

**THE ANALYSIS OF SIGN IN SAMSUNG GALAXY SIII
COMMERCIAL THROUGH THE THEORY OF ROLAND
BARTHES:
THE STUDY OF SEMIOTICS**

TERM PAPER

Submitted in Part Fulfillment for Obtaining Strata One (S-1) Degree



**STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
JAKARTA
2014**

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I hereby declare that the term paper titled “The Analysis of sign in Samsung Galaxy SIII Commercial through The Theory of Roland Barthes” is the result of my own work, not a half or total plagiarism of someone else’s, and all of the sources quoted and referred to have been stated correctly.

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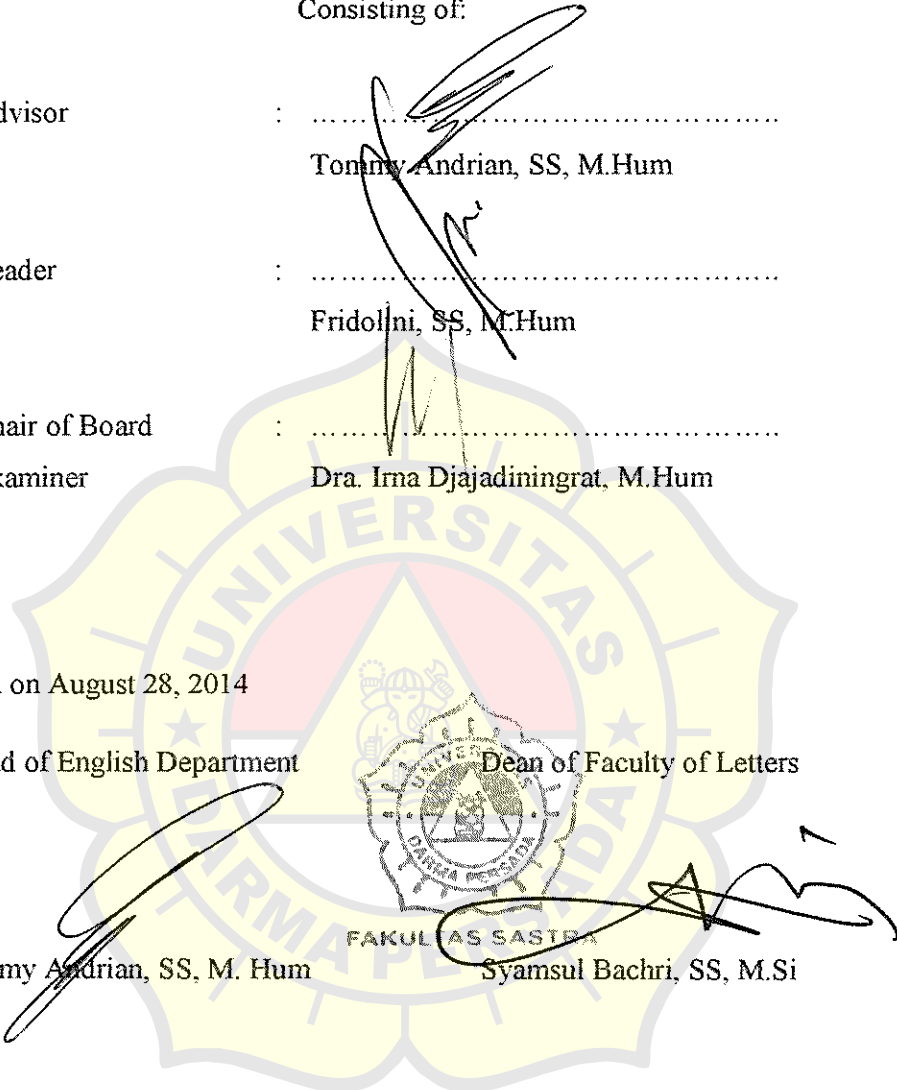
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PREFACE

The writer would like to acknowledge her countless thanks to the Most Gracious and the Most Merciful, Allah SWT for all of His help and permit so the writer can finish this term paper entitled "*The Analysis of sign in Samsung Galaxy SIII Commercial through The Theory of Roland Barthes*" even by hard effort and long time.

Peace and blessing is also upon to Prophet Muhammad, His families, his relatives and his followers. This term paper is presented to fulfill one of the requirements in accomplishing the S-1 Degree at the English Department University of Darma Persada, Jakarta.

