

## **CHAPTER 2**

### **THEORITICAL FRAMEWORK**

In this chapter, I apply several theories from experts that are used as my research concept, to understand the research object of the problem formulated in Chapter 1. It delves into the concepts of semiotics, the study of signs and symbols and its application in advertising, linking the study to established knowledge, one of the branches of linguistics that is the main material in this research, which becomes the main area of this research: the definition of semantics. Semiotics according to Charles Sanders Peirce's corporate theory which will be a special presentation, the definition of sign, object, and interpretation, which is one of the data collection of the research.

#### **2.1. Semantics**

We already know that in learning linguistics there are two studies that study meaning. Namely semantics and pragmatics. Pragmatics is learning that focuses on someone in conveying a meaning. Semantics studies the meaning contained in a language, code, or other representation. (Hurford, Heasley, & Smith) say that, Semantics is the study of meaning in language.

Semantics is the study of linguistic meaning. Semantics is a study that focuses on the true meaning that comes from a word or sentence and the meaning understood by the listener or speaker. According to Yule, semantics is the study of the meaning of words, phrases, and sentences (1996:114). According to Kreidler, semantics is the systematic study of meaning, while linguistic semantics is the study of how language organizes and expresses meaning (2002:3). Based on the understanding of the experts above, the researchers concluded that semantics is the science that studies the meaning of a language so that it can examine everything in language. From this definition, it can be concluded that semantics is a branch of linguistics that discusses literal meaning. Different from pragmatics which discusses contextual meaning related to context. This is in accordance with the scope of this research.

Nonverbal communication is communication that is done using symbols or sign language, intonation in speaking, voice, color and symbols used to communicate are all included in the category of nonverbal communication. for example Scarlett perfume advertisement. The reason the researcher chose this research title has various objectives related to understanding visual and verbal communication, marketing strategies, and the role of symbolism in consumer influence. Here are some objectives that you might want to achieve from semiotic research on Scarlett perfume advertisements:. Therefore, in this study the author focuses on analyzing and discussing the symbols or meanings contained in the Scarlett perfume advertisement. The symbol used for this study is the Scarlett perfume symbol. Where the results of the study used triadic analysis on sign, object, and interpretant. If observed, the thing that distinguishes previous research from this study is that it lies only in the object and place, where previous research focused on traffic signs at sea, while this study focuses on Eau de Scarlett perfume. While the similarities are that both study the symbols and meanings contained in the symbol using semiotic analysis from

## **2.2. Semiotics**

Semiotics is the study of signs and how they create meaning in communication. According to Eco, semiotics focuses on anything that can be interpreted as a sign (Chandler, 2007). Semiotics is concerned with analyzing what are commonly called "signs" and investigating anything that can be understood as a substitute for something else. Signs can be gestures, phrases, images, sounds, and objects in the semiotic sense. Contemporary semioticians study signs within semiotic "sign systems," rather than in isolation (such as media or genres). They study how meaning is created and how reality is depicted. Signs in semiotics consist of a signifier, which is the physical form of the sign, and a signified, which is the concept it represents. Semiotic theory studies how symbols, such as words, images, or sounds, interact with each other and how they shape the understanding of society and culture. This theory is heavily influenced by scholars such as Roland Barthes, Ferdinand de Saussure, and Charles Sanders Peirce. Here are some definitions of demiotics according to experts that we should know:

