

**Denotative and Connotative Analysis
on the Advertisement of New Axe Provoke Even Goddesses
Will Fall Version**

THESIS

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OF MALANG
2014**

**DENOTATIVE AND CONNOTATIVE ANALYSIS
ON THE ADVERTISEMENT OF NEW AXE PROVOKE EVEN GODDESSES
WILL FALL VERSION
THESIS**

**Presented to
Maulana Malik Ibrahim State Islamic University of Malang
in partial fulfillment of the requirement letters
for the Degree of *Sarjana Sastra***

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STATEMENT OF THE AUTHENTICITY

Hereby, I state that the thesis which I wrote is to fulfill the requirement for the degree of *Sarjana Sastra* (SI) in English Language and Letter Department; Faculty of Humanities Maulana Malik Ibrahim State Islamic University of Malang entitled *Semiotic Analysis on the Advertisement of New Axe Provoke Even Goddesses Will Fall Version* is truly my own original work. It does not take put any materials previously written or published by another researcher except those indicated in quotations and bibliography. Due to this fact, I am the only person who responsible for the thesis if there is any objection or claim from others.

Malang, 27th of January 2014

The writer

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APPROVAL SHEET

This is to certify that Hartoyo's thesis entitled "*Semiotic Analysis on The Advertisement of New Axe Provoke Even Goddesses Will Fall Version*" has been already approved by the thesis advisor for further approval by the Board of Examiners.

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MOTTO

“Barang Siapa Yang Bersungguh-Sungguh Pasti Ia Akan Mendapat”

(من جَدَّ وَجَدَّ)



DEDICATION

I dedicate this thesis to my beloved mother, Samia who prayed for m, my beloved Father, Kateman, who motivated me, my beloved older brother, Ramli and Tumin, and older sister, Hartuti, Sisri and, Wasini, for always support me in finishing this thesis, my beloved girl, Tazkiah Ashfia, who always accompanied, support, and pray me.



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Malang, 27th of January 2014

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ABSTACT

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Key Word: Advertisement, semiotic, denotative, connotative

This study investigates meanings in advertisement of New Axe Provoke Perfume Even Goddesses Will Fall Version through semiotic. Semiotic is the way to analyze meaning contained in a sign. It discusses about how the sign works in and object, till result a meaning, meaning behind of sign. It is supported with theory that said that Semiotic is a knowledge or analysis method to learn about sign (Saussure, 1983: 16). As Pierce said in Sobur (2006: 41) sign is something which stands to somebody for something in some respect or capacity. Or simply, the first sign to explain and translate the other signs, other signs are also translated by the next sign, and so on.

The objective of this study is to describe the denotative and connotative meaning found in advertisement of New Axe Provoke perfume (Even Goddesses Will Fall) version presented on private television. This study uses descriptive qualitative approach because this analysis of this advertisement in the form of movement pictures, while quantitative as a research method that is used in numeral. The data of this research are pictures there are in advertisement of New Axe Provoke (even Goddesses will fall) version. For this aim, the researcher obtains the data from advertisement of New Axe Provoke (even Goddesses will fall) version on internet (youtube.com). The data of this research are analyzed by using the semiotics theory of Roland Barthes, denotative and connotative.

The result of this study shows that the first level signification or denotative sign of this advertisement is producers influences the consumer by offering a reward if they use this product then the goddesses will came and closer to you. And the second level signification or connotative sign of this advertisement is offer a reward, convincing to the candidate of buyer that this perfume is very effective, just goddesses will fall from the sky even less women. From this study, the researcher do not find dominant meaning, because in every scene contain denotative meaning and connotative meaning. And also in this investigation, researcher found that the ideology from this advertisement is masculine, where it is created by advertiser to make the candidate of buyer will get everything with the perfume.

CHAPTER I

INTRODUCTION

This chapter presents background of the study, problem of the study, objective of the study, scope and limitation, significances of the study, definitions of the key terms and research method.

1.1. Background of the Study

Sign is something physical form which can be caught by the five senses of human and it is something which represents something other than the sign itself. The reference of sign is called object namely social context which become reference of sign or something which is referred to sign. Concept of people who use sign and bring it down to particular meaning or meaning that exist in someone's mind about object which is refers to a sign (Malik dalam Kriyantono, 2006:265).

Sign which consist of sound and image are called signifier, and concept of sound and image is called signified. In communication, someone uses sign to send meaning about object to other will interpret that sign. For instance, someone says "dasar" (signifier) with a swearing tone then it is a sign of anger (signified). Signifier and signified are oneness, cannot be separate like two sides of papers (Sobur, 2003:46).

The signs are the basis of all communication (Littlejohn (1996) in A. Sobur, 2006: 15). Man with intermediate signs can communicate with each other. Many

things can be communicated in this world. Through images, colors and sounds, everyone can make communication, as in the picture, color and sound contained sign heavily laden with meaning. We can find them in the media especially the mass media, one advertisement.

Study around of sign is discussed in a science which is called semiotic. Semiotic is a knowledge or analysis method to learn about sign (Saussure, 1983: 16). According to Saussure, semiotics study the signs are all around, more specifically semiotics not only with respect to the social environment, but it involves other things. In his concept, Saussure use signifier and signified. Signifier is sound and image of an object. Signified is mental and concept of an object. The relation between signifier and signified is called signification. In signification result the sign.

In this case, Saussure said that the relation between signifier and signified is signification, where in the signification result the sign. It is a bit different from Barthes's theory. In Barthes' theory, he differentiates two levels signification, denotative and connotative. Denotative is descriptive level of literal meaning which is compromised by all members of a culture. While in connotative level, meaning which is resulted from relation between signifier and culture widely involve confidence, attitude, and ideology of all social formation.

From the definition above, it can be said that, sign is something which convey meaning for its user. If something does not has meaning; it cannot be call as a sign, just an object that has no any meaning. And the study about the sign is semiotic. Where semiotic is a method or a way that is used to analyze the sign of an object.

In this study, the researcher analyzes the advertisement of New Axe Provoke Deodorant with the Mythology Theory of Roland Barthes. The researcher uses this theory because this theory considered capable to answer research problem existing this research in detail and comprehensively. The aspect of semiotics above has become an interesting topic to be discussed in interpreting the advertisement of New Axe Provoke Deodorant. Therefore, the researcher conducts this study and tries to interpret advertisement of New Axe Provoke Deodorant to find out the effectiveness New Axe Provoke Deodorant advertisement.

One of the award-winning ads is axe deodorant advertisement. Axe is a brand of male grooming products owned multinational company Unilever. Axe products launched for the first time in 1983 in France. Axe success in France and today Axe can easily be found in more than 60 countries and has become the number one deodorant in Europe and Latin America, and has been known in the United States (known as Lynx) and Asia. In Indonesia, Axe products into leading products in the male deodorant segment (www.unilever.co.id).

The reason why researcher chooses New Axe Provoke advertisement (even Goddesses will fall) version, first because through creative ideas, Axe has won numerous awards like Adi Pariwara, including Cannes Lions. Second, this advertisement is very different with other perfume advertisement. In this advertisement, advertiser try to offer goddesses as reward, but in other perfume advertisement, advertiser just offer women as a reward of using that product. And also, this perfume had been success in 60 countries including Indonesia. Therefore,

the researcher interested to analyze denotative and connotative meaning in advertisement of new axe provoke by using Barthes's theory.

There are several previous studies that have investigated in the same field, semiotics. The first was Janah (2007) who focused on "Image of Women In Radio Ads (Analisa Semiotik Iklan Srongpas Ginseng Dan Pasama)". In this study she investigated the image of women that lead to patriarchy ideology that also intersect with Saussure's theory. In that study, found that the ads of Srongpas Ginseng dan Pasama, women still hold a long tradition that woman as sexual objects, and in the ad is found that there are three images of women. First pilal image, here women are described as a side who manages a household. Second peraduan image, where women are consider as an expansion object of men. And the third image peinggang, here women do not have right to get education, because the duty of women is in the kitchen.

The second was Triandjojo (2008) who fcused on "Semiotika Iklan Mobil Di Media Cetak Indonesia". In this study, she investigated figurative language or rhetoric and power relation which is built in print media. In that study, found variety of figurative language sign and also power relation in print media. In this research shows variety of sign including signifier and signified, denotation and connotation, icon, indecs and symbol, and 88 figurative languages.

The third was Rokhimah (2009) who focused on "*The Metaphors In William Wordsworth's Poems Based On Riffaterre's Semiotic Theory*". In this study he investigated the metaphorical expression and the meaning of metaphorical expression

found in William Wordsworth's poems dealing with the lower class societies. In that study, found that the predicative metaphor is the dominant kind of metaphor that is found in the poems. In understanding the meaning of the poems, they (the poems) deal with the hierarchy human space perception; being, cosmos, energy, substantial, terrestrial, object, living, animate, and human. The result in this case is dominated by the "object" as one kind of the hierarchy human space perceptions.

The fourth was Nusa (2011) who focused on " *Analisis Semiotika Makna Pesan Iklan Air Minum Dalam Kemasan Aqua Versi "Sumber Air Su Dekat" Di Media Televisi* ". In this study he investigated the Meaning Message Advertising Bottled of AQUA Drinking Water Version "Sumber Air Su Dekat" On Television using Saussure's theory. In that study, found that the message of AQUA Company Advertisement is give the impression to the people that really matter to form AQUA; health and assist in clean water delivery infrastructure.

The last was Widianingrum (2012) who focused on "*Rasisme Dalam Film Fitna (Analisis Semiotika Rasisme Di Dalam Film Fitna)*". In this study she investigated how the symbols are used as a means of depiction of racism in the slander film and to know message which is conveyed to the audience in the film slander. In that study, found that the slander film raises some attitudes, behaviors, and racism. Construction of the actions or attitudes of racism appear in the scenes footage of each scene in the movie itself or the writings of the ideas presented by the filmmaker Wilders (2008).

