>
<tr>
<td>1</td>
<td>February 11, 2016</td>
<td>Desire + Challange Bold Choice</td>
<td>Denotation Meaning</td>
</tr>
<tr>
<td>2</td>
<td>February 16, 2016</td>
<td>The Door will be opened to those who are bold enough to knock #BOLDNewWorld</td>
<td>Denotation Meaning</td>
</tr>
<tr>
<td>3</td>
<td>April 08, 2016</td>
<td>My Bold Kind of Dance</td>
<td>Denotation Meaning</td>
</tr>
<tr>
<td>4</td>
<td>February 11, 2016</td>
<td>In Bold New World we Trust</td>
<td>Denotation Meaning</td>
</tr>
</tbody>
</table>
Table 2. Data Description (Section 2)

<table>
<thead>
<tr>
<th>No.</th>
<th>Edition</th>
<th>Written Sign</th>
<th>Analysis</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>February 15, 2016</td>
<td>Fun + Courage Bold Choice</td>
<td>Denotation Meaning</td>
</tr>
<tr>
<td>6</td>
<td>May 31, 2016</td>
<td>My Bold Kind of Party</td>
<td>Denotation Meaning</td>
</tr>
<tr>
<td>7</td>
<td>January 19, 2016</td>
<td>I am Bold</td>
<td>Denotation Meaning</td>
</tr>
<tr>
<td>8</td>
<td>January 18, 2016</td>
<td>Guts + Attitude Bold Choice</td>
<td>Denotation Meaning</td>
</tr>
<tr>
<td>9</td>
<td>January 28, 2016</td>
<td>Welcome to The Bold New World</td>
<td>Denotation Meaning</td>
</tr>
<tr>
<td>10</td>
<td>February 14, 2016</td>
<td>Love + Pride Bold Choice</td>
<td>Denotation Meaning</td>
</tr>
</tbody>
</table>

The table above describes all the written sign of the advertisements. The table is meant to enlighten the reader about what will be analyzed. The table contains number of data, the edition of data and the written sign also the analysis purposes. Since the data are chosen randomly, the edition becomes non chronological. Then, the analysis of those data will be described as the following section.
B. Data Analysis

In this chapter, the collected data are analyzed using Barthes’ Semiotics theory. To get the relevant meaning, the picture is shown. The analysis begins with the limitation of analysis. The focus is only the written sign.

The analysis will be given in a description. Having finished elaborating the analysis, the result will be simplified in table form. This method is chosen for the clarity and differentiates the difference between Denotation Meaning and Connotation Meaning. Another reason is that it will ease the readers to distinguish between the denotation meaning and connotation meaning.


The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.
The written sign in first datum is *Desire + Challenge Bold Choice*. Denotation Meaning, as mentioned in previous chapter, the meaning that is formed by common understanding of people. By reading the written sign, the denotative meaning will be *desire and challenge is a bold choice*.

The connotation meaning is an elaboration meaning from denotative one. It is affected by many factors especially the knowledge of sign user. The connotation meaning of written sign of first datum will be *Fulfill desire and take challenge at the same time is a brave decision*.

To ease the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

Table 3. Result of Analysis Datum 1

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desire + Challange Bold Choice</td>
<td>Desire and challenge is a bold choice</td>
<td>Fulfill desire and take challenge at the same time is a brave decision</td>
</tr>
</tbody>
</table>


Figure 2. Datum 2

The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.

The table above is the table that describes a brief description about the datum 2. The table above contain written sign that becomes the main data that will be analyzed for revealing its denotation and connotation meaning.

The second datum was full of written sign. Unlike other advertisement that shown interesting activity of young people, this shown only door and written sign. The written sign of this datum is the doors will be opened to those who are bold enough to knock #BOLDNewWorld.
The denotation meaning of this written sign is that *the doors will be opened to those who knock*. It is the common sense of the written sign. As addition, it was strengthened by the door’s existence.

Meanwhile, the Connotation Meaning was *the new opportunity will be opened to those who are brave enough to try*. This expression is assumed has some metaphores. The word “Doors” that can be signed as opportunity and the word “knock” can be interpreted as try.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Doors will be opened to those who are bold enough to knock</td>
<td>The doors will opened to those who knock.</td>
<td>The new opportunity will come to those who are brave enough to try.</td>
</tr>
<tr>
<td>#BOLDNewWorld</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 3. Datum 3

The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.

