

THE VAGUENESS IDENTITY OF SIGN TOWARD A MILD CIGARETTE ADVERTISEMENT

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Abstract

This article is aimed at explaining form, function, and meaning of sign in A Mild cigarette advertisement. The analysis focuses on how form, function, meaning are represented as vagueness identity of sign toward a Mild cigarette advertisement. This research uses descriptive qualitative approach. The method in collecting the data is non participant observational method using recording and note taking techniques. The data is analyzed using referential technique and researcher's intuition. The results show that there are forms of sign in written form and spoken form. There are also two out of five functions of sign stated by an expert: (1) directive function which includes persuasion, suggestion, and influence; (2) co-missive function which includes threatening and capability. Furthermore, the meaning of sign is produced by including false sign and hyper-reality sign toward A Mild cigarette Advertisement. Based on the result of meaning production, it is found that false and hyper-reality sign represent vagueness identity because the reality phenomena in A Mild cigarette Advertisement expresses phenomena outside the advertisement itself.

Keywords: Vagueness, sign, advertisement

Abstrak

Artikel ini bertujuan untuk menjelaskan bentuk, fungsi, dan makna tanda pada Iklan Rokok A Mild. Analisis data berfokus pada bagaimana bentuk, fungsi, dan makna direpresentasikan sebagai tersamarkannya identitas tanda menuju pada iklan rokok A Mild. Penelitian ini adalah deskriptif pendekatan kualitatif. Metode dalam mengumpulkan data adalah metode simak bebas libat cakap dengan menggunakan teknik rekaman dan teknik mencatat. Analisis data menggunakan metode padan bersifat referensial dan intuisi peneliti. Ada beberapa hasil penelitian; pertama, bentuk tanda dalam bentuk tertulis dan lisan. Kedua, ada dua dari lima fungsi tanda yang ditemukan dalam iklan rokok A Mild, yaitu fungsi direktif (1) meliputi persuasi, saran, dan pengaruh; (2) fungsi co-missive termasuk mengancam dan mampu. Ketiga, ada makna tanda yang dihasilkan mencakup tanda palsu dan tanda hiper-realitas pada iklan rokok A Mild. Berdasarkan hasil makna yang di produksi, yaitu tanda palsu dan tanda hiper-realitas direpresentasikan sebagai tersamarnya identitas dalam iklan rokok A Mild karena fenomena tersebut berapada di luar iklan rokok A Mild itu sendiri.

Kata kunci: penyamaran, tanda, iklan

INTRODUCTION

Advertising news is the action to encourage or persuade audience to goods and services; 2 notice to audience regarding the goods or services sold on mass media (such as newspapers and magazines) or in public places (KKBI, 2008:894). Advertising in the mass media can be categorized into the print media, electronic media, media film, mass media, media education, media and advertising. First, the print media is the means of mass media printed and published

periodically, such as newspapers, magazines. Second, the electronic media are the means of mass media that use electronic tools such as modem, radio, television, and film. Third, film is a medium of mass media that broadcast particular information using film equipment (film, projector, screen) or the connecting tool in the form of films. Fourth, the mass media use official channel as a means of communication tool to spread the news and the message to the wider community. Fifth, media education is the tool or the material used in the process of teaching or learning. So, advertising is the most effective media in conveying message because it is a composite of several media namely electronic media in order to make the message is received quickly to wider community.

One of the most effective advertising media to convey a message is A Mild cigarette advertising. A Mild cigarette advertising is one of the famous brand of cigarettes in Indonesia. Smoking A Mild is one brand of the products from PT HM Sampoerna Tbk. The company is one of the largest companies in Indonesia. In the company of the site, A Mild is equal as Dji Sam Soe, Sampoerna Avolution green. The representation of language through spoken and written forms in the advertisement contains a lot of meaning and sign delivered by the advertiser. The mark can also be known much beyond the meaning. It is vague. Therefore, advertising which plays an important role in conveying information simultaneously contains hidden meaning. It is done in order that the message can be accepted and can affect the audience who watch the advertisement. A Mild cigarette advertising is capable of gaining public attention because the advertiser makes the advertisement so creative that it arouses people interest to watch it on television. The advertiser tried to make the advertisement as attractive as possible by creating a story and inserting advertising messages. The message illustrates the use of verbal and non verbal languages. It is an effort of the advertiser to persuade the society through the message. In addition, A Mild cigarette brand has ever got an award competition in the band A Mild Live Wanted in 2007 in Indonesia. Thus, based on the reason explained in the background, the researcher chose A Mild cigarette advertising as an object of research with the research entitled “The Vagueness Identity of Sign toward A Mild Cigarette Advertisement”

