A SEMIOSIS PROCESS ON IPHONE ONLINE MEDIA ADVERTISEMENT

Deina Dewi Puspita, Ria Nirwana and Fourus Huznatul Abqoriyyah

English Department, Faculty of Letters, Al-Ghifari University, Jl. A.H Nasution-Sukamiskin no. 247, Bandung. 40293, Indonesia.

deinadp28@gmail.com

Abstrak: Dalam penelitian ini, peneliti menganalisis 3 komponen semiotika dalam iklan serta makna konotatif dan denotatif dalam iklan iPhone. Analisis ini berhubungan dengan makna atau arti dari iklan cetak beberapa tipe iPhone serta penggunaan makna bahasa pada headline yang merupakan komponen penting dalam periklanan. Bahasa dalam iklan digunakan sebagai sarana berkomunikasi antara iklan dengan pembeli. Iklan tersebut menyampaikan pesan melalui bahasa sehingga bahasa harus dibuat semenarik mungkin untuk menarik perhatian para konsumen. Peneliti menggunakan dua puluh lima iklan iPhone (iPhone generasi pertama hingga iPhone X) sebagai objek penelitian yang dianalisis menggunakan teori semiotik dari Pierce dan Barthes serta teori periklanan sebagai teori pendukung. Penelitian ini menggunakan metode kualitatif deskriptif. Terdapat beberapa langkah analisis yang dilakukan, yaitu mencari representamen, objek dan interpretan dari iklan dan menentukan dan menjelaskan makna tanda yang dipakai dari headline dari masing-masing iklan juga menemukan bagaimana semiotik digunakan sebagai alat untuk menyampaikan pesan dari iklan tersebut. Hasil analisis menunjukan bahwa interpretan diperoleh dari headline, logo dan beberapa gambar yang memperjelas ikon dari *handphone* tersebut**.** Objek didapat dari kecerahan, warna, dan latar dari iklan tersebut. Hasil dari keterhubungan antara representamen dan objek itu disebut interpretan. Dari headline ditemukan pula makna tanda konotatif yang mana berisi langkah, perubahan, dimensi dari yang sudah dilalui dari perusahaan Apple sedangkan makna tanda denotatif menjelaskan tentang kelebihan dari harga, spesifikasi dan keistimewaan dari produk Apple.

Kata kunci: semiotik, headline, dan iPhone.

Abstract: In this research, the researcher analyzed three components of semiotics as well as connotative and denotative meanings in iPhone advertisements. This analysis is related to the meaning or meaning of the print ads of some types of iPhone and the use of the language meaning in the headline which is an important component in advertising. The language in the ads is used as a means of communicating between ads with buyers. These ads convey messages through language so that language should be made as attractive as possible to attract the attention of consumers. Researchers used twenty-five iPhone ads (first generation iPhone to iPhone X) as research objects analyzed using the semiotics theory of Pierce and Barthes and advertising theory as a supporting theory. This research uses descriptive qualitative method. There are several steps of analysis performed: finding representament, object and interpretant of advertisement and explaining and determining the meaning of the sign used from the headline of each advertisement also find out how semiotic is used as a tool to convey the message of the advertisement. The analysis results show that the representament obtained from a headline words, logo and some picture which help ads to show the iPhone.

An object described from the color of display, brightness also the background of the online ads itself and then interpretant is the relation between representament-object. From the headline found connotative sign contain the primacy from step, revolution, dimension that Apple's company passed. While the denotation shows the privilege from specification, price, features which gave benefit people must choose and purchase the Apple product.

Key words: Semiotics, Headline, iPhone Advertisement.

INTRODUCTION

Language is one of the most uniquely human characteristics that distinguish from other creatures. It means, the language is a communication holds an important role in human's life. Language is the system of arbitrary vocal symbols used for human communication (Wardhaugh, in Ramelan, 1984). In the scope of social-media, language is the human capacity for acquiring and using complex systems of communication, and a language is any specific example of such a system. All people used language to express inner thoughts and emotions, made sense of complex and abstract thought, to learn to communication with other, to fulfill our wants and needs.

Communication is a systemic process in which individuals interact with and through symbols to create and interpret meaning (Julia Wood, 2004). Nowadays, there are so many media of communication that can people use. On digital- era, mobile phone is very important thing as a media communication.

Communication is one of the branchesof technology. Mobile phones and internet technology are the most fascinating words in this modern era. Mobile phones are widely recognized as a potentially transformative technology platform for developing nations (Lehr, 2007).

