

SEMIOTIC IN “A MILD GO AHEAD” VERSION ON TELEVISION

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ABSTRACT

This research focused on semiotic used in A Mild Go Ahead. The aims are to find the use of semiotic and identify the meaning in A Mild Go Ahead. The data were three television advertisements from A Mild Go Ahead entitled “Satu Aksi = Segalanya, We Are One and Free, and Orang Pemimpi. The research was conducted by using descriptive qualitative research. The findings show that there were three elements of semiotic used, such as representamen (qualisign, sinsign, legisign), object (icon, index, symbol), and interpretant (rheme, decisign, argument), which then divided into 9 types of semiotic; Qualisign (0), Legisign (9), Sinsign (34), Icon (12), Index (27), Symbol (4), Rheme (9), Decisign (19) and Argument (16). The most dominant type of semiotic in the advertisements is sinsign, and it means that A Mild Go Ahead persuade their audiences by showing the real example of their products.

Keyword : *Semiotic, A Mild Go Ahead, Advertisement.*

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INTRODUCTION

Many people use not only sound as oral language and text as written language to communicate or to convey their ideas, opinion, message, feelings, and purpose to other, but also they use pictures and videos because language functioned to fill what human needs (Gustianingsih, 2006: 106). Pictures and videos are visual language that can say or convey something if arranged well. In the world of television which is audiovisual media, all that displayed are the combined language from spoken, written and visual pictures. Combination of those three can be seen when watching movies, news, or just advertising. Advertising and semiotic (sign) on the television takes an important role in identifying the meaning to express the object. Since the object is one of the types of semiotic. Thus semiotic analysis should be relevant to the object as the subject matter. Littlejohn (1996) in Sobur (2009:16) states that signs is the basic of all communication. Sign is a visual language of advertising that featured as the attention of television viewers that are interested in watching the advertisement. After watching them, unconsciously they will also understand the advertisement and capture its meaning.

The research questions of the present study are; what kinds of semiotic (sign) are used in the A Mild go Ahead advertisement?, What is the meaning of signs used in the A Mild go Ahead advertisement?, and which sign is dominantly used in the A Mild go Ahead advertisement?

Semiotic

Social communication involved not only in spoken language but also in verbal and non-verbal using semiotic or sign. A flag, a hand gesture, a word, a silence, nervous movements, events blush, gray hair, eye glances and many others are all considered as signs (Zoest, 1993:18). Rahmasari (2014: 3) also states that the denotative signs found in this research are from the representation of visual and verbal elements in the posters such as the title, tagline, and the image of women, gestures, and facial expression, the image of bench, pigeon, ravens, cage, cartoon, and also colors. Semiotic is a branch of

science that is developed in linguistic. According to Noth (1993:13) the word 'Semiotic' comes from an ancient greek word 'Semion' that means a sign. Sign itself is also related to something that can represent other thing (Sobur, 2004:17). In semiotic, the message recipient or reader, is seen to have an active role, compared to the transmission paradigm in which they considered passive.

According to Pierce (1985) in Hoed(1992: 12) sign is something that represents another thing. Something that can be an experience, thoughts, ideas or feelings. Pierce calls his analysis as semiotic system model and has become the dominant term used for the science of signs, but both focus on the sign. Semiotics is the study of signs, the function of the sign and the production of meaning (Tinarbuko, 2008:12). Pierce (1985:5) said that:

A sign, or representamen, is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representamen.

In other words, a sign always has three interrelated dimensions: Representamen (R), something that can be perceived (perceptible), Object (O) refers to something else (referential), and (I) something that can be interpreted (interpretable).

Elements of Semiotic and Its Types

Semiotic's Elements

Something that use to be a sign to function, by Peirce called representamen. Consequently, the sign (representamen) is always contained in triadict relations, namely representamen, objects, and interpretan. Triadict relationship is described by Pierce in three-dimensional signs are as the following:

1. Representamen

Representamen is a form or "outer face", a first sign that is felt by human. Representamen is also a 'physical form of a sign' (Christomy, 2004: 123). Ability or

level of representation (activity in human cognition representamen to associate with the knowledge and experience) is not the same.

2. Object

Object is something which is present or is within (cognition) a person or group of people. Representamen refers to the object and Pierce share the top icon, index and the symbol.

3. Interpretant

Interpretant is an interpretation of someone based on the object it sees that fit with the fact that links between representamen with objects. Pierce's interpretant is also divided into Rheme, decisign, and argument.

Types of Semiotic

Pierce's semiotic theory on the three elements are divided into nine types, they are:

1. Qualisign

Qualisign is the sign that can be seen by analyzing the quality of the words used in a sentence, especially the softness and hardness.

2. Legisign

Legisign is the sign related to the society. Legisign can only be understood by people who have their own culture can be interpreted in signs.