Based on the description in the background, some problems can be formulated as follows: “What are form, function, and meaning of the sign in A Mild cigarette advertisement?” Among the three problems above, the purpose of this research is to explore the form, function, and meaning of the sign in A Mild cigarette advertisement. To analyze the three problems in the background above, it is necessary to describe the theory and review the literature which is relevant to this research. Research conducted by Arsyad (2013) entitled “Representation of creativity in A Mild advertising Version of Sampoerna People Dreamer (Roland Barthes Semiotic Analysis)” find that copy writers try to affect the audience not only to dream, but also take an effort to realize it. In the A Mild advertisement version of Sampoerna cigarettes people are dreamers; they are required to have high creativity. One of the driving factors is creativity, imagination, and ideas. In addition, in A Mild cigarette advertisement Sampoerna version people dreamers contains a satire that presents the reality of the condition of the Indonesia in the future.

In 2012, in Afandi’s research entitled “A Mild Advertisement version should easily make it difficult (Semiotic Pierce analysis)” there is social criticism message in the satire form to the Government. Those advertisements showed that the community was compounded in the process of asking for the stamp. Overall this A Mild advertisement give critiques the performance of the Government during the new order with icons focusing on the ruler of the new regime. Especially the new order regime of discrimination against ethnic Chinese which was compounded in nationality was granted status as well as social activities culture. Whereas, behind the social criticism illustrated in A Mild cigarette advertising, there is a sales strategy that gets around government rules that prohibit cigarette advertisement serving directly. It is to create the ideology of consumerism in advertising impressions that is indirectly telling the audience to purchase cigarettes. How to attract consumers through advertising impressions creatively and make the audience attracted by

the display in the visualization of the story A Mild cigarette advertisement.

In accordance with review of the literature above, theory is also necessary to discuss and answer the problems in the vagueness identity of sign toward A Mild cigarette advertisement. First, at the start with the analysis of the form of sign, this step involves written and oral forms. Second, the function of the sign is analyzed using the theory of acts proposed by Searle (Yule, 1996:35). In the theory, Searle stated that acts is divided into the five language functions. The first is representative functions that follow the binding of speakers saying the truth including state, demand, recognize report, show, and mention, give witness, and speculate, and so on. The second is directive function, i.e. acts of speakers ‘ saying intended to let partners do the action mentioned in the speech like force, invite, sent, urging, pleading, recommend, rule, and challenging. The third following the speakers ‘ saying intended to evaluate of the things mentioned in the speech including praise, thank, criticize, complain, blame, congratulate, and flatter. The fourth function of commissive, i.e. a binding of speakers saying to carry out what is mentioned in the utterances, such as promise, swear, threaten, and state its capacity. The fifth is declarative function, i.e. acts of speakers ‘ saying intended to create it (status, circumstances, and so on), such as validating, decide, cancel, prohibit, permit, grant, classify, and forgive.

Third, the application of semiotic proposed by Barthes is to explore the meaning of the sign that take the stages of significance. The first stage is related to the significance meaning mentioned in denotative with the connotation significance. The stage can be obtained from myth and ideology that is formed from the concept of thinking in society. To distinguish between the terms used in the first level, Barthes’ semiotic uses three different terms, namely, concept, form and signification. Mean = form, signifier signified = concept, sign = signification. As a system of two-level semiotic, myths adopts the system as the foundation of the first semiotic level. So myth is a system that consists of a combined system of linguistics and semiotic system (Sunardi, 2002:104) in the community. The first stage of semiotics denotative sign consists of signifier and signified, while semiotics stage of both (connotation) signs consist of connotative signifier and signified connotative. In denotative we’ll see pictures or photos for granted, without any meaning behind the image (photo). Then it became a cornerstone in denotative for the second level of semiotics (connotation and myth) in which connotation is indeed built upon denoted. In the connotations we elaborate the meaning of what’s behind that photo then we can pull a myth from it, and once we know it, we can determine its ideology.