In the first previous study, the researcher investigated the image of women that lead to patriarchy ideology using Barthes's theory (1964). Second, the researcher investigated the signification found in advertisement car in print media advertisement (1916). Third, the researcher used Riffaterre's Semiotic Theory (1959) to investigate meaning found in poems of Wordsworth (1770-1850). Fourth, the researcher, investigated signification of water advertisement, in this research researcher used Saussure's theory (1916). The last researcher use Barthes's theory (2007) to find the meaning behind the racism in film. The difference between my research and previous research is some researches above used Saussure, Barthes, and Riffaterre's theory to find the second level of meaning. In this research, the researcher uses the different theory. In this research, the researcher wants to find the use of semiotic in new axe provoke advertisement "even goddesses will fall" version and also researcher wants to investigate the effectiveness of new axe provoke advertisement "even goddesses will fall" version presented on television.

That is why this research is very important to conduct as a starting point to understand the linguistic phenomenon in society thorough media. The researcher wants to conduct this research by title "Semiotic Analysis on The Advertisement of New Axe Provoke (even Goddesses will fall) version".

1.2. Statement of the Problem

Based on the background of the study above, this research is undertaken to answer the following questions:

1. What is the denotative meaning of New Axe Provoke advertisement (Even Goddesses Will Fall) version presented on private television?
2. What is the connotative meaning of New Axe Provoke advertisement (Even Goddesses Will Fall) version presented on private television?

1.3 Objectives of Study

Based on the problem statements above, the objectives of this study are:

1. To know the denotative meaning of New Axe Provoke advertisement (Even Goddesses Will Fall) version presented on private television
2. To know the connotative meaning of New Axe Provoke advertisement (Even Goddesses Will Fall) version presented on private television

1.4. Significance of the Study

The result of this study is expected to be able to broaden the theoretical perspective on semiotics of New Axe Provoke advertisement (even Goddesses will fall) version. This study can depict how advertiser influences the interest of consumers to the product through words. Therefore the focus of this study is investigating the meaning behind the advertisement that is used by the advertiser to promote the product by advertisement.

Practical perspective, through semiotics of New Axe Provoke advertisement (even Goddesses will fall) version will be very useful in providing empirical findings on semiotics area especially on meaning. The finding of this study can give clues to the future researchers who follow up this research.

1.5. Scope and Limitation

The researcher intends to analyze denotative and connotative meaning existed in the advertisement of New Axe Provoke Even Goddesses will fall version using Barthes's theory (denotative and connotative). The limitation of this research is that the researcher tries to explain the only two part of Barthes's theory, they are: denotative and connotative meaning.

1.6. Definiton of Key Terms

1. Denotative is literal meaning which is agreed by whole of culture member (Barthes in Malik, 2009).
2. Connotative is meaning which is resulted with relation between signifier and culture widely which involve belief, habits, framework and ideology of a social formation (Barthes in Malik, 2009).
3. Sign is all of everything about signal, picture, sound, gesture, object or anything that represent something else beside itself (Danesi, 2010: 7). As long as that thing for its user has another meaning, it calls with sign.
4. Advertisement is a form of communication no personal activities which is conveyed thorough media including message and persuasive. (Dunn and

Bardan in Widyatama, 2011: 28). If that activity in a form communication, although has message but done personally, it cannot be called advertisement, but personal selling.

5. New Axe Provoke Is a mark of perfumes distributing in Indonesia and shaded by PT. Unilever Indonesia.

1.7 Research Method

This chapter provide the research methods that which involve research design, data source, data collection, and data analysis.

1.7.1 Research Design

In interpreting the ad of New Axe Provoke perfume, the researcher uses qualitative method because in this research, the researcher does not need the number of population or sample. So, the appropriate method to analyze and report the result of research is using qualitative research. By using this method, the researcher looks for all the data are needed, and then it collects to be specific one.

This research focuses on semiotics, where semiotics is a science that study about sign in an object existing around society. The researcher wants to investigate the meaning of messages from picture of New Axe Provoke perfume advertisement.

1.7.2 Data Sources

The data of this research are movie of New Axe Provoke advertisement (even Goddesses will fall) version. For this aim, the researcher obtains the data from

advertisement of New Axe Provoke (even Goddesses will fall) version on internet. In this advertisement the researcher take 9 samples to analyze based on Barthes's theory.

1.7.3 Data Collection

There are some step which is done by the researcher in collecting the data. The first is downloading the advertisement from YouTube. The second, the researcher watched the movie of new axe provoke advertisement. The third, the researcher chose the segments which can answer the problems in this research.

1.7.4 Data Analysis

The data of this research are analyzed by using theory of Roland Barthes, denotative and connotative. At this part, the data which will be analyzed is the gesture or body language of the advertisement actor. There are some steps in analyzing this data. The first step is describing the advertisement of New Axe provoke perfume. The second, the researcher analyzes denotative meaning of advertisement based on the theory of Roland Barthes. The third, the researcher analyzes connotative meaning of advertisement based on the theory of Roland Barthes. The last, is depict conclusion based on the result of analysis.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher explains several theories related to the study, these theories include the definition of semiotic, sign, verbal and nonverbal sign, models of the theory, denotation and connotation, advertisement and, advertisement of new axe provoke “even goddesses will fall” version.

2.1. Semiotics

Semiotics deals with everything that could be seen as a sign. If something does not indicate or represent something else, something that is not a sign and it means nothing. So the Eco (2009: 7) defines the principle that semiotics is the discipline that examines all things that can be used to lie. If something cannot be used to express a lie, it is something that cannot be used to express the truth, and clearly something that does not mean anything.

Exactly presumably, as suggested by the experts semiotic, that semiotics is the study of signs. The word "Semiotics" basically is derived from the Greek 'Semion', or 'Seme', an interpreter of sign. Signs can be found everywhere, because the sign can be found in a variety of ways. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects (Chandler, 2007: 2).

The statement above is supported by Danesi (2002: 28) When we gesture, talk, write, read, watch a TV program, listen to music, or look at a painting, we are engaged in sign-based behavior. So that is exactly when Saussure (1959: 16) says that

semiotics is the study of signs of life in the community. So, from statement above, the sign including in semiotics is object and the activity which source and exist around society.

While pierce (1931, cited in Chandler 2007: 3) says that semiotic is the formal doctrine of sign, which is related to logic. In understanding of semiotic definition above, that semiotics is a discipline and methods of analysis to examine the signs that consists of an object to know the meaning in those objects. In short, the researcher analyzes the advertisement by using Roland Barthes Theory, denotation and connotation.

Semiotics can be seen in all aspects of a culture and phenomenon as a sign is like language, body language, gestures, dress, behavior, hairdressing, and the type of house, car and others. In view Zeost (in Tinarbuko, 2009: 12), everything that can be observed or observed to be called a sign made. For example, there was a man walking in front of us with staggering force. Staggering is a limp gesture and without power. When someone walks staggering, other people can appear any kinds of interpretation. One can think he was drunk, one thought he was acting, and one thought that the disease was relapsing. Such is semiotics.

In other words, semiotics is the study about sign. Semiotic is the way or method to analyze signs found around us. And the object of semiotic is sign, where sign can be found in everywhere. In short, semiotics can be used to interpret the world and all that in them is as signs from God.

2.2. Sign

In doing daily activities, human cannot be free from communication activity. Human communicates with others using both verbal and nonverbal language. Verbal and nonverbal language which is used by people is a form of expression coming from their mind. That is why Shaumyan (1987: 2) stated that language is a system of signs used as an instrument of communication and an instrument of the expression of thought. For instance, there is someone or some people who walk wearing uniform, it is clearly communicates to other, that someone or some people is a community of student. Another example, in the t-intersection, sometimes found traffic lamp. The first lamp is red, it means signifying to drivers to stop. Yellow lamp means remind the drivers to get ready, and the last is green lamp means in order to drove. It is the form of sign communication, most people do not aware it.

Actually, the concept of sign is quiet simple. Danesi (2010: 10) defines that sign is anything that represents someone or something else in capacity or definite view. Such as word “red”, conventionally mark the meaning of bravery, spirit, and anger. This thing which is considered sign represent something else, but word “red” will not have any meaning if it is not interpreted to the something else. Like Morris said in Eco(2009: 22) something can be sign because of it is interpreted as s sign by several interpreter.

According to chandler (2007: 2) in a semiotic sense, signs take the form of words, images, sounds, gestures and objects. It means that signs are everywhere. Sign will have meaning if we interpret it represent other, as Pierce (cited in Chandler,

2007) states that nothing is called a sign except it is interpreted as a sign. Anything can be sign as long as there is one or community who interprets it referring to something other than itself.

The world semiotics cannot be free from two contributors the development of *Semiotician*: Ferdinand de Saussure, the world greatest Swiss linguists and Charles Sanders Pierce, the American Pragmatist philosopher and logician.

In short, sign is everything that indicates or represents something else. As long as an object indicates or represents something besides itself; it means that the object can be called as a sign. If something do not represent something else; it cannot be call as a sign, it means nothing. Thereby, semiotics can be seen in all aspects of a culture and phenomenon as a sign is like language, body language, gestures, dress, behavior, hairdressing, and the type of house, car and others.

