

**A SEMIOTIC ANALYSIS ON WHISKAS'S BIG CAT LITTLE CAT  
EDITION PRINTED ADVERTISEMENT**

**THESIS**

**BY  
NABILAH KHOIRUN NISA  
NIM 105110101111078**



**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURES  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
2014**

**A SEMIOTIC ANALYSIS ON WHISKAS'S BIG CAT LITTLE CAT  
EDITION PRINTED ADVERTISEMENT**

**THESIS**

**Presented to  
Universitas Brawijaya  
in partial fulfilment of the requirements  
for the degree of *Sarjana Sastra***

**BY:**

**NABILAH KHOIRUN NISA  
NIM 105110101111078**

**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURES  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
2014**

## ABSTRACT

Nisa, Nabilah Khoirun. 2014. **A Semiotic Analysis on Whiskas's Big Cat Little Cat Edition Printed Advertisement.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati, Co-supervisor: Agus Gozali.

Keywords: Semiotics, Whiskas, Big Cat Little Cat, printed advertisement.

Advertisement can't be separated with human life. It is a mass marketing technique which persuades the consumers to buy the product which is being advertised. The writer use Whiskas's Big Cat Little Cat Edition printed advertisement to analyze. There are two problems of the study namely (1) What kinds of semiotic signs are used on Whiskas's Big Cat Little Edition Printed Advertisement; (2) What is the meaning of each sign used on Whiskas's Big Cat Little Edition Printed Advertisement.

In this study, a qualitative approach by document analysis is applied to analyze and identify the signs, find out the meaning of the sign and the relation between the slogan and the sign found in Whiskas's Big Cat Little Cat Edition Printed Advertisement. The writer uses Peirce's typology on sign in analyzing the data

Based on the result, the writer found that there are signs total by 69 signs consisting of 32 icons, 27 indexes and 10 symbols found in the advertisements based on Peirce's typology of sign theory. Based on the study that has been conducted towards the printed advertisement of Whiskas's, the iconic signs were mostly used. Each sign has the role to strengthen and support the idea of the advertisement. The logo of Whiskas and the slogan "feeding your cat's insctinct" appears in almost all of the advertisement. They become the controller of the advertisement's idea.

The researcher suggests Faculty of Cultural Studies to provide more books about semiotic both in English and Bahasa Indonesia since there are only a few books available in the library. The next writers are also suggested to find out other research's object such as billboard advertisement, TV advertisement, internet advertisement, movie posters, political cartoons and so on to gain a better understanding in Semiotic.

## ABSTRAK

Nisa, Nabilah Khoirun. 2014. **Analisis Iklan Cetak Whiskas Edisi *Big Cat Little Cat***. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing (I) Emy Sudarwati (II) Agus Gozali.

Kata kunci: Semiotik, Whiskas, *Big Cat Little Cat*, iklan cetak.

Iklan tidak dapat dipisahkan dari kehidupan manusia. Iklan adalah teknik pemasaran masa yang mempengaruhi konsumen mengapa mereka membutuhkan produk yang sedang diiklankan. Peneliti menggunakan iklan cetak Whiskas edisi Big Cat Little Cat untuk dianalisa. Terdapat dua rumusan masalah dalam penelitian ini (1) Tanda tanda semiotika apa yang digunakan dalam iklan cetak Whiskas edisi Big Cat Little Cat Edition; (2) Apa arti dari masing-masing tanda yang terdapat pada iklan cetak Whiskas edisi Big Cat Little Cat.

Dalam penelitian ini, metode kualitatif dengan analisa dokumen digunakan untuk menganalisa dan mengidentifikasi tanda, menemukan arti dari tanda dan hubungan dari tanda dan slogan yang ada pada iklan cetak Whiskas edisi Big Cat Little Cat. Peneliti menggunakan penulis menggunakan teori tipe-tipe tanda yang diusulkan Peirce untuk menganalisa data.