### **2.2.1 Semiotics Ferdinand de Saussure's**

Ferdinand de Saussure (1990) was born in Geneva in 1857 and studied mainly in Germany. He taught in Paris for several years before returning to the University of Geneva in 1911 and died in 1913, he is also called the father of modern linguistics and the founder of structural linguistics in Europe. His important work is not in the detailed linguistic explanation, but in his general perspective on representation and how the language model he proposed shaped the semiotic approach to the problem of representation in various cultural fields. One example of this concept is the stop sign, where the sides of the stop sign include a hexagon, an idea that has been applied to semiotics. According to *Cours in General Linguistics*, Ferdinand de Saussure's (1990) theory consists of three main components of the structural approach to semiotics: between (1) signifier and signified; (2) language, parole, and langue; and (3) synchronic and diachronic. Interpreting symbols and signs using existing cultural elements is called bricolage, which is related to semiotics. People will adapt or change what already exists if the required elements are not available. A signifier and a signified were proposed by Ferdinand de Saussure in 1965 as a semiotic model. A signifier can be an idea that exists in someone's mind, but a signifier can also be a real object such as a line or a background. In addition, terms can be used to distinguish between a signifier and a signified. Semiotics is the study of signs consisting of signifiers (physical forms) and signifieds (concepts or meanings). He emphasized the relationship between the two which is arbitrary, namely there is no direct relationship between the form of the sign and its meaning.

### **2.2.2 Charles Sanders Peirce's Semiotics**

Peirce's semiotics provides a very detailed and comprehensive picture of how signs function in communication and thought. With concepts such as icon, index, symbol, and the triadic relationship between sign, object, and interpretant, Peirce builds a theory that allows us to understand meaning as something dynamic and evolving. Semiotics is the science that studies signs in three categories: icons (which show similarities with objects), indexes (which show causal relationships), and symbols (which depend on conventions or agreements).

### **2.2.3 Roland Barthes's Semiotics**

Roland Barthes expanded the concept of semiotics initiated by Saussure by emphasizing the importance of cultural context in the formation of meaning. Signs in culture are not only a means of communication, but also function to form and spread certain ideologies. In his analysis, Barthes explores how myths, connotations, and symbols play a role in social and cultural structures, making semiotics a tool for analyzing cultural texts in a more detailed sense. Barthes developed two levels of meaning in signs, namely denotative (literal meaning) and connotative (deeper or symbolic meaning), which are often influenced by culture and social context.

Therefore, in this study, the researcher will use one of the Theories that will be used as a theoretical basis in the study, which will examine the analysis of Semiotics in an advertisement using Charles Sanders Peirce's theory.

The following is the definition of semiotics according to Charles Sanders Peirce

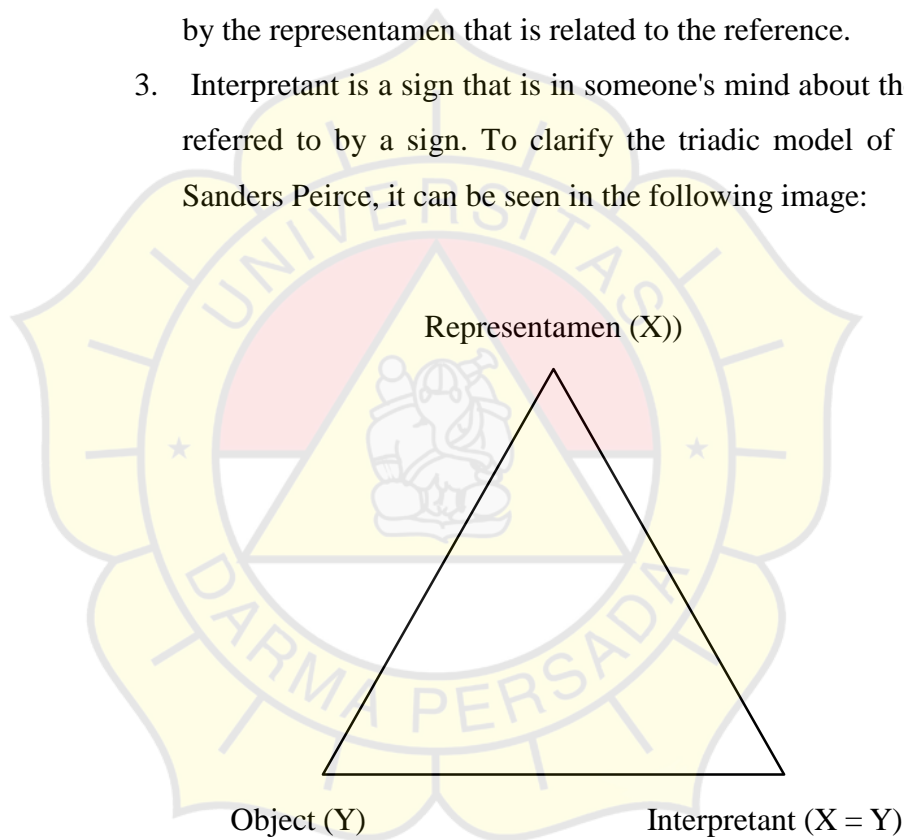
### **2.3. Charles Sander Peirce's Semiotics**

