

A SEMIOTIC-ANALYSIS BASED ON PEIRCE TRIADIC THEORY ON TAGLINES OF NOKIA, HONDA, AIRASIA, LG AND YOU C 1000 ADVERTISING

Fenti Mariska Yohana

Program of Study Visual Communication Design
Faculty of Language and Art University of Indraprasta PGRI
Jl. Nangka 58 Tanjung Barat, Jakarta Selatan, Indonesia
Fenti_missmaster@yahoo.com

Abstrak

This analysis is to describe the signs on taglines of Nokia, Honda, Airasia, LG, and YOU C 1000 advertising. The aim is to find out the relation among the signs of the representament, interpretant, and object in Peirce theory. In order to grasp the taglines, a semiotic-analysis triadic theory approach is needed to analysis the taglines. This qualitative approach can determine by perspective of writer to represent the taglines in these advertising. It can be conclude that triadic theory is needed to reveal how the taglines can make sure the viewers, listeners, and audiences to make a competitive campaign.

Keywords : Sign, Advertising, Tagline

ANALISIS SEMIOTIK BERDASARKAN TRIADIC TEORI PEIRCE PADA SLOGAN IKLAN NOKIA, HONDA, AIRASIA, LG, DAN YOU C 1000

Abstrak

Analisis teori Peirce digunakan untuk menjelaskan tanda pada iklan Nokia, Honda, Airasia, LG, dan YOU C 1000. Tujuannya adalah untuk menemukan hubungan antara tanda pada representamen, interpretant, dan objek dari teori Peirce. Slogan pada iklan merupakan satu hal paling penting dalam meyakinkan penonton. Pendekatan kualitatif yang digunakan menurut perspektif penulis untuk merepresentasikan slogan pada iklan Nokia, Honda, Airasia, LG, dan YOU C 1000. Jadi, teori triadic Peirce digunakan untuk menganalisis slogan pada iklan-iklan tersebut sebagai kampanye untuk meyakinkan penonton.

Kata Kunci : Tanda, Iklan, Slogan

INTRODUCTION

The one of connecting for interaction among members in society is by communication. It means that we never stop communication when we are taken interaction. Communication is divided into two parts, that is face to face communication and non-face to face communication. In face to face communication people communicate without using instrument or media, such as speaking in public, talking in front of class, and taking seminar. Although it is a direct communication, it also needs instrument or media to convey the information, especially in explaining the jargon-words.

Moreover, we can also know the gesture from our interlocutor, so we know what they mean. It means that, we can grasp the objective from our interlocutor by the gesture. For example, if someone evaluates our style today, and says that it is bad, while at the same time she's laughing and doesn't give serious expression, it indicates that she does not mean that. Her gesture adds the meaning of what she says. However, there are disadvantages in face to face communication. First, we must know the situation of our interlocutor before we talk to them. Second, we must spare our time and money to go to the place where our interlocutor staying to communicate the information.

In non-face to face communication people communicate by using the instruments or media, such as conversation by telephone, sending letter, advertisement, etc. Communication is transmitting, receiving, and processing information. When a person, group, or organization attempts to transfer an idea or message, communication occurs when the receiver comprehend the information. It has advantage and

disadvantage too, the advantages are we do not need to spare our time to convey the purpose of discussion, we just can use the phone and call. Or in advertisement we use the tagline of that product to convey the message for viewers to using that product. Product advertising that is non-personal selling of a particular goods or services is TV ads, billboards and junk mail. Because the advertising by TV ads is to showing the product from company's advertising. Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. The purpose of advertising may also be to reassure employees or shareholders that the company is viable or successful.

In advertisement communication plays a key role in any advertising. The average person encounters more than 600 advertisements per day, delivered by expanding variety of media. Television and radio have long been the advertising staples, along with newspaper and magazine ads, billboard, signs, direct-mail campaigns, and other traditional channels. The most media selection is TV and newspaper because these media is flexible, great impact, community prestige, repetition, co-ordination with national advertising and mass coverage.

Beside the advantages, there are disadvantages that from TV ads and newspaper, there are high cost, temporary nature of message, hasty reading and high mortality rate for commercials. Recently, advertisements presented on the Internet, social networks, and cell phones have generated new ways to contact and interact with customers. Technology enables instant communications among business executives, employees, channel members, and customers around the world.

