SUMMARY OF A SEMIOTIC ANALYSIS ON CHOCOLATE ADVERTISEMENTS IN INSTYLE MAGAZINE

A Thesis
Submitted to Letters and Humanity Faculty
In Partial Fulfillment of the Requirements for
The Degree of Strata 1

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ABSTRACT


This research is aimed at knowing the relationship among representament, object, and interpretant on the chocolate advertising on Toblerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter and to find out the relationship between meaning of signs and the hidden message that want to be delivered to the readers based on Charles Sanders Peirce’s theory. The writer uses descriptive qualitative method to describe the semiotic elements; representament, object and interpretant.

This research analyzed object, verbal and non verbal as representament, and interpretant in those advertisements. Object is the product itself, and interpretant is the result of the relationship between representament and object. Furthermore, the relationship between representament and the object is represented by interpretant. So, interpretant can be understood as a sign’s effect on the mind, and interpretant is what the result from a process of interpretation.

From the analysis, the writer found that the sign of Toblerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertisement have closed relationship. First, the semiotic relationship in Toblerone Chocolate is represented by interpretant that Toblerone chocolate makes the reader wish because of the uniquely shape, a great big triangle shape. Second, Nabisco 100 Calorie Milk Chocolate is represented by interpretant that Nabisco100 Calorie Milk Chocolate is about enjoying chocolate as like as diet like diva doesn’t have to worry about the calorie because it is low calorie chocolate. Third, Dove Chocolate Peanut Butter is represented by interpretant that Dove chocolate Peanut Butter showing to represent a desirable lifestyle; one of beauty, luxury, and seduction.
APPROVEMENT

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LEGALIZATION

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The thesis entitled has been defended before the Letter and Humanities Faculty’s Examination Committee on November 8, 2011. It has already been accepted as a partial fulfilment of the requirements for the degree of strata one.

Jakarta, November 8, 2011

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DECLARATION

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

Jakarta, November, 2011

Marissa Suci Syahrani
ACKNOWLEDGMENT

In the name of Allah, The Beneficent, The Merciful
May peace and blessing of Allah be upon all of us

All praise to Allah, Lord of the universe, who gives the writer guidance, health and ability, so this thesis could be finished well. May peace be upon to dear our prophet Muhammad SAW.

This work could not be completed without a great deal of help from many people. Therefore, the writer would like to give her sincerest gratitude to her beloved parents (Machruddin Suaib and almh. Imma Rohimma) and also her brother Fachry L. Hakim, thanks for their love, their support, understanding, and contribution all her need. This thesis is dedicated to them who taught her the value of education. The writer will always love and pray for them forever. May Allah love and bless them.

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Jakarta, October, 2011

The Writer
TABLE OF CONTENTS

ABSTRACT ........................................................................................................... i
APPROVEMENT .......................................................................................... ii
LEGALIZATION ........................................................................................... iii
DECLARATION .............................................................................................. iv
ACKNOWLEDGEMENT ................................................................................ v
TABLE OF CONTENTS ................................................................................ vii

CHAPTER 1 INTRODUCTION
A. Background of the Study ................................................................. 1
B. Focus of the Study ........................................................................ 5
C. Research Question ....................................................................... 5
D. Significances of the Study ........................................................... 6
E. Research Methodology ................................................................ 6
   1. Objective of the Research ...................................................... 6
   2. Method of the Study ............................................................... 6
   3. Data Analysis Technique ........................................................ 7
   4. Instrument of the Research ..................................................... 7
   5. Unit of Analysis ...................................................................... 7
   6. Time and Place of the Research ............................................. 8

CHAPTER II. THEORITICAL FRAMEWORK
A. Definition of Semiotic ................................................................. 9
   1. Branches of Semiotics ............................................................ 10
   2. Semiotic of Peirce ................................................................. 11
B. Definition of Advertisement .......................................................... 14
C. Semiotics contributes to the Advertisement ................................ 17

CHAPTER III. RESEARCH FINDINGS
A. Data Description ........................................................................... 19
B. Analysis .......................................................................................... 21

1. The meanings of the signs on Toblerone, Nabisco, and Dove Chocolate advertisement ........................................ 22
2. The relationship of Representament, Object, and Interpretant on Toblerone, Nabisco, and Dove Chocolate advertisement . 22

CHAPTER IV. CONCLUSIONS AND SUGGESTIONS

A. Conclusions ................................................................................. 32
B. Suggestions .................................................................................. 33

BIBLIOGRAPHY .................................................................................. 35
APPENDICES ..................................................................................... 37
## LIST OF TABLE