According to Barthes (Sawirman, 2005:115) the significance of the first stage (denoted) is the meaning of the sign, while the significance of the second stage (connotation) is the meaning that is subjective or inter-subjective. For example is the word “corruption” with “kickbacks” money. The following table can be used in analyzing the data.

Tabel 1. Barthes’s Signification Phase

¹ Signifier	² Signified	→ Denotative meaning
³ Sign		
I. Signifier	II. Signified	→ Connotative meaning
III. Sign		

According to Eco (Piliang, 2003:40), every sign, meaning, the user of the sign, and the process of signification is a false sign. Thus, the relation between the sign, meaning, and reality (reference) is something which has simulation. Simulation is the creation of reality based outside of reality in the

real world as a reference, which is known as the reality of the second reality (Piliang, 2003:48-49). In other words, the second reality was created by the help of technology sophistication. It makes the second reality look like a real reality. As a result, the sign is unified with reality. Meanwhile, the process of formation in meaning is on the phase of denotative meanings as well through the process of simulation. This process is deliberately created by advertisers so that the meaning conveyed can be understood by the audience or readers. Simulation as the object cannot do and get nothing except doing the simulation on an ongoing basis so that it could explain the object captured by the reader as the object (Sunardi, 2002:45). Some experts stated that simulation is the process of creating tangible through human reality so that references enabling the supernatural, making the illusion, fantasy, fanciful become evident (Piliang, 2003:16)





Furthermore, signs, meanings, and the user of the sign have potentially a sign of deception false sign, pseudo sign, and superlative sign. The false sign is a sign using wrong marker (false signifier) to explain a concept that is wrong (Piliang, 2003:54). In addition, the false (pseudo sign) is a sign which is not genuine, imitative, and tend to be less realistic; the reduction was either a signifier. Signifiers tend to have true meaning, but the meaning is actually false (Piliang, 2003:54). In addition, the sign of extremes (superlative sign) is the sign shown in a model of extreme signification (hyper-signification), such as intensification of reality, an increase in the effect, and a secondary meaning (extremity), which is more prominent than actual reality so that a sign of being in the world, with engineering and make a mark out of touch with reality that he presented with the sign hyperrealists.

RESEARCH METHOD

In a study, the results of research or rules are very important. Finding a rule requires certain ways with methods and research techniques. This research uses descriptive research with qualitative approach. This study aims to explain and describe the form of written and spoken forms, function, and meaning of the sign in “The vagueness identity of sign toward A Mild cigarette advertisement”. In addition, descriptive research can see the problems based on phenomena and facts in A Mild cigarette advertisement. The results obtained can be said to be a portrait (Sudaryanto, 1993:8). The data is a sign in A Mild cigarette advertising, either in the form of written and oral form. The data is derived from electronic media, namely television, internet, and print media (billboards). The research not directly takes place where advertising data published. In addition, the researcher took the data from the billboards in A Mild cigarette advertising billboards. Data collection is done using the observational method. The method used in collecting data was non participant method because the researcher only recorded the data directly from a data source instead of directly involved in the conversation (Sudaryanto, 1993:134). Distributional method was used to analyze the data because oral and written forms data should be suitable with facts and phenomena that occur outside A Mild cigarette advertisement.

FINDINGS AND DISCUSSION

Figure 1. Storyboard A Mild Cigarette Advertisement theme *Go Ahead* in beach

Data 1: A Mild Cigarette Advertisement <i>Go Ahead</i> version in the beach		Tanda lingual
		<p><i>Go Ahead</i> “Lanjutkan”</p>
(1.a.1)	(1.a.2)	
		
(1.a.3)	(1.a.4)	
<p>Gambar 1 A Mild Cigarette Advertisement <i>Go Ahead</i> version in the beach</p>		<p>Sumber (http://www.youtube.com/watch?v=MCLXnaL81Rg)</p>





The situation in the data 1 shows that the activity done was accompanied by music. A man with short black curly hair on a beach who was confused cleaned the boards surfing. He looked unconfident. No one got involved in surfing. The situation seems confusing and for Indonesian country in finding and solving the problem. Then, suddenly lot of people want to surf or do other activities at the beach. In the end, a man was no doubt and confident to surf on the beach. The situation implies that audiences should have positive thinking in further life.

