

Semiotics in Advertising As A Way to Play Effective Communications

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Abstract. Advertising can be regarded as a marketing activity in addition to its function for the means of communicating. Advertising in principle is a product of mass culture and cultural products of industrial society characterized by mass production and consumption. That is, the mass is seen no more as a consumer user. Creating postal interaction as an individual communication activity by using strong signs can be done through advertisement serving. Presentation of communication messages by landing them on an object - in this case advertising or events that are attracting audiences - need to use media accuracy. However the media as a means of communication and a further effect as a self-expression. Any media used can be analyzed not only structurally, but semiotics approach can be used as a form of thorough analysis of the presence of an advertisement. Ad serving will make an interesting topic and impact on effective communication when there is a bandage between the signs that are interconnected. Ads displayed in a particular context on television and attributing ads to semiotics seem to be an interesting trending topic. Some ads display are often not merely product offerings, but embedded certain belief systems and values or cultures have self-esteem. Advertisement for producers is not only a promotional tool of goods or services, but also to offer an image to consumers and potential customers about the products offered. In the context of semiotics, the signs contained in ads display will be studied more deeply to obtain a thorough meaning of an ad display. This study will emphasize the semiotics theory approach supported by Roland Barthes. This writing focuses on the meaning process of the signs appeared in an ad display and is done by giving attention to the meaning of denotative and connotative.

Keywords: Advertising, denotative, connotative, and semiotics

1. Introduction

Knowledge of communication begins with knowing the elements of communication, ie communications-communicant-communicant-feedback-media-environment. This means that in everyday life there is no doubt experiencing the communication process that takes place is communicators have an idea; Spoken orally or written language; Sent through the media to the communicant. Then there will be feedback if there is ambiguity of idea / message to communicator. Such communication processes can be done either written or spoken. Kincaid argues that communication is a process whereby two or more people form or exchange information with one another, which in turn will arrive at deep mutual understanding. (Kincaid, 1981). Communication is needed in conveying a purpose that is contained one of them in the form of advertising.

The presence of a good communication then an advertisement can send the right message and information to the consumer. Basically advertising only plays a role to tell buyers, that is to explain about the product and the ways of sales. When an ads manufacturer tells consumers excessively it can be considered to have manipulated, or at least influenced, persuaded or convinced them to do something. If it is understood from the meaning of information will get a picture of the role of an information.

Advertising will have the attraction of a message to an ads, of course, have different concepts, reflect and represent

the product itself. Ads manufacturers certainly have a special strategy to create an ads that is interesting and can attract the attention of consumers. One of the strategies to attract the attention of consumers is by the existence of some advertising approach that can be made in accordance with the needs of the product and follow the market tastes. The appeal of using emotional messages is expected to touch the heart and create responses based on feelings and attitudes. Emotional attraction consists of the attraction of humor, sex appeal, and the appeal of fear. In other words, the significance of the symbols in attraction is all the focus of semiotic analysis.

In the context of semiotics, the signs contained in an ad display obtained a thorough meaning of a display. This semiotics study will be examined through semiotic theory approach proposed by Roland Barthes. In this paper, the process of meaning to the signs contained in an ads display will be done by giving attention to the meaning of denotative and connotative. As part of popular culture, advertising has become a powerful tool for popularizing new standards about values in everyday life.

Semiotics study the systems, the rules, and the conventions that allow them to have meaning. An marker does not mean anything. This means a sign is unlikely to be delivered or captured away from the marker. The marker or the signified includes its own sign and thus a sign is a linguistic factor. "Sign and markers are unity like two sides of a piece of paper". This branch of science originally developed in the field of language which later developed also in the field

of fine arts. Advertising is one of the fine art products that require creative ideas in the making.

By using the theory of semiotics in dissecting ads, the elements of ads that are not visible clearly can be studied and dissected from each different elements such as color, visual, or other signs. With semiotics, the movement of the hand or the eye can have a meaning and purpose that is not seen directly first. Technological advances in the field of radio and television are able to reach further distances with better sound. Television through satellite transmission is able to connect visually, audibly, live and when an event takes place all give effect. On the basis of technological progress in this case the communication through television, will be discussed, especially in the case of advertising in terms of semiotic view.

The presence of television that directly penetrates into the family homes there is a separate issue for some people. Not only does the activity schedule change but also concerns about the taste, the desire, and the demands of life to be changed as well. Continuous consumptive stimuli are unavoidable, the only thing that can be done is to choose carefully and considerately. Advertising in addition to marketing activities is also a communication activity. Marketing activities include marketing strategies, ie marketing logic that business units use to achieve marketing objectives (Kotler in Nuradi, 1996:416). Liliweri (1991:20) argues that communication activities are the creation of individual interactions by using firm signs. Advertising is basically a product of mass culture.

An advertisement contains an advertised message and promoted product, of course, the message delivered must be properly delivered to the consumer, so that the advertised product can be favored and sold. Because advertising is basically persuasive (persuade) to the consumer so that consumers who see the ads can take an action in the form of product purchases. Persuasion is a psychological activity in an attempt to influence the attitudes, characters, opinions, and behavior of a person or a lot of people (Suhandang, 2010:108).



Figure (above) *Rinsu Matic* ads is a kind of *Rinsu* branded laundry soap for use in washing machines. This ad does not necessarily give a detailed account of the use of *Rinsu Matic* laundry soap but viewers have been able to grasp the meaning that this soap is only for the washing machine. Another case with the *Wings* (Figure bottom) soap product that has the whole text to give a description of Flagship soap products branded *Wings*.