<table>
<thead>
<tr>
<th>Table</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1: Type of Verbal and Non Verbal Sign</td>
<td>20</td>
</tr>
<tr>
<td>Semiotic Triangle Analysis Model of Toblerone Chocolate</td>
<td>22</td>
</tr>
<tr>
<td>Semiotic Triangle Analysis Model of Nabisco 100 Cal Chocolate</td>
<td>25</td>
</tr>
<tr>
<td>Semiotic Triangle Analysis Model of Dove Chocolate</td>
<td>30</td>
</tr>
</tbody>
</table>
CHAPTER I

INTRODUCTION

A. Background of the Study

Humans are social beings. Humans need language in order to understand the meanings and signs in communication that are given from others social beings. Moreover, language is a system arbitrary vocal symbol used for human communication. Communication has been variously defined as the passing of information, the exchange of ideas, or the process of establishing a commonness or oneness of thought between a sender and receiver.

In advertising communication, language does not only plays the role of the message delivery, but also the emergence such as pictures, colors, and sounds that are called non verbal signs in advertising communication. Communication involves meaning, which is the shared understanding of the message. Good marketing and advertising depends on clear and creative visual communications.

Such condition is found in the chocolate advertisements that are in InStyle magazine. In catching interest of the reader to recognize, understand

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and remember a product advertised, the advertiser should think how the advertisement was made in order to attract attention. Semiotics analysis provides the translator with means to deal with signs in a persuasive advertisement which reflect a cultural identity.

By analyzing the signs in the source culture, the writer can identify their functions and transfer them into a target language by finding equivalents on the target culture. This section will focus on the theories of Charles Sander Peirce regarding signs that will enable the writer to apply aspects of discourse analysis in relation with semiotic analysis in dealing with cultural aspects in persuasive advertisements during translating the hidden message.

The advertising is produced for the audience which contain with a particular message. Through the signs, people can communicate each other. A message creates with many codes which are aimed to the audience for understanding it. The code appears directly to influence the audience to buy the advertised product, and it is a code with a message inherent within the advertisement. It is very important to be a successful advertisement by using semiotics. Semiotics, among other things, plays a major role in catching the attention of the intended target market such as men, women, adults or teens. The placement of certain images, texts, colors, and other signs is a main part of the overall successfulness of the advertising. Semiotics is concerned with signs and symbols in the widest sense, the significance of material features of a culture and its codes of behavior. The things we surround ourselves with,
and the cut and color of what we wear, all say something about individual identity as well as the different value systems within we operate.\textsuperscript{4}

Symbolic interaction theory is frequently used when the influence of advertising is being studied because advertisers often succeed by encouraging the audience to perceive their products actual function.\textsuperscript{5}

To see the advertising in semiotics perspective, it can be analyzed through the sign system. Semiotics is concerned with create the meaning and presentation in many forms, perhaps most obviously in the form of text and media. A text is an assemblage of signs (such as words, images, sounds and or gestures) constructed and interpreted with reference to the convention which is associated with a genre and a particular medium of communication. Semiotics is the science of sign, anything which functions in the communication. Semiotics is extremely flexible tool which is used in wide range of academic field. Semiotics provides the translator of advertisement with a means to manipulate and manage language (linguistic sign system) and non-verbal sign systems. It is a sign system, which works in conjunction with images to promote, to sell or to persuade the consumers into changing their behavior.

Magazine is one of media mass that has many codes, images, and can be as an instrument to interpret the advertising, because magazine has more pictures. Magazine has a function as mass information which is to give


information to the reader. The only one important function in making advertisement is to selling persuasion which used by the company to promote their products.\(^6\)

In the other hand, advertisement is a commercial message and in semiotic way, it consists of mean and sign. Advertisement uses the signs consists of symbols, verbal and icon. Basically, the symbol which consists of two kinds, they are verbal and non verbal symbols. Magazine advertising as a subject of this thesis is analyzed through signs of *Toblerone*, *Nabisco 100 Calorie Milk Chocolate*, and *Dove Chocolate with Peanut Butter* advertisements, in this case namely *InStyle* woman magazine. For most women, when they want to eat something to make them feel better, they choose chocolate. A part of women think of chocolate as their comfort food. But, the writer focuses on sign the meaning of those chocolate products, and then the writer tries to analyze semiotic sign on the advertisement of these chocolate product companies in the *InStyle* Magazine as tools communication to the consumer readers.