2.2.1 Verbal and Nonverbal Sign

There are two kinds of communication which is used on the world, verbal and nonverbal communication. Verbal communication is communication that is produced with the tool of speech like words. Nonverbal communication is communication which uses beside tool of speech. So when we are communicating by using verbal communication or words, it means that we are communicating in which characteristics verbal. But when we see dumb people communicate, the will not be able to use their tool of speech, they just use signs to communicate, that is gesture,

especially on finger. The form of that communication is named nonverbal communication

So there are two signs that are created by human for them to communicate verbal and nonverbal signs. According Sobur (2004: 122), verbal sign is a sign produced by speech synthesizers, while the nonverbal sign is a sign that generated not through speech synthesizers that are not words. Verbal sign is not just a simple sign; according to Danesi (2010: 151) verbal sign has two important functions, functions mystical and economizing functions. Mystical function or functions of latent perception that the words used have the primordial mystical powers. For example, in the religion of Islam, every Friday, the Islamic hold Friday prayers. In this ritual, there is a sermon preached by the preacher in the pulpit. Then in another ritual, the Muslims in various regions in Indonesia held tahlilan, and a variety of other activities that rely on speech, or verbal communication. The use of language in ritual is not intended to create new meanings, but to reinforce the traditional meaning and, therefore ensuring cultural cohesion. Community can come together because of verbal utterances like that.

The strongest of verbal communication is not simple. From some of traditional Inuit ethnic, an individual will not say their name, it is caused this stupid action will break magic safe mantra which participate that name. According to Espes Brown in Danesi (2010: 151): “the fact is that when we create words, we use our own breath, and for society this tradition breath is keyed to the basis of life, breath is the

life itself, so, if a word bear from the basis of pure breath, this case will give pure dimension to said word.”

The second function is also called economization. In this function, message will be constructed and sent economically, done with the simplest way. It means, the more often a word or phrase is used, the more maybe its quidproquo. This economic verbal function can be met by us in backtalk of social net. For instance, facebook. In Indonesian language, especially informal language, the sentence “gak pake lama” shortened “EGP”, and so on. In other word, verbal sign is not only word, but also verbal sign can change a community of culture.

Nonverbal sign according to Sobur can be in the form of, i) sign which uses body part, that it is followed with symbol, such as “Mari!”; ii) sign from sound, such as whistle, or chiming ssst... it means calling someone; iii) sign that can be created by people to save time, energy, and keep secret, for example a traffic signs, flag, trumpet; iv) the this that has culture meaning, for example young betel nut which signify meat, Gambier signify blood, coconut seedlings signify that the bride and groom must conducive many benefits for together and around nature. Those sign are the sign that have culture and ritual meaning from Gorontalo community

As well as the words, most of nonverbal sign is not also universal. For the Batak tribe, for example, saltpeter in eating time is good, this case signify that the food that is being eating has a good taste. But it is not the same as the Javanese

especially eastern Java. Saltpeter is not very good action. Saltpeter for east Java People is equal derisive host, or insult host. It is nonverbal sign which is not universal, depend on subject. For example, for people who are in love, wink eye next section, either right or left side, this sign suggests seduce. But in military world, wink eye either right or left side that it suggests to get ready.

From the discussion above, it can be concluded that verbal sign is a sign resulted by speech synthesizers, while the nonverbal sign is a sign that resulted not through speech synthesizers that are not words. Either verbal or non verbal sign must have meaning, and the meaning of that sign is taken totally of whole words and whole of sign besides words. And the meaning of verbal and nonverbal sign is subjective; based on the experience of interpreter or culture.

2.3. Semiotic Model of Saussure

According to Saussure, every sign of linguistics basically stating a concept and a sound image, not states something by name. A sound which appear from a word uttered is signifier, while its concept is signified. These two elements cannot be separated at all. Saussure In “*Course of General linguistics*” (2005: 66) also stated that:

“A linguistics sign is not a link between a thing and a name, but between a concept (signified) and a sound pattern (signifier). The sound pattern is not actually a sound; for a sound is something physical. A pattern is the hearer’s physiological impression of sound, as given to him by evidence of the sense. This sound pattern may be called a ‘material’ element only in that it is the representation of our sensory impression. The sound pattern may thus be

distinguished from the other element associated with it in a linguistics sign. This other element is generally of a more abstract kind: the concept”.

Signifier is viewed as a form of physical can be known thorough architecture work, while signified is viewed as a meaning expressed by concept, function and or value which contain in a architecture work. The existence of semiotics is relation between signifier and signified based convention; it is usually called as signification. Signification of semiotics is sign system that study about relation of sign element in a system based on rule or certain convention.

According to Saussure, the sign consists of: The sounds and images, called the signifier, and concepts of the sounds and images, called the signified. In communicating, someone used sign to send meaning about an object and other will interpret it. Object for Saussure is called “referent”. Almost similar with Pierce who call it as interpretant for signified and object for signifier, the difference, Saussure used “object” as referent and call it as addition element in signification process. For example, when someone say the word “dog” (signifier) with curse tone, it means as a bad luck sign (signified). That, according to Saussure, signifier and signified are oneness, cannot be separated, like two side of a piece of paper (Sobur, 2006).

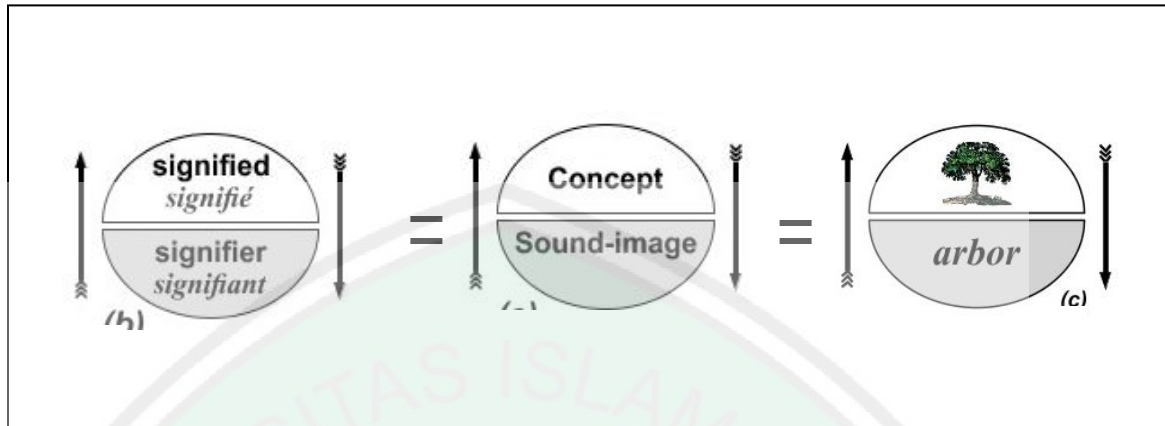


Figure –Saussure’s model of sign

In the model of sign proposed by Saussure, sign is whole appearing from combination between signifier and signified. The relation between signifier and signified is called with the term ‘signification’.

As mentioned in the first, Saussure think signifier as a sound pattern, but Saussure think writing as skunder sign system that is different. In writing, Saussure has a notion that capital ‘t’, is *signifier* which represent a sound in primer sign system of language. Thus, the word written is representation of sound, and it is not a concept.

In other side, *signified* in concept of Saussure viewed as mental construction, a concept that exists in though. It not a thing or matter, but it is an idea that exist in though. Attractive example that we can take which is heard to us, not directly we pay out our hand to shake hand with Him, but more tend to think about his self. Thus, this understanding tends will close to argumentation that languages shape our perception about world. That understanding will support us to come in conclusion that between

signifier and *signified* in the sign model of Saussure is most structural and relational, not referential.

2.4. Semiotic Roland Barthes

In a different book, Kris Budiman explains the level of signification through the approach of Roland Barthes's semiotic. This semiotic approach particularly directed to the kinds of speech which is called by Barthes as a myth, which marking out with the existence of a signification level called with *the second order semiological system*. In the language level, it is called *the first order semiological system*, signifiers which relating with signified can result a new sign. Then, signs which is in *the first order semiological system* in turn only becoming signifiers relating with signified in *the second order semiological system*. In *the second order semiological system* then appears something that is called as a myth. The explanation of it can be seen this map,

1. Signifier	2. Signified
3. Denotative Sign	
4. Connotative Signifier	5. Connotative Signified
6. Connotative sign	

Sign Map of Roland Barthes's Theory

This signification process is called denotation and connotation (Budiman in Sabatari, p4). In semiotic, denotation and connotation meaning hold a very important role where from this meaning can be found its myth. Denotation meaning is directive;

it means the particular meaning which is in a sign or description of a signified. While connotation meaning is explicit meaning; meaning that is got from explicit culture in its envelopment, namely the meaning which contain in it (Berger in Sabatari, p4).

2.4.1. Myth of Roland Barthes

Book of Roland Barthes *Mythologies* consist of two chapters, those are: (1) “*Mythologies*”, and (2) “*Myth Today*”. In this book Barthes did not discussed about mysterious incident at all which relate to the supernatural world. In that book is not also revealed the history of Yunani Idol, like Zeus, Hercules, and Olympus, and others, or the series of Troya War as told in Iliad and Odiseus which is much known not only by Europe people but also part of this world including Indonesia. Barthes is not at all talked about legendary personage of mystical in the past.

Roland Barthes in his book titled *Mythology* (1957: 107) *that myth is a system of communication, that it is a message. This allows one to perceive that myth cannot possibly be an object, a concept, or an idea; it is a mode of signification, a form.* In his explanation, myth is meaning behind an object which is talked about, it is not a concept or idea, but it is myth; meaning behind an object a concept or idea. That is why Barthes previously said that myth is a communication system, signifying a communication process, which is implicit or out of conscious.

Myth is a form of meaning or utterance that mast be convinced its rightness but it cannot be proved. Myth is not a concept or idea but it is a way of giving meaning. Etymologically, myth is a kind of utterance; of course it is not any of

utterance. One thing that has to be paid attention that myth is a communication system, namely a message. So, anything can be said as myth as long as representing or conveying a message. For instance word “tree”, physically tree is tree, but implicitly, through unconscious way, tree saves a meaning or aim for its speaker. It means, tree can be uttered by people in any kind of version and can have large meaning that not all people realize it.