The writer realizes that in the process of writing this term paper undergone many obstacles, but with the help, guidance, advice and motivation from a variety of parties and especially the blessing of Allah SWT so that the constraints faced can be overcome.

For this chance, the writer would like to take the opportunity to express deep and sincere gratitude for respected-beloved people who has given guidance and help in finishing this term paper. My heartfelt indeed to:

1. Mr. Tommy Andrian, SS, M.Hum, as profound supervisor I for your patience sincerity in guiding the writer to carry out the term paper from beginning to the end. Thanks for the valuable time and direction as well as the encouragement that are very useful and helpful for the preparation and writing of the term paper. And also as the Head of Faculty of Letters. You have given the best lessons of the little things that we don't know.
2. Mrs. Fridolini, SS, M.Hum, as profound supervisor II who has checked and corrected the grammar of this term paper, word by word, sentences by sentences. The writer so sorry to bother your Eid holiday with correcting this term paper.
3. Mr. Syamsul Bachri, SS, M.Si as the Dean of Faculty of Letters.
4. Dra. Irna Nirwani Djajaningrat, M.Hum, as examiner thank you so much for the enlightenment you gave the writer so that the writer understands what should do next in term paper.

5. Lovely academic advisor Eka Yuniar, M.Si, thank for the never-ending attention and support. And all best lectures of English Department of Darma Persada University that the writer can't mention one by one thank you for giving the writer a lot of knowledge and learning.
6. The endless love is dedicated to beloved family. A lot of thanks must be delivered to beloved parents who always pray, encouraging, giving love and compassion, giving material the writer need, working hard, always trying to do the best, accompany the day by day, support all the time and given a smile and happiness in the writer life. Little sister Dina Islamiyati, the head stone but loyal sister to accompany the writer whenever the writer needs her. Brothers Fairuz Hasbi Putra and Fariz Nabil, the annoying who always make dizzy because of their character nevertheless they always make a delicious meal when the writer hungry. Thank you! Love them so much so that the writer can finish the term paper.
7. Firza, a Great man, beloved, a personal motivator, the candidate companion graduation who endlessly always giving support and encouragement. Advice and suggestion he gave is the thing that helps and makes the writer realizes to do better and work harder than ever. Sentence sedative he gave is the thing that makes the writer able to get up and not be afraid anymore when the writer gets various strikes and make the writer feel hopeless. You are the writer mood booster! Thank you for being who you are and for being with me.
8. My oldest childhood best friends ever Ita, Kiki, Novita. Thanks for the valuable sharing time that bring back inspiring.
9. Wonderful thank for all greatest friends in Darma Persada University especially class A-Regular 2010: Hesy, Tya, Nana, Amy, Fany, Shella, Oki, Topper who always accompany and gather with the writer and always together in any conditions for four years since we are in the first semester.

Final words, the writer say thank you so much indeed for all for those who can't be mentions the names. The writer realized that this work is still far from perfect, therefore, the writer appreciate any opinion, criticism for the better improvement on this term paper. At the end, the writer hopes the term paper will

be useful for all people, especially for those who have the research in the same field.

Jakarta, August 28, 2014

Writer,

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ABSTRACT

Name : Arini Qolby
Study Program : S-1 of English Department
Entitled : The Analysis of Sign in Samsung Galaxy SIII Commercial
Through The Theory of Roland Barthes

This term paper discusses how the sign and the sign of the messages conveyed through television advertising electronic products Samsung Galaxy SIII. The purpose of this analysis is to find out the signifier and signified on the advertisement. In addition, it finds out the meaning consisted, in other words to get the message behind the Samsung Galaxy SIII commercial. The theory used in the term paper is related to the study about sign, Semiotics. In specifics is the theory of Roland Barthes. His theory used the denotation and the connotation as its signifier and signified signs to find out myth.

Keywords:

Semiotics, Signs, Denotation, Connotation, Myth.

ABSTRAK

Name : Arini Qolby
Study Program : S-1 of English Department
Entitled : The Analysis of Sign in Samsung Galaxy SIII Commercial
Through The Theory of Roland Barthes

Skripsi ini membahas tentang tanda dan bagaimana tanda tersebut disampaikan melalui pesan dari iklan televisi produk elektronik Samsung Galaxy SIII. Tujuan dari penelitian ini adalah untuk menemukan penanda (*signifier*) dan petanda (*signifier*) yang ada di dalam iklan. Selanjutnya, penelitian ini dimaksudkan untuk menemukan arti yang terkandung didalamnya. Dengan kata lain, untuk mendapatkan pesan yang ada di balik iklan *Samsung Galaxy SIII*. Teori yang digunakan dalam penelitian ini adalah teori yang berhubungan dengan kajian tentang tanda (*sign*) atau yang biasa dikenal sebagai semiotika. Lebih spesifik adalah teori Roland Barthes. Teorinya menggunakan denotasi (*denotation*) dan konotasi (*connotation*) sebagai penanda dan petandanya untuk menemukan mitos.