This research is about the meaning analysis of signs on *Toblerone*, *Nabisco 100 Calorie Milk Chocolate*, and *Dove Chocolate with Peanut Butter*. In this research, the writer uses a theory to reveal the internal and external messages in advertisement which is mostly constructed in the form of verbal (title, subtitle and text) and non verbal (visual) signs (related to the pictures and illustration). Through *Charles Sanders Peirce* of triadic theory,

the writer would like to find out the hidden messages by analyzing the semiotic process.

Although some of this advertising do not physically represent the product, all of them provide an important iconic representation of both the product and what the product, should stand for. Thus, analysis of all of the advertisement will strongly focus upon the advertisement photographic imagery.

B. Focus of the Study

In this research the writer would like to focus on the Triadic Theory of Peirce: Representament, Object, and Interpretant of Toblerone, Nabisco 100 cal, and Dove Chocolate which are used in the InStyle magazine March-April 2010 period.

C. The Research Questions

Referring to the focus of the study, the research question of this thesis is:

What is the relationship among the Representament, Object, and Interpretant using Peirce Triadic Theory on Toblerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertisement in InStyle magazine?
D. The Significances of the Study

To determine the relationship used in triangle semiotic by Charles Sanders Peirce on Toblerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertisements. By using semiotic approach, the advertiser can understand how advertising should be made to attract consumer’s attention. So, advertising could be something more creative than just selling product.

E. Research Methodology

1. Objective of the Research

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

a) To know the semiotic process of the sign on Toblerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertising based on the Charles Sander Peirce Semiotic Theory.

b) To know the relation among the signs of representament, interpretant, and object in those advertisements.

2. Method of the Study

The method which is used in this research is descriptive qualitative method in which the writer describes the data collecting of Toblerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertising product design in InStyle Magazine to be analyzed through Semiotic theory of Peirce.
3. Data Analysis Technique

To analyze the data, the writer identifies the collected data comprising; the sign, interpretant and object to find out the semiotics element on those advertisements. Afterwards, the writer analyzes the classified data using semiotics theory approaches by Charles Sander Peirce.

4. Instrument of Research

The instrument is the tool or the way that is used to obtain the data or information is needed in a research. The writer uses herself as an instrument, by reading, collecting and identifying the sign on Toblerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertisements from the InStyle magazine that the writer found those in the used bookstore.

5. Unit of Analysis

The units of analysis in this research are Toblerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertisement that is in InStyle magazine and publish in March and April 2010.

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CHAPTER II
THEORITICAL FRAMEWORK

A. Definition of Semiotic

The semiotic theory of codes has been the basis of several studies of advertising. Since codes are the systems of knowledge underlying all cultural communication processes, the theory of codes has been considered as another key to deciphering the hidden messages of advertisements. Barthes first distinguished between an encoded message, the photographic image of the “real” objects, and two coded messages: the verbal message, depending on the code of language, and the coded iconic or symbolic visual message. The problem inherent in this distinction is the same as the one in the denotation-connotation dichotomy.

One of broadest definitions is that of Umberto Eco, who states that semiotics which is concerned with everything that can be taken as a sign (Eco 1976, 7).

Beside the above definition, semiotic is in principle the discipline studying everything which can be used in order to lie. According to the Umberto Eco’s book A Theory of Semiotic, he said that:

“Semiotics is concerned with everything that can be taken as a sign significantly substituting for something else. This something else does not necessary substituting for something else. This something else not necessary have to exist or to actually be somewhere at the moment in which a sign stand in for it. Thus semiotics is in principle the discipline studying everything which can be used in order to lie. If something cannot be used to tell a lie,

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conversely it cannot be used “to tell” at all. I think that the definition of a “theory of lie” should be taken as a pretty comprehensive program for a general semiotics.  

In the other hand, semiotic is a study of meaning, a philosophical approach that seeks to interpret messages in terms of their signs and patterns of symbolism. The study of semiotics, or semiology in France, originated in a literary or linguistic context and has been expanding in a number of directions since the early turn of the century work of Charles Sanders Peirce in the U.S. and Ferdinand de Saussure in France.  