3. Sinsign

Sinsign is the sign which where the existence of it represents have the resemblance. Sinsign is the sign that can easily to be understood because people may know this kind of sign in a particular place and time.

4. Icon

Icon means that the sign has similarity with something it represents. As the example, a map which is made by someone, although the distance, width, and everything which exist in the real life situation is not fully the same, it's called icon because the similarity of it.

5. Index

Index is the sign that the relation with something it represents is in the real life situation. For example, smoke as the sign of fire. If there's a smoke billowing at the top of a building, people know that there's fire which burn something from that building.

6. Symbol

Symbol is the sign which stands for something in society. Symbol is the sign that the meaning only can be understood by a society because symbol is the agreement of a society based on convention.

7. Rheme

Rheme is the sign that has some meanings, just like ambiguity. Here, rheme only can be interpreted after the the audience choose a meaning for it, because rheme is a sign that can only be interpreted based on choices.

8. Decisign

Decisign is the sign that can easily be understood because usually it's decisign only has a single meaning is that already known by the audience. As the example, if there's a police line covering a place, the audience know that there was a crime happened.

9. Argument

Argument is a sign that doesn't have the real meaning. It means that if there's a sign that we don't know the meaning then we just arguing about its meaning.

Methodology

This study was a descriptive qualitative in which the data were derived from mass media advertisements on the TV commercial entitled A Mild "Go Ahead" and several websites that related to the data. The data were obtained from all scenes showed in the advertisements. Noeryani (2009:1) states that qualitative method is applied in the study

because the analysis needs an intense interpretation to perform a deep signification process.

The data were collected by identifying the advertisements that contained the types of semiotic as mentioned by Pierce, classifying the semiotic types, counting the dominant types, after that finding the reason why the most dominant types of semiotic used in the advertisements.

RESULT AND DISCUSSION

The analysis showed the semiotic used in A Mild Go Ahead. All of the scenes in A Mild Go Ahead are using almost every types of semiotic.

Table 1. The dominant types of Semiotic in A Mild Go ahead

No.	elements	Types of Semiotic	Frequence
1	Representamen	Qualisign	0
2		sinsign	55
3		Legisign	7
Total			62
4	Object	icon	15
5		Index	33
6		Symbol	14
total			62
7	Interpretant	Rheme	16
8		Decisign	24
9		argument	22
Total			62

The dominant types of the TVC are sinsign-index-decisign. Sinsign means that the TVC tries to show the universal sign. In another word, the TVC maker just wants to make every sign on these advertisements easy to understand by everybody. Then the

other dominant types are index from the object. This means that every sign which is consists of index on its object is related to the reality. Decisign is the dominant types from interpretant. Just like what decisign means, the audience as the subject which interpret the meaning of all signs will use decisign and they will decide by their own decision.

Discussion

A Mild Go Ahead as an advertisement which offers a cigarette as the commodity, is competing in the market by making some creative and interesting advertisements. The advertisements used almost all the types of semiotic (sign), they are legisign, sinsign, icon, index, symbol, rheme, decisign, and argument.

Legisign

Legisign= a sign that according to the convention or society.

Example:



Picture 1

In the representamen, the scene shows six o'clock. The clock is located in the bedroom, and it's an alarm clock. The function of the clock is as the reminder for the people to wake up. The analysis is based on convention so the sign is called as legisign.

As an object the six o'clock means that this event happen in the morning as people start their day. Actually not everyone wakes up and begins their day in six o'clock, so it's just a symbol that usually became a mark in the society that people start their daily activities in this time.

In the interpretant, as the continuity from representamen an object, the scene is showing an alarm clock, located in the bedroom, showing six o'clock, has the meaning

that the scene is trying to show the people about what usually happen in almost everyone around the world.

Sinsign

Sinsign= a relation to the something that it represents.

Example:



Picture 2

The representamen from the pictures above is the black man, as the representative of the man who stands in front of the window. The scene also shows a bed, a table with an alarm clock on it, and the sun light. From these signs, it can be concluded that the event has occurred in the morning.

The object of the picture is the black man laid on the bed floor. The scene is trying to show that the object is something alive because it has a gesture just like what people do.

As an interpretant, the black man laid on the bed floor which is following what a man did is a shadow. The meaning in this scene is people always companied by something even though they're alone.

Icon

Icon= the resemblance about the sign and something it represent.

Example:



Picture 3

The scene is showing a man and a shadow. The meaning from this representamen is the man which followed by the shadow that show different expression. The TVC maker describe their product with the shadow.

The object here is the man which is walking then followed by the shadow. The meaning is, as the shadow is the description of the product that is a cigarette, always following what the man did to get the man's attention.

