A Semiotic Analysis on The A-Mild Advertisements Using Roland Barthes’ Theory

A. Abstract


The objective of this research is to know the connotation meanings of the verbal and non verbal signs of A-Mild advertisements. Further, to know the myth that motivates those advertisements. The method of this reseach is descriptive qualitative method, because semiotic analysis rarely uses qualitative method. It means that the writer collects the advertisements which are going to be analyzed, then, analyze them, and interprets them in description. There are six advertisements. The writer is interested in analyzing them because there are many deep meanings which are delivered to the readers. Those are collected from some big billboards on the bank of the central road of Jakarta.

In analyzing those advertisements, the writer finds some signs in each version of the advertisement. Those are five signs in “Go Green” version, seven signs in “Two Boys Skateboarding” version, six signs in “Five People I” version, seven signs in “Five People II” version, and six signs in “Sign Language” version.
Besides that, the writer finds that all of those advertisements have the same verbal sign and different color, but not the picture. Only the third and the fourth picture have the same picture.

**B. Background of the Study**

Human’s life is filled by signs. Mediated by the signs, the process of life is moved effectively. They can communicate between others and have better understanding of their environment simultaneously. Therefore, they are *homosemioticus*.¹ They use codes that have been formed by themselves daily. Such as a saying love of a man to his beloved woman and gives her a beautiful stem of rose.²

In interpreting signs around, it need the knowledge about how the way of sign could be interpreted as well as what is purposed. The way, in linguistics is called *semiotics*. It is the knowledge to study of producing and interpreting data systematically.

Kutha Ratna, quoted *Aart van Zoest*, said whether it is related to the field of the study. One of them is *connotative semiotics* where the connotative meaning is gotten from the denotation basic characteristics. This thought is pioneered by *Roland Barthes*.³

For example the signs in almost all of the cigarette advertisements. One of them is the advertisements of A-Mild cigarette that always shows attractive and

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² Anang Hermawan, “/idwordpress.com/tag/semiologi/
³ Nyoman Kutha Ratna, *op. cit.*, p. 103
various advertisements in their advertisements. There are no concrete appearance of “the cigarette”. There are only texts which are less related to “the cigarette” theme in reality.

Then, through the message invention conveyed, the advertisements can make the product image flying away, being the most liked product and satisfying the customer. Therefore, the advantages and the specialty of the product of advertisements must be arranged as good as possible in order to reach the society’s attention and sympathy by orienting the advertisements to the product image.

It is clear that in making an advertisement, especially commercial advertisement which aimed to purpose somebody to take an advantaging action for the advertisement makers and offering a product to the society through media, "the advertisement makers are demanded to use the effective communication to convey the message well. If the readers, listeners, and audiences interpret the message not as supposed to be the advertisement’s makers want, it can be made sure that the advertisement’s making is absolutely unsuccessful. Therefore, it needs deeper analysis in interpreting advertisement because there are many products that use signs in their advertisements.

C. Research Methodology

1. Method of Research

The researcher uses qualitative method which is focused on the signs of the A-Mild cigarette advertisements as the research object and describes

the collected signs on the *A-Mild* cigarette advertisements, analyzes their denotative and connotative meaning based on the *Roland Barthes’* theory, and identifies its myth.

2. Instrument of Research

The researcher uses herself as the research subject in looking for and collecting data from *A-Mild* advertisements by reading and identifying, signing, grouping the signs, finding and writing data needed, and interpreting the meaning of the data.

3. Data Analysis Technique

The researcher uses the qualitative method. First, the writer chooses the object or advertisements that will be analyzed. Then, the writer specified them and reads some literary works about semiotics especially about advertisement, communication and *Roland Barthes’* theory. Finally, those advertisements will be analyzed through descriptive analysis technique.

4. Unit of Analysis

The unit of analysis in this research is 5 *A-Mild* advertisements on the big billboard that using English on the text. Three advertisements taken from Dukuh Atas junction at 05.30 p.m, April 8 2010 and at 07.00, April, One advertisement taken from jl. Senopati 81 Kebayoran Baru south Jakarta junction at 12.00 p.m, April 9 2010 and one advertisement taken from Megaria shopping mall complex jl. Pegangsaan 21 junction Central Jakarta at 09.00 a. m, April 8 2010.
D. Theoretical Framework

1. Introduction to Semiotics

Semiotics as a discipline is simply the analysis of signs or the study of the function of sign systems. The idea that sign systems are of great consequences is easy enough to grasp; yet the recognition of the need to study sign systems is very much a modern phenomenon. While Sebeok stated that in theory, linguistics is only a branch of semiotics, but in fact semiotics is created from linguistics. As a result, semiotics is a branch of linguistics to study signs, learn everything related to the sign and its meaning.

Traditionally, the assumed priority of thought over language is summed up in Aristotle's famous pronouncement:

“Words spoken are symbols or signs of affections or impressions of the soul; written are signs of words spoken. As writing, so also is speech not the same for all races of men. But the mental affections themselves, of which these words are primarily signs, are the same for the whole of mankind, as are also the objects of which those affections are representations or likeness, images, copies.”

This concept of signs was being an issue for centuries. Therefore, it was attracted Ferdinand de Saussure to said, in his book, Course de Linguistique Generale, that semiotics has two inseparable sides as the two sides of dichotomies opposition as the signifier, significant, semaion and signified, signifie, semainomenon, speaking (parole) and the common language (langue), the syntagmatic and the paradigmatic, and also the diachronic and the synchronic.

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5Paul Cobley and Litza Janz, Introducing Semiotics, (UK: Icon Books Ltd, 1999), p. 4  
8Nyoman Kutha Ratna (2008), op. cit. pp. 98-99
Saussure describes the two inseparable sides as a sheet of paper which is cut by a scissor.

“Just as it is impossible to take a pair of scissors and cut one side of paper without at the same time cutting the other, so it is impossible in a language to separate sound from thought, or thought from sound. To separate the two for the theoretical purposes takes us into either pure psychology or pure phonetics, not linguistics”.  

It is clearly said that the signification or the relation between signifier and signified, which in the quotation called by the sound and the thought, could not be separate. It supports each other. There is no sound without thought and also there is no thought without sound.

The inseparability of the signified (mental concept) and the signifier (material aspect) leads Saussure to offer the following diagram;

![Figure. 1. The Saussure’s Concept of Sign](image)

It is like the two sides of a coin where the signified on the one side and the signifier on the other side. The relation between the signified and the signifier (*signification*) is completing and supporting each other. It can be seen from the arrow sign which aimed from the signifier up to the signified and from the signified down to the signifier.

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9Roy Harris (1988), *op. cit.* p. 29
2. Roland Barthes’ Semiotic Theory

Barthes developed *significant-signifie* theory from Saussure to be a theory of grammar and its connotation meaning. The significant term was changed to be *expression* (E) and the signifie changed to be content (C).\(^\text{10}\) Moreover, He said there must be a relation (R) between E and C or certain relation. Thus, it can form a sign. Barthes also took over the concepts of *denotation*, *connotation*, and *metasemiotics* from Hjemsleves. Typically, he also changed Hjemsleves’ term metasemiotics into metalanguage. As for Hjemsleves, every system for Barthes, too, is a language.

Interpreting sign can occur in two levels. There are *primer* (denotation) and then *secondary* level which is developed into E (metalanguage) and C (connotation). *Metalanguage* can occur if there is the same E and C development in the secondary and connotation in a culture. It is the value which is given by the interpreter of sign to the sign. Barthes describes connotation as the C’s width of some signs so that the sign have a new C.

Barthes gives an example of connotation in order to make it understood easily. It is a cover of a magazine.\(^\text{11}\) At that time, he was in the barbershop and saw a *Paris Match* magazine. There is a picture on the cover (E1) which is directed to a France uniformed black man giving honored to the France’s flag. On the primer system (denotation), the black army is the C1 and it is develop to the new C or C2 on the secondary system (connotation). France is a big country which has variety of races.

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\(^{10}\) Hilmi Akmal (2008), *op. cit.* p. 247

\(^{11}\) *Ibid.*
a. Denotation, Connotation, and Myth

For Barthes, connotation is the “tone” of a text, the manner which has been decorated.” In the final analysis, the signified of a “connotative sign” is for Barthes the “fragment of an ideology,” the signified, in turn, a “rhetoric,” both going back to a “real system” via metalanguage obviously even here no differences made between communication and indication. Thus, for Barthes anything which furnishes meaning becomes a sign, and any group of sign becomes a system, although neither the existence of an intention to communicate, not of a complete sign inventory, no of combination rules or opposing features, is proven.12

Barthes used the example of photography to demonstrate denotation. The photograph denotes what was in front of the camera when image was captured. But who the image is photographed, and what abstract values may be associated with the resultant picture, and are a matter of connotation. A photograph of a face denotes that face, but what is connoted will depend on the genre of photography (surveillance, fashion, news, art) and on stylistic manipulation of composition, color, etc. it is the same face can connote ‘criminal’, ‘beauty’, and ‘supermodel’.

The mythical level of signification can also be turned the ideological at this level, signification is depend on the shared cultural values and beliefs. Consider the use of images of countryside in advertising. Signification here depends on the myth or ideology that opposes city and country; the country is signified as more pure and innocent than the urban lifestyle. Such myths are

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specific to certain cultures, and they are arguable; ‘countryside’ may connote something quite different to a confirmed city-dweller. Whilst the process of signification is universal, the meanings that are generated in the process will be culturally specific.\textsuperscript{13}

\section*{b. Barthes’ Reading Photograph}

Barthes uses Myth on his semiotic analysis about culture and any ideological critic. It can be found in many mass cultural products which have created the language as the communication such as the people’s myth today. It is produced through mythological treasure like magazine, television, film, advertisements and many more photographs.