Furthermore, semiotics is concerned with creating the meaning and representation in many forms, perhaps most obviously in the form of text and media. Icons and indexes feed into symbols, as Pierce put it “Symbols grow”. They come into being by the development out of other signs, particularly from icons. Such terms are interpreted very broadly. Semiotics is a field of study involving many different theoretical stances and methodological tools. Semiotics is a very useful tool to decode advertising, for both academics and who aspire to work in the advertising industry. It is also highly useful for the consumers of advertising and their products. Another useful way in semiotics which enables us to criticise advertising is to identify more easily the advertisers target market. In cases where cultural elements play an important role in persuasive advertisements, semiotics acts as a tool or measures the cultural elements. Linguistic and Cultural Semiotics are branch of

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communication theories that investigate sign systems and the modes of representation that humans use to convey feelings, thoughts, ideas, and ideologies. Semiotic analysis is rarely considered as a field of study in its own right, but it is used in a broad range of disciplines, including art, literature, anthropology, sociology, and the mass media. From all the definition above, the writer can takes the simple conclusion, that semiotic is a study of meaning which is concerned with everything that can be taken as a sign significantly substituting for something else, even in some situation semiotic can be used in order to lie.

1. Branches of Semiotics

Semiotics has been applied usefully in a number of fields ranging from literature to art to cultural anthropology. As a result a number of “branches” or subfields of semiotics have emerged, they are:

a) **Analytic Semiotics**: Semiotic that analyzing the sign system.

b) **Descriptive Semiotics**: Semiotic that describing the sign system that have the same meaning in the real thing.

c) **Zoo Semiotics**: Field of semiotics devoted to the production and interpretation of signs in the animal context.

d) **Cultural Semiotic**: Semiotic study of human culture in society.
2. Semiotic of Peirce

Humans, like most animals, are able to communicate verbally and nonverbally. Humans use language in verbal communication and signs, symbols, sound or paralinguistic means to communicate a message. However, humans, unlike animals, have cultural identities. The semiosis (sign processing) takes place within this cultural orientation.

Logician, mathematician, philosopher, and scientist Charles Sanders Peirce (1839–1914) began writing on semiotic, or the theory of sign relations in the 1860s, around the time that he devised his system of three categories. The interaction between the representamen, the object, and the interpretant is referred to by Peirce as “semiosis”. Within Peirce’s

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model of the sign, the traffic light sign for ‘stop’ would consist of: a red light facing traffic at an intersection (the representament); vehicles halting (the object) and the idea that a red light indicates that vehicles must stop (the interpretant).  

Peirce offered a triadic (three parts) model:

a) The Sign or representament: the form which the sign takes (not necessarily material).

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

c) An object: is to which the sign refers. Based on the object, Peirce divided sign into three; they are icon, index, and symbol;

1) Icon/iconic: icon is a mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting or smelling like it) being similar in

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possessing some of its qualities: e.g. a portrait, a cartoon, a scale model, onomatopoeia, metaphors, ‘realistic’ sounds in ‘programme music’, sounds effects in radio drama, a dubbed film soundtrack, imitative gestures,

2) Index/indexical: a mode in which the signifier is not arbitrary but is directly connected in some way to the signified. E.g. natural signs (smoke, thunder, flavor, etc),

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

A sign…. (in the form of a representament) is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stand for something, its object. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representament.¹⁴

Peirce and Saussure used the term ‘symbol’ differently from each other. For Peirce, a symbol is a sign which refer to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object. Peirce

categorized the patterns of meaning in signs as iconic, symbolic and indexical. Anything can be a sign as long as someone interprets it as ‘signifying’ something referring to or standing for something other than itself. Peirce and Saussure, for instance, were both concerned with the fundamental definition of the sign.

B. Definition of Advertisement

Advertisement, like language, is a system consisting of distinct signs. It is a system of differences and oppositions which are crucial in the transfer of meaning. In the commodity market there are many products such as soap, detergent, cosmetics, breakfast cereal, margarine, beer and cigarettes which are essentially the same.

Advertisement is a message designed to promote or sell a product, a service, or an idea. Advertisement reaches people through various types of mass communication. In everyday life, people come into contact with many different kinds of advertisement. Magazines are, like newspapers, a major print medium, but magazines have characteristics that are in marked contrast to newspapers. Magazines, for the most part, are a more specialized medium in terms both of readers and advertisers.\(^{15}\) Mass magazines have decline slightly, while special interest titles of magazines about teenagers, men’s health, women’s stuff, technology, and gardening continue to grow. In reaching more extended fields or carrying on a campaign of national scope,

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magazines and periodicals may be employed to carry the message. Class advertising that is appealing to readers in a particular line of industry is often successful through the use of trade magazines and periodicals.

