

Semiotic Study on Cigarette Advertisements

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ABSTRACT

Semiotic is study of sign. The signs deliver communicative message through verbal (gestures and utterance) or non-verbal information (body language) that leads viewers comprehend the message well. Based on the type, sign divided into three, they are icon, index and symbol. This research analyzes three types of sign, icon, index, symbol on cigarette advertisement. The data of this research are cigarette advertisements which consist of 2 different cigarette brands from two biggest cigarette companies in Indonesia Djarum and Gudang Garam. Those data are then classified into sign (icon, symbol and index). This research applied descriptive qualitative method. To classify the type of sign, the researcher used Pierce theory (Coleman, 2017). Based on the analysis on cigarettes advertisement, each advertisement contains own icon, index, symbol meaning. The icons in the cigarettes advertisement consisted of pictures of human, things and cigarettes product's logos. While the indexes found in television cigarettes advertisement were mostly the pictures of the human attitude, things, and slogan or the cigarettes brands. From the icon, index, symbol, it can be seen the male characters as their theme. The men's characters used as the theme of cigarettes advertisement are brave, tough, masculine, fond of challenges and strong.

Keywords: Semiotic Study, Cigarette, Advertisement

PRELIMINARY

It is reality that, in fact life can not be separated from the influence of advertisement from the smallest to the biggest thing. According to (Gordon et al., 2021), advertisement is a non-personal form of communication that conveys the information from certain institutions through the mass media which purposes to attract people to buy a product or service. It is one of efficiently social communication media which the people use to offer or buy something. Advertisement provides information to solve many problem, daily goods and service. (Erlita, 2016) defines advertisement as the most persuasive selling messages that are addressed to the most potential influence to the people who will buy certain goods or services. He stated that advertisement is a way of selling by spreading information.

Advertisements consist of several types. (Gordon et al., 2021) divides advertisement into commercial advertisement and social service advertisement. Commercial advertisement is a kind of advertisement that purposes to promote the goods or services through mass media. Meanwhile social service advertisement is a kind of advertisement that directs the society or audience to act like the advertisement messages.

There are two kinds of media that can be used to deliver advertisement. They are electronic media and printed media. The former refers to television, radio and internet whereas the later refers to newspapers, magazines, journals, tabloids, posters, billboards and etc. Cigarette advertisements are unique and creative advertisement because they are sensitive product. It is sensitive because the distribution of cigarettes is regulated by the government and it is made without showing the product itself. In addition the makers require of being very creative in publishing these advertisements without losing the contained messages.

Semiotic is study of sign. The signs deliver communicative message through verbal (gestures and utterance) or non verbal information (body language) that leads viewers comprehend the message well. Semiotic can be studied with Pierce Semiotic perspective. Pierce said:

“not only language and communication system which composed by a sign but also the world itself - as much as concerning with human think- entirely composed of signs, if not, human can't make a realistic relation “.

Based on Charles Sander Pierce's theory, sign is something that can represent something else. The something else can be experience, mind, argument or feeling. Based on the definition, it can be summarized that sign can be used in order to represent something else, for example a photo can be used in order to represent the real object of the photo. This research will be a source for everyone who wants to know what the companies message through their advertisement with semiotic perspective.

Material and Methods

1. Cigarettes Advertisement

One of the advertisements that most frequently appeared in television is cigarettes advertisement. (Qadafi, 2014) Cigarette advertisements can be categorized as unique and creative advertisement because they are sensitive product and the distribution is regulated by the government. Cigarettes advertisement does not show the man who is smoking, the packaging, and the cigarettes itself and its advertisement must show the warning that contains information about the risks and detriments from consuming cigarettes explicitly. Instead, cigarettes advertisements have a freedom to show their creativity and minimize visual aspect of advertising. From that, cigarettes advertisement usually uses sign to inform the message.

In cigarette advertisements men become the main subject of characterization in the advertisements. Some series of cigarettes advertisements of Djarum Super and Gudang Garam show some men who are doing free-nature sport. This kind of sport represents freedom which also means to choose what is wanted. It is identical to the men's characters which is masculinity. The choice of free-nature sport like hiking, off-road and so has close relationship to brave in the certain grade and is always affiliated to the men's characters. In hunting period, men had to go out to catch animals while women stayed at home. The other outside explorations are men's responsibility. Based on the explanation above, it is clearly seen that men's characters are the main factors in making cigarette advertisements in Indonesia or even worldwide.