One of the highly important areas that Barthes concerned in his study about sign was the reader role. The reader has the most significant perception to the object they read because the reader can read the sign in various perceptions. It can be happiness, dislike, sadness, and many more. Therefore there is no right or wrong perception.\textsuperscript{14}

The myth’s analysis was focused on the second level of the semiotic system. It is uneasy because what we see, listen and read is the first level of the semiotic system. Therefore, myth analysis must be directed to the second level of the semiotic system by seeing at the connotation components as the components of meaning former. It has to be focused on the signification system on the

\textsuperscript{13}John Hartley (2002), loc. cit.
\textsuperscript{14}Reni Shintawati, \textit{A Semiotic Analysis on HIV/AIDS advertisements} (Jakarta: FAH UIN, 2009), p. 11.
connotation level. To make it more understandable, Barthes produced his map of sign functioning:

<table>
<thead>
<tr>
<th>1. Signifier</th>
<th>2. Signified</th>
<th>The First Level of Semiotic System</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Denotative sign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. CONNOTATIVE SIGNIFIER</td>
<td>5. CONNOTATIVE SIGNIFIED</td>
<td>The Second Level of Semiotic System</td>
</tr>
<tr>
<td>6. CONNOTATIVE SIGN</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Figure 2. The Barthes’ Map of Sign Functioning](image)

From the table above, we can see that the denotative sign (3) is made from the signifier (1) and the signified (2). They both produce the denotative sign which is also being the connotative signifier (4) on the second level of semiotic system. The connotative signifier must engender a connotative signified (5) to produce a connotative sign (6). That is where the kind of systematic approach to signs that Barthes wished to pursue becomes very problematic.

The connotation works on the subjective level that makes its present cannot be realized. The reader can read easily the connotative meaning as the denotative fact. Therefore, one of the semiotic analysis aims is to furnish the analysis method in order to handle the misreading.

In handling the misreading of the advertisements photograph, Barthes distinguished the signs into two important parts that have to be underlined. They

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15 ST. Sunardi (2002), *op. cit*, pp. 120-121.
are verbal parts and non verbal signs.\textsuperscript{17} The verbal part is of course the text of the advertisement. It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else in text form. The non verbal signs are the signs which appearances are aimed to support the verbal part in order to be an interesting package of advertisement. They have deep meaning that can produce message to the reader, not only as a compliment. They are:

a. The use of color

The using of color is a vital aspect of art direction in printed media and billboard advertisements.\textsuperscript{18} Colors are also used as logos which arranged by the advertising maker to increase the reader’s recognition, to make the link between the brand (the picture) and the message. Color is a meaningful constant for sighted people and it’s a powerful psychological tool.

b. The use of music

Music or sound is usually used in television and radio advertisements. It can add the sensory dimension of advertising and branding and provide an emotional or mood setting which can evoke a variety of feelings.

c. The use of animation

Usually, the advertisements makers use this part as the creative technique. They use some graphical design technology to sell their ware in the advertisements and also to attract the reader (customer) attention by the interesting picture.

\textsuperscript{17}Reni Shintawati, (2009), op. cit, p. 19
\textsuperscript{18}Open Leaning Program Undergraduate Programs, The Psychology of Advertising, (USA: Maryland University College, 1992), pp. 9-10.
E. Research Findings

In this chapter, the writer divides the research findings into two sections, they are: data description and data analysis.

1. Data Description

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Signs (Vebal [V] and Non Vebal [NV])</th>
<th>Connotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>GO AHEAD (V)</td>
<td>Slogan of the product</td>
</tr>
<tr>
<td></td>
<td>Green Labyrinth (NV)</td>
<td>The complicated and contradicted issues of a natural and confidential environment cigarette product.</td>
</tr>
<tr>
<td></td>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message</td>
</tr>
<tr>
<td></td>
<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of A-Mild</td>
</tr>
<tr>
<td>2</td>
<td>GO AHEAD (V)</td>
<td>Slogan of the product</td>
</tr>
<tr>
<td></td>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message</td>
</tr>
<tr>
<td></td>
<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of A-Mild</td>
</tr>
<tr>
<td></td>
<td>Two boys skateboarding (NV)</td>
<td>The new generation of the product</td>
</tr>
<tr>
<td></td>
<td>Light forming of “GO” and “HEAD” phrase (NV)</td>
<td>Showing the image product</td>
</tr>
<tr>
<td></td>
<td>Dark background (NV)</td>
<td>Strong emotion and power</td>
</tr>
<tr>
<td>3</td>
<td>GO AHEAD (V)</td>
<td>Slogan of the product</td>
</tr>
<tr>
<td></td>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message</td>
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<tr>
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<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of A-Mild</td>
</tr>
<tr>
<td></td>
<td>Two women and three men (NV)</td>
<td>The user of the product</td>
</tr>
<tr>
<td></td>
<td>Almost full white color (NV)</td>
<td>Indicating mildness and purity</td>
</tr>
<tr>
<td></td>
<td>White background (NV)</td>
<td>The color of the cigarette package</td>
</tr>
<tr>
<td>4</td>
<td>GO AHEAD (V)</td>
<td>Slogan of the product</td>
</tr>
</tbody>
</table>
13

<table>
<thead>
<tr>
<th>Capital letter of “GO AHEAD” phrase (NV)</th>
<th>Emphasizing the message.</th>
</tr>
</thead>
<tbody>
<tr>
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<td>The eye catching object as the brand image of A-Mild</td>
</tr>
<tr>
<td>Two women and three men (NV)</td>
<td>The user of the product.</td>
</tr>
<tr>
<td>Full color; pink, green, and blue as the dominant (NV)</td>
<td>Indicating the various kinds of the product.</td>
</tr>
<tr>
<td>Yellow background and purple of “GO” and “HEAD” words.</td>
<td>Indicating the cheerful, laughter, optimistic, happiness, and good times.</td>
</tr>
<tr>
<td>Letter “A” (V)</td>
<td>The image product</td>
</tr>
<tr>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message</td>
</tr>
<tr>
<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of A-Mild</td>
</tr>
<tr>
<td>Five words in sign language form (NV)</td>
<td>Indicating the egalitarianism of the product user</td>
</tr>
<tr>
<td>White background (NV)</td>
<td>Indicating the neutrality</td>
</tr>
</tbody>
</table>

Figure 3. The Signs and The Connotation

2. Data Analysis

1. Advertisement 1

(Source: jl. Senopati 81 Kebayoran Baru South Jakarta Junction on April 9, 2010 at 12.00 p.m)
The analysis begins with the understanding of the phrasal verb of GO AHEAD. GO AHEAD means to start to do something, especially after planning it or asking permission to do it.\(^\text{19}\) As a verbal sign of the advertisement, it connotes that the sign is the slogan of the product. It shows that the company has got permission from the government, the Ministry of Health,\(^\text{20}\) to keep producing its product as a legal one.

The Old English font of “A” connotes the brand image of Sampoerna A-Mild Company which produces cigarette product and the using of red color on the Old English font of “A” connotes the eye-catching object.\(^\text{21}\) It is aimed to catch people surround the advertisement’s attention, ready or not, to look at the advertisement and feel wonder of what is the matter on the red object. Therefore, the advertisement and all of the company’s purposes are conveyed well indirectly to the advertisement’s reader.

The advertisement is supported by a green labyrinth park picture. The green color means natural and fresh.\(^\text{22}\) It connotes that A-Mild is a natural and fresh product. It shows that the consumer does not need to feel wrong of using the product because A-Mild offers the best quality of tobacco which is taken from the best farm directly.

The labyrinth picture is used to form the words “GO” and “HEAD”. Labyrinth is a large network of paths or passages which cross each other, making

\(^{19}\text{Della Summers (2003), op. cit., p. 690} \\
^{20}\text{http://health.kompas.com/read/2010/06/04/0913531/www.kompas.com} \\
^{21}\text{http://www.precisionintermedia.com/color.html} \\
^{22}\text{Ibid.}
it very difficult to find your way.\textsuperscript{23} It is an intricate combination of paths or passage in which it is difficult to find one’s way to reach the exit. A maze or paths bordered by high hedges as in a park or garden.\textsuperscript{24} Labyrinth connotes the complicated and contradicted issues about the cigarette legalization and the people wandering there connote the satisfaction and delightfulness of people as the consumer and the producer to keep consume and produce the product.

Thus, this advertisement shows that “\textit{A-Mild is a legal, natural, and the best cigarette product because the company has already got legalization predicate from the government as a cigarette producer. So, go ahead to keep standing for A-Mild}”.

2. Advertisement 2

(Source: Megaria Shopping Mall complex, jl. Pegangsaan 21 junction Central Jakarta on April 8 2010 at 09.00 a. m)

\textsuperscript{23} Della Summers (2003), \textit{op. cit.}, p. 898
\textsuperscript{24} Anonymous, \textit{Webster’s College Dictionary}, (USA: Random House, inc. 2001), p. 691
The use of GO AHEAD on this advertisement is as a phrasal verb that means *go on ahead; to go somewhere before the other people in your group.* It connotes that A-Mild goes one step forward to produce the new product from the others to offer their new product to the consumer as the first innovation to spoil their consumer’s taste. Sampoerna A-Mild also wants to show that the other companies just as the follower in producing the same product.