What is said by myth is important; it gives camouflage if it is added together with myth. Myth emphasizes what have to be said, but it is not a falsehood or deceit, more appropriate that is deflection. In myth which is created does not hide something at all, just conveying something through ideology. That is why, in uncovering myth of an object must be done observation or contemplation deeply.

In short, mythology or myth is a system of communication that has message. Mythology can be in the form of meaning or utterance that must be convinced its rightness but it cannot be proved. But it cannot be said as a concept or idea, it just as a way of interpreting meaning. In essential, myth is everything that has representation modus. In such way that the success of myth on an object will seem if something that is conveyed looks naturally, not realized by many people .

2.4.2. Denotation and Connotation

2.4.1.1. Denotative

Barthes in Piliang (1999) explains, the denotative is signification level which describes the relationship between signifier and signified, or between the mark and

the reference to the reality, which generates explicit meaning, direct meaning, and definite meaning. Denotative meaning is also referred to as first order signification. Denotative is the most conventional signification level in society, namely the elements of sign in which meaning tend to be agreed socially.

Simply, the denotative is described as the meaning of words that do not contain additional feelings. So, it is called denotative. Denotative have some other term, such as referential meaning, the meaning of conceptual, or ideational meaning.

Meanwhile, according to Pierce in Noth (1995), denotative level is writing all the visual sign which exist. For example, there are images of humans, animals, trees, houses. The color is also noted, such as red, yellow, blue, white, and so on. At this step, only date information which is submitted. While Saussure identify that the denotative meanings is meaning which can be learned on the physical objects (anatomical principles, materials, functional). For example, the principles of anatomy, a snake, the snake anatomically will have a meaning that snakes are one of reptiles which does not have legs. And the meaning of snake will be agreed by all the people, because nature of denotative meaning is conventional.

In semiotics, denotation or the first level of signification provides an authentic relation between signifier and signified that are referred to the use of language in which the meanings are explicit, direct and literal (Piliang, 2003). Denotative meaning has a stable meaning, for instance denotative meaning of the word “cat”

always refers to a four-legged animal with fur. In an advertisement, denotation is what an image actually shows in immediate appearance instead of what it is assumed.

So, something that we see definitely denotative, connotative is what we see in the picture, in other words, the image itself raises denotation. Denotative in itself would be a connotation, and then connotative become denotative. When connotative of sign has been general used and understood as a definite meaning.

2.4.1.2. Connotative

Connotative is signification level which explains between signifier and signified which in both operates meaning that is not explicit, indirect and indefinite (opened for all interpretation) (Barthes in Sobur, 2006: viii). Connotative opens the possibility of broad interpretation. In general, the connotation has relation with personal experience or community speakers that react and give meaning emotive connotations e.g. smooth, rough / not, polite, pejorative, familiar, childhood, fun, scary, danger, calm, etc. This kind is not limited. The aim of this connotation dismantles hidden meanings.

For example, there is a picture *truncated triangular* then denotative of *truncated triangular* will be same *truncated triangular*. While connotative meaning is subjective, varieties, and depends on personal experience or culture. Thus, if there is a picture *truncated triangular*, someone may interpret it as a symbol of world conspiracy or Zionist etc. So, connotative emphasizes to interpretation, breaking off of everything which exist behind sign based on each experience.

Barthes create second order signification, which is formed when the signifier is associated with a variety of psychological aspects, such as feelings, emotions, or beliefs, which is called the connotative meaning. The purpose of the psychological signifier associated with this is, when someone saw a sign on the object, and then the sign has a meaning where the meaning has relation with feelings, beliefs and emotions at definite moment. Therefore, connotative meanings contained on a sign will not always be the same.

Connotative meanings include all suggestive significance of the symbol more than the referential meaning. According to Pierce, in connotative level, we read something's implied. For example, picture of smiling people, it can be interpreted as an expression of friendliness or happiness. But vice versa, smile could be interpreted as an expression of humiliation to someone. To understand connotative meaning, the other elements of which must be understood anyway.

Barthes explains in Malik (2009), in connotative level, meaning is resulted with relation between signifier and culture widely which involve belief, habits, framework and ideology of a social formation. In this level, subject signifies a sign based on what is in his or her mind, in the concept of Pierce; denotation in this case is located on subject view as definition of representment.

Connotative meaning can be subjective in the sense that there is a shift from the general meaning, namely denotative. That is why, connotative also can be said as

an emotion or feeling which is believed by a group of people. Thus, connotative can be a figurative of denotative itself or hidden meaning.

On the picture 2.1., we can see how the semiotic works in the denotative and connotative concept of Roland Barthes.



Picture 2.1.

Barthes said that denotative meaning is meaning which is resulted with the relation between signifier and signified. While connotative meaning is meaning which based on knowledge, experience, feeling, and culture of reader. In the scene above, we can see a picture of a chair and a stuck of money. On the scene just is found visual sign, a chair and a stuck of money. There is no verbal sign in the picture. From the visual sign of the picture is found denotative meaning, namely a chair upon which there is a pile of money. In connotative meaning, the picture has a meaning that if want to have much money, someone must have a position.

In connotative, the meaning of a chair has change, a chair has meaning “a position”. For example, the phenomenon which happen in culture of Indonesia, there

are many people who nominate their self as member of legislative. Their purpose become a member of legislative does not protect the society, but they want to get advantages which exist in that position. It is caused becoming a member of legislative will get many elegant life facilities from state, for instance the life facility in the form of house, car, allowances, etcetera. With all the advantages which exist in that position, who is not tempted, so there are many people who want to be a member of legislative. While, money picture on the chair is depict a result or salary which will be got because occupying a definite position. till the picture of a chair that is on it there is a pile of money is want to convey a message that there have been many people who abuse of office only for personal gain or group.

2.5. Advertisement

There are many ways which is done by many people to introduce their product. A product can be introduced to the public thorough media. The media which is used to introduce the product can be in the form of mass media or electronic media. Mass media, such as newspaper, magazine, and tabloid. Electronic Medias such as television and radio. Introducing or promoting a product by media is called advertisement. Dunn and Bardan in Widyatama (2011), define that advertisement is the form of non personal communication conveyed thorough media by paying a space used to convey a persuasive message. So, the process of promoting a product if done by only one not uses media to other, it cannot be called advertisement, it is called personal selling.

From definition above, advertisement is a way to promote a product by media. From that advertisement, we can find main purpose of advertisement is persuasive in order that consumer attract to the promoted product.

Besides having persuasive function, advertisement has some function according to Shimp (2003: 357), there are 5 functions of advertisement:

- 1) Informing, general function of advertisement is informative. Where from the advertisement, consumer can know that there is a new product offered by produsent.
- 2) Persuading, besides having informative function, advertisement also has persuasive function, tricking, seducing and actuating consumer. Advertisement which is effective is advertisement that is successful in persuading consumer till consumer attract to the offered thing.
- 3) Reminding, advertisement has also function in reminding consumer to the products that is advertised. It proposes in order to the mark of product or a name of the product stays fresh in mind of consumer. There are many things that can be reminded thorough advertisement, like make name, pack, number, size, cost, color, slogan, benefits, function, etc.
- 4) Adding value, advertisement can give Adding value on mark by persuading perception of consumer. The effective advertisement can make a product looks elegant, luxury, qualified, high class, and looks more superior then other.

- 5) Assisting, advertisement helps the in organization or company in distributing their product, and also as a tool of marketing communication. From here, company is able to clarify that its product is qualified and believable.

Thereby, what is called by advertisement is action or activity to promote a product by using media, either mass media or electronic media. The function of advertisement is to inform, persuade, remind, add value, and assisting, where all of those functions as a form of advertisement characteristic, persuasive. With the result that, an activity can be called a advertisement process if that activity is done by people using media and having one or more advertisement characteristic, if an advertisement activity is not done by using media; it cannot be called as an a advertisement process.

2.6. New Axe Provoke “Even Goddesses Will Fall” Version

Conventionally, a producer will explain about composition and benefits of its product. A perfume will not appear bad effect for wearing the perfume. Both men and woman perfume always offer attractive effect from opposite sex after using that perfume. It is always offered by the maker of perfume advertisement.

In the advertisement of perfume that often appears on television, especially men perfume, usually woman is a target of using perfume. As if without perfume, woman will not subject to the men. But in the advertisement of New Axe Provoke perfume, advertiser makes consumers feel more confident. In the advertisement, advertiser do not offer women again as an effect of using New Axe Provoke perfume,

but a different creature more than a woman, namely goddesses. If a man uses New Axe Provoke perfume, so goddesses will acquiesce in falling herself down from heaven to the earth just for enjoying the man who uses New Axe Provoke perfume. From New Axe Provoke perfume advertisement, advertiser had been successful changing the consumer perspective, that by using that perfume, a man will look more attractive and more enrapture from other in the eyes of woman.



CHAPTER III

FINDINGS AND DISCUSSION

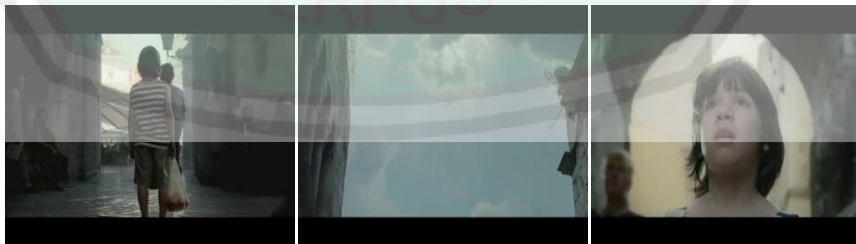
This chapter discusses the results of the data analysis that covers Denotative Meaning of New Axe Provoke Perfume and Connotative Meaning of New Axe Provoke Perfume.