The interpretant ascigarette is shadowing people everywhere. Here the object showing a bad expression. The meaning of his expression is if someone did not smoke, their life will always be ordinary.

Index

Index = the relationship between the sign and something it represent is a fact.

Example:



Picture 4

In the representamen, the scene's showing sky, building and a sun. The meaning is the TVC maker try to show what happen on the top of the city. It also means that sun rise which usually can be seen from a top of mountain, try to show in the different style, which is the city.

In the object, the sun is shining. It means that the sun is just rising and began to move to the top of the city. It also means that the day is just started.

In the interpretant, as the sun is rising means that the TVC start with something that is known as the morning scene where it is the time for people to start their daily activities.

Symbol

Symbol is the conventional sign in society of an area. it means that symbol in an area could be different from the other areas.

Example:



Picture 5

The representamen about the scene is restaurant. Restaurant is the place to have food, or just meet some friends. Restaurant usually be the place for smoker. So here, the TVC maker try to convey their idea about where the smoker usually go.

The object from the scene is the location of the restaurant which in the middle of dessert. This is a style of restaurant in some areas, especially the areas which have desert. It means that the event taking place in specific place.

The interpretant is as the restaurant which has a special style and place, the restaurant is not located in Indonesia. Beside that, the culture about restaurant which is located in the desert is not an Indonesian culture.

Rheme

Rheme is the interpretant where the possibility that it shows is just a possibility and is not always true.

Example:



The representamen of the scene is a man and a bungee. The man is wearing a head band, which means he wants to swim. And then this kind of bungee usually can be found in swimming pool. So the event happened in the swimming pool.

The object is the man who is looking at a bungee curiously as he wants to jump from it. Here the scene has the meaning that the man as the people who doesn't smoke, and the bungee as the product offered by the advertisement. The man wanted to try the bungee because he looks so curious.

The interpretant is the man is ready to try or he just looking. Here the argument of the audience is needed because the audience faced something they have to argue about the scene.

Decisign

Decisign is the interpretant that occurs when something is true, not just a possibility.

Example:



Picture 7

The representamen of the scene is a man and bungee. This is showing what happens to the man and the bungee. It has meaning that people should have to try even though they are scared.

The object is the man that is jumping from the bungee. It means that he uses the bungee although he is very scared. The meaning of this scene is audience should try the product because if they never try they will never know the product.

The interpretant is the man who is the audience, then the bungee is the product. The man tries to use the bungee as the audience try to use the product. From this meaning the audience can use their own decision to decide whether they want to use the product or not.

Argument

Here argument is like a syllogism. Argument in interpretant is something that arise in people's mind when another thing occurs and has a relation.

Example:



The representamen of the scene is a man wearing a swim suite. There are a pool, some people, and their shadows. The meaning of this scene is people appear in the scene as the audience that are not trying the product yet.

The object is the man wearing the swimming suite. The man did not do what some people in the scene do. It means that he wants to find the different activities so that he can be different from other.

The interpretant is the meaning that comes from the representamen and object. The people described as the audience, and some of them are just doing stretching as

they want to swim. But the man wants to be different from others. It means that if the audience want to be different, they have to use the product offered by the advertisement.

CONCLUSION AND SUGGESTION

Conclusion

After analyzing the data, it can be concluded that; first, there are three kinds of semiotics forms in the use of semiotics in “A Mild Go Ahead” as the sign in the TV commercial namely; (a) Representamen is a kind of outer skin of a sign that only can only be seen but people cannot find its meaning (b) Object is the meaning from what we have seen from the picture or a sign, and (c) The interpretant is the meaning derived from the representament and the object.

Second, based on the analysis there are some meaning of semiotics used in the TVC “A Mild Go Ahead”; (a) as the creativity, the TVC is interesting to watch, and hopefully the audience will begin to use the product, (b) the TVC uses semiotics to replace the real meaning of every scene that appears in the TVC, and (c) , the purpose is to suggest people especially smoker to use this product indirectly.

And the third is there are nine types of semiotic such as qualisign, sinsign, legisign, icon, index, symbol, rheme, decisign and argument with the sinsign that dominantly used in A Mild Go Ahead.

Suggestion

With reference to the conclusions, there are some suggestions needed to be considered. For the readers especially students in English department, in learning a language as the social semiotics in this study will give some contributions to find much more system of using signs in social life situation. And also for next researchers, electronic mass media is a good way to conduct a research in, especially semiotics as a science in the field of linguistics.

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Declaration

Except where appropriately acknowledged, this thesis is my own work, has been expressed in my own words and has not previously been submitted for assessment.

I understand that this thesis may be screened electronically or otherwise for plagiarism.

Author Biography

Habib's research used decriptive qualitative technique. He hold a S.S from State University of Medan. This Journal is partial fulfillment of the requirement for degree of Sarjana Sastra