Kata kunci:

Semiotika, Tanda, Denotasi, Konotasi, Mitos.

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CHAPTER I

INTRODUCTION

1.1 Background

Human communication can hardly be separated from each other. Therefore, communication is a basic human need that is very important. By communicating a person can acquire or deliver the message, and also information to others. According to *Laswell*, communication has 5 elements, namely: "*communicator (who says?), message (say what?), the media (through media channels or what?), the communicant (to whom?), and effects (the impact or effect of anything)*". So the communication process is the communicator form and deliver messages through a particular channel to the recipient that a particular effect.

Communication is a very important human need. However, along with the times, the need for information has increased so humans need communication tools that can be applied whenever and wherever they are. The technology of communication is growing continuously to advance, various communications tools with advanced technology has been widely used by many people. One is the daily communication tool -the so-called Mobile, which seemed to nullify the distance between humans and even all over the world. How amazing, this is one example of evidence that the development of communication technology is always evolving.

We need a long time and even days if you want to convey a message to someone that is in a short distance, because at that time the new communication technologies to the letters, telegrams, greeting cards, and others. Until then Alexander Graham Bell invented the telephone, the instrument is capable of delivering sound waves of electrical current through the cables, a discovery that brings us to a fairly large development which in conveying the message do not need to linger. Moreover, communicating over the phone allows a person to speak and listen directly to the voice of people who want to communicate at the same time.

The discovery of the phone like a virus that spreads to the community, where almost all the people ever and prefer choosing to use the phone in conveying the

message he wants to convey. The discovery does not stop here. As the development of technology, scientists are constantly trying to find ways in order to create a more effective communication and efficient. Today, almost everyone has a cell phone. The presence of mobile phone technology could be interpreted as a lifestyle, but then, the efficiency of a mobile phone that is able to carry just makes people change the perception of mobile phones. Communicate with the people whom you wish to communicate well for the delivery of messages, exchange information or to greet each other, tighten the relationship sufficiently affect a person's psychology. With the presence of the phone, communication is easy to do. We can feel that the phone makes communication without limits of space and time. The presence of a cell phone makes us have to always carry it wherever we go. Even some of us are willing to return home if he missed carrying a mobile phone.

To take an advantage of these conditions, the mobile phone manufacturers start competing to develop the communication tools according to the needs and desires of the community. Through the media, especially television advertising media, the mobile phone manufacturers show how the sophistication of their products is created. Features are shown also made as attractive as possible in accordance with the needs of today's modern society in order to entice consumers to buy their products.

Commercial is a form of communication that is used as a promotional tool to convey information goods, services, ideas, ideas to be the target audience. Commercial is everywhere, it means that it can be seen and be heard anywhere. Advertising has the ability to penetrate the circumstances of which are difficult to reach also affects the attitude of people and has become a dynamic allure.

“iklan adalah segala bentuk penyajian bukan pribadi dan promosi tentang gagasan, barang atau jasa yang dibayar oleh sponsor tertentu” Definition ads by Kotler in Sindoro (1998:111)

Kotler says that an ad sense is more focused on advertising sponsors who support the finance of these products. In display, ads that appear in various media are a variety of signs made by the advertisers in its efforts to attract audiences. It signs

are going to be studied in a display case of commercial through semiotic approach. The study of semiotics can be accessed through a variety of approaches. In this study, the approach that the writer uses is myth theory by Roland Barthes.

In semiotics Barthes, every advertisement contains or has its own message. Advertisement also has a lot of structure to build, among other things: image, text or text, voice or even back sound used. Similarly, in the Galaxy SIII, this advertisement displays or offers output products Samsung Smartphone with advanced features to share. This product has a consumer with an economic level above the average. It is also seen in the image of advertisement; the advertisement is trying to show the target consumers of this product.

