

**DECODING CONNOTATIVE MEANING IN THREE (3) PROVIDER  
ADVERTISEMENT *KEBEBASAN* EPISODE**

**THESIS**

**BY**

**DESY SINTA NURNASTITI**

**115110107111007**



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

**2015**

## ABSTRACT

Nurnastiti, Desy Sinta. 2015. **Decoding Connotative Meaning In Three (3) Provider Advertisement *Kebebasan* Episode**, Study Program of English, Universitas Brawijaya. Pembimbing: Muhammad Rozin; Co-supervisor: Yana Shanti Manipuspika.

Keywords: Semiotics, Codes, Connotative Meaning, Three (3) provider, Advertisement.

This study analyzes the codes and connotative meaning in Three (3) provider advertisement *kebebasan* episode. Three (3) provider is one of provider which is distributed in Indonesia. In this research, the writer analyzed the codes and connotative meaning used in Three (3) Provider in order to understand the deeper meaning of this advertisement. The research problems are: 1) What kind of codes used in Three (3) Provider *kebebasan* episode, 2) What are the connotative meaning found in Three (3) provider *kebebasan* episode. The main theory used in this study are tripartite framework from Chandler (2007) and the order of signification from Barthes (1957).

This study uses qualitative approach since the writer tries to analyze the visual and verbal elements of Three (3) Provider advertisement *kebebasan* episode. The data of the study are video advertisement containing codes and connotative in Three (3) Provider advertisement *kebebasan* episode.

The results of this study reveal that Three (3) provider advertisement *kebebasan* episode contains codes and connotative meaning to deliver message about freedom in society and insinuate other provider implicitly at the same time. Three codes proposed by Chandler are applied in the advertisement. The codes which are found are social codes (verbal language, bodily codes, commodity codes); textual codes (genre, rhetorical and stylistic code; mass media code) and interpretative codes (perceptual code). In the finding, all of the scenes of Three (3) Provider advertisements *kebebasan* episode have connotative meanings because all of them contain both images and utterances that have hidden messages.

To sum up, Three (3) provider uses codes and connotative meaning to deliver the deeper message about freedom in society and insinuate other provider implicitly. Further, the readers can get additional information related to the codes and connotative meaning. The writer suggests for the next researchers who are interested in the semiotics to take data from other sources like radio, newspaper, magazine, advertisement poster or novel poster. The future researcher can use theories from other experts as well.

## **ABSTRAK**

Nurnastiti, Desy Sinta. 2015. **Memahami Kode serta Makna Konotatif dalam Iklan Provider Three (3) Provider Episode Kebebasan**, Program studi sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Muhammad Rozin (II) Yana Shanti Manipuspika.

Kata Kunci: Semiotik, Kode, Makna Konotatif, Provider Three (3), Iklan.

Penelitian ini membahas tentang kode dan makna konotatif dalam iklan provider Three (3) episode kebebasan. *Simcard* Three (3) merupakan salah satu *simcard* yang didistribusikan di Indonesia. Dalam penelitian ini, penulis menganalisis kode dan makna konotatif yang digunakan dalam provider Three (3) untuk mengerti makna yang lebih dalam iklan. Permasalahan yang dijawab dalam penelitian ini yaitu 1) Macam kode apa yang digunakan didalam iklan Three (3) episode kebebasan, 2) Apa makna konotatif yang ditemukan di provider Three (3) episode kebebasan. Teori utama yang digunakan dalam penelitian ini adalah tiga kerangka kode dari Chandler (2007) dan tatanan pengertian dari Barthes (1957).

Penelitian ini merupakan penelitian kualitatif karena penulis mencoba untuk menganalisis elemen visual dan verbal yang digunakan dalam iklan provider Three (3) episode kebebasan. Data dalam penelitian ini adalah iklan video yang berisi kode dan makna konotatif dalam iklan provider Three (3) episode kebebasan.