For example, a cigarette television advertisement branded Gudang Garam Filter below has certain signs and codes to attract the consumer.

This advertisement is presented as follows:



Picture 1
Cold temperatures in a steep snowy mountain



Picture 2
Brave and considerate



Picture 3
Full of determination and responsibility are a man's conviction

After being separated, this advertisement will be more visible in terms of sign (viewed by Pierce's theory) as shown in the following table:

Table 1

Charles Sanders Peirce's Theory

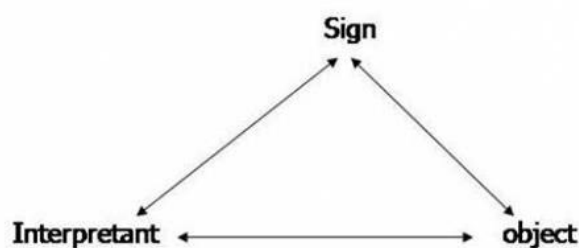
The sign	Icon	Index	Symbol
signified	<ul style="list-style-type: none"> - The brave man with full of determination and responsibility. - The map in the man's hand. 	Snowy mountains identified that the weather is very cold and not friendly. It shows that a man who uses <i>Gudang Garam Filter</i> product is not afraid with the cold and not friendly weather.	Symbol in this advertisement is the climbers and rescuers. In a real world, he must be tough, full determination, responsibility and have the required equipment. It persuaded the reader to be braver, full determination, responsibility to do something and use <i>Gudang Garam Filter</i> product.

Based the table above, it can be seen the men's characters as the advertisement signs. These characters are brave, tough, full determination, responsible, and not afraid of the cold or unfriendly weather. This advertisement persuades the viewer to consume *Gudang Garam Filter* product and become the real man.

2. Semiotic

Semiotic is a study of sign and sign system (code). It derives from Greek "semion" which means sign or "seme" which means sign interpreter. The relationship among the three elements in semiotics as postulated by Peirce (known as the triangle of semiotics) is as follows:

Peirce's Triangle of Semiotics



Peirce (Sobur.2004, 34) underlies that signs concern with the other similar objects, the existence brings cause and effect relationship, or social convention bound with the sign. He divided the sign by type into icon, index and symbol. Icon, index, and symbol are the tools of relationship between the basic (form), object (referent) and concept (interpretation/reference). Usually, form causes perception and after being connected to object, it will bring interpretation. This process is a kind of cognitive process and happens

while understanding the message of advertisement. The differences about icon, index, and symbol can be seen in the following table.

Table: 2 Pierce's classification (Sobur, 2004:34)

Sign	Icon	Index	Symbol
Signified by	Similarity	Cause and effect	Social convention
Example	- Photographic image - Map - Statue - Diagram	- Smoke and fire - Indication and disease	- words - signal
Process	Can be seen	Can be guessed	Must be learned

Based on the explanation above, it is found out that if something or an object contains sign, the meaning of the sign must be the combination of icon, index, and symbol. The society will not get the comprehensive meaning if they only understand one of three aspects. Therefore, it is important to analyze the icon, index and symbol at a time to get a comprehensive meaning.

This research used descriptive method in analyzing the data since it described the signs used in cigarette advertisements as linguistic phenomenon and applied the qualitative method in analyzing the data. (Sugiono, 2016) states that qualitative research is a research of which the data; in forms of written or oral words, are descriptively analyzed. The data of this research were in the form of words and pictures. There were two kinds of data used in this research; primary and secondary data. The primary data were the pictures along with the text in the cigarette advertisements. While, the secondary data were any relevant information taken from books, articles downloaded from internet and so forth; as the helping tools to do the research. The population in this research refers to television cigarette advertisements shown in all Indonesian television channels. The technique of taking the sample were purposive sampling for it was taken based on a certain purpose. The researcher took the sample with some criteria in accordance to the topic taken.

The criteria were:

1. The television cigarette advertisements that were considered to show the masculinity or men's characters.
2. The television cigarette advertisements were in Indonesian.