To be effective, an advertisement first must be noticed, it must be remembered, and then the message of the advertisement should incite some kind of action, such as purchase, a shift in brand loyalty, or at the very least, find a place in the buyer's long-term memory.

Almost in advertising is has a tag line, as a variant of a branding slogan, taglines can be used in marketing materials and advertising. Tag line is a small amount of text which serves to clarify a thought for, or designed with a form of. The idea behind the concept is to create a memorable dramatic phrase that will sum up the tone and premise of an audio-visual product, or to reinforce and strengthen the audience's memory of a literary product.

Some taglines are successful enough to warrant inclusion in popular culture. Consulting companies are hired to create a tagline for a brand or product. In many advertising tagline is important to get a rate of selling, because tagline connecting to viewers memory. When we watching in television after films, movie, or any kind of TV program we see the advertising with tagline such as NOKIA "connecting people", HONDA "one heart", AIRASIA "now everyone can fly", LG "life's good", and YOU C 1000 "healthy inside, fresh outside". In order to grasp the tagline of advertising, the semiotic-analysis approach is needed. This approach can determine how tagline can represent the aim of ads. The trichotomies of Peirce focus on the word in many taglines.

DISCUSSION

Definition of Advertising

Advertising is a form of communication used to encourage or persuade an audience

(viewers, readers or listeners) to continue or take some new action. Most commonly, the desired result is to expect consumer behavior to a commercial offering, although political and ideological advertising is also common. The purpose of advertising may also be to reassure employees or shareholders that the company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media including mass media such as newspapers, magazines, television advertising, outdoor advertising or direct mail, or new media such as web and text.

There are three common terms used to refer to advertising in Indonesia, namely : billboards, advertisements, and advertisements. Advertising comes from the Dutch language as *reclame* spelled, the word also derived from French *reclamare*. Advertisement comes from the Dutch *advertentie* which also refers to the English language advertising. While advertising is commonly used in the Malay language from Arabic *i'lan* or *i'lanun* literally means the information.

Many definitions are given for the word 'advertising', but one of the simplest in the hope that we do not argue about this. Advertising is communication activities carried goods manufacturer, or supplier with many community service or a particular group of people who aim to support marketing efforts. Communication is done using images, sounds or words, gestures or the smell of which is channeled through the media or directly. Based on this understanding, the 'Agency' is a business organization that provides advertising services for those who need a good individual, the manufacturer of goods or supplier of services even governments.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and government agencies. Effective advertising requires matching a noticeable message with the appropriate media. It occurs when the firm has a well-defined mission statement and targets its energies in the direction of creating goods or services to meet the needs of a target market.

Function of Advertising

Identifying Brands

Brand identity is communicated to via advertising. Consumers build emotional relationship with certain brands with which they become increasingly familiar through the years.

Information

Advertising supplies the necessary information to consumers so that they know what is available and where to buy it. It broadcasts information on products, services, and ideas sold on the open market through a variety of media portals.

Persuasion

Persuasion is the core mission of advertising. Advertising tells you how the product, service, or idea you are considering will improve your life.

Previewing New Trends

Previews about the virtues of new products, services and ideas motivate consumers to obtain them because they don't want to be

left out. Advertising lets consumers in on up-and-coming trends and new markets.

Demand

The demand generated by advertising, public relations, and sales promotion "pulls" the goods or services through channels of distribution. One of the powerful functions of advertising is to generate consumer demand for specific products, services and ideas through ad campaigns that target the audiences that are most likely to buy them.

Customer Base

Consistent quality advertising increases consumer loyalty for a product, service or idea. The goal of advertising is to build and reinforce relationships with customers, prospects, retailers and important stakeholders.

Pricing

Advertising displays consumer goods with competitive prices relative to the current market, thus educating consumers about what things should cost.

The Advertising Goals

The step of advertising planning is establishing and clarifying advertising goals, which are derived from the firm's overall communication objectives.

Building Brand Awareness

A strong global brand and corporate image should be a key advertising goal. Building a brand's image begins with developing brand awareness. It means the consumers recognize and remember a particular brand or company name when they consider purchasing option. Advertising can increase brand awareness (Kenneth E. Clow and Donald Baack, 2012:143-145).