Based on description and representation of the table above, the social realities happens outside the text advertisement is the launch of trade cooperation between Indonesia and China. Moreover, the text outside the advertisement is reflected in verbal form. The first is Go ahead. According to the Oxford Advanced Learner’s Dictionary (2008:36), go ahead is to continue. Through this verbal form, advertisers provide a solution to continue the life that has been lived before. The second is the letter “A” Logo on the writing goes ahead. The position of red color is at the bottom right corner of the image. The red color is used to reduce the sense of advertisers burdened by the problem that is going on in Indonesia by purchasing A Mild cigarette product brand. Third, a verbal form above is supported by advertising images in the form of non-verbal, i.e. man with short black curly hair on a beach who was confused cleaned the boards surfing. He looked unconfident. No one got involved in joining surfing. The attitude of the man who looked confused and unconfident is a sign of unpreparedness in Indonesia which have problems at that time. Then, suddenly a lot of people join and do various activities at the beach. It can be inferred from the situation that reader or audience still has a lot of positive things that can be done. In the end, a man who was confident to surf on the beach shows that the advertisers give an expectation on the reader or audience to be positive in life.

It can be seen from the interpretation above that there are several functions of advertising. The first function is directive in which advertisers suggest the reader or audience to be optimistic in facing problems. Second, the function of commissive shows that the advertiser suggested to

remain confident to the Indonesian. The form of verbal and non-verbal and the function above reflects the process of getting meaning in advertising images. First, simulation process is the creation of a real model which represents fact or reality, otherwise it can produce false sign and hyperrealists which effect verbal form in the picture with the circumstances actually happened outside the ad text. Second, false sign, hyper reality sign, and the relationship between inside and outside of text create myth to bring a sense of trust on smoking A Mild cigarette. After that, the myth is transformed into an ideology which creates believe system about smoking, such as the substances nicotine in cigarettes can make the audience against smoking addiction so that not to mention the dangers posed by smoking.

Figure 2. Storyboard A Mild Cigarette Advertisement theme *Go Ahead* in Office

Data 2: A Mild Cigarette Advertisement <i>Go Ahead</i> version in Office		Tanda lingual
 <p style="text-align: center; margin-top: 5px;">(1.b.1)</p>	 <p style="text-align: center; margin-top: 5px;">(1.b.2)</p>	<p style="text-align: center;"><i>Go Ahead</i> “Lanjutkan”</p>
 <p style="text-align: center; margin-top: 5px;">(1.b.3)</p>	 <p style="text-align: center; margin-top: 5px;">(1.b.4)</p>	
<p style="text-align: center;">Gambar 2</p> <p style="text-align: center;">A Mild Cigarette Advertisement <i>Go Ahead</i> version in Office</p>		<p style="text-align: center;">Sumber</p> <p style="text-align: center;"><i>(http://www.youtube.com/watch?v=MCLXnaL81Rg)</i></p>





It can be seen from the advertisement that there an event accompanied by music in a beach where there is a handsome man, wearing a white shirt, with short black hair and with high confidence. However, the man has no black shadow color following him. Then, people in a bus have their own shadows. The above description of the situation is the verbal form contained in A Mild cigarette. Meanwhile, a form of non-verbal is the go ahead.

The table and the social realities that are happening outside of advertisement text show a growing problem in Indonesia which affect the performance of the younger generation. The description of the text outside of the advertisement also relates to text in advertisement through the form of non-verbal, namely: first, “go ahead” meaning continue (see 6). Advertiser gives solution whatever the problem come, but life must go on. Second, verbal form also support non-verbal form, i.e. images (2. b. 1) of a handsome man, wearing a white shirt, with short black hair and with high self confidence tends to interpret the spirit of the young generation. Images (2. b. 2) show the guy who has black color shadow which follows him, as if the man was thinking about the problems on his mind. Images (2. b. 3) show a man in a bus, people, and their own shadows reflect thinking of their own problems. Images (2. b. 4) show men who look sympathy to women who were next to him, which symbolizes that every problem must have solution.