Even though in contemporary society, advertisement can be found everywhere. It can be defined very generally that advertisement is the promotion of goods or services for sale through impersonal media.\[16\]

Moreover a famous specializing man was born in America, Otto Klepper (1986) as he said in his book with the title Advertising Procedure that the advertising was came from the Latin ad-vere which mean transferring idea and though to the other.\[17\]

In the other side printed advertisements are found in newspapers and magazines. Poster advertisements are placed in buses, subways, and trains. The message is the actual content being transmitted by the sender.\[18\] Furthermore advertisement is form of communication used to help selling products and services. Typically, it communicates a message including the name of the products or services and how that products or services could potentially benefit to the consumer. However, advertisement does typically attempt to persuade potential consumer to purchase or to consume more of particular brand of product or service. It is providing information, calling attention to, and making known something that you want to sell or to

promote. Advertisement, like language, is a system consisting of distinct signs. It is a system of differences and oppositions which are crucial in the transfer of meaning. In the commodity market there are many products such as soap, detergent, cosmetics, breakfast cereal, margarine, beer and cigarettes which are essentially the same.\textsuperscript{19} Advertisement is also defined as any paid form of non personal communication about an organization, product, service, or idea by an identified sponsor. It plays a very important role in society, particularly in industrialized countries that have well developed mass communications infrastructures. There are some categories of issues concerning advertising and society; some represent the aggregate effects of advertising on society’s value and lifestyles and on society’s economic well-being. It involves issues of ethnics, manipulation, taste, advertising to children, cigarette and environmental, marketing, and health claims in food marketing. By analyzing the signs in the source culture, the writer can identify their functions and transfer them into a target language by finding equivalents in the target culture. This section will focus on the theories of Charles Sander Peirce regarding signs that will enable the writer to apply aspects of discourse analysis in relation with semiotic analysis in dealing with cultural aspects in persuasive advertisements during translating the hidden message.

\textsuperscript{19} http://www.generation-online.org/c/fcformalism.htm
C. **Semiotic Contributes to the Advertisement**

Semiotics, among other things, plays a major role in catching the attention of the intended target market such as men, women, adults or teens. The placement of certain images, text, colors, and other signs is a key part of the overall successfulness of the advertisement.

Whereupon the success of that communication process depends on such factors as the nature of the messages, the audience’s interpretation of it, and the environment in which is received. The receiver perception of the advertisement source used to transmit the message that may also affect the ability to communicate, as may do other factors. Words, pictures, sounds, and colors may have different meaning to different audience, and people’s perceptions and interpretation of them variety. Furthermore, we use the semiotic knowledge to understand the meaning in communication process to analyze the advertisement.

Basically, the semiotic theory of codes has been the basis of several studies of advertising. Since codes are the systems of knowledge underlying all cultural communication processes, the theory of codes has been considered as another key to deciphering the hidden messages of advertisement. Barthes first distinguished among an encoded message, the photographic image of the “real” objects, and two coded messages: the verbal message, depending on the code of language, and the coded iconic or symbolic visual message. Peirce’s fundamental distinction among iconic, indexical, and symbolic signs has been applied to the study of advertisement.
Peirce suggested further types of sign in addition to those of a purely arbitrary conventional nature. Two of these, which are particularly useful in analyses of advertisement, are index and the icon.

In the other hand, advertisement is thus a text type that is interpreted by the consumer on two levels: the level of surface message and the level of a hidden message. Text is a tool which is transmitted from the sender to the receiver through certain medium code. The receiver who accepts a sign as text tries to translate it according to the right codes. Then, the hidden message in this sense is about the economic realities of selling and buying. These realities are hidden only in the surface text they are not unknown to the consumer. Reference to the economic interests of the advertiser is avoided in the overt message because it seems to be detrimental to the effects of persuasion. Semiotics contributes to advertisement research both with respect to methodology and to the object of investigation.

Concerning the later, semiotics expands the analytic horizon from the verbal message in the narrower sense to the multiplicity of codes which are used in persuasive communication. Concerning the former, semiotics, as the theory of signs and communication, provides the theoretical tools for the analysis of advertisement.
CHAPTER III
RESEARCH FINDINGS

A. Data Description

In this chapter, the writer would like to show and then analyze the following data which is taken from *InStyle* magazine. This research concern with semiotic analysis based on the fact that all concern to the chocolate advertisements of (1) *Toblerone*, (2) *Nabisco 100 Calorie Milk Chocolate*, and (3) *Dove Chocolate with Peanut Butter* that she has collected, read and classified them based on the theory of Peirce.