Providing Information

Advertising serves other goals, including providing information to both consumers and business buyers. Typical information for consumers includes a retailer's store hours, business location, or sometimes more detailed product specifications. Information may make the purchasing process appear to be simple and convenient, which can entice customers to travel to the store and finalize the purchase.

Persuasion

Persuasion has taken a place when an advertisement convinces consumers that a particular brand is superior. Changing consumer attitudes and persuading them to consider a new purchasing choice is a challenging task. Advertisers can utilize several methods of persuasion. One method is to show consumers the negative consequences of failing to use a particular brand. Persuasive advertising is used more in consumer marketing than in business-to-business situation.

Supporting Marketing Efforts

Advertising can be used to support other marketing functions. Manufacturers use advertising to support trade and consumers promotions, such as theme packaging or combination offers.

Encouraging Action

Many firms set behavioral goals for advertising programs. A television commercial encouraging viewers to take action by dialing a toll free number to make a quick purchase is an example.

The five advertising goals of building image, providing information, being persuasive, supporting other marketing efforts, and encouraging action are not separate from each other. They work together in key ways.

Taglines

The key phrase of an advertisement is the tagline. It should be memorable that identifies the uniqueness of a brand or conveys some type of special meaning "Just do it" has been Nike's tagline for many years.

Taglines carry over from one advertisement to others. They provide consistency across various advertising platforms. A catchy tagline identifies a brand and then stays with it over successive campaigns. In order to bring freshness to a campaign, company marketers occasionally tweak or modify a tagline (Kenneth E. Clow and Donald Baack, 2012:164)

Semiotic

Semiotic is a new study that began at 20th century, that study of how sign convey the meaning and all of the relation between them; way of function, the relationship with other signs, dispatch, and acceptance by users. Here is definition of semiotic as a discipline study.

1. Semiotic is a study about sign and everything about it
2. Semiotic is the theory of symbols
3. Semiotic is a general science about sign and include of structuralism and other same things, because all of it is relating with signification, however it is not arrange, varieties, and separated.
4. Semiotic is specialize the study of signs and symbols what they mean and what they used

It means that semiotic is the theory and analysis of any sign and the signification about it. John Fiske, as quoted by Alex Sobur, mention three important areas in the semiotic studies;

1. The sign itself. This consists of the study of different varieties of signs, of

the different ways they have of conveying meaning and of the way they related to the people who use them. For signs are human construction and can only be understood in terms of the uses people put them to

2. The codes or systems into which signs are organized. This study covers the ways that a variety of codes have developed in order to meet the need of a society or culture.
3. The culture within which these codes and signs operate.

Semiotic theory of Peirce

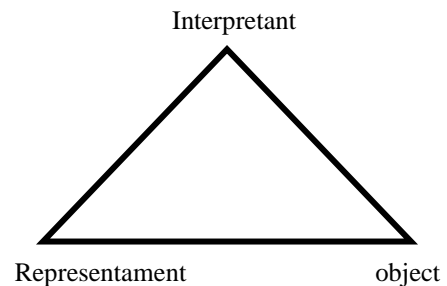
Peirce is one of American philosopher of logic and math, especially in semiotic (John lechte, 226). According to Peirce logic is a study of how human to think logically. And think logically is doing by means of signs. Signs are enable us to think, make a relationship with other people and give the meaning with what show of nature (Sobur, 2001:110).

According to Sudjiman and Zoest, signs have some characteristics called as a sign. First, sign is must be viewed or seen to function as a sign. Second, sign refers to the other that connected something. Third, sign as an interpretative (Zoest 1992:11). It means that sign is everything that exists in someone to show other things in many perception.

Peirce's formulated his own model of the sign, of 'semiotic', there are three essential elements of sign; representament, interpretant, and object. The representament is the form which the sign takes. An interpretant is not an interpreter but rather the sense made of the sign. And an object is to which the sign refers (Daniel Chandler, 2002:32) Thus:

“ A sign...(in the form a *representament*) is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call *interpretant* of the first sign. The sign stands for something, its *object*...(Daniel Chandler, 2002:33)

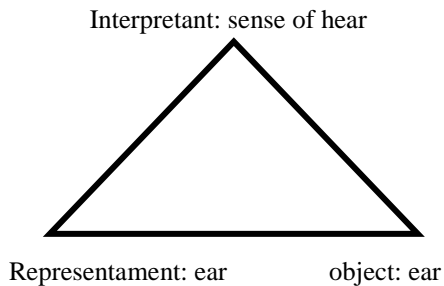
These are best-known as thricotomy of Peirce theory. The thricotomy can be visualized in this triangle below:



The three aspects or elements of the sign;. The sign itself, the sign in relation to its object, the sign in relation to its interpretant-stand in a special relationship to one another that is logically a three-place or triadic relation. The three aspect of the triad can each be devided into three further elements, with regard to their connection to their objects, signs can be devided into; icon, index, symbol.