The using of red Old English font of the letter “Ã” shows the eye catching brand image of Sampoerna A-Mild cigarette product. It is aimed to catch people surround the advertisement’s attention, ready or not, to look at the advertisement and feel wonder of what is the matter on the red object. Therefore, the advertisement and all of the company’s purposes are conveyed well indirectly to the advertisement’s reader.

There are two boys skateboarding while bringing lights or something that produces light. The boys connote the new generation product of Sampoerna and the light connotes the kind of the new product. Thus, this advertisement wants to show that A-Mild produces the newest kind of cigarette.

Literally, the “lights” does not mean any kind of lamp or lighting as a noun but it means little weight and not heavy as an adjective. It shows a kind of Sampoerna product which tastes relieved, not the weight of the cigarette appearance itself. It usually describes that the content of *tar* is lower based on the machine test method standard which is a chosen product for the consumer whom

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25 Della Summers (2003), *loc. cit.*
26 *Webster’s College Dictionary,* (2001), p. 717
does not like the heavy one as the ordinary. Thus, the product is named “A-Mild Lights”.

The advertisement is also supported by the light forming of “Go” and “Head” words in the dark sky. The words are seemed flying and hanging on the sky just like a flying smoke of cigarette. Thus, we can see how relieved the cigarette tasted does.

Besides that, the dark background also connotes the power and the emotion of using this product. Therefore, the advertisement means that “A-Mildlights is the new generation of Sampoerna cigarette product. Whether the taste is relieved, the consumer will not lose their power of smoking.”

3. Advertisement 3

(Source: Dukuh Atas junction on April 8 2010 at 07.00 a. m)

The verbal sign of the advertisement above is the “GO” and “AHEAD” words. It is a phrasal verb which means to travel in front of other people in your

27http://www.precisionintermedia.com/color.htm
group and arrive before them.\textsuperscript{28} It indicates the slogan of the product which connotes that the product is new and first produced by its company than the other companies.

There are five people picture on the advertisement. Two of them are female and three of them are male. The five people picture connotes the user of the cigarette. It shows that A-Mild is a product which can be consumed not only by the male smoker but also the female smoker. The few total of female on the advertisement indicates the total of the male smoker is more than the female.\textsuperscript{29}

The five people are all fresh, slim, and not fat. They are doing some acrobatic acts which indicate many activities they can do. It shows the contradiction which connotes that although the following verbal sentence states about the danger of smoking, the consumer still can smoke safely and do many activities they want to do while use this product.

The advertisement is dominated by white color which is almost in all of the whole advertisement except the letter “A”. The white color connotes the color of A-Mild cigarette package and indicates the mildness, purity and the neutrality\textsuperscript{30}. It is an emphasization that PT Sampoerna produces different kind of cigarette based on the quality of nicotine (a substance in tobacco which makes it difficult for people to stop smoking)\textsuperscript{31} and tar (a sticky substance that forms when tobacco burns, and that gets into the lungs of people who smoke).\textsuperscript{32} One of them is the mild product which is believed more safety for the user’s healthy and different

\textsuperscript{28}Della Summers, loc. cit.
\textsuperscript{29}http://zona-orang-gila.blogspot.com/2009/12/10-negara-dengan-jumlah-perokok.html
\textsuperscript{30}http://www.precisioninternmedia.com/color.htm
\textsuperscript{31}Della Summers (2003), op. cit., p. 1109
\textsuperscript{32}Ibid. p. 1697
taste than the ordinary product. It can be used not only for the male users, but also for the female users because much of them smoke when they are pregnant. Thus, the product is named *A-Mild*.

This advertisement is showed at noon when the sun shines brightly. It is to show the mild feeling when the consumers are using this product at bright noon especially in the crowded Jakarta. Because, smoke always associates to fire and fire always hot indicate. Therefore, the advertisement means “Sampoerna A-Mild goes one step forward to produce the best quality product”.

4. Advertisement 4

![Advertisement Image](image-url)

(Source: Dukuh Atas junction on April 8 2010 at 05.30 p. m)

This advertisement is the same as the advertisement above. It has the same verbal signs and non verbal sign but it has different color. As the advertisement above, there are two verbal signs on the advertisements. The first verbal sign is “GO AHEAD” phrase as the verb phrase which means *to travel in front of other*
people in your group and arrive before them and indicates the slogan of the product. It connotes that the product is new and first produced by its company than others.

The five people picture on the advertisement is two females and three males. It connotes the user of the cigarette and shows that A-Mild is a product which can be used not only by the male smoker but also the female smoker. The few total of female on the advertisement indicates the total of the male smoker more than the female.

The five people are also all fresh, slim, fat, and doing some acrobatic acts which indicate the healthy and many activities they can do. It shows the contradiction with the second verbal sign bellow. It connotes that although the verbal sign stated about the danger of using cigarette, they still can smoke healthily and do many activities they want to do while use this product.

This advertisement is filled by the dominant of green, purple, and pink color. The green is associated with envy, good luck, generosity and fertility, the purple indicates wealth, prosperity, rich sophistication, pink is the color of and the yellow background indicates the cheerful color which is associated with laughter, optimistic, happiness and good times. It connotes the colorful life and the feeling of luxurious as a rich person and high economical status because much of the users are the high class and having a good chance to watch movie.

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33 Della Summers, loc. cit.
35 http://www.precisionintermedia.com/color.htm
36 Ibid.
37 Ibid.
38 http://wong268.wordpress.com/perbedaan-rook-putih-dan-kretek
The red Old English font of the letter “A” shows the eye catching brand image of Sampoerna A-Mild cigarette product which aims to catch people attention, ready or not, to look at the advertisement and feel wonder of what is the matter on the red object. Therefore, the advertisement and all of the company’s purposes are conveyed well indirectly to the advertisement’s reader.

This advertisement is showed in the night when the sun does not shine brightly. It is to emphasize and show the colorful and cheerful feeling when the consumers are using this product at the glamour night. So, this advertisement wants to show that “Sampoerna A-Mild has various kind of cigarette product which can make the consumer feeling luxurious as a rich person and high economical status.”

5. Advertisement 5

(Source: jl. Senopati 81 Kebayoran Baru South Jakarta Junction on April 9, 2010 at 12.00 p. m)

The advertisement above is dominated by non verbal signs. It has only one verbal sign. That is the letter A which connotes the brand image of Sampoerna A-
Mild and make the reader of the advertisement knows that this advertisement is A-Mild’s without seeing any A-Mild word or anything relates to its product and its company.

The non verbal sign of this advertisement is the appearance of five sign languages. Sign language is a language that uses hand movements instead of spoken words, used by people who cannot hear well.\(^{39}\) It is used by them to keep communicating well between others even between them and people who can hear well.

There are much sign language; English Sign Language, Swedish Sign Language, and many more.\(^{40}\) According to The American Sign Language (ASL), the first sign means the alphabetical letter of G. The second sign means the letter of O. The fourth sign after letter A means the letter of H. The fifth sign means the letter of E. The sixth sign means the letter of A. The last, the seventh sign means the letter or D.\(^{41}\) So, if all signs are gathered, it could be read as GO AHEAD phrase instead of the letter A on the third sign which connotes the brand image of A-Mild.

Then, the white color in almost the whole advertisement means the neutrality. It connotes the color of the A-Mild cigarette package. It shows the neutrality of A-Mild’s market and is focused on the handicapped person whom does not able to hear anything well. Thus, this advertisement means that “A-Mild..."
is a cigarette product in white package which can be consumed by people in any segment, any social status, any gender, etc”

F. Suggestion

The writer would like to give some suggestions for the Linguistic researchers and for all of English Letters students as well, especially the students who focus their study on Semiotics scope.

1. For the Linguistic researcher to look for the wider references. The knowledge of this study can also get wider, because semiotic is a study that is getting interesting and famous, not only the education field, but also in many fields. Researchers can learn more to many semioticians in the world whom delivered their thought to develop people’s knowledge, one of them is Roland Barthes.

2. For the students, who are interested in doing the same research particularly concerning about semiotic and literary work to read more various theory in order to get wider knowledge and deep analysis. Finally, the writer hopes the other to analyze more comprehensively using several theories of semiotic.

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Anang Hermawan, “/idwordpress.com/tag/semiologi/”
A SEMIOTIC ANALYSIS ON THE A-MILD ADVERTISEMENTS USING ROLAND BARTHES’ THEORY

A Thesis
Submitted to Letters and Humanities Faculty
In Partial Fulfillment of the Requirements for
The Degree of Letters Scholar

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2011
ABSTRACT


The objective of this research is to know the connotation meanings of the verbal and non verbal signs of A-Mild advertisements. Further, to know the myth that motivates those advertisements. The method of this research is descriptive qualitative method, because semiotic analysis rarely uses qualitative method. It means that the writer collects the advertisements which are going to be analyzed, then, analyze them, and interprets them in description. There are six advertisements. The writer is interested in analyzing them because there are many deep meanings which are delivered to the readers. Those are collected from some big billboards on the bank of the central road of Jakarta.