![Figure 2. Chocolate advertisements in InStyle Magazine](image1)

In more specific terms, some advertisements products were located within recent editions on March and April 2010 of the women’s magazine, namely *InStyle*. *InStyle* magazine is monthly women’s fashion magazine published in United States by Time Inc. along with advertising, the magazine offers articles about beauty, fashion, home, entertaining, and celebrity lifestyle. Thus this research will individually analyze these advertisements in terms of their status as signs.
Representamen (sign) are consists of verbal and non verbal sign, the description can be seen in the following:

**Table 1**

<table>
<thead>
<tr>
<th>No.</th>
<th>Brands of Chocolate Advertisements</th>
<th>Sign (Representament)</th>
<th>Non Verbal Signs (Visual Sign)</th>
<th>Verbal Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Toblerone</td>
<td></td>
<td>Text of “Don’t you wish all triangles were made of toblerone?”</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Nabisco 100 cal</td>
<td></td>
<td>Text of “Diet Like a Diva”</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Dove Chocolate with Peanut Butter</td>
<td></td>
<td>Text of “Nourish your soul. Saturate your sense”</td>
<td></td>
</tr>
</tbody>
</table>
Explanation:

a. Verbal sign are codes of communication consisting of words.
b. Non verbal sign are codes of communication consisting of symbols that are not words, including non word vocalizations; body movement, facial expression, etc.

B. Analysis

In analyzing the data, according to the semiotic signification on the advertisements, the writer uses three steps which are to find out the signs that are used in Toblerone, Nabisco 100 cal, Dove Chocolate, and their meanings.

1) Toblerone (Milk Chocolate with Honey and Almond Nougat)

Chocolate Advertisement

![Figure 3. Toblerone Chocolate advertisement](image)

As the writer mentioned in the chapter II, representament is the form which the sign takes. Then, object is to which the sign refers. And the interpretant is the sense made of the sign. The writer analyzes the signs in Toblerone chocolate advertisement with semiotic approaches. To find the object, representament and interpretant, the writer analyzes the verbal and
nonverbal sign, there are the text, and picture in *Toblerone* chocolate advertisement. The writer uses Peirce Triadic Theory to analyze the verbal and visual sign as the *representament* that are found in this chocolate advertisement. The relationship between *representament, object* and *interpretant* can be visualized in the triangle of Peirce’s theory below:

![Triangle Model 1](image)

First, the writer found the Object in this advertisement is *Toblerone* itself. The object in the advertisement is thing that advertised. In product advertisement, the product is its object. *Toblerone* is a type of chocolate bar currently manufactured by the United States food company Kraft; however, it
was initially developed and sold in Switzerland. This milk chocolate bar with a honey and almond nougat was created by Theodor Tobler and Emil Baumann in Bern, Switzerland in 1908. Although the eponymous Tobler company was independent for a long time, it later merged with Suchard and then the Jacobs coffee company. Kraft later acquired this conglomerate in 1990. The chocolate bar is available around the world. The bar is unique for its distinctive packaging; it comes in a triangular package containing three sided pieces of chocolate that are easily separated from each other. Some say that the triangular shape was inspired by the form of the Matterhorn, the most famous mountain in Switzerland.  

Second, the writer analyzes the verbal and nonverbal sign as the representament. The verbal sign in this advertisement is the text in this chocolate advertisement. The text is “don’t you wish all triangles were made of Toblerone?” The other mountain is made from stone covered by the vapor above the snows.

Nonverbal (visual) sign is the picture that appears one of a triangle mountain made from Triangle of Toblerone chocolate. Toblerone come in long, slender triangular cardboard package. It definitely stands out from the candies surrounding it on the shelf. The color scheme is also interesting. A yellow box with maroon lettering immediately draws your attention away from the normal candy bars around it. The actual candy bar is made up of little

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chocolate triangles that are held together by a strip of chocolate which seems to replicate the mountain scenery of the Switzerland mountain ranges.

Third, after analyzing the object and representament, the writer found the interpretant of this advertisement. It means that the mountain like a triangle of Toblerone chocolate. Therefore if we are wishing that all the triangles were made from chocolate, it will be fun. The taste of Toblerone is as high quality chocolate made in Switzerland. The chocolate is tasty. The part fun of eating a Toblerone is that you can break off a triangle at a time to eat it. Toblerone makes people wishing and imagine something fun. Toblerone makes the reader wish because of the uniquely shape, a great big triangle shape as the interpretant (I).