The third datum’s written sign was *my bold kind of dance*. It was shown a muscular youngman doing boxing sport. As mentioned above, the only part that will be analyzed is the written sign.

The Denotation Meaning of this sign is *my brave dance*. Literally the word has lexical relation that is called synonym with brave. So, the common understanding of this sign is *my brave dance*.

The connotation meaning that is formed from this sign is *my sport needs bravery*. The word “Bold” has synonym with brave just like mention above. The
connotation meaning of this sign has meaning that is not so different with the denotation one. Yet, the word “dance” is interpreted as “sport”.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

Table 5. Result of Analysis Datum 3

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Bold Kind of Dance</td>
<td>My brave dance</td>
<td>My sport needs bravery.</td>
</tr>
</tbody>
</table>


The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that
will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.

The written sign of the fourth data is that *in bold new world we trust*. The advertisement is only shown by a tattooed hand. The common understanding will be easy to reveal but the connotation is the hard one.

Since the denotation meaning is the common meaning, the meaning should be *we believe in new world*. Meanwhile, the Connotation Meaning shold be *we don’t trust the old world*. The writer assumed that the meaning of the written sign was aimed to build new trust of people and as the result, becomes the customer.

The connotation meaning inferred from the knowledge of the user sign so that the interpretation can be different from one to another. It is also affected by the value, cultural and the way of lives of certain people or community. Even the expression is just the same, the interpretation is not always the same.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

**Table 6. Result of Analysis Datum 4**

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>In bold new world we trust.</td>
<td>We believe in new world.</td>
<td>We don’t trust the old world.</td>
</tr>
</tbody>
</table>

The fifth datum has written sign *Fun + Courage Bold Choice*. It is quite simple just like usual yet full of meaning to understand. To reveal the Denotation Meaning we have to analyze one by one each of words. The explanation will be presented in the next paragraph.

The Denotation Meaning of this expression is that *fun and courage are brave choice*. While, the connotation is that *combination between fun and courage is a brave decision*. The sign “+” commonly represent add or combination.

Regarding the all combination of the written sign and the knowledge of the user of sign. The connotation of the datum as written above. The elaboration can
be subjective. It means every person from any cultural or environmental background and knowledge can interpret differently.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section the connotation.

Table 7. Result of Analysis Datum 5

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun + Courage</td>
<td>Fun and Courage are brave choice.</td>
<td>Combination between fun and Courage is brave decision.</td>
</tr>
<tr>
<td>Bold Choice</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Figure 6. Datum 6
The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.

The table above is the table that describes a brief description about the datum 6. The table above contain written sign that becomes the main data that will be analyzed for revealing its denotation and connotation meaning.

The written sign of the sixth datum is *My Bold Kind of Party*. The Denotation Meaning that has been stated is that *my party is a brave one*. Literally, the meaning is not changed.

The Connotation Meaning of the datum is *my party needs bravery*. There is no big difference compared to the denotative meaning. Still, the connotation meaning needs user sign knowledge to emphasize the meaning. In another word, based on user knowledge, can be interpreted *my party needs bravery*.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Bold Kind of Party</td>
<td><em>My party is a brave one.</em></td>
<td><em>My party needs bravery.</em></td>
</tr>
</tbody>
</table>

The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.

It is the simplest written sign. Only three words, *I* and *AM* and *BOLD*. In the picture, there is a muscular, rich young man that stands behind his luxurious car. Even if the only part that will be analyzed is written sign. The description of the advertisement is something that is prohibited.

The Denotation Meaning of this datum is literally what it stated. That is *I am bold*. It is easy to understand since it consist only three letters. The common usage of this expression is to introduce oneself to other person or people. The connotation meaning will be analyzed in the next paragraph.
The connotation meaning of the datum, the written sign tends to introduce that *Bold is a new identity*, a luxurious one. As function, the sentence is used to indicate someone identity. It is used to introduce the product because the product is new.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

**Table 9. Result of Analysis Datum 7**

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am bold</td>
<td>I am bold</td>
<td><strong>Bold is a new identity.</strong></td>
</tr>
</tbody>
</table>

The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.