In this research, the researcher used recording technique to collect the data. According to (Bartlett & Bartlett, 2016), recording technique happens if the way of collecting data uses

the recorder. Videos were used as a media in which the researcher could find the signs and the codes. Meanwhile, the additional data were fulfilled through internet browsing. The characteristic of descriptive research used an inductive analysis that can find double result from the data, and describe the value explicitly as part of structural analysis. The researcher collected the data, and after that, those data are then identified and categorized according to the mechanism that has been decided, and then analyzed based on the linguistic knowledge of the researcher. To conduct this research, the researcher used qualitative method. The method was divided into some steps to analyze the data. The steps that were used are:

1. Recording the advertisements from television
2. Analyzing the signs from the advertisement based on Pierce's theory
3. Analyzing the men's characters based on Pierce's theory of sign

RESULTS AND DISCUSSION

The analysis was done in two steps. Firstly, the researcher analyzed the types of sign which were icon, index and symbol. Secondly, the researcher analyzed the meaning from those signs. In this case, the meaning was focused on the nature of television cigarettes advertisement as a means of cigarettes advertising to attract the consumers.

1. Djarum Super

The advertisement begins with performance of people who are playing surfing in the desert and the words "kamu bilang padang gersang,aku bilang bikin senang ". Then advertisement is continued by the appearance of a man who did cliff diving at high and steep cliff with the words "kamu bilang jalan buntu, aku bilang mainan baru". Background is moving to the wilds forest, and focused on 3 people who are doing off-road in the forest with the words "kamu bilang hutan belantara, aku bilang jalan raya ". The advertisement ends with the slogan "my life, my adventure" and Djarum Super trademark.

To see further the signs (viewed by Pierce's theory), see the following table:

Table 3
Charles Sanders Pierce's Theory

The sign	Icon	Index	Symbol
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signified	- Surfer, jumper, off-roader.	The dessert shows a hot-weather area	The symbol in this advertisement is the red color.
	- Djarum Super trade mark	Sharp cliff and wild forest identify hard-nature reality	Surfing, jumping, and off-road are symbol of dare-men's sports
		Dress, jacket and car signify that endorser is the real man	The 'jeep'
		Slogan 'my life my adventure' which refers to the characteristic of the product	

Since the very beginning, Djarum Super always advertises its brands with adventure, sports and masculinity themes (Nichter et al., 2009). It can be seen from the picture of Jeep, 'jeep' is land transportation that is a kind of car for gentle-man only and for whom like challenges. It forms connotation of masculinity and fond of challenges. The picture of desert, cliff and wild forest, give an expression the reality of hard nature while the tag words from this advertisement (kamu bilang padang gersang,aku bilang bikin senang, kamu bilang jalan buntu, ak bilang mainan baru, kamu bilang hutan belantara, aku bilang jalan raya) reinforce the connotation of fond of challenges. The picture of hand, body and attitude form connotation of masculinity, power and fond of challenges. Red color represent brave and brave is one of men's characters. The writing "my life my adventure" represent of fond of the life's challenges and freedom. From the description above, it can be understood that the men's characters as the advertisement signs like masculinity, brave, fond of challenges and strong. It persuades viewer to consume Djarum Super products and become the real-brave, like challenge, masculine, strong and dare to take risk.

2. Djarum 76

Advertisement begins with image of 3 men who were stranded on strange island. The three men came from different groups; it can be seen from their clothes. One of them found the "pot" which is genie's house. After it rubbed, the genie came out and gave 3 pieces of a request. The first and second men want to go home. Because the two friends left, the third people ask the genie to return the two men who had gone home back to the strange island. Eventually, they returned and angry to the third men. Advertisement is closed by Djarum 76 trademark.

After being separated, this advertisement will be more visible in terms of sign (viewed by Pierce's theory) as shown in the following table:

Table 4
Charles Sanders Pierce's Theory

The sign	Icon	Index	Symbol
signified	- three lost-people	The three lost-people picture signifies the	Symbol in this advertisement is
	- bottle ghost	strange place and nobody's there.	the yellow color
	- Djarum 76 trade mark	Their suit demonstrates that they come from different social cluster	Tie and skirt are career-men's dress
		The slogan 'yang penting heppi' which refers to the characteristic of the product	'Blankon and batik'

Djarum 76 is one of the products from PT Djarum. It is one of the biggest cigarette manufactures in Indonesia which is located in Kudus, Central Java.