As conclusion through explanation above, there are the interaction between the object, representament and interpretant that we can see as the semiotic relationship. Toblerone chocolate as the Object, the picture of a triangle mountain made from Toblerone chocolate and text “don’t you wish all triangles were made of Toblerone?” as the verbal and nonverbal signs (representament) and it means that the form of this mountain stone can be as like as Toblerone chocolate with this triangle shape, because of it shape as if the another mountain. Toblerone makes the reader wish because of it unique shape’s, a great big triangle shape as the interpretant (I). The relationship between representament and the Object is represented by interpretant which also is the hidden message that Toblerone chocolate makes the reader wish because of the uniquely shape, a great big triangle shape.
2) Nabisco 100 Cal Chocolate Advertisement

The writer analyzes the signs in Nabisco 100 Calorie Milk chocolate advertisement with semiotic approaches. To find the object, representament and interpretant, the writer analyses the verbal and nonverbal sign, there are the text, and picture in Nabisco 100 Cal advertisement. The writer uses Peirce Triadic Theory to analyze the verbal and visual sign as the representament that are found in this chocolate advertisement.

The relationship between representament, object and interpretant can be visualized in the triangle of Peirce’s theory below:
First, the writer found the Object in this advertisement is Nabisco chocolate. The advertisement for *Nabisco 100 calorie Milk Chocolate* snacks features Venus and Serena Williams in the back of a limo glamorized. The advertisement is not only means to sell *Nabisco 100 Calorie Milk Chocolate*, but the product is barely visible. What is visible, however, are negative
messages. Semiotics is extremely flexible tool which is used in wide range of academic field. As writer explained in chapter 1, Semiotics provides the translator of advertisements with a means to manipulate and manage language (linguistic sign system) and nonverbal sign systems. Although Venus and Serena Williams are definitely the divas of tennis but now the sisters are endorsing the new Nabisco 100 Calorie and so they are now the divas of diet.”

Second, the writer analyzes the verbal and nonverbal sign as representament. The verbal sign in this advertisement is the text in this chocolate advertisement. The text is “Venus and Serena, Diet Like a Diva”. The advertisement copy says, “Venus and Serena Diet Like a Diva” which already implies that these beautiful women are fat and need to go on a diet. The problem of this statement is that both women are athletes and they need more calories to supplement the ones the burn off while working out. It implies that the Williams sisters eat these measly snacks and get great, toned bodies. Serena is known to stand out in outfits she wears for tennis tournaments, but here she blends into the background. They become like any other celebrity endorsing a product; they are in it for the money. They star power should have been used in another advertisement that actually promotes a healthy body image and acceptance of one’s culture.

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Eating disorders are also encouraged in this advertisement because the copy does not say anything about eating fewer calories to be healthier. It explicitly says that this is meant to help you diet. The choice of the word “diva” also has an impact. A diva is usually viewed as a person who is incredibly high maintenance, but at the same time beautiful.

The nonverbal (visual) sign of Nabisco chocolate advertisement is the picture of Nabisco chocolate, appears the picture of two divas in a luxurious car that enjoy the chocolate, and smile, looks very enjoy with the Nabisco100 Calorie Milk Chocolate.

Third, after analyzing the object and representament, the writer found the interpretant of this advertisement. It means that eat Nabisco100 Calorie Milk Chocolate as if doing diet like a diva because of it calorie does not make the consumer to be fat and consumer knows the portion is controlled, so it does not have to worry about finishing the pack. Eat Nabisco100 Calorie Milk Chocolate as if doing diet like a diva doesn’t have to worry about the calorie because the portion of it calorie does not make the consumer to be fat is interpretant.

As conclusion through explanation above, there are the interaction between the object, representament and interpretant that we can see as the semiotic relationship. Nabisco chocolate as the Object, the text “Venus and Serena, Diet Like a Diva” and picture of two divas in a luxurious car that enjoy the chocolate, and smile, looks very enjoy with the Nabisco chocolate as verbal and nonverbal sign (representament), and eat Nabisco milk chocolate as
if doing diet like a diva doesn’t have to worry about the calorie because the portion of it calorie does not make the consumer to be fat is *interpretant*. The relationship between *representament* and the *Object* is represent by *interpretant* which also is the hidden message that *Nabisco100 Calorie Milk Chocolate* is about enjoying chocolate as like as diet like diva doesn’t have to worry about the calorie because it is a low calorie chocolate.

3) **Dove Chocolate Advertisement**

![Image](image.png)

Figure 5. Dove Chocolate with peanut butter advertisement

The writer analyzes the signs in *Dove chocolate* with peanut butter advertisement with semiotic approaches. To find the *object*, *representament* and *interpretant*, the writer analyzes the verbal and nonverbal sign, there are the text, and picture in *Dove chocolate* advertisement. The writer uses Peirce Triadic Theory to analyze the verbal and visual sign as the *representament* that are found in this chocolate advertisement. The relationship between *representament*, *object*, and *interpretant* can be visualized in the triangle of Peirce’s theory below:
First, the writer found the Object in this advertisement is *Dove chocolate* itself. Second, the writer analyzes the verbal and nonverbal sign as the representament. The verbal sign in this advertisement is the text in this chocolate advertisement. The text is “*Nourish your soul, saturate your senses*” and nonverbal (visual) sign is the picture that appears a woman who covered with a smooth brown silk.

