

**THE ANALYSIS OF THE SIGN IN PEPSI COMMERCIAL AD  
IN WORLD CUP 2010 THROUGH BARTHES' THEORY**

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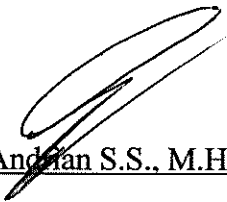
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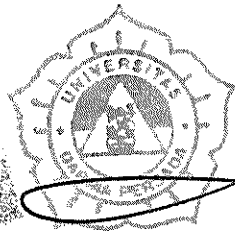

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## ABSTRAK

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Judul : *The Analysis of the Sign in Pepsi Commercial Ad in World Cup 2010 Through Barthes' Theory*

*Skripsi ini mendiskusikan tentang tanda dan bagaimana tanda tersebut mewakili pesan yang ingin disampaikan dari iklan televise produk minuman ringan bersoda Pepsi. Dua iklan dengan tema yang sama diambil sebagai materi penelitian. Iklan pertama tentang semaraknya Piala Dunia di Afrika Selatan tahun 2010 yang dimainkan secara langsung di lapangan luas terbuka yang berjudul Refresh Your World dan iklan yang kedua yang berjudul shuffle yang memberikan kesan berbeda karena lokasi yang dipakai berada di dalam ruangan, yaitu di dalam station kereta api. Dalam kedua iklan tersebut, dalam satu sisi ingin ikut memeriahkan acara empat tahunan sekali dan ingin menunjukkan bahwa Pepsi memiliki tempat khusus di hati beberapa pemain sepakbola dunia. Tujuan dari penelitian ini adalah untuk memaknai setiap tanda yang digunakan dalam iklan tersebut dengan menggunakan pendekatan orders of signification dalam iklan sehingga dapat diketahui sebuah pesan dari iklan produk tersebut dimana pesan tersebut secara tidak langsung membentuk sebuah mitos bagi produk tersebut.*

*Kesimpulan skripsi ini adalah bahwa pembuat iklan berusaha menyampaikan maksud tertentu melalui tanda-tanda yang dikemas secara menarik dalam iklan sehingga pada akhirnya dapat membentuk sebuah pesan yang dapat memengaruhi calon konsumen untuk membeli produk yang diiklankan.*

Kata Kunci :

*Pepsi, tanda, iklan, Piala Dunia 2010*

## ABSTRACT

Name : J e n i f e r  
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Title : The Analysis of the Sign in Pepsi Commercial Ad in  
World Cup 2010 Through Barthes' Theory

This thesis discusses the signs and how these markers represent the message of television advertising carbonated soft drinks Pepsi products. Two ads with the same theme is taken as research material. The first ad on the splendor of the World Cup in South Africa in 2010 which played directly in the wide open field titled Refresh Your World and the second ad, entitled shuffle that gives a different impression because the locations used in the room, which is at the train station. In the second ad, one side wants to join the quadrennial event and want to show that Pepsi has a special place in the hearts of some of the world soccer player. The purpose of this study is to interpret any sign that is used in the ad with the orders of signification approach in advertisements so that it can be seen an advertisement message from the products in which the message is not directly establish a myth for those products. The conclusion of this term paper that the producer is trying to convey a specific intent by the signs attractively packaged in advertising which in turn can form a message that may affect potential consumers to buy the advertised product.

Key words :

Pepsi, Sign, Advertisement, World Cup 2010

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Problem

Language is important for human being to communicate. It cannot be separated from daily life. In every single day, people communicate with other people. Once we deeper investigate the importance of communication in relation to our interactions, we will be able to start to understand numerous issues that we heard.

From the moment we wake up until the moment we go to bed, we have to communicate. We communicate with other people to create a good relationship and to get what we want.

There are two ways in communication; one way communication and two ways communications. One way communication is like when we are talking in the radio; the speaker only says everything without any responses from the listeners. Two way communication is when people doing conversation in daily life, two people or more can respond to the speaker. One way and two way communication have the same tool, it is called language (including signs, symbols, etc). Everyone has their own perception how to respond to the speaker.

In our daily activities sometimes other people can not understand what we are talking about because of some reasons. The reasons why they can not understand are because of the background between the speaker and the listener and because of the differentiation share knowledge.