Based on the table above, it can be seen the icon, index and symbol have denotative and connotative meaning. Firstly the picture of strange island, which represent the reality of hard nature and far from human culture. The picture of ghost using batik and blankon has connotation loving the culture and nationalism. In the real word batik and blankon symbolize the Javanese people. It is identical with old or ancient clothes so Djarum 76 basically targets its consumer at the age of 36 - 40 years old (Nichter et al., 2009). However, it uses 3 young people from different social cluster as the icon to attract young people. The picture of hand, body and attitude form connotation of calm and friendship people. Djarum 76 also advertises its brands with men's characters such as rationalism. The slogan "Yang penting hepiiii..." intends to show that whatever the reason in choosing cigarettes, the most important thing is that people are happy with their choice and can enjoy smoking. It persuades viewers to consume Djarum 76 product and regret about other people's opinion.

3. Gudang Garam Filter

This advertisement described about a man who was carry out a mission. This mission was to find a Black box plane that crashed on a mountain which fulfilled with a snow. The advertisement was preceded by a man who will do a free fall in a snow mountain.

With his calculations, he accurately and safely landing. Then he climbed with his courage and snow across the gap, he also must face the snow storm.

With the limited time, he found the plane's wreckage in cliff gap. He managed to get a plane's wreckage Black box. Because of that, he gave a sign by shooting which indicated that he was successful doing the mission. Gudang Garam advertisement closes with Gudang Garam trademark.

After being separated, this advertisement will be more visible in terms of sign (viewed by Pierce's theory) as shown in the following table:

Table 5
Charles Sanders Pierce's Theory

The sign	Icon	Index	Symbol
signified	- The brave man with full of determination and responsibility. - The map in the man's hand.	Snowy mountains identified that the weather is very cold and not friendly. It shows that a man who uses <i>Gudang Garam Filter</i> product is not afraid with the cold and not friendly weather. Shot identifies where the SAR is The slogan "pria punya selera"	Symbol in this advertisement is the climbers and rescuers. Red color is the symbol of Gudang Garam Filter

Gudang Garam Filter is one of the products from PT Gudang Garam Tbk. Since the very beginning, Gudang Garam filter always advertises its brands with adventure, sports and masculinity themes (Nichter et al., 2009). It can be seen from the advertisements that tell the story about rescuer. In real world, he must be tough, full determination, responsibility and have the required equipment.

It persuaded the viewers to be braver, full determination, responsibility to do something and use Gudang Garam Filter product.

Gudang Garam Filter also advertises its brands with icon, index and symbol have denotative and connotation meaning. The picture of helicopter, helicopter is air transportation that is a kind of air transportation that very useful to move in all weather condition. The picture of jacket forms connotation of men's endurance to deal with all kinds of condition like snow and mountain. While GPS watch represent of a map, however only intelligence people can read it. The picture of mount shoes forms connotation of men's power to climb the mountain, while the picture of hand, body and endorser's attitude give connotation of balance, calm and flexibility In the end of

advertisement, the endorser shot a sign gun to claim that mission has been completed, it represent that the endorser is a responsible man. Red color represent brave and brave is one of men's characters. The slogan 'pria punya selera'' persuades the viewers to focus on principle like the principle for chosen Gudang Garam Filter product.

Based on the description above, it can be seen the men's characters as the advertisement signs. These characters are brave, tough, full determination, responsible and not afraid of the cold or unfriendly weather. This advertisement persuades the viewers to consume Gudang Garam Filter product and become the real man.

After analyzing the data, the researcher drew conclusions as explained below:

1. The icons in the television cigarettes advertisement consisted of pictures of human, things and cigarettes product's logos that represent the product identity. While the indexes found in television cigarettes advertisement were mostly the pictures of the human attitude, things, and slogan or the cigarettes brands that mostly indexes the product image and characteristic. Then, the symbols found in the television cigarettes advertisement were colors that symbolize special feature of the product. The combination of those composes a contextual meaning.
2. The men's characters used as the theme of television cigarettes advertisement are brave, tough, masculine, fond of challenges and strong. Men's characters are used as a major theme of advertisements because the most consumers of the product are men.

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