In analyzing those advertisements, the writer finds some signs in each version of the advertisement. Those are five signs in “Go Green” version, seven signs in “Two Boys Skateboarding” version, six signs in “Five People I” version, seven signs in “Five People II” version, six signs in “Sign Language” version, and six signs in “Flava Click Mint” version. Besides that, the writer finds that all of those advertisements have the same verbal sign and different color, but not the picture. Only the third and the fourth picture have the same picture.
APPROVEMENT

A SEMIOTIC ANALYSIS ON THE A-MILD ADVERTISEMENTS USING ROLAND BARTHES’ THEORY

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The thesis has been defended before the Letters and Humanities Faculty’s Examination Committee on January 10, 2010. The thesis has already been accepted as a partial fulfillment of the requirement for the degree of Strata One.

Ciputat, January 10, 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 or material which to a substantial extent has been accepted for the award of another degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Ciputat, January 10, 2011

Tazkiyatul Fikriyah A’la
ACKNOWLEDGMENT

In the name of Allah, the Beneficent, the Merciful, Pries, and Gratitude to be Almighty Allah, the Lord of the Universe, peace, and blessing be upon Prophet Muhammad SAW, his family, descendants, and his all followers.

This paper is written as a partial accomplishment of the requirements for S1 Degree of English Department of the Adab and Humanities Faculty at the State Islamic University.

In this occasion, the writer would like to express her great honor acknowledgment to Mr. Asep Saepuddin. M. Pd, as her advisor, for having guided her in writing this paper.

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May Allah, The Almighty bless them all, Amen. The writer realizes that, this paper is not fully perfect. Therefore, the writer would like to accept any constructive suggestion to make this paper better.

Jakarta, January 10, 2011

Tazkiyatul Fikriyah A’la
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A. Background of Study

Language is an arbitrary sound sign system which is used by particular social group members to corporate, communicate and identify themselves. It is usually popular as the active and passive communication media. This human communication tool can be in written and spoken or oral form which is used by the people of a particular country or area.¹

Language appearance may make someone easier to convey their opinion and feeling about something. It is the communication through the media in symbols or signs in order to make human understand the comprehension easily from resources. So, the communication works effectively.

Human’s life is filled by signs. Mediated by the signs, the process of life is moved effectively. They can communicate between others and have better understanding of their environment simultaneously. Therefore, they are homosemioticus.² They use codes that have been formed by themselves daily. Such as a saying love of a man to his beloved woman and gives her a beautiful stem of rose.³

The rose’s appearance is interpreted as a manifestation of sign and symbol of love or passion in the social life that is owned by the man and then he gives his

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³ Anang Hermawan, “/idwordpress.com/tag/semiologi/
love to the woman he loved. So that, the woman can understand the real purpose of the giving rose’s message.

In interpreting signs around, it need the knowledge about how the way of sign could be interpreted as well as what is purposed. The way, in linguistics is called *semiotics*. It is the knowledge to study of producing and interpreting data systematically.

Kutha Ratna, quoted *Aart van Zoest*, said whether it is related to the field of the study, semiotics are distinguished into at least three lines of thought. They are *communication semiotics* such as traffic lamps where Bussens, Prieto, and Mouis is the pioneer. *Expansive Semiotics* which is explored in psychology (*Freud*) and sociology (*Marxis*) and *Julia Kristeva* is the pioneer. The last is the *connotative semiotics* where the connotative meaning is gotten from the denotation basic characteristics. This line of thought is pioneered by *Roland Barthes*.4

For example the signs in almost all of the cigarette advertisements, there are no concrete appearance of “the cigarette”. There are only texts which are less related to “the cigarette” theme in reality. One of them is the advertisements of *A-Mild* cigarette that always shows attractive and various advertisements in their advertisements. One of them shows the two boys skateboarding picture followed by “Go Ahead” text. The first step when looking at the cigarette advertisement and read the text of “Go Ahead”, the reader of advertisement will get the denotation meaning of the text. That is the meaning of the advertisement literally; the two boys skateboarding and the “Go Ahead” text.

4 Nyoman Kutha Ratna. *op. cit.*, p. 103
Then, through the message invention conveyed, the advertisements can make the product image flying away, being the most liked product and satisfying the customer. Therefore, not only the advantages but also the specialty of the product of advertisements must be arranged as good as possible in order to reach the society’s attention and sympathy by orienting the advertisements to the product image. So, it can be obtained that the second meaning is the connotation meaning. That is produced after reading the text and integrating it with the picture and the advertisement’s material (cigarette).

The *A-Mild* cigarette advertisement showing the two boys skateboarding on the path of a street with black background and forming a text of “Go Ahead” by a light they brought which doesn’t appear any relation between the messages conveyed and the product market. It is something unusual in the advertisement’s world commonly, which makes everyone feels curious and asks about the meaning of the picture and the text. So that the connotation meaning’s interpretation is needed to understand what is the relation among the picture, text, and the cigarette.

Besides that, commercial advertisement is a communication process that is aimed to purpose somebody to take an advantaging action for the advertisement makers. The communication process is more aimed to the message offering a product to the society through media.\(^5\)

It is clear that in making an advertisement, the advertisement makers are demanded to use the effective communication to convey the message well. If the readers, listeners, and audiences interpret the message not as supposed to be the

advertisement’s makers want, it can be made sure that the advertisement’s making is absolutely unsuccessful. Therefore, it needs deeper analysis in interpreting advertisement because there are many products that use signs in their advertisements.

B. Focus of The Study

Because of the researcher’s limitation in time, energy and also to keep this research more directed and focused, it needs the focus of the study. Therefore the researcher limits this research in linguistics study especially in semiotics or the study of signs.

In order to make it understandable, the problem in this research is limited on the cigarette printed media of the A-Mild cigarette advertisements that is reached from the A-Mild billboard’s advertisements on the roads in Jakarta.

C. Research Question

Based on the background of the study above, the research question can be formulated as follow:

1. What are the connotation meanings of the verbal and the non verbal signs of the A-Mild cigarette advertisements viewed from the denotation and the connotation of Roland Barthes’ theory?

2. How do the myths motivate those A-Mild advertisements?
D. Significances of The Study

The researcher hopes that this research can give more understanding about semiotics on the A-Mild cigarette advertisements to the reader especially in Roland Barthes’ theory. So, it can be one of the significant references. The researcher also hopes that this research can give more input to the linguistic development in semiotics, especially in the deep and surface meaning.

E. Research Methodology

1. Objective of The Study

This research is aimed to describe signs on the A-Mild cigarette advertisements and to know its denotation and connotation meaning. This research is also aimed to know the Roland Barthes’ theory which is used on the A-Mild cigarette advertisements.

2. Method of Research

The method used in this research is qualitative method which is focused on the signs of the A-Mild cigarette advertisements as the research object. The researcher describes the collected signs on the A-Mild cigarette advertisements, their connotative meaning based on the Roland Barthes’ theory, and identifies its myth.

3. Instrument of Research

The researcher uses herself as the research subject in looking for and collecting data from A-Mild advertisements by reading and identifying, signing, grouping the signs, finding and writing data needed, and interpreting the meaning of the data.
4. Data Analysis Technique

In this research, the researcher uses the qualitative method. First, the writer chooses the object or advertisements that will be analyzed. Then, the writer specified them and reads some literary works about semiotics especially about advertisement, communication and Roland Barthes’ theory. Finally, those advertisements will be analyzed through descriptive analysis technique.

5. Unit of Analysis

The unit of analysis in this research is 5 A-Mild advertisements on the big billboard that using English on the text. Three advertisements taken from Dukuh Atas junction at 05.30 p. m, April 8 2010 and at 07.00, April, One advertisement taken from jl. Senopati 81 Kebayoran Baru south Jakarta junction at 12.00 p. m, April 9 2010 and one advertisement taken from Megaria shopping mall complex jl. Pegangsaan 21 junction Central Jakarta at 09.00 a. m, April 8 2010.
CHAPTER II
THEORETICAL FRAMEWORK

A. Introduction to Semiotics

Everything in this world is sign. There are signs whenever and wherever we are. Everything’s happen because this world is decorated by signs. The sun begins shining until the afternoon when it sets, is the sun’s rotation sign. It means that there is The Manager. It is the God, The Almighty.

In interpreting signs, there is knowledge to study sign. It is *semiotics*. Etymologically, word *semiotics* derived from word *seme* or *semeion* as in *semiotikos*. It is a root from Greek language that means the sign or the interpretation of sign. Semiotics as a discipline is simply the analysis of signs or the study of the function of sign systems. The idea that sign systems are of great consequences is easy enough to gasp; yet the recognition of the need to study sign systems is very much a modern phenomenon.