There are a lot of electronic machine in this era modern. Such as Television, radio, MP3 player, Tab, Ipod, Handphone, etc. Those things can make a distance between some people but they will get closer no matter where they are. One of the best messengers of those electronic machines is Television. Through television, we can watch everything that happens in all over the world. A lot

of programs and advertisements are always shown in Television. Ads are the best way to represent one product to share to be shared to consumers.

There are some ads which are always shown the slides in Television such as kinds of water drink, foods, a vacation spot, etc. Some of those ads have a different slogan to give a remark for one product.

Slogan is an instrument for giving information and stimulating people to say or even to act. It is an identity for someone, one group or more. Slogan tries to differentiate someone, one group or more from the others. When people start to see or perhaps to remember it in their mind, it will give the image for someone, one group or more, the slogan has succeeded to deliver the meaning of it nicely.

The color, text and sound used in slogan is actually part of study of sign, a main object of semiotic study. Sign is something which stands to someone, one group or more, that is, creates in the mind of person or fans an equivalent sign, or perhaps a more developed sign (Peirce, on *Kumpulan Bahasa Bacaan Mata Kuliah Teori Kebudayaan UI*, 1996). Sign or symbol basically is a form language that could have a lot of meaning. A certain sign or symbol can has a different meaning for one community, but it can be nothing to other community. The sign or symbol can be interpreted positively and negatively depending on how people interpret it. Sign or symbol can only be seen according to what its seen.

The focus of the research is on how the form of sign or symbol in commercial ad Pepsi representing the message that tries to share the happiness and joyfulness by drinking Pepsi.

The message can be understood if there is a clear synchronization between sign and symbol. Each part of the aspects has its form that will be united with another form. It will create a clear point or message that will be delivered. Then it will create a feedback if the message is clearly understood.

## **1.2 Identification of the Problem**

Based on the problem, I identify the problems such as :

- 1.2.1 There are some meanings from Pepsi commercial ad through pictures and words.

1.2.2 The passion, spirit and happiness are represented by pictures, song and words.

### **1.3 Restrictions of the Problem**

Concerning to the background stated above, I limit it which is poured into symbol, code or sign that represent the messages or the meanings that are tried to be understood to the people.

### **1.4 Formulation of the Problem**

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

1.4.1 How to analyze the visual pictures, audio songs and words from this commercial ad ?

1.4.2 What is the denotation and connotation from Pepsi commercial ad?

### **1.5 Objective of the Problem**

In order to be able to reach the purpose, the analysis steps are conducted in following ways :

1.5.1 To identify the analysis of the visual pictures, audio songs and words from this commercial advertisement.

1.5.2 To prove the relationship between Barthes' theory of order signification and commercial ad Pepsi.

### **1.6 Signification of the Problem**

Based on the purpose of the research, I conduct this paper to find the relationship between commercial add Pepsi through Barthes' theory of Myth and order of signification.

### **1.7 Framework of the Theories**

To conduct this research, I am going to use the theory of myth and order signification by Roland Barthes.

## **1.8 Methodology of the Problem**

This study focuses on how the message is represented through the chosen picture, color, and words, therefore I use the qualitative method, specifically the descriptive type because I am going to elaborate the commercial ad in detail.

## **1.9 Benefits of the Research**

This study aimed to explore the explicit and implicit meaning in commercial Pepsi ad. Sometimes we just see and enjoy the product itself without paying more attention to the explicit and implicit meaning inside the ad. We usually only pay attention to the product. Ad is determinant for one commercial product to share the benefits or to share how good the product is.

## **1.10 Systematic Organization of the Research**

The systematization of this research contains four chapters, such as :

**Chapter 1** an introduction, background of the problem, identification of the problem, restrictions of the problem, formulation of the problem, objective of the research, significant of the problem, frameworks of the theories, methodology of the problem, benefits of the research, systematic organization of the research.

**Chapter 2**, there are fundamental theories, orders of signification, denotation, connotation, myth, the colors theory (meaning of color), meaning of color "red", meaning of color "white", meaning of color "blue".

**Chapter 3**, there are an analysis of sign that represent the message of Pepsi commercial ad through Barthes' theory, history of Pepsi, storyline of Pepsi "Refresh Your World", chart of the orders of signification, first order signification, second order signification, visual signification of "Refresh Your World", storyline of Pepsi "Play, Create, Experience More", chart of the orders of signification, first order signification, second order signification, visual signification of "Play, Create, Experience More"

**Chapter 4** is conclusion.