For further explanation, here is one explanation as the illustration. For example, it is have the realtion with language or verbal, that is sound language of /E/, /A/, /R/ that saying in a row and after that it can write as *ear*. This word as is arouse other sign in our mind, can be as sense of hear or hearing aid. The other sign is called as *interpretant*. The series of sound language of *ear* just now replace of the object that

only in reconciliation in certain idea a sense of hear, describe by picture;



So, based on the explanation above, three fold processes between representament, object and interpretant can called as semiotic process. Semiosis process is not incoherent series, because it is without beginning and ending, only unlimited semiosis.

Thrichotomies of Peirce is one source in semiotic. According to Noth as quoted by Kris Budiman, Peirce tries to expand all his classification based on three universal categories;

1. Firstness, is mode of being as positive and it is not refers to something else. It is the category by unreflected feeling, free, potential, and directly; it is undifferentiated quality.
2. Secondness, is relation form of firstness and secondness. It is the category of comparison, facticity, act, reality, and experience on space and time.
3. Thirdness, second has relationship with third. It is a mediation category, habit, idea, continuity, communication, and signs (Kris Budiman, 2005: 54).

According to the first division, a sign may be termed;

1. Qualisign, is a quality, which is a sign. Even though, basically it is can't be a sign before embodied.
2. Sinsign, is an actual existent thing or event, which is a sign.
3. Legisign, is a law that is a sign.

According to the second division, a sign may be termed;

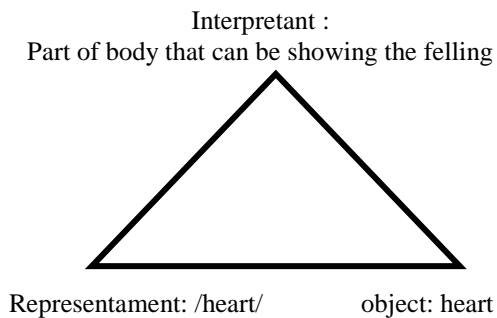
1. Icon, the relationship between representament and object, based on similarity or resemblance. Peirce also has the types of icon in tripartite
 - a. Image, is sign which is directly have the characteristic as iconis, which show the simple quality.
 - b. Diagram, is an icon which show relations, especially dyadic relation.
 - c. Metaphora, is a metasign which the iconic based on similarity between objects in two sign symbols (Kris Budiman, 2005: 54-63).
2. Index, Is a sign which have relationship with physical, existential, between representament and object with the result that as if will lost the character which is make it a sign if the object removed or lost.
3. Symbol, is a sign which representament reconcile to unmotivated object. Many lexicon in language vocabulary as symbol. Not only the language, but also gestures of hand, eyes, or fingers is symbol.
 - a. Rheme, is a sign of qualitative possibility, that is everything sign which is not true and is not wrong.
 - b. Decisign, is a sign of fact, usually shapped of proposition.
 - c. Argument, is a sign of a reason, which based on leading principle.

Thus, based on the explanation semiotic Peirce above, that the function of essential

of the sign make something efficiency. Usually semiotic by Peirce used in the part of life, such as, sociology, psychology, mathematic, literature, linguistic, and communication in the society.

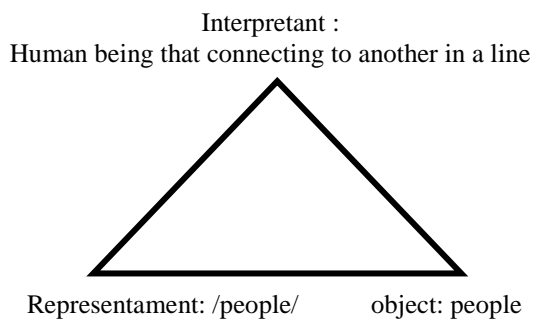
Tagline Analysis of Honda “One Heart”

In this tagline we can see the word “heart” that can be interpreted as a one part of our body that can be showing the feeling. In this tagline, the product tried to make the customer trust that this motorcycle is always in their heart and in one heart.