Hasil dari penelitian ini menemukan bahwa iklan provider Three (30 episode kebebasan mengandung kode dan makna konotatif untuk menyampaikan pesan tentang kebebasan dalam masyarakat dan sindiran terhadap provider yang lain dalam waktu bersamaan. Kode yang diusulkan oleh Chandler digunakan dalam iklan ini. Kode yang ditemukan adalah kode sosial (bahasa lisan, kode fisik, kode komoditas); kode tekstual (aliran, retorik, dan gaya bahasa; media masa); kode interpretatif (kode persepsi). Dalam penemuan ini, iklan provider Three (3) episode kebebasan mempunyai makna konotatif karena semua scene dalam iklan terdiri dari gambar dan kalimat-kalimat yang mempunyai pesan tersembunyi.

Kesimpulan dari penelitian ini adalah provider Three (3) menggunakan kode dan makna konotatif untuk menyampaikan pesan yang lebih dalam mengenai kebebasan dalam masyarakat dan menyindir secara tidak langsung provider lainnya. Kemudian, pembaca mendapatkan informasi tambahan sehubungan dengan kode dan makna konotatif. Penulis menyarankan untuk peneliti selanjutnya yang mempunyai ketertarikan dalam semiotik untuk mengambil data dari sumber lainnya seperti radio, koran, majalah, poster iklan atau poster novel. Peneliti selanjutnya juga dapat menggunakan teori dari ahli lainnya.

## REFERENCES

- Agency, Match. (2011). *Television Advertising*. Retrieved October 19, 2014, from [agencymatch.org/resources/television-advertising.html](http://agencymatch.org/resources/television-advertising.html)
- Ayu, Senia Puspita. (2013). *Semiotic Analysis on Television Advertisement of Coca Cola "Reason to Believe : Indonesian Version*. Unpublished S-1 Thesis. English Department. Malang: Universitas Brawijaya.
- Ary, D., Cheser, L., Sorensen, C., Razavieh, A. (2002). *Introduction to research in education*. Stamford: Wadsworth Thomson Learning.
- Barthes, Roland. (1964). *Element of semiology*. Hill and Wang.
- Chandler, Daniel. (2002). *Semiotics: The Basics Second Edition* . London: Routledge.
- Chandler, Daniel. (2007). *Semiotics: The Basics Second Edition* . New York: Routledge.
- Chandler, Daniel. (2014). *Semiotis for beginners*. Retrieved October 20, 2014, from <http://users.aber.ac.uk/dgc/Documents/S4B/sem02.html>
- Combe,I., Crowther, D. (nd). *The Semiology of an advertisement campaign: brand repositioning*. Retrieved March 1, 2015, from [http://www.londonmet.ac.uk/library/r67150\\_3.pdf](http://www.londonmet.ac.uk/library/r67150_3.pdf)
- Cooper, J. C. (1978). *An illustrated Encyclopedia of Traditional Symbols*. London: Thames and Hudson.
- Eco, Umberto. (1976). *A theory of semiotics*. Bloomington: Indiana University press.
- Goddard, Angela. (1998). *Language of Advertising*. London: Routledge.
- Johansen, Jorgen D., & Larsen, Sven E. (2002). *Sign in use: an introduction to semiotics*. London: Routledge.
- McKeown, Ruth. (1998). *A semiotics analysis of two ads for persil liquid (le parfum de washing up)*. Retrieved January, 20, 2015 from <http://www.aber.ac.uk/media/Students/rum9501.html>

- Mulyana, Deddy. (2004). *Ilmu komunikasi (suatu pengantar)*. Bandung : Remaja Rosdakarya.
- Saphan, Serry. (2014). *A Semiotic Study in Advertisements of Bear Brand Sterilized Milk “Preventing” and “Recovering” Version*. Unpublished S-1 Thesis. English Department. Malang: Universitas Brawijaya.
- Sobur, Alex. (2001). *Analisi Teks Media (Suatu Pengantar untuk Analisi Wacana, Analisi Semiotik, dan Analisi Framing)*. Bandung: Remaja Rosdakarya.
- Tinarbuko, Sumbo. (2008). *Semiotika komunikasi visual: metode analisis tanda dan makna pada karya desain komunikasi visual*. Yogyakarta: Jalasutra.
- Three (3). Retrieved on October 15, 2014 from [www.tri.co.id](http://www.tri.co.id)
- The Advertising Association of the UK. (2013). Retrieved October 20, 2014, from [www.isba.org.uk/about/working-across-industry/advertising-association](http://www.isba.org.uk/about/working-across-industry/advertising-association)