3.1. Finding

3.1.1. Analyzing Denotative and Connotative Meaning of New Axe Provoke Perfume in.

The following is a part of scenes of new axe provoke advertisement. On this advertisement, researcher will describe denotative and connotative meaning in each scene, where denotative meaning is literal meaning or data information. Connotative meaning is hidden meaning of a sign, or it is also called a message which is found in a sign. To know denotative and connotative in each scenes, formerly the researcher analyze visual sign of this scene. See picture.

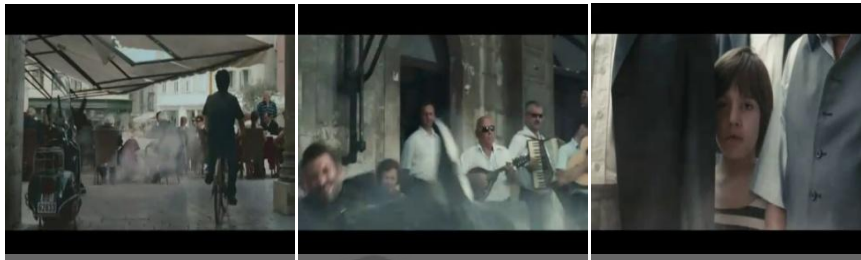
3.1.1.1 Datum 1



Scene 1

Scene2

Scene3



Scene 4

Scene 5

Scene 6



Scene 7

3.1.1.2. Analysis of Visual Text

- a. On the scene 1, there is a kid who wears streaky dress. He walks bringing a plastic bag and go in direction of building. When he is walking, he sees a magic object which falls from the sky. Generally, children always have a curiosity to the object what they do not know. Connotative of thin scene is that the kind is viewing a fallen object from the sky.
- b. On the scene 2, looks a bright and cloudy sky in the noon. On the bright sky, suddenly appears a magic object that is jumping down to the earth. According the people belief, an object which come down or fall down from the sky if the object in the form of humans, it means that is an angel, goddess, or fairy. But in this scene has not known what object has fall. The signification which appear from this is to build curiosity of the audience.

- c. On the scene 3, there is a kid who looks up to the sky. Face of the kid looks surprised. We know that children are always enthusiastic when they meet something's unique or something which they have never seen before. It is caused with their curiosity to something's new. Signification which is found from a kid who looks up to the sky with surprised face is what he sees is something what he has never seen before.
- d. On the scene 4, there is an object that falls right in crowd people. The object falls when people is enjoying a bright noon. It is different from usual, a figure of angel, fairy, or a goddess is a mysterious figure where not all people can see and watch her presence, although it has been not known what object has fallen. Signification of this scene is try to make audience turn thought that the fallen object is not a figure that will be present in this advertisement, namely is a goddess.
- e. On the scene 5, look a crowd people who crash till caused scattered dust around. Signification that appears from crashing people shows that the object fall down so hard.
- f. On the scene 6, the advertiser again and again represents a same kid like in previous scene. On the sidelines of the crowd there is kid who sees the object. Based on the kid expression, he wants to know. He watch the fallen object together with others people. Advertiser uses a kid on this scene to borrow his image. Signification which appear from this kid is make audience more curious.

- g. On the scene 7 is known by the people that the object that fell from the sky is a beautiful woman. She has long and curly hair, and her body is covered with bright sky. She falls right in crowd of people. Signification of goddess that fall right in crowd people is advertiser wants to introduce that a goddess is a beautiful creature.

3.1.1.3. Denotative analysis

Denotative meaning which is built from those 7 scenes depicts a condition in the time of a fallen goddess from the sky to the earth. The atmosphere is so calm. People are relaxing and enjoy the music which is played by street musicians. Suddenly, there is kid looks a fallen object from the sky. The object fall so hard and hit the land. Because it falls so hard, the street musician fall back from their seats. This accident make atmosphere noisy and people directly watch what is happening. Apparently, the fallen object is a goddess.

3.1.1.4. Connotative analysis

Based on the existing visual sign of the scenes above, found connotation that scene was created by the advertiser is to show and convince the audience that a goddess is really exist. Of the combination scenes above show that people are surprised and shocked, horrendous incident like this has never happened before. The presence of a goddess suddenly in the crowd is something that is very step once. As we know, the history of the existence of a goddess just appeared in the legend. Misalnya pada kepercayaan mesir kuno, dewi Hathor. Hathor adalah dewi cinta,

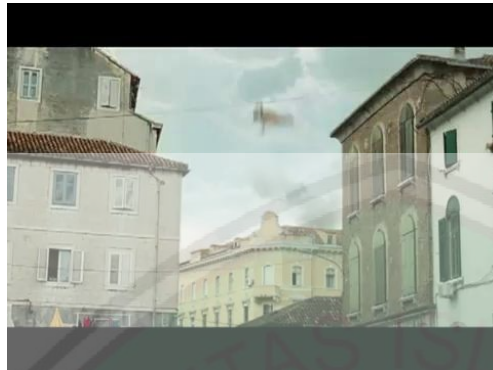
kecantikan dan kesuburan dalam kepercayaan Mesir kuno. Dewi Hathor juga dianggap sebagai ibu dari para dewi Mesir.

In the series of the scenes above, advertisers really want to present something different from the usual. In previous versions of the ad, there is no representation of women as other creatures, for example goddess. But in this ad, advertiser uses women as a representation of the goddess who falls from the sky. Representation of women as goddess, it is presented as a reward to consumers. It is used by advertisers in order to the audience interested in using their products.

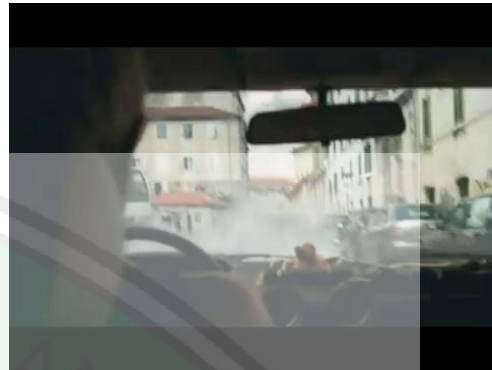
3.1.2. Analyzing Denotative and Connotative Meaning of New Axe Provoke Perfume.

The scenes below are the scenes of new axe provoke perfume. On this scene will be conducted analysis denotative and connotative meaning. Denotative meaning is the actual meaning or what is drawn from a data. While, connotative is hidden meaning, or meaning that not everyone has the same interpretation to a sign. To know denotative and connotative meaning of the scenes below, previously the researcher will analyze visual sign of these scenes.

3.1.2.1 Datum 2



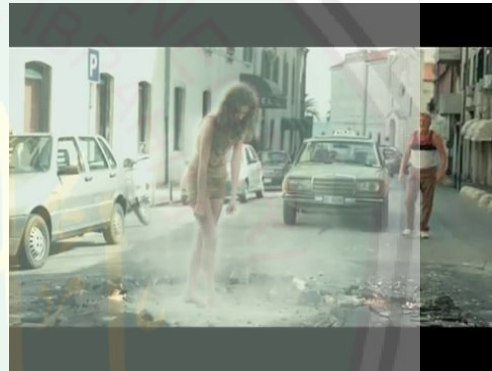
Scene 8



Scene 9



Scene 10



Scene 11

3.1.2.2. Visual Text Analysis

- a. On the scene 8, shows a bright noon, there is fallen object from the sky and it is looked from on building. Signification which appears from the building is that the object falls in the middle of the city, where there are many people. But in this scene has not known what object has fallen. Based on the condition this scene is created to make the audience if that object is an UFO or extraterrestrials that is believed coming from outer space, or it is also of meteorite fragments which is eroded and hit the earth.

- b. On the scene 9 and 10, depicted a car that stop suddenly because there are a fallen object right in front of that car. The object falls so hard till caused scattering dust. Signification which appear from these scenes is to make audience curious to what is happening. From this scenes producer wants to make something different.
- c. On the scene 11 is known that the fallen object is goddess. This case can be from physical appearance. The goddess is very beautiful, she has a long hair and her body is covered with light. Signification from this scene shows to the audience that goddess is a beautiful woman figure. Her body can afford a bright light.

3.1.2.3. Denotative Meaning

Denotative meaning of the scenes above is depict the process of goddesses fall down to the earth. On the bright sky, there is a fallen object. The object fall right in front of a car this is passing. The object fall down hardly till it causes the dust, it was so hard object fell, and asphalt where it slipped destroyed. It turns out that the fallen object is a goddess, with beautiful appearance and her body is covered with the light.

3.1.2.3. Connotative Meaning

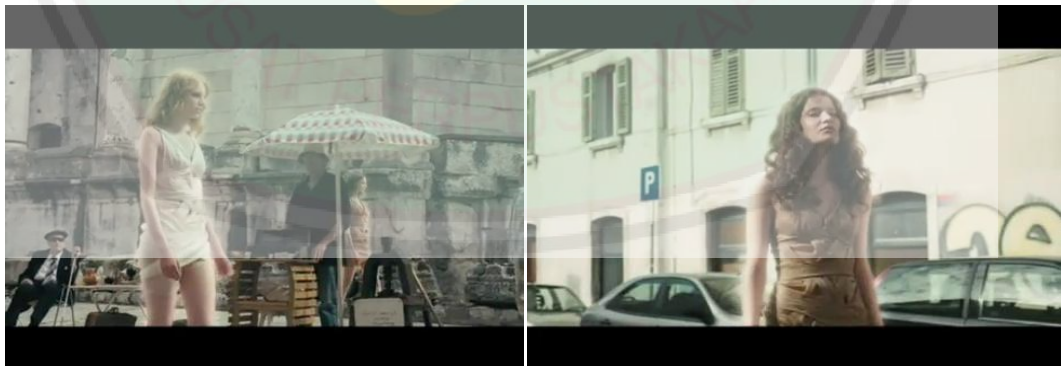
Connotative meaning of the scene above is advertiser wants to inform to the consumer that goddesses really exist. The figure of the goddesses is beautiful, and her body is covered with the light. The advertiser also wants to inform that the goddess is from the sky as told in legend. For example the legend of Greek, in the legend is

found stories about goddess. They are in the sky, and they also have definite duty, for instance, goddess Aphrodite. Goddess Aphrodite is the goddess of love and beauty. She goddess is often touted as the most beautiful goddess on land of gods, Olympus. The Goddess who has throne from clamshell is known reliable in helping human in finding the true love.