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Scarlett perfume. While the similarities are that both study the symbols and meanings contained in the symbol using semiotic analysis from Charles Sanders Peirce. Semiotics of Charles Sander Peirce

Charles Sander Peirce is known for his very significant triadic model. Pierce added a dimension of sign interpretation with several triadical models:

1. Representment is a form received by a sign or functions as a sign.
2. Object is something that refers to a sign. Something represented by the representamen that is related to the reference.
3. Interpretant is a sign that is in someone's mind about the object referred to by a sign. To clarify the triadic model of Charles Sanders Peirce, it can be seen in the following image:



### **Triadic of semiotics by Charles Sander Peirce**

**(Sumber: Marcel Danesi, 2010 in the meaning, sign, message)**

This study is a Trichotomy of signs conducted by Pierce and If based on the object, Peirce divides signs into the categories of Icon, Index, Symbol (sign). An icon is a sign that has similarities with the original object, Pierce divides signs into the following categories:

### **2.3.1 Sign**

#### **a. Sign**

In using qualisign, kompot shows signs based on their own nature. In the visualization of the advertisement that will be studied how the nature of the sign is seen naturally in the content and delivery with the model in the advertisement.

#### **b. Iconic Sinsign,**

This concept is a sign based on its form or appearance in reality. Showing the feelings expressed by the model in the advertisement such as screams, happiness or sadness as a sign

#### **c. Rheumatic Indexical Sinsign**

The sign is shown based on direct experience or something. This advertisement can be studied with this concept because it tells how their experiences can invite other people's attention to positive things.

#### **d. They will say Symbol or Proposition (proposition)**

This concept explains how signs connect directly with objects through interactions in the brain. With the words used. in the advertisement in this study contains meanings related to the brain and interpreted quickly and how people interpret them directly. Other

### **2.3.2 Object**

#### **a. Symbol**

A symbol is a sign whose relationship to the object or meaning represented is arbitrary or socially agreed upon, not based on natural or physical relationships. According to Peirce, as quoted by Asyrak (2018), a symbol is a sign that indicates an object associated with general ideas, which can be interpreted as referring to the object. According to Fedrigo (2016), symbols are full of hidden meanings of concepts. Unlike artistic images, symbols have factual meanings. The distinguishing feature of symbols is that they differ from the preservation of symbolic forms, which is supported

by comparative analysis. symbols have an important role in various communication systems, from language, culture, religion, to mass media. Several expert views on symbols reveal that symbols not only represent direct and concrete meanings, but can also contain deeper meanings, depending on the social and cultural context in which the symbol is used. Examples of symbols in, namely According to Charles Sanders Peirce, a symbol is one type of sign in his theory of semiotics. Peirce classifies signs into three main categories based on their relationship to the object represented and how meaning is generated, namely: icons, indexes, and symbols.

In the advertisement that will be studied by the researcher, the idea is instilled that the elegance and charm of a woman can be obtained through the use of Scarlett perfume.

#### **b. Icon**

A sign that has a physical similarity or resemblance to the object represented. For example, a picture or map is an icon because both have a visual form that resembles a real object. As quoted by Settineri (2017), Merlo, Turiaco, and Mento also argue that Icons only have the quality of a sign function. Icons refer to objects based on their characteristics, regardless of any relationship. Meanwhile, Vera (2014) states that an icon is a sign that resembles the object represented or a sign that uses the same similarity or characteristics as what is intended. The sign uses similarities or characteristics that are the same as those intended. Researchers will see how the meaning of beautiful is seen through the similarities of the characteristics displayed in the visualization of the advertisement with the elegance of women who use Scarlett perfume.