The written sign of the datum is *Guts + attitude Bold choice*. The primary system put the literal meaning – then called Denotation Meaning – is that *Guts and attitude are brave choice*.

The denotation meaning can be said as the primary system. It means the written sign is interpreted based on the meaning of words consisted or can be defined commonly.

The secondary system, later called as connotation meaning, is that *the combination of Guts and Attitude are a brave decision*. Sometime, people considered that being a good attitude means the follower of rules and has no guts. This expression strengthened that the combination of them is a brave decision.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guts + Attitude Bold Choice</td>
<td>Guts and Attitude are brave choice.</td>
<td>Combination between Attitude and Guts is brave decision.</td>
</tr>
</tbody>
</table>

The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.

The picture contains written sign that stated *Welcome to the bold new world*. Interpreted literally it will be *welcome to the new world*. The meaning is what Barthes called as denotation. It indicates welcoming people who will try to use the product then they enter a new world.

Connotation meaning is deeper. It contains some values. In the case above, the meaning should be *Leaving the old world and welcoming the new one*. The interpretation of others can be variously different. It depends on the knowledge and the experience of the sign user.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The
table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

Table 11. Result of Analysis Datum 9

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to The Bold New World</td>
<td>Welcome to new world.</td>
<td>Leaving the old world and welcoming to the new one.</td>
</tr>
</tbody>
</table>


![Figure 10. Datum 10.](image)

The above picture will be analyzed to seek the connotation and the denotation meaning. To get the proper findings, the only part of the picture that will be analyzed is only the written sign of the pictures. The brand of the product being advertised is not included in analysis.

As seen on the picture, the written sign is *Guts + Attitude Bold Choice*. Because of the dennotation meaning is a literal meaning, it is easy to understand that the maning should be *Love and Pride are a breve choice.*
The connotation meaning of the written sign is *Combination between Love and Pride is brave decision.* The sign + can be interpreted as mixture, combination and so on. So, the meaning is inferred from the combination all of the words and the knowledge of sign user.

To ease the readers reading the distinction meaning between the denotation and connotation. The writer has simplified in form of brief table. The table only contains the written sign that is analyzed, the denotative meaning and the connotation one. The table will be found on the following section.

Table 12. Result of Analysis Datum 10

<table>
<thead>
<tr>
<th>Written Sign</th>
<th>Denotation Meaning</th>
<th>Connotation Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love + Pride</td>
<td>Love and Pride are a</td>
<td>Combination between</td>
</tr>
<tr>
<td>Bold Choice</td>
<td>breve choice.</td>
<td>Love and Pride is brave</td>
</tr>
<tr>
<td></td>
<td></td>
<td>decision.</td>
</tr>
</tbody>
</table>
CHAPTER IV
CONCLUSION AND SUGGESTION

A. Conclusion

Roland Barthes’ theory is very wide. In this research, the focused theory only revealing the denotation and connotation meaning. Having analyzed the data using the theory, the research found something unique.

From 10 pictures that randomly selected, every single written sign has its own denotative meaning. The Denotation Meaning cannot be separated from the literal meaning of words that composed it. Only one data that between the written sign and the meaning is just the same.

From 10 pictures, analyzed to reveal connotation meaning, it can be concluded all of the pictures have its own connotation meaning. The connotation meaning is strongly dependent on the knowledge, culture and value of sign user. Because of that, the meaning can be varied from one to another even the next researchers have the same pictures. On the other words, the limitation of the connotation meaning is only the knowledge itself. So, the connotation meaning of 10 pictures can be variously interpreted.

B. Suggestion

This research has many weaknesses so that the improvement, another research that is similar, is strongly suggested to be done. In another chance there are several suggestions that can be conducted.

In theoretical, the theory that is used in this research is evidenced can be used to analyze signs that exist all over the place. In addition, Roland Barthes not
only proposed about Denotation and connotation meaning, but also some other
greater scope of life such as myth, ideology metalanguage. In this term, it is
strongly suggested to analyze all aspects of the Roland Barthes” theory.
Furthermore, the more data and multi-source pictures (written sign) will give
more findings.

In practical, the research is hoped to be the one of media for the new
semiology student to understand semiology, especially Roland Barthes”. It is also
hoped to be the reference in how understanding sign of daily life. By knowing
many meaning, life will not be the same anymore.
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