Mobile phones have become the essential components of our daily performance. They have come to exemplify one of the wisest and the most convenient technological ideas in the history of mankind. The unique combination of features makes *smartphones* extremely usable and useful for different purposes. As the whole world is going into the new phase of technological performance, our needs become more sophisticated. Many brand of mobile phones in the world such as Apple, Samsung, Huawei, Lenovo, Xiaomi, LG, Oppo, etc. According to International Data Corporation Quarterly Mobile Phone Tracker, in 2017 the most market shares of mobile phone in the world is brand of iPhone.

One of favorite brand mobile phone in Indonesia is iPhone. Since 2007, iPhone had become the most popular smartphone in the worldwide with the advantage of its iOs. iPhone users are increasing significantly around the world also the difference language advertisement in the iPhone online media ads with other brand such as Samsung which always accentuate to display and size of mobile phone in every advertisement but the iPhone not monotone, it made advertisement from any viewpoint. Therefore, there are several reason of researcher be interesting to analyze of iPhone advertisements. The reader has to get message clearly. Beside that, there are many companies advertise their product through the internet media. Moreover, nowadays progress of

internet advances online advertising is great. Website, search engine, and social media marketing are common parts of most marketing campaigns. The business world hasn't completely shunned online media advertising in favor of the digital world.

Actually, advertisements can be found everywhere on internet media, in newspapers, in magazines, on billboards along the streets, on television, in radio, in means of public transportation and any place the sponsor pays to distribute their message. The effects of the advertising influence us whether we like it or not. The difficulties to understand the meaning in advertisement can be caused by the unclear message.

Circulation of print publications has decreased, but internet media advertising remains a viable marketing method. People usually use the media internet to get more information about review the brands of mobile phone products. Usually, people found some words on the advertisement that called headline. Headline is part of advertisement as a little thing to grab attention which is important to make advertisement becomes more attractive and interesting by the existence of the phone advertisement. One mobile phone advertisement represents the social issue in a critical and entertain is the headline of iPhone mobile phone advertisement on website.

A headline is often the most important element on a page as it gives the reader an overall picture of the news. The main goal of a headline is to grab the reader's attention stylistic devices are used. A headline should be gripping in order to attract people to read an brochure or article. Headlines are usually written in a sensational way in order to arouse the reader's curiosity. A headline written by advertiser cause it has to catch the reader's eye by using as few words as possible. Furthermore, to analyze the advertisement language, the researcher can use semiotics approach. Every advertisement is delivering meaning from sender to receiver to attract and buy the product.

Based on background of the study above, the researcher formulates two main problems that will be discussed in this research:

What are the classification of each sign, object and interpretant on iPhone online media advertisements?

What are the classifications based on connotative and denotative in the headline on iPhone online media advertisements?

THEORITICAL FOUNDATION

Semiotics

Pierce (1931) says that sign is something which stands to somebody for something in some respect or capacity. This Pierce's definition emphasizes that the role of somebody can not be separated from the signification, it is the principle of communication semiotic.

Thus, a sign or representament has the triadic relation immediately with object and its interpretant. Therefore, the *semiosis* is a process which combines the entity which can deliver a clear meaning of a selected object (advertisement) and use for communication. This *semiosis* is always called by signification.

Meanwhile Peirce offered a triadic model which consists of representament, object and interpretant:

The Representament: the form which the sign takes (not necessarily Material).

An Object: to which the sign refers, such as: words, phrases, sentences, pictures, etc.

An Interpretant: *not* an interpreter but rather the sense made on the interpretation of the representament and the object.

Tabel 1.1 Pierce's Trichotomies

Semiosis	Firstness	Second ne ss	Thirdness
Sign	Qualisign	Decisign	Legisign
Object	Icon	Index	Symbol
Interpreta nt	Rheme	Dicent	Argument

Based on its *representament*, Pierce devided sign into qualisign, sinsign, and legisign:

Qualisigns: quality on sign.

Sinsign: actual event on sign.

Legisign: a norm on sign.

Based on its *object*, Pierce devided sign into index, symbol, and icon:

Icon: the sign is designed to represent a referent by simulation or resemblance.

Index: the sign is designed to indicate a referent or to put referents in relation to each other.

Symbol: the sign is designed to encode a referent by convention or agreement.

Based on *interpretant*, Pierce devided sign into rheme, dicent sign or dicisign, and argument.

Rheme: sign that may the people to interpret that based on choice.

Dicent sign or dicisign: sign according by the fact.

Argument: sign that gives the reason about something immediately.

Barthes

The level of signification meaning for Barthes is denotation and connotation sign. Roland Barthes stated that Semiology 'aims to take in any system of signs whatever their substances and limits like; images, gestures, musical sounds, and objects.' (Barthes, 1968). These are as a system of significance. Roland Barthes said that semiology is the part of linguistics; to be precise; it is the part covering the great signifying unities of discourse (Barthes, 1968). Barthes uses the denotative and connotative 'levels of meanings' to analyze the signs in visual object. Barthes distinguished the analyzing of the signs into two, the verbal and non-verbal signs. The verbal sign is like the texts of the advertisement, such as the title and headline. The non-verbal sign are the images of the online media ads which support the verbal signs in order to make the ads is interesting as the package of advertisement.