Berdasarkan hasil penelitian, peneliti menemukan bahwa terdapat total 69 tanda terdiri dari 32 ikon, 27 indeks dan 10 simbol ditemukan pada iklan cetak yang telah dianalisa menggunakan teori tipe-tipe tanda yang diusulkan Peirce. Berdasarkan penelitian yang telah dilakukan pada iklan cetak Whiskas edisi Big Cat Little Cat, ikon adalah tanda yang muncul terbanyak pada iklan tersebut. Tiap tiap tanda mempunyai peran untuk memperkuat dan memperjelas gagasan dari iklan tersebut. Logo dari Whiskas dan slogan “feeding your cat’s instinct” muncul hampir di setiap iklan dan menjadi pengontrol dari gagasan yang terdapat pada iklan.

Peneliti menyarankan Fakultas Ilmu Budaya untuk menyediakan lebih banyak buku tentang Semiotika baik yang berbahasa Inggris maupun yang berbahasa Indonesia karena hanya terdapat beberapa buku yang membahas tentang Semiotika. Peneliti juga menyarankan periset selanjutnya untuk menemukan objek penelitian lainnya seperti iklan billboard, iklan TV, iklan internet, kartun politik, poster film dan lain lain untuk meningkatkan pemahaman pada bidang Semiotik.

## REFERENCES

- Antelope. (n.d). Retrieved on June 4th 2014 from  
<http://animals.nationalgeographic.com/animals/mammals/zebra/>
- Ary, D., Jacobs, L. C., Sorensen, C., Razavieh, A. (2010). *Introduction to research in education*. USA: Wadsworth Cengage Learning.
- Burty, Annisa, Dhania. (2013). *A semiotic analysis of the Movie Posters of the Harry Potter the Deathly Hallows*. Unpublished Thesis. Malang: Universitas Brawijaya
- Cat Body Language. (n.d). retrieved on June 6th 2014 from  
<http://www.caster.com/cat-behavior/cat-body-language>
- Chandler, Daniel. (2007). *Semiotics: The basic 2nd edition*. London: Routledge
- Chasing Zebra. (n.d). Retrieved on December 12<sup>th</sup> 2013 from  
[http://adsoftheworld.com/media/print/whiskas\\_big\\_catsmall\\_cat](http://adsoftheworld.com/media/print/whiskas_big_catsmall_cat)
- Classification of Advertising. (n.d). Retrieved on April 13<sup>th</sup> 2014 from  
<http://managementstudyguide.com/classification-of-advertising.htm>
- Elephant. (n.d). Retrieved on June 4th 2014 from  
<http://animals.nationalgeographic.com/animals/mammals/elephant/>
- Eco, Umberto. (1976). *A Theory of semiotics*. Bloomington: Indiana University Press
- Fidler. Roger. (1997). *Mediamorfosis*. California: Pine Forge Press California
- Leopard. (n.d). Retrieved on June 4th 2014 from  
<http://animals.nationalgeographic.com/animals/mammals/leopard/>
- Lion. (n.d). Retrieved on June 4th 2014 from  
<http://animals.nationalgeographic.com/animals/mammals/lion/>
- Okana, Masio & Masani Asakawa. (2006). *A semiotics analysis of printed advertisement –The Case of Awarded Works in the International Advertising Festival Alcohol Division*. Language and Culture. Bunkyo University
- Print is dead? Not so fast. (n.d). retrieved on April 14<sup>th</sup> 2014 from  
<http://www.forbes.com/sites/thesba/2012/06/28/print-is-dead-not-so-fast/>

Rivers, William, L et al. (2003). *Mass media and modern society*. Stanford University Press

The IUCN Red List of Threatened Species 2014. (n.d). retrieved on June 6th 2014 from <http://www.iucnredlist.org/details>

The Meaning of Colors. (n.d). Retrieved March 2<sup>nd</sup> 2014 from [www.bourncreative.com](http://www.bourncreative.com)

Uraida, Siti. (2014). *A semiotic analysis of McDonald's printed advertisement*. Unpublished Thesis. Malang: Universitas Brawijaya

Zebra. (n.d). Retrieved on June 4th 2014 from <http://animals.nationalgeographic.com/animals/mammals/zebra>