On the basis of the combination between verbal and non-verbal form above, the sign functions are directive and commisive. Directive function is the reality reflected outside the advertisement text,

so the advertiser suggests the reader or audience to buy smoking A Mild cigarette. Commisive function shows that the advertiser provides a motivation and willingness to face the problem. The explanation of verbal, non verbal form, sign function in advertisement image, show that there are several simulation processes of meaning. Reality creation refers to outside of reality itself as its reference become second reality and produce false sign and hyper reality sign, then signs imitate and lose contact with the reality. This case is caused by media in combination between verbal and non-verbal forms. Then, a myth is created and make audience believe to consume A Mild cigarette. The myth becomes ideology, and they grow become a system values and create such a behavior to consume A Mild cigarette.

Figure 3. Storyboard A Mild Cigarette Advertisement theme *Go Ahead* in swimming Pool

Data 3: A Mild Cigarette Advertisement <i>Go Ahead</i> version in Swimming Pool	
 (3.c.1)	 (3.c.2)
 (3.c.3)	 (3.c.4)
<p><i>Go Ahead</i> "Lanjutkan"</p> <p>Tanda lingual</p>	
<p>Gambar 2</p> <p>A Mild Cigarette Advertisement <i>Go Ahead</i> version in Swimming Pool</p>	<p>Sumber</p> <p>(http://www.youtube.com/watch?v=MCLXnaL81Rg)</p>

In Data 3, it is illustrated that music is played accompanying an event. A fat man who is not confident, less satisfied with joy expressions is walking near a pool. When he will plunge over the pool diving board he seems doubt, but the shadow following him convinces him. In the end, the man leaps from the pool confidently, happily, and cheerfully.

The illustration and the context of the situation outside of the advertisement describes the hesitant attitude owned by younger generation facing problems in Indonesia. In addition, the description of the context situation outside the advertising related to the context of the situation in the in-text advertisement itself through a form of verbal and non-verbal; go ahead which means continue (see 6). The advertisers suggest the reader or the audience to always think ahead to achieve the ideals in the future. Moreover, there is a form of verbal signs in advertisements, namely image (3. c. 1) shows a fat man, less confident, less joyful with satisfaction expressions in the pool. The description above is a sign of man unpreparedness from the image (3. c. 1) in facing the problem. Image (3. c. 2 and 3.c.3) shows when the man would jump on top of any swimming pool diving board he seemed in doubt. However, black color shadows always follow and convince him. The description implies that there is a need for encouragement and support from people around who can affect the spirit of the man's life. Image (3. c. 4) shows a man who jumps from the pool looks confident, satisfied, and joyful. The image (3. c. 4) tend to be defined as a strong mental attitude to face all of the problems occur. Later, the use of verbal and non-verbal forms above aims to attract the sympathy of the audience or readers in order to buy A Mild cigarette.

Seen from the representation of verbal and non-verbal form of the picture above, there is also a function of the sign delivered by the advertisers, i.e. the commissive and directive. First, directive function occurs when advertisers suggest readers to be hesitant and firm in living the life. Second, commissive function can be seen from the interpretation that the advertisers suggest the readers to be confident and able to face various issues in life. In verbal and non-verbal forms and functions of the advertising sign above, there are processes of meaning to receive message to audience. First, simulation process constitutes a process of creating reality found in the advertisement image referring to truth reality, whereas second reality produces false sign and hyper reality sign. Second, indirectly there is a myth that inhabits the audience mindset to believe in A Mild cigarette. It can create the ideology which makes audience believe and think that it is true, i.e. consuming A Mild cigarette.

CONCLUSION

Based on the research results and discussion above, the conclusion is as follows.

1. The form of the sign in A Mild cigarette advertising can be divided into two categories, namely: verbal and non-verbal form, such as a picture, a symbol, and logo.
2. Related to the language theory proposed by Searle, A Mild cigarette ad reflects two functions of the five functions, namely directive function and commissive functions.
3. A Mild cigarette Advertisement meaning that transcends the reality actually comes from a false sign and the sign of hyper reality.

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