Advertisement

Harris (1986) believes that sometimes, print advertising is mostly visual, a 'picture' that is coupled with minimal linguistic material.

According to Altsiel and Grow (2007), headline is the most important element of advertisement. It must be offer a promise to the reader of a believable benefit and it must be phrased in a way to give it memory value. In this study, printed iPhone internet media advertisements become an object. There are headline, body copy, slogan, and logo in the selected printed iPhone internet media advertisements.

METHODOLOGY

The analysis of the semiosis process on iPhone online media advertisement was performed in accordance with the combination theories of Pierce and Barthes and it used the image of iPhone advertisement as theobject of the research. The data are collected from iPhone first generation till iPhone was released on 2017 that have an identical characteristic as sign.

In analyzing the data, according to the semiotic signification of advertisements, the researcher analyzes the sign, object, interpretant and the connotative meaning of advertisement. An advertisement has a complex meaning when it appeared in many ways. A semiotic signification had determined a meaning of advertisement to denotative (an explicit meaning of sign) and connotative meaning (related to ideological and cultural term).

The analysis focused on classifying and explaining the sign, object, and interpretant on the iPhone online media advertisement and denotative or connotative sign meaning on the headline of the iPhone online media advertisement.

RESULT AND DISCUSSION

Sign, Object and Interpretant
The semiosis process based on Triadic of semiotics by Pierce consists

analyzes the sign, object, and interpretant.

Representament or sign is the form which the sign takes and the object to which the sign refers or concepts and the interpretant is the meaning created in mind between representament and object.

Data 1 : iPhone 1st Generation

Sign or Representament

In this data, there are pictures of 4 units iPhone 1st generation with the different screen display, white logo Apple, black color of background and the headline *"Introducing iPhone. Apple reinvents the phone."* as the representament (sinsign) which represents the object,Object

Introduction iPhone shown by someone's hands hold the phone strictly, white logo as a pureness with formality background. Based on trichotomies of Pierce, classification of object in this data is icon.
Interpretant

So, the relationship between representament-object produces interpretant (dicent sign); as the first phone that launched by Apple based on the headline. Advertiser introduces the phone clearly by taking a picture various angle to show off the iPhone 1st generation clearly.
Data 25: iPhone X

Sign or Representament
The last semiosis process for iPhone X is picture of 1 unit iPhone X with a colorful background and the headline

"Say hello to the future." as a representament (sinsign).
Object

And then, the object (icon) is combination color of screen display; blue, red, pink and white that make iPhone X look luxurious design.
Interpretant

An iPhone X is the last one Apple product which provide amaze variety of features and specification to make iPhone X as a most favorite gadget all of time as the interpretant (rheme).
Connotative and Denotative Sign Meaning (*Headline*)
Data 1:   "*Introducing iPhone. Apple reinvents the phone*"
Denotative is the definitional, literal, obvious meaning of a sign. This headline is denotative sign meaning,which the headline means introduce new phone from Apple first generation.

Data 25: "*Say hello to the future*"

Connotative means a range of associated significations, the socio-cultural and 'personal' implications (ideological, emotional etc.) of the signs all of these related to the interpreter's class, age, gender, ethnicity. This headline is connotative sign meaning, which the advertiser considers that iPhone X as a future technology phone for people.

CONCLUSIONS

Sign, Object and Interpretant
       iPhone 1st generation till last generation iPhone X since 2007-2017 advertisement has semiotics elements and signification of meaning. Based on objectives in this analysis is classification of each sign, object and interpretant on iPhone online media advertisements. It was found sign or representament, object and interpretant. Generally, a headline words, logo and some picture of the iPhone is the representament. An object that explained color of display, brightness also the background of the online ads itself in every advertisement of iPhone ads and then the relation between representament-object produces interpretant, it explained technological advances that always Apple gave in this product such as features, design, color and all of progress by Apple from the first generation till last generation.

Connotative sign and Denotative sign
       In accordance with the second problem in this analysis, there are the classifications meaning based on connotative and denotative in the headline on iPhone online media advertisements, all of iPhone online media advertisements have different headline in every types of phone. Advertiser used two of meaning signification   in   there.
       Connotation and denotation sign meaning. Both of significations are balanced. Almost of connotative sign meaning in the headline contain the   primacy   from   step, revolution, dimension that Apple's company   passed.   While   the denotation in the headline shows the privilege from specification, price, features which gave benefit people must choose and purchase the Apple product.

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