3.1.3. Analyzing Denotative and Connotative Meaning of New Axe Provoke Perfume.

These scenes below are a part of new axe provokes perfume advertisement. On these scenes, will be conducted denotative and connotative analysis. In denotative signification, signification based on social convention, it different from connotative. Connotative signification based on knowledge, experience, background, and the emotion of the reader. To know denotative and connotative meaning on scene below, previously researcher will do analysis in visual sign of the scenes.

3.1.3.1. Datum 3



Scene 12

Scene 13



Scene 14

3.1.3.2. Visual Text Analysis

- a. On the scene 12, looks goddesses pass in front of men. The goddesses have long hair, and their body is covered with light, they also have beautiful face. Signification which is existed in this scene is shows that goddesses are a very beautiful creature, till the men who see them are spellbound. This case is proved with physical appearance of the goddesses. It became something that is very wanted by men folk. The figure of goddesses is used by the producer to make audience imagination especially men folk assume that new axe provoke perfume can make womanhood seduced.
- b. On the scene 13 shows a goddess is walking in front of cars. She is very beautiful, she has a long hair and her body is covered with light. Her head looks up as if this expression describe that she smells an aromatic. Signification from this scene is that the goddesses are seduced with aromatic of something which make them willing to come down from the sky just for finding where the aromatic from is.

- c. On the scene 14, it turns out the goddesses are walking toward the man who uses new axe provoke perfume. The man is a usual man. It looks from motor which he rides, vespa. Signification which is found in this scene is showing to the audience especially men folk that new axe provoke perfume can change a usual man become a special man. This case is proved in the scene 1 and 2; the goddesses walk as if they are looking for a seductive smell. The aromatic is from the usual man who has uses new axe provoke perfume. Signification of this scene is try to convey a message that this perfume can change become an elegant man.

3.1.3.3. Denotative Meaning

Based on the signifiers which are contained in pieces of new axe provoke version “even goddesses will fall“ is found denotative meaning that those scenes depicts goddesses who is looking for a smell of new axe provoke perfume. They try to find where the smell is from. After they find it, it turns out the smell is from the man who uses new axe provoke perfume. From these scenes, producer tries to influence consumers by informing the strength of new axe provoke perfume, namely the fragrance which can make goddesses seduce.

3.1.3.4. Connotative Meaning

On connotative level, the scenes above convey a message that the new axe provoke perfume afford to make goddesses fall down to earth, just for fragrance. This can be seen from the action above; the goddesses suddenly fall down from the sky,

then after arrived on the earth they directly look for and where the good smell is from. It turns out that the good smell is from the man who uses new axe provoke perfume. The scenes above depict as if the goddesses willing to sacrifice just for the fragrance.

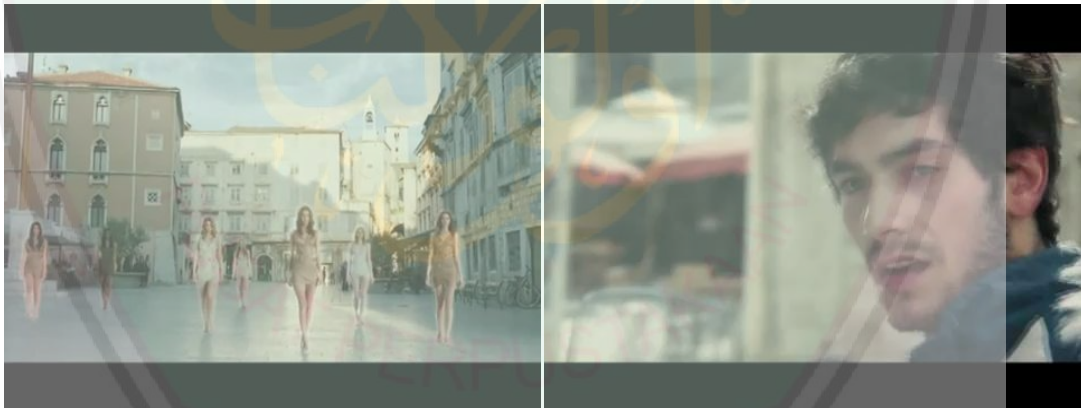
At the present, there are many women sacrifice for men who they love. There is who sacrifice her wealth, there is who sacrifice her parents, there is who sacrifice her education, and even there is who sacrifice her soul. All these are done just for love. This phenomenon which is brought into an advertisement by producer, advertiser represents goddesses as women who willing to sacrifice for men they want and falling down to the earth is a form of their sacrifice. These scenes are made to create an assumption of the consumer, especially men folk that new axe provoke perfume can make women surrender and sacrifice for men.

The reward which is offered by producers is not half-hearted. In the scenes offer that the user of new axe provoke perfume will look interesting although only with scooter. This is depicted from the scenes above, goddesses interest to the usual man who rides scooter. This phenomenon is true, although a man who is wanted by women is a handsome and athletic man, but it is not always be main choice for women. The most important for women is the man who can give comfortable for their, and the man that can give comfortable is describe with a figure who uses new axe provoke perfume. The point is the fragrance of new axe provoke perfume is very seduce, because it can make them feel comfort.

3.1.4. Analyzing Denotative and Connotative Meaning of New Axe Provoke Perfume.

The following is the scenes of new axe provoke perfume. On this scenes will be conducted analysis on denotative and connotative meaning. On the signification process of denotative just happen once, because denotative signification is signification to know data information. While, in connotative signification happen many times, because connotative signification needs experience, knowledge, culture, and feeling of the reader, so that meaning which exist will be different from each the reader. To find denotative and connotative meaning of the scenes below, previously the researcher will analyze visual sign in each scene.

3.1.4.1. Datum 4



Scene 15

Scene 16



Scene 17

3.1.4.2. Visual Text Analysis

- a. On the scene 15, looked goddesses who walk together. They walk like a catwalk model. Their hair is long, their body is high and sexy, and they have very beautiful faces. This case connoted that the goddesses area perfect and seductive creature. This image which is used to influence the assumption of audience, especially men folk that goddesses is beautiful and perfect creature. According to the beliefs of ancient Greek society, the figure of goddesses is very beautiful and perfect creature. Goddesses Freya for example, in ancient European legend or the Vikings, the goddess Freya highly regarded as a symbol of love and beauty. Ancient European girls are often appealed to the goddess whose face is very enchanting as a fairy would give them a little of her beauty. The figure of goddesses just can be enjoyed in legend, till now nobody who has ever met them. From this phenomenon, producer indirectly wants to influence the audience that especially men folk that using perfume can invite goddesses for you.

- b. On the scene 16, there is depicted a usual man who is shocked seeing a group of goddesses come closer to him. This case can be seen from expression of the man. Signification of this scene is try to convince audience that the reward which is offered in this ad is right. Perfume users do not to be worried and must believe that this perfume is qualified.
- c. On the scene 17, goddesses come closer the man who uses new axe provoke perfume. Not half-hearted, a group of goddess closes him. The figures of goddesses as a reward or effect that will be got if using new axe provoke perfume. This can is shown with arrival of goddesses sudden to the earth. After arriving on the earth, they come closer directly to the man. It is not like told in legend, goddess Freya for example, she is given a duty to give love for human in other that human compassion and love each other. But it s different from reality, a goddess who must give loves for human instead subjected and praising the man who uses new axe provoke perfume. Signification of this scene is this perfume is qualified, till can conquer goddesses.

3.1.4.3. Denotative Meaning

On denotative level, these scenes depict place where goddesses assemble, exactly in the middle of town. This can be seen from buildings which become background of these scenes. On the scenes, there are seven goddesses who walk together. They walk toward a man who uses new axe provoke perfume. The man is surprised seeing seven goddesses come him closer. Action of the scenes above is used

by producers to strengthen the strength of the product, and with this scene, the producers also influences consumer in order to consider and buy their product.

3.1.4.4 Connotative Meaning

Connotative meaning which is found from the above is want to show to the consumer that new axe provoke perfume is very qualified. It can make goddesses surrender to you. This can be seen that the goddesses walk together, they come closer to the man who uses new axe provoke perfume. They come just for one reason, they interest to the perfume.

If we see on real world, there is a right thing on the scenes above, namely women like fragrance, moreover very smelly fragrances. But, it is not necessarily the fragrance which is used by men can make women surrender to the men. To conquer women, a man must have special ability, it not enough just with fragrance. A man is demanded to be able to seduce and praise the women's heart. So, the fragrance is just as a complement.

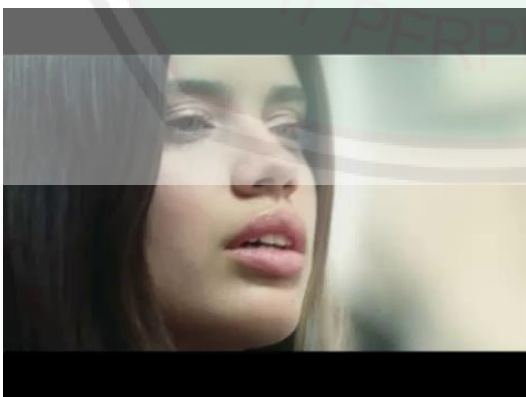
In Indonesia, fragrance is only for complement, but fragrance has a very important role in a relation between man and woman. In Indonesia has two seasons, summer and rainy. In summer, the weather must be hot and very easy for people sweat. And usually sweat can make bad smell on body. Bad smell do not make people feels comfort, moreover for women. It can be solved with fragrance. Fragrance affords to create comfortable for women. If a man is bad smell, women will be difficult to feel comfort beside them.