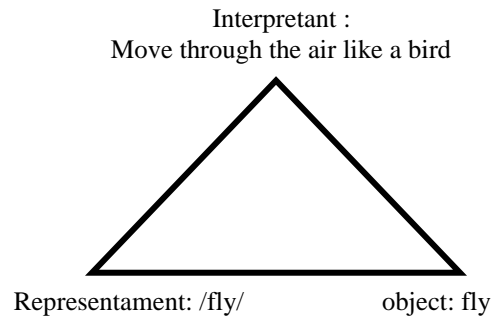
Tagline Analysis of Nokia “Connecting People”

In this tagline we can see the word “people” that can be interpreted as a human being that always connecting to another in a line. So, the product is as an object that connecting one people to another by using a phone.



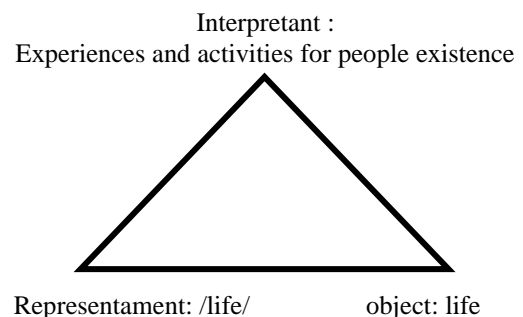
Tagline Analysis of Airasia “Now, Everyone Can Fly”

In this tagline we can see the word “fly” that can be interpreted as a move through the air as a bird does by using an airplane. So now, everyone can fly like a bird by using this plane.



The tagline of LG “Life’s Good”

In this tagline we can see the word “life” that can be interpreted as experiences and activities that are typical of people’s existence that always good. This advertising bring us to make a life is so good as good as possible.

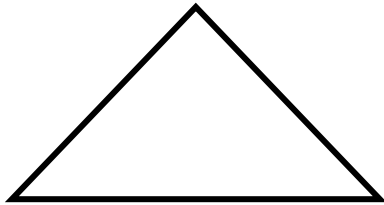


The tagline of You C 1000 “Healthy Inside, Fresh Ooutside”

In this tagline we can see the word “healthy” that can be interpreted as condition of a person’s body that always fresh. And “fresh” having water that is become fresh and make ourselves look

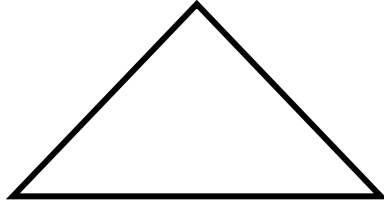
clean. This advertising brings us to make healthy life in inside and outside.

Interpretant :
Condition of a person's body that always fresh



Representament: /healthy/ object: healthy

Interpretant :
having water that is become fresh and looks clean



Representament: /fresh/ object: fresh

SIMPULAN

In advertising, taglines have many message to make sure the viewers, listeners, and audiences to carry on a brand and then stays with it over successive campaigns. This writing is built by using semiotic pragmatism of Peirce that analyzed in semiosis word by word that showing an object. The tagline that used in this writing is only in several because to shortened the writing for more comprehend. This writing is about tagline in advertising of NOKIA, HONDA, AIRASIA, LG, and YOU C 1000 advertising that interpreted by writer interpretation in Peirce theory. This is process by showing the symbol in an object. Then that object as a sign of writer perspective that showing in these taglines that in Peirce theory is called legisign.

This interpretant that built by using perspective and approach of writer can rich the knowledge the interpretation peoples about Peirce theory of pragmatism. Signs in the taglines are hold the important role as a successive campaign of brand to send the message to the viewers, audiences, and listeners by using the triadic theory of Peirce. And icon, index, and symbol are built this description to be a good analysis.

Based on the explanation above the tagline in every advertising that showing we need to know about the contents in every taglines and the meaning of it. They are important elements that can make our interpretation better. So, interpreter will be easier to know the message that delivered by this tagline.

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