Through the Semiotics theory approach, advertising is expected to be able classified based on the signs, codes, and meanings contained therein. Viewing impressions on the ads *Rinsu Matic* viewers can already catch the meaning that there is a picture of the washing machine and there is a *Rinsu Matic* text on it. This soap product is only for the

washing machine not for manually washing. Almost all people are familiar with the washing machine, not surprisingly it is present and understood by the public easily. Thus can be found clarity on aesthetic considerations on advertising viewed from the relationship between signs and messages. With Semiotics theory approach is expected to know the basic balance between the verbal signs with visual marks to support unity of appearance and to know the relationship between the amount of content of the message (verbal and visual) with the level of creativity in its design making.

2. Overview of Semiotics Roland Barthes

Roland Barthes reviews what is commonly referred to as the second level of meaning system built on other existing systems. This second system is called by Roland Barthes as a connotation, which investigates connotative or secondary meanings in mythical form. Semiotic is simply can be interpreted as the science of signs. The sign is something that has a meaning to read the signs, that exist in the ad text, especially to be able to see the meaning expressed explicitly or implicitly. Barthes helps in reading those signs. In the concept of Barthesian semiology, there is a so-called two-order of signification.

According to Barthes a text is a mere construction, so if you want to find the meaning what must be done is to reconstruct the text itself. Thus, the text then becomes open to all possibilities and the text is no longer belongs to the writer. The central shift from attention to the author to the reader is a logical consequence of Barthes's semiology which emphasizes the second degree of semiology which gives the reader a big role to produce meaning. Barthes invites to judge a text in two ways: 1. Writerly and 2. Readerly. Writerly text is what the reader himself wrote regardless of what the author wrote, while the readerly text is what can be read but can not be written.



Mama's ads are soap products for washing glasses and plates or household utensils (glasses). *Mama* branded soap ads is used for washing glasses and in the absence of text that describes this type of soap for washing. As well as *Sunlight* soap products that only give pictures on ads about *Formula 1* motorcycles and shining white images, it does not necessarily include a thorough text to give a description of *Sunlight* branded soap products. This means that the soap is multipurpose can be used to clean motorcycles and home appliances so it becomes shining.

3. Denotation and Connotation of Roland Barthes

The theory is proposed by Roland Barthes (1915-1980),

developing semiotics into 2 (two) levels of signification, those are denotation and connotation. Denotation is the level of signification that explains the relationship of signifiers and markers to reality, producing explicit meaning, directly, and definite meaning. Connotation is the level of signification that explains the relationship of signifiers and markers in which operate the meaning is not explicit, indirect, and uncertain (Yusita Kusumarini, 2006). The idea of Barthes is known as the "order of signification", which includes denotation (the real meaning from the dictionary) and connotation (the double meaning born from the cultural experience and the person). Barthes sees another aspect of marking that is the "myth" that characterizes a society. "Myth" according to Barthes lies in the second level of marking, so after the sign-signifier-signified system is formed, the mark will become a new marker which then has a second marker and form a new sign. Thus, when a sign that has connotation meaning that develops into the meaning of denotation, then that denotation meaning would be a myth.

4. Visual Communication Design Advertising

Visual communication design is a science that studies the concept of communication and expression of creative power, which is applied in various visual communication media by processing graphic design elements consisting of images (illustrations), letters, colors, composition and layout. Everything is done in order to send the message visually, audio, and audio visual to the target destination. Visual communication design as a part of the art that learn about the planning and design of various forms of visual communication information. The creative journey begins with discovering visual communication problems, searching verbal and visual data, developing creative concepts based on target destination characteristics, up to final design visualization to support the achievement of a functional, persuasive, artistic, aesthetic, and communicative verbal communication. That is, according to Sumbo Tinarbuko, visual communication design can be understood as one of the problem solving efforts (communication, visual communication) to produce a newest design among the new design (Tinarbuko, 1998:66).

Visual communication design as one part of the applied art that learn about the planning and design of various forms of visual communication information. Advertising design is studied in the context of design, not marketing communications and brand creation or branding activities. Advertising media which includes: first, above line advertising media (above the line advertising) namely: the types of advertising that is socialized by means of mass media especially audio visual communication. For example, newspapers, magazines, tabloids, radio ads, television, cinema, internet, cell phones.

Thus the true main concentration of visual communication design is graphic design. The day-to-day appearance of visual communication design consists only of two main elements: verbal (writing) and visual (hand

drawing, photography, or image of graphical computer processing). In this context, the emphasis is on the visual aspect. But in its development so that the graphic design is protected in the visual communication design, it needs to be complemented and supported by some social science field that is discourse or praxis that is felt quite significant. Visual communication design work contains two forms of message at once, namely verbal messages and visual messages. But in the context of visual communication design, visual language has the opportunity to tear down the concentration of the targets, because the message is faster and very easily understood by all of the people.

5. Conclusion

The conclusion in this paper is through the approach of semiotics theory, advertising is expected can be classified based on signs, codes, and meaning contained in it. Thus can be found clarity on aesthetic considerations in advertising viewed from the relationship between signs and messages. Through the semiotic theory approach, it is expected to know the basic harmony between verbal signs with visual marks to support the unity of ads appearance. Advertising is a media of promotion and communication that every day popping up on television. The advertised products, of course must be targeted appropriately to consumers, so that advertised products can be liked and sold.

Increasingly consumptive lifestyles provide an opportunity for producers to compete to offer their products. They try to mobilize all of their skills, creativities in making advertisement. Because advertising is basically persuasive (persuading). The ads that exist in the television media today has become not only just to offer the products attractively, but also should be known their usefulness and the benefits by consumers.

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