The writer chooses the topic of semiotics of the commercial because the writer thought TV Advertising is a medium for individuals to consume (the viewers) with the material advertised. And the writer selects Samsung galaxy SIII in this analysis because the Galaxy S3 is awarded as the best selling Smartphone during the year 2012. Strategy Analysis revealed that the Galaxy S3 has the record sales of 18 million units for 3 months. In addition, to raise the image of the advertised product, symbols or signs are used to build the image, meaning, as well as the awareness of a social reality. One of the symbols is the image or images, which can be presented in the form of verbal or nonverbal that is through the visual message. And through this analysis we can know its meaning.

1.2 Identification of the Problem

Based on the background of the above issues, I identified the problem in this ad is a Smartphone with advanced features to be conveyed by the advertisement Samsung galaxy SIII. As the name implies a Smartphone, do not just expect to see a standard Mobile which can only use to send messages. In Galaxy SIII commercial, within duration of two minutes Samsung, galaxy SIII shows a Smartphone that is designed specifically to meet the needs and desires of modern society as it is today.

Smartphone is also one of the important things to have to support the activity as a simple.

So, the writer assumes that a Smartphone conveys a few signs and represents the message that is trying to be delivered by ads Samsung galaxy SIII to society.

1.3 Formulation of the Research

Based on the assumption above, I formulate problems of the research as the following:

1. What is the form of denotation in sign and text of ad Samsung Galaxy SIII?
2. What is the diction of connotation in sign and text of ad Samsung Galaxy SIII?
3. How the connotation and denotation represents the message of ad Samsung Galaxy SIII.

1.4 Restrictions of the Problem

To reach all the purpose, I conduct the analysis steps as follow:

1. To identify the form of denotation in sign and text of ad Samsung Galaxy SIII
2. To identify the diction of connotation in sign and text of ad Samsung Galaxy SIII
3. To prove that the connotation and denotation represents the message of ad Samsung Galaxy SIII or not

1.5 Objective of the Research

This analysis aims to:

1. To explain how are the form of denotation in sign and the text of the ad Samsung Galaxy SIII.
2. To explain how are the diction of connotation in sign and the text of the ad Samsung Galaxy SIII.
3. To show how the connotation and denotation represents the message of the ad Samsung Galaxy SIII.

1.6 Signifies of the Research

Research by the author regarding the semiotics of advertising Samsung Galaxy SIII on television is expected to:

1. Indicate the significance of the structure of relationships contained between signifier and signified.
2. Show what the meaning of denotation and connotation are made possible by the advertisement to be presented.
3. Reveal the content of advertising signs.

1.7 Methods of the Research

The method used in this research is a descriptive qualitative method. This is a descriptive qualitative research, meaning research is intended to provide a clear picture of how the message is presented through all the chosen pictures and words.

1.8 Frameworks of Theories

To analyze this research, the writer uses the approach according to Roland Barthes *signifiant-signifié* and myth theory. Specifically, it is to find out the signifier and signified in the relation to the myth.

1.9 Benefits of The Research

The benefits of the research are to fathom the study about Semiotics, especially through the advertisement which uses the advertisement of Lipton Ice Tea. In addition, there is another way to find the meaning that is contained on the advertisement through the seeking of signifier and signified of the advertisement that is presented to the audience.

2.0 Systematic Organization of the Research

Based on the benefits of the research above, the writer writes the systematic organization of the research in this term paper as follow:

CHAPTER 1: INTRODUCTION

It consists of: Background of The Research, Identification of The Problem, Limitation of The Problem, Statement of The Problem, Objectives of The Research, Framework of The Theories, Methods of The Research, Benefits of The Research and Systematic Organization of The Research.

CHAPTER 2: FRAMEWORK OF THE THEORIES

It consists of: The theories used in the research: Order of Signification. There are denotation, connotation and myth.

CHAPTER 3: THE ANALYSIS OF SIGN IN SAMSUNG GALAXY SIII COMMERCIAL THROUGH THE THEORY OF ROLAND BARTHES

Chapter 3 entitled The Analysis of Sign in Samsung Galaxy SIII Commercial through the Theory of Roland Barthes contains The Analysis of The Picture and the text on the advertisement of Samsung Galaxy SIII, through the first order and second order of signification. In addition, there is the analysis of myth in relation with the signification order.

CHAPTER 4: CLOSING

It contains the conclusion of the research and shows how the advertisement of Samsung Galaxy SIII represents the message that Samsung Galaxy SIII is a Super Smartphone that is

designed specifically to meet the needs and desires of modern society as it is today.