Kutha Ratna, in his book said that semiotics means a systematic study of producing and interpreting sign, how does it work, and what are the advantages in the human’s life. Besides, Kridalaksana in his linguistics dictionary said that semiotics can be defined as the knowledge to study symbols and signs. It concerns itself with subject matters as divers codes of tastes, animal communication, gestures and body expression, musical codes, formalized

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8Nyoman Kutha Ratna (2008), *op. cit*, p. 97
languages, face-to-face communication, plot structures, text theories, mass communication, and even culture as a whole, which, as the enormous set to all things that can be seen as deviant with regard to the brute naturally given, serves as a kind of upper threshold.\textsuperscript{10}

While Sebeok stated that in theory, linguistics is only a branch of semiotics, but in fact semiotics is created from linguistics.\textsuperscript{11} As a result, semiotics is a branch of linguistics to study signs, learn everything related to the sign and its meaning. There is sign concept since the early precursors of semiotics include Plato (c. 428-348 BCE) whose \textit{Cratylus} ponders the origin of language and Aristotle (384-322 BCE) who considers nouns in his \textit{Poetics} and \textit{On Interpretation}. Traditionally, the assumed priority of thought over language is summed up in his famous pronouncement:

“Words spoken are symbols or signs of affections or impressions of the soul; written are signs of words spoken. As writing, so also is speech not the same for all races of men. But the mental affections themselves, of which these words are primarily signs, are the same for the whole of mankind, as are also the objects of which those affections are representations or likeness, images, copies” \textsuperscript{12}

According to this Aristotelian view, words come logically and psychologically last in a natural order of progression, which begins with the “object” of the real world. If there is no such subject, human being would have no ‘representations’ of them in the form of ‘mental affection’; and if there is no such mental affection there would in turn be nothing for words to be signs of. In addition, he added that any vocal noise which is not the sign of a mental affection

\textsuperscript{12}Roy Harris, \textit{Language, Saussure and Wittgenstein}, (New York: Routledge, 1988), p. 27
is simply not a word, and hence not a part of language. Correspondingly it will always make sense, in Aristotelian term, to ask what thought a word expresses and identifying the thought in question becomes a standard way of explaining what the word means.

This concept of signs was being an issue for centuries. Therefore, it was attracted the middle of 19’s and 20’s philosophers’ attention to learn. One of them is Ferdinand de Saussure, a structural linguist from Swiss who studied about language since his nineteen at the University of Leipzig.

Ferdinand de Saussure (1857-1913) is one of the European linguist experts who live in the beginning of the 20’s century. He studied academically about the concept and the paradigm of sign. He is a linguist who uses semiology term in studying sign as the Continental Europe’s line of thought rather than semiotics term that is introduced by the American linguist, Charles Sanders Pierce. However, years after, the semiotics term is more popular than the semiology term so that the semiotics term is often used by Saussure’s followers.

In his book, Course de Linguistique Generale, the task he had not previously undertaken and dealing with a topics upon which he would not publish in his lifetime and his students (Charles Bally and Albert Sechehaye) thought the course was so innovative that they reassembled it from their preserved notes and published it in 1916, he said that semiotics has two inseparable sides as the two sides of dichotomies opposition as the signifier, significant, semaion and signified.

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13Nyoman Kutha Ratna (2008), op. cit. p. 96
14Paul Cobley and Litza Janz (1999), op. cit. p. 8
15Alex Sobur, “Semiotika Komunikasi”, (Bandung; PT. Remaja Rosakarya, 2003), p. 12
16Benny H. Hoed, Semiotika dan Dinamika Sosial Budaya, (Depok; FIB UI Depok, 2008), p. 26
signifie, semainomenon, speaking (parole) and the common language (langue), the syntagmatic and the paradigmatic, and also the diachronic and the synchronic.\textsuperscript{17}

The signifier and the signified are the important Saussure’s concepts about sign. Language signs are concept (signifie or signified) and acoustic image (the material aspect or sound image or signifier) which is attracting when someone is speaking; if one feels one’s cords when speaking, it is clear that sounds are made from vibrations (which are undoubtedly material in nature).

Saussure describes the two inseparable sides as a sheet of paper which is cut by a scissor.

“Just as it is impossible to take a pair of scissors and cut one side of paper without at the same time cutting the other, so it is impossible in a language to separate sound from thought, or thought from sound. To separate the two for the theoretical purposes takes us into either pure psychology or pure phonetics, not linguistics”.\textsuperscript{18}

It is clearly said that the signification or the relation between signifier and signified, which in the quotation called by the sound and the thought, could not be separate. It supports each other. There is no sound without thought and also there is no thought without sound.

The inseparability of the signified (mental concept) and the signifier (material aspect) leads Saussure to offer the following diagram;

\begin{figure}[h]
\centering
\includegraphics[width=0.4\textwidth]{image.png}
\caption{The Saussure’s Concept of Sign}
\end{figure}

\textsuperscript{17}Nyoman Kutha Ratna (2008), \textit{op. cit.} pp. 98-99

\textsuperscript{18}Roy Harris (1988), \textit{op. cit.} p. 29
It is like the two sides of a coin where the signified on the one side and the signifier on the other side. The relation between the signified and the signifier \((\text{signification})\) is completing and supporting each other. It can be seen from the arrow sign which aimed from the signifier up to the signified and from the signified down to the signifier.

Clearly, Saussure believes that the process of communication through language involves the transfer of the contents of minds through the signified (mental concept) and the signifier (material aspect).\(^{19}\) The signs which make up the \textit{code} of the circuit between the two individuals “unlock” the content of the brain of each. It is the combination of the contents of mind with a special kind of code sign which encourages Saussure to posit a new science.

For example when one says “watch”, /wætʃ/, we know that someone else around us knows about what we aim to the “watch” that is the small clock that you wear on your wrist or keep in your pocket. It is clear that there is relationship between the utterance of “watch” and its thing. What is aimed about the concept is the perceptions in our mind about something, thus the idea of “watch” that appears in our mind when we are sitting in a very concealed room. This concept or idea can refer to the abstract things. Therefore, this concept in our mind can be affected by the language used. The pronunciation of /wætʃ/ is the acoustic image which is also the signifier.

\(^{19}\)Paul Cobey and Litza Jansz, (1999), \textit{op. cit.} p. 12
B. Roland Barthes’ Semiotic Theory

Saussure does not write much information about semiotics in his book. He only writes few passages. Thus, many of his followers come with his thoughts and theories. One of them is Roland Barthes (1915-1980) who was a French literary critic, literary and social theorist philosopher, and semiotician who develop the Saussure’s linguistic model.

Barthes was born in 1915 from the protestant middle class family at Cherbuorg, a city nearby Atlantic beach, West France. His TBC’s illness since 1943 – 1947 did not stop him to keep studying and have successful carrier in his language study. He wrote a lot of books which many of them become semiotic references in Indonesia.

One of the more popular books that he had written is Mythologies (1957) where a remorseless analysis of the “myths” generated by French mass media lays bare their covert manipulation of the cogs for their own purposes. He described about the stomach’s dancer, the Citroen new edition, the foam of the detergent, Greta Garbo’s face, steak on chips, and many more. The imagination and the message of the advertisement, the entertainments, the literal and popular culture, and also the daily consumed food have the unique subjective study in the production and the application. He also described about daily phenomenon which is less attract people’s attention.20

He studied myth and he said that communication system and the message we known daily cannot be an object, concept, or ideas. Myth is a signifier model

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20 Alex Sobur (2003), op.cit, pp. 67-68
(signification) of a form. Barthes argued that there are in fact three levels of signification:

1. The denotative (this is a tree)
2. The connotative (tree connotes nature)
3. The mythical (nature is bountiful)\(^{21}\)

Barthes developed *significant-signifie* theory from Saussure to be a theory of grammar and its connotation meaning. The significant term was changed to be *expression* (E) and the significie changed to be content (C).\(^{22}\) Moreover, He said there must be a relation (R) between E and C or certain relation. Thus, it can form a sign. Barthes also took over the concepts of *denotation*, *connotation*, and *metasemiotics* from Hjemsleves. Typically, he also changed Hjemsleves’ term metasemiotics into metalanguage. As for Hjemsleves, every system for Barthes, too, is a language.

Interpreting sign can occur in two levels. There are *primer* (denotation) and then secondary level which is developed into E (metalanguage) and C (connotation). *Metalanguage* can occur if there is the same E and C development in the secondary and connotation in a culture. It is the value which is given by the interpreter of sign to the sign. Barthes describes connotation as the C’s width of some signs so that the sign have a new C.

Barthes gives an example of connotation in order to make it understood easily. It is a cover of a magazine.\(^{23}\) At that time, he was in the barbershop and saw a *Paris Match* magazine. There is a picture on the cover (E1) which is

\(^{22}\) Hilmi Akmal (2008), *op. cit.*, p. 247
\(^{23}\) *Ibid.*
directed to a France uniformed black man giving honored to the France’s flag. On the primer system (denotation), the black army is the C1 and it is develop to the new C or C2 on the secondary system (connotation). France is a big country which has variety of races.

a. Denotation, Connotation, and Myth

For Barthes, connotation is the “tone” of a text, the manner which has been decorated.” In the final analysis, the signified of a “connotative sign” is for Barthes the “fragment of an ideology,” the signified, in turn, a “rhetoric,” both going back to a “real system” via metalanguage obviously even here no differences made between communication and indication. Thus, for Barthes anything which furnishes meaning becomes a sign, and any group of sign becomes a system, although neither the existence of an intention to communicate, not of a complete sign inventory, no of combination rules or opposing features, is proven.24

Barthes used the example of photography to demonstrate denotation. The photograph denotes what was in front of the camera when image was captured. But who the image is photographed, and what abstract values may be associated with the resultant picture, and are a matter of connotation. A photograph of a face denotes that face, but what is connoted will depend on the genre of photography (surveillance, fashion, news, art) and on stylistic manipulation of composition, color, etc. it is the same face can connote ‘criminal’, ‘beauty’, and ‘supermodel’.