So basically, although fragrance is not main factor for men to conquer woman, but it afford to make women feels comfort. Fragrance will also save body from bad smell, especially men. So that, by using fragrance makes men easier to conquer women.

3.1.5. Analyzing Denotative and Connotative Meaning of New Axe Provoke Perfume.

The following scenes are the scenes of part new axe provoke perfume advertisement. At this level, the researcher will dismantle denotative and connotative meaning of those scenes. Denotative meaning is the literal meaning, or data information on a sign. While the connotative meaning is the hidden meaning of a sign, and to find the connotative meaning, a reader demanded to use the experience, knowledge, culture and feeling of, in order to explore the message behind a sign. In exploring the denotative and connotative meanings from the scene, previously researcher analyzes the visual sign of these scenes.

3.1.5.1. Datum 5



Scene 18



Scene 19



Scene 20

3.1.5.2. Visual Text Analysis

- a. On these scene 18 and 19, in the first scene there is a goddess who inhales the aromatic smell of man that uses new axe provoke perfume. And the second scene there is a goddess who looks at the man sharply. The expression of two goddesses is show that they enjoy and interest to the man who uses New Axe Provoke perfume. Signification of these scene is the good smell of new axe provoke perfume is very seductive. The anxiety of those goddesses as if becomes a proof of reward which is offered by producers. The consumers do not need to be worry, all the effect will be got by you.
- b. On the Scene 20, this scene depicts condition as on the real world. Women like good smell which exists in men. But not all women like it because various reasons. There is aromatic perfume which is very overpowering and there is a usual, but the aromatic of usual perfume cannot stand in a long time. From this social phenomenon, the producers of perfume introduce their new product “new axe provoke even goddesses will fall”, with new variant this

perfume will help you to conquer women. Figure of goddesses which is used in this scene is to show the quality of this perfume and convince the audience.

3.1.5.3. Denotative Meaning

At the denotative level, these scenes of new axe provoke perfume advertisement depicts the goddess's gaze to the man who uses new axe provoke perfume. They looked at him sharply. This scene is made by producers with the aim to deliver a reward, that consumer will get the same thing. Women will be tempted to the fragrance of new axe provoke perfume exist on your body. This scene is also a description of the reward which exist on a new axe provoke perfume.

3.1.5.4. Connotative Meaning

Connotative meaning which is depicted on those scenes is that the goddesses interests to the man who uses new axe provoke perfume. This can be seen from the goddesses' gaze. The goddesses are as representations of women on the real world who will interest and seduce to the man who uses new axe provoke perfume. Here, advertiser influences consumer with the strength of their product, new axe provoke perfume

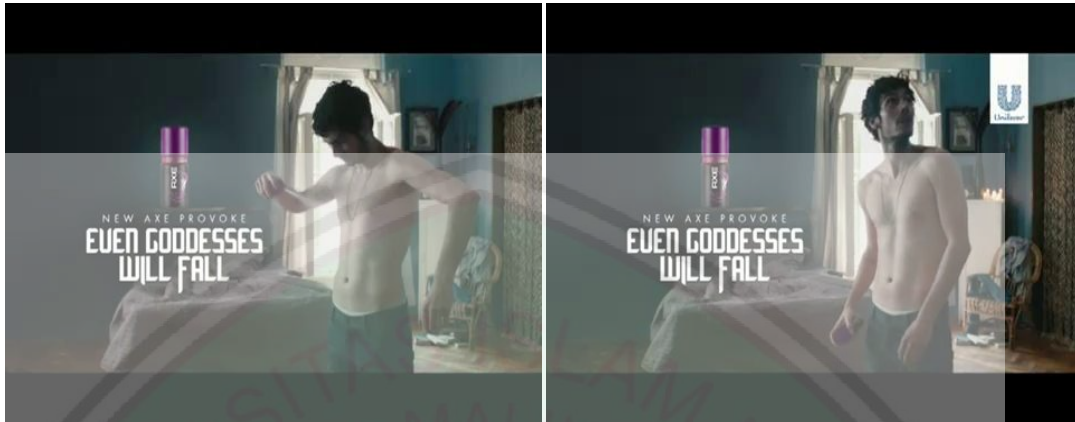
From this advertisement, producer offers a reward with the fragrance of new axe provoke, women will surrender. This reward will become a consideration for consumers to buy the product. Although, on the real world women like fragrance, this does not necessarily make them surrender. Fragrances is not the main thing for women, but the most important for them is personality of the man, good or not good

Many men who want beautiful women, but till the present are very seldom a usual man can conquer beautiful woman. This is caused by physical performance of men is not interesting, either from dressing style or handsomeness. They, men folk are not confidence to them as they are. Actually, what women want to men is not always based on physical performance or handsomeness. The things which can make women like men are if men can make women feel comfort. And one thing which can make women feels comfort is fragrance. From social phenomenon, producer try to offer their new product, new axe provoke perfume. This perfume afford making women feel comfort with its fragrance. This case is proved in previous scene, there are two women who surrenders with a usual man who uses new axe provoke perfume. Connotative meaning on these scenes is that this perfume is seductive for women, because with its fragrance make women feel comfort.

3.1.6. Analyzing Denotative and Connotative Meaning of New Axe Provoke Perfume.

These scenes below are part of the new axe provoke perfume advertisement even goddesses will fall version. These scenes below will be analyzed to find the denotative and connotative meanings. Connotative meaning is the meaning that is objective, in which all people have the same interpretations to a sign. Connotative meaning is subjective meaning, not everyone has the same interpretation of an object. This is caused the connotative meaning is based on experience, knowledge, and culture of the reader. To know the denotative and connotative meaning of the scenes below, previously researchers analyzed the visual signs on the following scene.

3.1.6.1. Datum 6



Scene 21

Scene 22



Scene 23

3.1.6.2. Visual Text Analysis

- a. On the scene 21, there is a man who is spraying new axe provoke perfume on his body. In this scene show how to use new axe provoke perfume. The way to use new axe provoke perfume is the same with other perfume, just spraying it on our body, and then the body will be aromatic. The signification that

appears from this scene is the producer wants to show that this perfume is very simple in using it, just spraying it then the aromatic can be enjoyed.

- b. On the scene 22 and 23, the man who sprays new axe provoke perfume is shocked hearing bluster after he sprayed it on her body. Then he watches bottle of new axe provoke perfume wonder. Signification that appear from these scenes is the producer wants to show that this perfume is very effective. This case is proved with bluster of goddesses who falls on the roof of man's room after he sprays that perfume.

3.1.6.3. Denotative Meaning

From the signified which exist in the scenes above have denotative meaning, namely producers shows how to use new axe provoke perfume, by spraying into the body. As well as producers inform consumers that the workings of the new axe provoke perfume so fast, with once spray, the goddess will come down for you. These advantages will be a consideration for consumers to use the new axe provokes perfume. With all the strength of this perfume, it would be easier for men to conquer women.

3.1.6.4. Connotative Meaning

Connotative meaning which is contained in the above scene depicts a man who is fascinated with the new axe provoke perfume due to the effects of the perfume so quickly. When he was spraying perfume, suddenly heard a roar from his tile room

which signifies, that a goddess has fallen down from the sky because the fragrance of the perfume on the man's body.

The model of a man who is used in this scene is to connote the target of producers, namely the youth. Generally, young people always want to look good in front of the public, especially in front of women. The attractive appearance can be described by the neatness of dress, and especially fragrance. Because the fragrance of all those who are near us will feel comfortable, especially women. Women love the fragrance, because fragrance makes them comfortable. Thus if a man neatly dressed and fragrant, it will be easier for men to conquer the hearts of women he wanted.

In the scene above, the producer uses the model of a man who is not so handsome, and also a man's body at the scene is also skinny. This connotes that axe perfume able to transform ordinary men to be special. Through the male model, the producer embed an assumption to the consumer to be man who is wanted by woman do not need to be handsome and athletic, just enough with perfume, then a man looks more than handsome and athletic.

The slogan "even goddesses will fall" is persuasive phrases which depict the strength of the New Axe Provoke perfume. One of the advantages offered by the manufacturer is able to make this perfume Goddesses subdued because fragrance. Then, the size of the letters in the slogan "even goddesses will fall" made it look bigger. This will give the sense that the perfume is important to try. With this slogan, the representation of the goddess would look real and real, so that the process of influence and convince consumers will be much younger.

CHAPTER IV

CONCLUSION AND SUGGESTIONS

This chapter presents two sub-parts, conclusion and suggestions. The first sub-part, conclusion, explain about the result of the analysis and the second sub-part, suggestions for next researchers.

4.1 Conclusion

Based on the result and discussion that have been presented in chapter III, the researcher found denotative and connotative meaning, and an ideology of advertisement of new axe provoke perfume version even goddesses will fall. From the connected signifier which is on the each scene, it can be conclude that the first level signification or denotative sign of this advertisement is producers influences the consumer by offering a reward if they use this product then the goddesses will came and closer to you.

From the connected signifier which is on the each scene, it can be conclude that the second level signification or connotative sign of this advertisement is offer a reward, convincing to the candidate of buyer that this perfume is very effective, just goddesses will fall from the sky even less women. It makes them more and more curious to buy and try it. Clearly, the message that wants to be conveyed in this advertisement is by using this product you will get everything.

From the connected connotative meaning built of each scene in the advertisement of new axe provoke perfume version even goddesses will fall, the researcher found a connotative meaning or hidden message in this advertisement. The connotative sign of this advertisement is an ideology, the ideology is masculine.