#### **c. Index.**

A sign that has a direct causal or physical relationship with the object represented. For example, smoke is an index of fire, or footprints are an index of the presence of people. According to Moharamy, as quoted by

Mahmoud (2015), an index is a sign that is directly connected to its object in some way (existential or causal). An index has a relationship or association with its referent and usually conveys a message or describes information. Signs for indications of reference sources or connecting references. Because there is a reaction that is given and can allow its existence to be concluded. In the advertisement that will be studied, there is a reaction that can be concluded, such as a fragrant aroma that tends to describe women as more feminine and graceful.

### **2.3.3 Interpretant**

#### a) Rheme

Rheme Symbol where the meaning of the sign can still be developed. The meaning of beautiful in the advertisement can be developed with objects that have skin of various colours. Because the meaning of beautiful is not only seen with objects of women with white skin.

b) Argument Signs that contain assessments or reasons why someone says that. The content of the advertisement that will be studied has signs that express some of their opinions about the experiences they have had.

### **2.4. Previous of Related Studies**

Based on the literature review that I made previously. There are several studies that have similarities and differences with this study. So this proves that there is research that uses different objects and theories.

The first research was conducted by Silvina Novia Purwandari<sup>1</sup>, Catur Nugroho, S.Sos., M.I.Kom<sup>2</sup>, with the title Meaning of Beauty of Meaning of Beauty Advertising (Semiotics Analysis of Charles Sander Peirce In Clean And Clear Version #Iambright Movement Advertising (2019). The difference between this research and Silviana lies in the purpose of the research, and the research table. In this study, Silviana aims to analyze in detail about the advertisement about

Cleand And Clear using Peirce's Theory. The second research was conducted by Audia Erina (2015) from University Syarif Hidayatullah Jakarta with the title "Peircer's Semiotics Analysis Of Icon And Symbol on Perfume Advertisemnt" This

research uses Descriptive analysis technique. This data source is taken from many perfumes such as "Balenciaga, Bobbi Brow, Boyfriend, Calvin Kelen, Clean, COACH, Desigual, Donna Karan, ILNY, Commodity, Lavanila, Pink Syugar, Gucci, Philosophy, And many others "On Born This Way Lyric By Lady Gaga". From the research results, this researcher aims to analyze icons and symbols using Peirce's Theory.

The third research is about the analysis of the Icons, Index, and symbols in Youtube Advertisement of Wardah Perfect Bright Creamy Foam Facial Wash. Made by R. Myrna Nur Sakinah, Jimmy Alfiqri, and Lala Nur Hanifah from the Islamic University Sunan Gunung Djati, Bandung. This research uses the qualitative descriptive. The source of this data is taken from the Advertisement Of Wardah Perfect Bright Creamy Foam Facial Wash. From the research results, researchers take a screenshot to make the data Analysis of Index, Symbol and Icon, for example; Data I: Symbol, Data II: Icon, Data III Index.

The fourth study was conducted by Sutiah, Imam Qalyubi, and Zaitu Qomariyah (2023) from the State Islamic Institute of Palangka Raya. With the title "Semiotics Analysis of Modern Drink Advertisements on the Palangkaraya Cafe Instagram Account", this study uses a qualitative descriptive method. This study analyzes modern drink advertisements on Instagram. Researchers use Peirce's theory to analyze their research, so that researchers can collect some data about modern drink advertisements in Palangka Raya, namely (Taguk Ha, Nakaya Cafe, and Yomi Cafe), researchers analyze various types of brands starting from symbols, namely colors or logos

There are several similarities and differences from previous research. What this research has in common is looking for Semiotic Analysis in Scarlett Eau De Perfume using Charles Sanders Peirce's theory, and another similarity is that my research is the same as the first research, namely using the object from Sign, Object, and Interpretant. the results of my research only took the Sign, Object, and Interpretant and take a screen from the video and put in the table "uses theory of Charles Sanders Peirce.