The mythical level of signification can also be turned the ideological at this level, signification is depend on the shared cultural values and beliefs. Consider the use of images of countryside in advertising. Signification here depends on the myth or ideology that opposes city and country; the country is signified as more pure and innocent than the urban lifestyle. Such myths are specific to certain cultures, and they are arguable; ‘countryside’ may connote something quite different to a confirmed city-dweller. Whilst the process of signification is universal, the meanings that are generated in the process will be culturally specific.\(^\text{25}\)

b. Barthes’ Reading Photograph

Myth is one of the second levels from semiotic systems. Barthes defined it as “a type of speech”. Barthes called “speech” because myth is the way of one’s speaking. Myth is used for distorting or reformatting the reality (the meaning or signification of the first semiotic level). Then, the distorting or reformatting makes the myths produced stereotypes about something or some problem. Myth was made by using the first level of semiotic system (denotation) as the signifier for the second level of semiotic system (connotation). The new signifier was called by form and the signified was called by concept. The relation between them is the signification or the myth’s itself.\(^\text{26}\)

Barthes uses Myth on his semiotic analysis about culture and any ideological critic. It can be found in many mass cultural products which have created the language as the communication such as the people’s myth today. It is


produced through mythological treasure like magazine, television, film, advertisements and many more photographs.

"Photograph cannot say what it will let us see."²⁷ The photograph does not have any ability to say what we see. Photos or advertisements usually never stand by their own self. Beside picture, we will also find the text which describes or gives comment to the photo.

One of the highly important areas that Barthes concerned in his study about sign was the reader role. The reader has the most significant perception to the object they read because the reader can read the sign in various perceptions. It can be happiness, dislike, sadness, and many more. Therefore there is no right or wrong perception.²⁸

Barthes gave three directions in analyzing myth as the semiotic analysis. They are; First, “the relation which unites the concept of the myth to its meaning is essentially a relation of deformation.” It must be clear enough and nothing’s hidden. Second, the deformation concept of the meaning must be ready to be a form of the concept. Third, pay attention on the multiple systems. They are the first level (denotation) and the second level (connotation). There is a special relation format which makes this multiple systems being a myth.

The myth’s analysis was focused on the second level of the semiotic system. It is uneasy because what we see, listen and read is the first level of the semiotic system. Therefore, myth analysis must be directed to the second level of the semiotic system by seeing at the connotation components as the components

of meaning former. It has to be focused on the signification system on the connotation level. To make it more understandable, Barthes produced his map of sign functioning:

<table>
<thead>
<tr>
<th>1. Signifier</th>
<th>2. Signified</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Denotative sign</td>
<td></td>
</tr>
<tr>
<td>4. CONNOTATIVE SIGNIFIER</td>
<td>5. CONNOTATIVE SIGNIFIED</td>
</tr>
<tr>
<td>6. CONNOTATIVE SIGN</td>
<td></td>
</tr>
</tbody>
</table>

The First Level of Semiotic System

The Second Level of Semiotic System

Figure 2. The Barthes’ Map of Sign Functioning

From the table above, we can see that the denotative sign (3) is made from the signifier (1) and the signified (2). They both produce the denotative sign which is also being the connotative signifier (4) on the second level of semiotic system. The connotative signifier must engender a connotative signified (5) to produce a connotative sign (6). That is where the kind of systematic approach to signs that Barthes wished to pursue becomes very problematic.

The connotation works on the subjective level that makes its present cannot be realized. The reader can read easily the connotative meaning as the denotative fact. Therefore, one of the semiotic analysis aims is to furnish the analysis method in order to handle the misreading.

In handling the misreading of the advertisements photograph, Barthes distinguished the signs into two important parts that have to be underlined. They

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29ST. Sunardi (2002), *op. cit*, pp. 120-121.
are verbal parts and non verbal signs.\textsuperscript{31} The verbal part is of course the text of the advertisement. It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else in text form. The non verbal signs are the signs which appearances are aimed to support the verbal part in order to be an interesting package of advertisement. They have deep meaning that can produce message to the reader, not only as a compliment. They are:

a. The use of color

The using of color is a vital aspect of art direction in printed media and billboard advertisements.\textsuperscript{32} Colors are also used as logos which arranged by the advertising maker to increase the reader’s recognition, to make the link between the brand (the picture) and the message. Color is a meaningful constant for sighted people and it’s a powerful psychological tool.

1) **Black**

Black is the color of authority and power, stability and strength. It is also the color associated with intelligence (doctorate in black robe; black horn rimmed glasses, etc.) Black clothes make people appear thinner. It’s a somber color sometimes associated with evil (the cowboy in the black hat was almost always the "bad guy"). In the western hemisphere black is associated with grieving. Black is a serious color that evokes strong emotions; it is easy to overwhelm people with too much black.

\textsuperscript{31}Reni Shintawati, (2009), \textit{op. cit}, p. 19
\textsuperscript{32}Open Learning Program Undergraduate Programs, \textit{The Psychology of Advertising}, (USA: Maryland University College, 1992), pp. 9-10.
2) **White**

For most of the world this is the color associated with purity (wedding dresses); cleanliness (doctors in white coats) and the safety of bright light (things go bump in the night ... not the bright sunshine!). It is also used to project the absence of color, or *neutrality*. In some eastern parts of the world, white is associated with *mourning*. White associated with *creativity* (white boards, blank slates). It is a compression of all the colors in the color spectrum.

3) **Gray**

Gray is most associated with the *practical, timeless, middle-of-the-road, solid things in life*. Too much gray leads to feeling mostly nothing; but a bit of gray will add that rock solid feeling to your product. Some shades of gray are associated with old age, death, taxes, depression or a lost sense of direction. Silver is an off-shoot of gray and often associated with giving a helping hand, strong character (sterling in-fact!).

4) **Red**

It is often used to *catch attention* where the eye looks first. Red is the color of energy. It's associated with movement and excitement. People surrounded by red find their heart beating a little faster and often report feeling a bit out of breath. It's absolute the wrong color for a baby's room but perfect to get people excited. Wearing red clothes will make you appear a bit heavier and certainly more noticeable. Red is not a good color to overuse but using a spot of red in just the right place is smart in some cases. It is also the symbol of life because our blood is red.
5) **Blue**

Blue is the world color. When one see at the blue color, they suddenly feel *calm* and *restful* but some dark blue can describe a cold and uncaring message. Over the ages blue has become associated with *steadfastness, dependability, wisdom* and *loyalty* (note how many uniforms are blue). People tend to be more productive in a blue room because they are calm and focused on the task at hand.

6) **Green**

Green is the color of *growth, nature, calming and money*. Dark forest green is associated with terms like *conservative, masculine* and *wealth*. Hospitals use light green rooms because they too are found to be calming to patients. It is also the color associated with *envy, good luck, generosity and fertility*. It is the traditional color of peace, harmony, comfortable nurturing, support and well paced energy.

7) **Yellow**

Yellow is the cheerful color of the sun which is associated with *laughter, optimistic, happiness* and *good times*. But it can be the color of *flames*. Babies cry more in (bright) yellow rooms and tempers flare more around that color too. It has the power to speed up our metabolism and bring out some creative thoughts (legal tablets are yellow for good reason!). Yellow can be quickly overpowering if over-used, but used sparingly in the just the right place it can be an effective tool in marketing to greater sales. Some shades of yellow are associated with cowardice; but the more golden shades with the promise of better times.
8) Orange

Orange is the most flamboyant color on the planet. It's the color of fun times, happy and energetic days, warmth and organic products and associated with ambition and a new dawn in attitude. There is nothing even remotely calm associated with this color. Orange is associated with.

9) Purple

Purple is the color of wealth, prosperity, rich sophistication. This color stimulates the brain activity used in problem solving. Be careful in using purple can lend an air of mystery, wisdom, and respect. Young adolescent girls are most likely to select nearly all shades of purple as their favorite color.

10) Brown

This color is most associated with reliability, stability, and friendship. More are more likely to select this as their favorite color. It's the color of the earth itself "terra firma" (the soil, the land) and what could represent stability better. It too is associated with things being natural or organic but it is the color of mourning for India.  

b. The use of music

Music or sound is usually used in television and radio advertisements. It can add the sensory dimension of advertising and branding and provide an emotional or mood setting which can evoke a variety of feelings.

http://www.precisionintermedia.com/color.html
c. The use of animation

Usually, the advertisements makers use this part as the creative technique. They use some graphical design technology to sell their ware in the advertisements and also to attract the reader (customer) attention by the interesting picture.
CHAPTER III
DATA ANALYSIS

C. Data Description

In this chapter, the writer would like to describe the verbal and the non verbal signs of the five *A-Mild* Advertisements. Each advertisement will be explored its verbal signs which are in text form. Then, the writer will explore the non verbal signs which are in the picture form or anything supports the verbal signs and their connotation meanings.

Afterwards, the writer will analyze them by looking for the dominant signs of the advertisements. Moreover, the details will be analyzed and explored on the data analysis. Finally, the writer will look for the relation between the denotation and the connotation signs and also the myth of each advertisement by using the Barthes’ semiotic analysis.

Barthes develops the Saussure’s dichotomies sign theory, the signifier (*significant*) and the signified (*signifie*). The significant term was changed to be expression (*E*) and the signifie to be content (*C*). Then, he said that between E and C must be a relation (*R*) or certain relation.