4.2 Suggestions

4.2.1 Suggestions for Academics

Semiotic is a knowledge which analyzes a meaning which is built from sign existing of an object. The result of that analysis is given shape into the form of interpretation. The result of semiotic can result a very various interpretation. Thereby, researcher's interpretation of advertisement of new axe provoke even goddesses will fall version is one of signification among thousands of signification. So, it is hoped to next researcher who wants to research in the same field, semiotic, can do research on the same object that it is possible finding different interpretation result as a comparator. Thus, it can enlarge our knowledge and view of meaning to an object.

4.2.2 Suggestions for Society

Remembering rivalry among products tight, the advertisers also more and more creative in creating the advertisement, many ways are allowed in creating the advertisement for finding the attention from consumers. This case can change perception and view of consumers about ideology offered by the advertiser, especially the in Indonesia. Masculinity ideology in Indonesia truly is a man who is valiant, hard worker, polite, and not keeps silence in getting their willing. But, in this perfume advertisement is

vice versa with the true masculinity ideology found in Indonesia. So, as devotee of entertainment media must be selective and careful in pervade the meaning and message of an advertisement, because ads is create to get definite purpose and importance, thus we can avoid product manipulation of ads.



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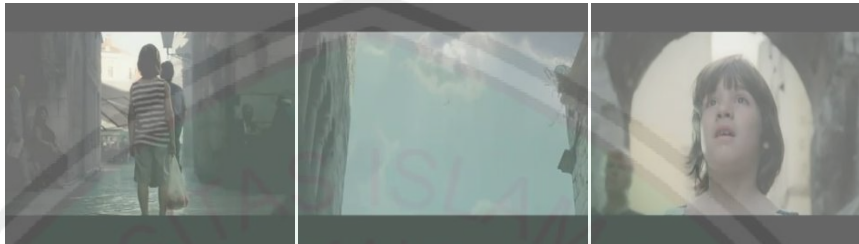
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APPENDIXES

**THE SCENE OF NEW AXE PROVOKE ADVERTISEMENT EVEN
GODDESSES WILL FALL**

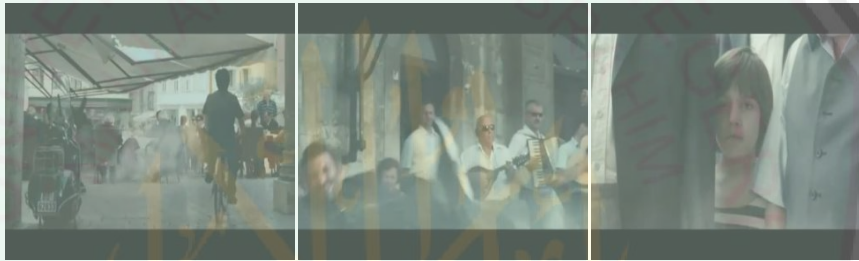
Picture 1



Scene 1

Scene 2

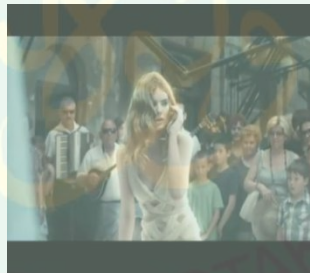
Scene 3



Scene 4

Scene 5

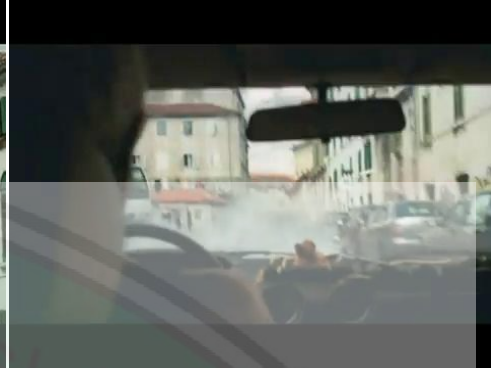
Scene 6



Picture 2



Scene 8



Scene 9



Scene 10

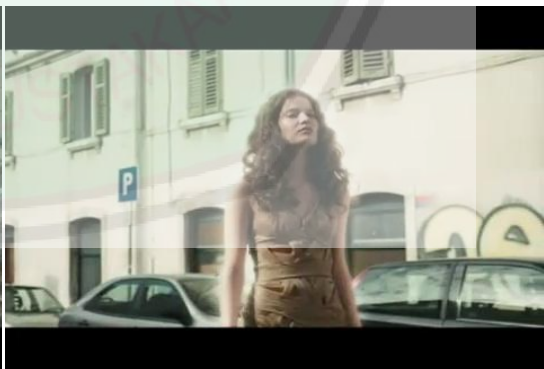


Scene 11

Picture 3



Scene 12



Scene 13



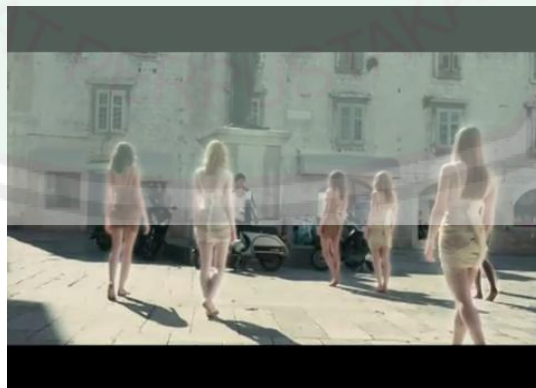
Scene 14

Picture 4



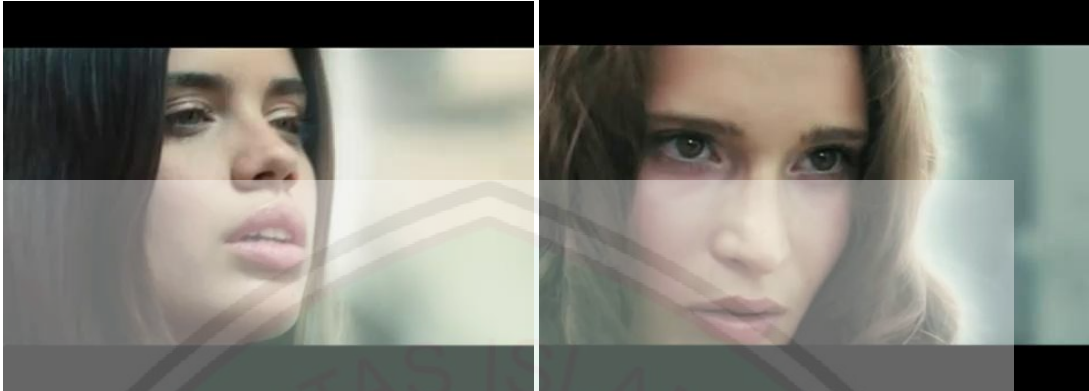
Scene 15

Scene 16



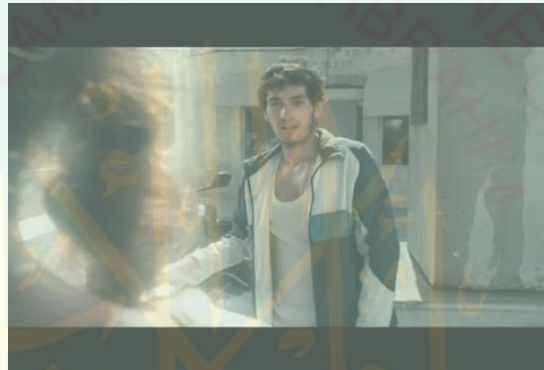
Scene 17

Picture 5



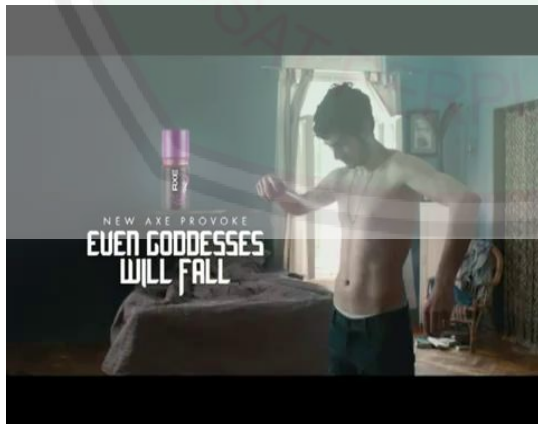
Scene 18

Scene 19

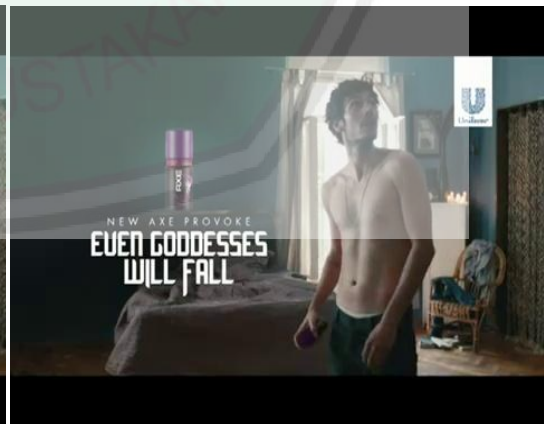


Scene 20

Picture 6



Scene 21



Scene 22



Scene 23





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Even Goddesses Will Fall*
Thesis Advisor : Drs. H. Langgeng Budianto, M.Ed.

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2	22th of March 2013	Acc of Proposal	2.
3	18th of April 2013	Proposal Seminar	3.
4	01th of May 2013	Submission of chapter I and II	4.
5	25th of May 2013	Acc of chapter I and II	5.

6	27th August 2013	Submission of chapter IV	6.
7	16th December 2013	Acc of chapter IV	7.
8	24th December 2013	Whole Acc	8.



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