Third, after analyzing the *object* and *representament*, the writer found the *interpretant* of this advertisement. It means that *Dove chocolate* has a
smooth sensation and the customer can feel this sensation if they eat this chocolate. *Dove chocolate* shows to represent a desirable lifestyle, one of beauty, luxury, and seduction as *interpretant* (I).

As conclusion through explanation above, there are the interaction between the *object, representament* and *interpretant* as the semiotic relationship. *Dove chocolate* as the object, the text “Nourish your soul, saturate your sense” and picture of a woman who covered with a smooth brown silk as the verbal and nonverbal signs (representament) and *Dove chocolate* shows to represent a desirable lifestyle: one of beauty, luxury, and seduction as *interpretant* (I). The relationship between *representament* and the *Object* is represented by *interpretant* that *Dove chocolate* showing to represent a desirable lifestyle: one of beauty, luxury, and seduction.
CHAPTER IV
CONCLUSIONS AND SUGGESTIONS

A. Conclusions

This thesis has attempted to give a semiotic analysis of advertisements that semiotic sign were not only designed to give a meaning and appropriate image of the product, but also, these semiotic sign were shown to have a strong relationship with the textual context in which the signs were located in this chocolate advertisements. The powerful use of imagery, and the uses of message strategy, and the creative process is actually a step by step procedure that can be learned and used to generate original ideas in making advertisement.

Based on the analysis of three kinds of chocolate advertisements as has it been mentioned in the chapter 1 that the purpose of study is to find out the semiotics elements based on Charles Sanders Peirce Triadic Theory on the chocolate advertisement product, the corpus data are three chocolate advertisement design pictures taken from InStyle magazine. The writer comes up with the following:

In these three chocolate advertisements there are verbal and non verbal sign. The verbal signs in this advertisement consist of text or sentence, meanwhile for nonverbal signs are overall nature of this advertisement graphics, and some visual pictures that appear. The relationship between representament and the Object in Toblerone chocolate advertisement is
represented by *interpretant*. *Toblerone* chocolate makes the reader wish because of the uniquely shape, a great big triangle shape.

The relationship between *representament* and the *Object* in Nabisco 100 Calorie Milk Chocolate is represented by *interpretant* that *Nabisco 100 Calorie Milk Chocolate* is about enjoying chocolate as like as diet like diva doesn’t have to worry about the calorie because it is low calorie chocolate.

The relationship between *representament* and the *Object* in *Dove Chocolate Peanut Butter* is represented by *interpretant* that *Dove chocolate Peanut Butter* showing to represent a desirable lifestyle; one of beauty, luxury, and seduction.

From the analysis, the writer concludes that the signs of *Toblerone*, *Nabisco 100 Calorie Milk Chocolate*, and *Dove Chocolate with Peanut Butter* advertisements have closed relationship. Within Semiotic theory, the advertiser can understand how the good and creative advertisement should be produced. So, these advertisements not only have a function to selling the product, but also it can be the unique commercial tool in order to reach consumer’s attention. Finally, advertising could be something more creative than just selling product.

### B. Suggestions

The writer would like to suggest some points to the readers who are interested in studying semiotics.
The intent of advertising is to associate desire with commodities and services, and to cement feelings of positive affect to brands. To achieve this, advertisers must construct texts that are recognizable to the viewers as advertisement. By using semiotics theory, we need to consequent what is the theory that we want to use. Then, we need more references to understand the semiotics elements by analyzing the sign that appear in each advertisement so it will make us easier to analyze. The creative process is actually a step by step procedure that can be learned and used to generate originals ideas. Good creative work makes advertisement more vivid, a common technique is to use plays on words and verbal or visual metaphors that can help the reader or viewer learn about the product.

Meanwhile analyzing the semiotic sign in advertisement is linking of thoughts, emotions or feelings with something ‘objective’ and external is not a new phenomenon; it forms the basis of much art and rituals.

Therefore, when somebody wants to analyze the advertisement by using semiotic theory, and to know the message in the advertisement, they must have more creativity; think out of the box, analyzing and understanding the hidden message, because it will help to improve your imagination to analyze advertisement to understanding the hidden verbal and non verbal message.
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