Barthes is known as a mythological semiotician. He uses myth on his semiotic analysis about culture and any ideological critic which is found on many mass cultural products and creates the language as the communication such as the people’s myth today. It is produced through mythological treasure such as advertisements which would be analyzed on the next page.
<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Signs (Vebal [V] and Non Vebal [NV])</th>
<th>Connotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>GO AHEAD (V)</td>
<td>Slogan of the product</td>
</tr>
<tr>
<td></td>
<td>Green Labyrinth (NV)</td>
<td>The complicated and contradicted issues of a natural and confidential environment cigarette product.</td>
</tr>
<tr>
<td></td>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message</td>
</tr>
<tr>
<td></td>
<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of the product</td>
</tr>
<tr>
<td>2</td>
<td>GO AHEAD (V)</td>
<td>Slogan of the product</td>
</tr>
<tr>
<td></td>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message</td>
</tr>
<tr>
<td></td>
<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of the product</td>
</tr>
<tr>
<td></td>
<td>Two boys skateboarding (NV)</td>
<td>The new generation of the product</td>
</tr>
<tr>
<td></td>
<td>Light forming of “GO” and “HEAD” phrase (NV)</td>
<td>Showing the image product</td>
</tr>
<tr>
<td></td>
<td>Dark background (NV)</td>
<td>Strong emotion and power</td>
</tr>
<tr>
<td>3</td>
<td>GO AHEAD (V)</td>
<td>Slogan of the product</td>
</tr>
<tr>
<td></td>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message</td>
</tr>
<tr>
<td></td>
<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of the product</td>
</tr>
<tr>
<td></td>
<td>Two women and three men (NV)</td>
<td>The user of the product</td>
</tr>
<tr>
<td></td>
<td>Almost full white color (NV)</td>
<td>Indicating mildness and purity</td>
</tr>
<tr>
<td></td>
<td>White background (NV)</td>
<td>The color of the cigarette package</td>
</tr>
<tr>
<td>4.</td>
<td>GO AHEAD (V)</td>
<td>Slogan of the product</td>
</tr>
<tr>
<td>-----</td>
<td>--------------</td>
<td>----------------------</td>
</tr>
<tr>
<td></td>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message.</td>
</tr>
<tr>
<td></td>
<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of the product</td>
</tr>
<tr>
<td></td>
<td>Two women and three men (NV)</td>
<td>The user of the product.</td>
</tr>
<tr>
<td></td>
<td>Full color; pink, green, and blue as the dominant (NV)</td>
<td>Indicating the various kinds of the product.</td>
</tr>
<tr>
<td></td>
<td>Yellow background and purple of “GO” and “HEAD” words.</td>
<td>Indicating the cheerful, laughter, optimistic, happiness, and good times.</td>
</tr>
<tr>
<td>5.</td>
<td>Letter “A” (V)</td>
<td>The image product</td>
</tr>
<tr>
<td></td>
<td>Capital letter of “GO AHEAD” phrase (NV)</td>
<td>Emphasizing the message</td>
</tr>
<tr>
<td></td>
<td>Red Old English font of letter “A” (NV)</td>
<td>The eye catching object as the brand image of the product</td>
</tr>
<tr>
<td></td>
<td>Five words in sign language form (NV)</td>
<td>Indicating the egalitarianism of the product user</td>
</tr>
<tr>
<td></td>
<td>White background (NV)</td>
<td>Indicating the neutrality</td>
</tr>
</tbody>
</table>

Figure. 3. The Signs and The Connotation
D. Data Analysis

1. Advertisement 1

(Source: jl. Senopati 81 Kebayoran Baru South Jakarta Junction on April 9, 2010 at 12.00 p.m)

The advertisement above is the picture of a green labyrinth park which some of its path form kinds of patterns. The patterns form verbal signs of alphabetical letters which can be read as “GO” and “HEAD” words. There are people wandering in the labyrinth and there is also a red letter of “A” in Old English font in the centre of the labyrinth between the “GO” and “HEAD” words. So that, the pattern of letters can be read as “GO AHEAD” phrase.

The analysis begins with the understanding of the phrasal verb of GO AHEAD. GO AHEAD means to start to do something, especially after planning it or asking permission to do it.34 As a verbal sign of the advertisement, it connotes

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34Della Summers (2003), op. cit., p. 690
that the sign is the slogan of the product. It shows that the company concern with
the people’s health even though they sell cigarette.

The company warns people that nothing is perfect. So does their product. They warns people that the product has adverse reactions for the people’s health as what has been stated on the following verbal sign like cancer disease, heart attack, impotency, and problems during pregnancy as well as affects the death of the newborn.35

The Old English font of “A” connotes the brand image of Sampoerna A-
Mild Company which produces cigarette product. It is a representative of the
company to introduce its image to the consumer that the image is A-Mild’s. Thus,
the company does not need to show any A-Mild or Sampoerna image such as
words or its cigarette production on the advertisement.

The using of red color on the Old English font of “A” or the brand image
on the advertisement connotes the eye-catching object. The red color is often used
to catch attention when the eye looks first.36 It is aimed to catch people surround
the advertisement’s attention, ready or not, to look at the advertisement and feel
wonder of what is the matter on the red object. Therefore, the advertisement and
all of the company’s purposes are conveyed well indirectly to the advertisement’s
reader.

The advertisement is supported by a green labyrinth park picture. Green is
the color of nature.37 It connotes the natural object which safe and not harm
people and their environment. It means that to consume A-Mild, the people

35 www.depkes.go.id
36 http://www.precisionintermedia.com/color.html
37 Ibid
participate in making the world green to support the international go green campaign because of the global warming issue nowadays.\textsuperscript{38}

The labyrinth picture is used to form the words “GO” and “HEAD”.

Labyrinth is a large network of paths or passages which cross each other, making it very difficult to find your way.\textsuperscript{39} It is an intricate combination of paths or passage in which it is difficult to find one’s way to reach the exit. A maze or paths bordered by high hedges as in a park or garden.\textsuperscript{40} Labyrinth connotes the complicated and contradicted issues about the cigarette legalization and the people wandering there connote the satisfaction and delightfulness of people as the consumer and the producer to keep consume and produce the product.

There are many bad news about cigarette. In contrast, the consumers are hard to leave cigarette because they have already addicted to smoke and the company have to survive their business. Thus, this advertisement shows that "A-Mild is a legal, natural, and the best cigarette product because the company has already got legalization predicate from the government as a cigarette producer. So, go ahead to keep standing for A-Mild".

\textsuperscript{38} www.voac.com
\textsuperscript{39} Della Summers (2003), op. cit., p. 898
\textsuperscript{40} Anonymous, Webster’s College Dictionary, (USA: Random House, inc. 2001), p. 691
2. Advertisement 2

On the advertisement above, there is a picture of two boys skateboarding in the dark night and bringing lamp to lighten the night. The light of the lamp they brought as they are skateboarding forms a phrasal verb of “GO” and “HEAD” phrase and seems like flying on the sky. There is also a red letter of “A” in Old English font in the centre of the light between the “GO” and “HEAD” words. Therefore, the phrase can be read as “GO AHEAD”.

The use of GO AHEAD phrase as the verbal sign on this advertisements is to show that this phrase is the slogan of the advertisement. It shows that A-Mild
ising a new methods or ideas and therefore likely to succeed by producing a new product and unique advertisement. GO AHEAD on this advertisement is a phrasal verb that means go on ahead; to go somewhere before the other people in your group.\textsuperscript{41} It connotes that A-Mild goes one step forward to produce the new product from the others.

As a slogan, GO AHEAD phrase is used by Sampoerna A-Mild to offer their new product to the consumer as the first innovation to spoil their consumer’s taste. Sampoerna A-Mild also wants to show that the other companies just as the follower in producing the same product.

The using of Old English font of the letter “A” shows the brand image of Sampoerna A-Mild cigarette product. It connotesthe representative of the company to introduce the image to the consumer. So that, the company does not need to give any A-Mild or Sampoerna image such as words or its cigarette production on the advertisement.

The using of red color on the Old English font of “A” or the brand image on the advertisement connotes the eye-catching object. The red color is often used to catch attention when the eye looks first.\textsuperscript{42} It is aimed to catch people surround the advertisement’s attention, ready or not, to look at the advertisement and feel wonder of what is the matter on the red object. Therefore, the advertisement and all of the company’s purposes are conveyed well indirectly to the advertisement’s reader.

\textsuperscript{41}Della Summers (2003), loc. cit.
\textsuperscript{42}http://www.precisionintermedia.com/color.html
There are two boys skateboarding while bringing lights or something that produces light. The boys connote the new generation product of Sampoerna and the light connotes the kind of the new product. Thus, this advertisement wants to show that A-Mild produces the newest kind of cigarette.

Literally, the “lights” does not mean any kind of lamp or lighting as a noun but it means little weight and not heavy as an adjective.\(^{43}\) It shows a kind of Sampoerna product which tastes relieved, not the weight of the cigarette appearance itself. It usually describes that the content of tar is lower based on the machine test method standard which is a chosen product for the consumer whom does not like the heavy one as the ordinary. Thus, the product is named “A-Mild Lights”.

The advertisement is also supported by the light forming of “Go” and “Head” words in the dark sky. The words are seemed flying and hanging on the sky just like a flying smoke of cigarette. Thus, we can see how relieved the cigarette tasted does.

Besides that, the dark background also connotes the power and the emotion\(^ {44}\) of using this product. Therefore, the advertisement means that “A-Mildlights is the new generation of Sampoerna cigarette product. Whether the taste is relieved, the consumer will not lose their power of smoking.”

\(^{43}\)Webster’s College Dictionary, (2001). p. 717
\(^{44}\)http://www.precisionintermedia.com/color.htm
3. Advertisement 3

(Source: Duku Atas junction on April 8 2010 at 07.00 a. m)

The advertisement above has five young energetic people doing some acrobatic acts pictures. It is the non-verbal sign of the advertisement. All of the people are wearing white color and the background has the same color. There are some letters in white color too as the verbal sign which is arranged as “GO” and “HEAD” words, but only one letter in red color in the middle position between these two words. Thus, the letters can be read as GO AHEAD phrase.

The verbal sign of the advertisement above is the “GO” and “AHEAD” words. It is a phrasal verb which means to travel in front of other people in your group and arrive before them. It indicates the slogan of the product which connotes that the product is new and first produced by its company than the other companies.

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Sally Wehmeier, loc. cit.
There are five people picture on the advertisement. Two of them are female and three of them are male. The five people picture connotes the user of the cigarette. It shows that A-Mild is a product which can be consumed not only by the male smoker but also the female smoker. The few total of female on the advertisement indicates the total of the male smoker is more than the female.46

The five people are all fresh, slim, and not fat. They are doing some acrobatic acts which indicate many activities they can do. It shows the contradiction which connotes that although the following verbal sentence states about the danger of smoking, the consumer still can smoke safely and do many activities they want to do while use this product.

The using of red color on the Old English font of “A” or the brand image on the advertisement connotes the eye-catching object. The red color is often used to catch attention when the eye looks first. It is aimed to catch people surrounding the advertisement’s attention, ready or not, to look at the advertisement and feel wonder of what is the matter on the red object. Therefore, the advertisement and all of the company’s purposes are conveyed well indirectly to the advertisement’s reader.

This advertisement is showed at noon when the sun shines brightly. It is to show the mild feeling when the consumers are using this product at bright noon especially in the crowded Jakarta. Because, smoke always associates to fire and fire always hot indicate. Therefore, the advertisement means “Sampoerna A-Mild goes one step forward to produce the best quality product”.

4. Advertisement 4

(Source: Dukuh Atas junction on April 8 2010 at 05.30 p.m)

This advertisement is the same as the advertisement above. It has the same verbal signs and non verbal sign but it has different color. The advertisement has dominant color like green, purple, and pink which is used on the five people’s costume and the “GO” and “HEAD” word. The advertisement also has yellow color on the background. Thus, this is a colorful advertisement.

As the advertisement before, the verbal sign of the advertisement is “GO AHEAD” phrase as the verb phrase which means to travel in front of other people in your group and arrive before them and indicates the slogan of the product. It connotes that the product is new and first produced by its company than others.

The five people picture on the advertisement is two females and three males. It connotes the user of the cigarette and shows that A-Mild is a product which can be used not only by the male smoker but also the female smoker. The

47Sally Wehmeier, loc. cit.
few total of female on the advertisement indicates the total of the male smoker more than the female.  

The five people are also all fresh, slim, fat, and doing some acrobatic acts which indicate the healthy and many activities they can do. It shows the contradiction with the second verbal sign bellow. It connotes that although the verbal sign stated about the danger of using cigarette, they still can smoke healthily and do many activities they want to do while use this product.

This advertisement is filled by the dominant of green, purple, and pink color. The green is associated with envy, good luck, generosity and fertility; the purple indicates wealth, prosperity, rich sophistication, pink is the color of and the yellow background indicates the cheerful color which is associated with laughter, optimistic, happiness and good times. It connotes the colorful life and the feeling of luxurious as a rich person and high economical status because much of the users are the high class and having a good chance to watch movie.

The using of red color on the Old English font of “A” or the brand image on the advertisement connotes the eye-catching object. The red color is often used to catch attention when the eye looks first. It is aimed to catch people surround the advertisement’s attention, ready or not, to look at the advertisement and feel wonder of what is the matter on the red object. Therefore, the advertisement and all of the company’s purposes are conveyed well indirectly to the advertisement’s reader.

\[ \text{http://zona-orang-gila.blogspot.com/2009/12/10-negara-dengan-jumlah-perokok.html} \]
\[ \text{http://www.precisionintermedia.com/color.htm} \]
\[ \text{Ibid.} \]
\[ \text{Ibid.} \]
\[ \text{http://wong268.wordpress.com/perbedaan-rook-putih-dan-kretek} \]
This advertisement is showed in the night when the sun does not shine brightly. It is to emphasize and show the colorful and cheerful feeling when the consumers are using this product at the glamour night.

These two advertisements (the white advertisement above and this advertisement) have the same picture. They only have different color. It comes from its lamp and has two paper lines, the outer line and the inner line. During daylight, the outer line is visible and the color is white. As the night fall and the lamp turn on, the inner line (bellow the first line) will be seen and the colors are varying. So, this advertisement wants to show that “Sampoerna A-Mild has various kind of cigarette product which can make the consumer feeling luxurious as a rich person and high economical status.”

5. Advertisement 5

(Source: jl. Senopati 81 Kebayoran Baru South Jakarta Junction on April 9, 2010 at 12.00 p. m)

53http://blog.aboepoetra.com/
The advertisement has only one verbal sign. That is the red Old English font of A letter in the centre of the advertisement which connotes the brand image of Sampoerna A-Mild and make the reader of the advertisement knows that this advertisement is A-Mild’s without seeing any A-Mild word or anything relates to its product and its company. This advertisement is filled by the non verbal sign which is appeared on six sign languages and white color on its background. Therefore, this advertisement is quite unique.

The non verbal sign of this advertisement is the appearance of five sign languages. Sign language is a language that uses hand movements instead of spoken words, used by people who cannot hear well. 54 It is used by them to keep communicating well between others even between them and people who can hear well.

There are sign languages based on its user community because some of the hand movement of sign language can be plausibly interpreted by non-signers. They reflect properties of the external world but the sign majority of signs are not. So that, there is no single sign language exist. There are much sign language; English Sign Language, Swedish Sign Language, and many more. 55

According to The American Sign Language (ASL), the first sign means the alphabetical letter of G. The second sign means the letter of O. The fourth sign after letter A means the letter of H. The fifth sign means the letter of E. The sixth sign means the letter of A. The last, the seventh sign means the letter or D. 56 So, if

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56 *Ibid*, p. 227
all signs are gathered, it could be read as GO AHEAD phrase instead of the letter A on the third sign which connotes the brand image of A-Mild.

Then, the white color in almost the whole advertisement means the neutrality. It connotes the color of the A-Mild cigarette package. It shows the neutrality of A-Mild’s market and is focused on the handicapped person whom does not able to hear anything well.

A-Mild aim that their advertisements can be understood by everyone. It is used not only by the normal one but also by the handicapped one who does not able to hear anything without seeing any social status, physical appearance, race, and religion differences. A-Mild wants to show that the company and its product neither care about nor related to today’s myth which many problems are affected by any differential status. Thus, this advertisement means that “A-Mild is a cigarette product in white package which can be consumed by people in any segment, any social status, any gender, etc.”
A. Conclusions

This research is aimed at knowing the relationship between denotation and connotation on A-Mild advertisements and the message of A-Mild advertisements that wants to be delivered to the reader based on Roland Barthes’ theory. After analyzing the six advertisements on A-Mild advertisements, the writer is able to draw the conclusions.

A-Mild is a branch of the most popular cigarette companies in Indonesia. It is PT Hanjaya Mandala Sampoerna which is known as PT HM Sampoerna. It is a company that has produces a total of the most popular cigarette brand such as Sampoerna Hijau, Dji Sam Soe, and A-Mild.

A-Mild advertisements consist of two signs. They are verbal sign and non verbal sign. The verbal sign which can be analyzed on the advertisements is the text or the sentence. Meanwhile, the non verbal sign is not a word, sentence or text. The presence of verbal and non verbal sign is to reinforce the advertisements’ message. These signs have their denotation and connotation meaning which build the myth of the advertisement. The denotation meaning comes from the signifier and the signified of the message and the connotation meaning comes from the denotation as the signifier and the signified.

The verbal signs on these advertisements are more likely the same but the non verbal is much more different on each advertisement. Thus, it makes the myth of each advertisement is different.
In simpler meaning, myth is believed as a condition in the next specific area and time in early history that motivates or affects the developing of culture in the next specific time. The myths that the writer gets from those six advertisements relates to the recent condition of cigarette product, for example the data that shows the report on the cigarette production rule, its healthy factors in many area and many more. Those kinds of condition affect the making of advertisements, in other word, those are the myth of advertisement that the writer analyzes.

B. Suggestions

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

In learning this study, the researchers can not only get it from studying in the college or university. It can be easier to learn by reading many books about it or looking for the articles about it in the internet or ask the experts. In analyzing the advertisements, the researcher can use one of the semiotician thought, depending on which one is suitable. Using one of their ways in analyzing tha advertisements can make it easier. However, the writer suggests using Roland
Barthes’ semiotic theory because he was the pioneer of analyzing the advertisement.

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

For understanding the meaning of A-Mild’s advertisements, the reader needs to know about denotation and connotation through semiotic of Roland Barthes’ theory. It gives them ease to know the wider meaning of signs in those A-Mild advertisements.

The writer suggests that those who are interested in doing the same research particularly concerning about semiotic and literary work to read more various theory in order to get wider knowledge and deep analysis. Finally, the writer hopes the other to analyze more comprehensively using several theories of semiotic.
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