

Semiotics Analysis on PT. TIKI Indonesia Advertising

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Abstract Each ad released by a company contains an "information" that the company wants to transferred to the public, in order to clarify the identity and obtain public recognition of the company. One company that has interesting advertisements to review is Tiki company advertisement that is in the field of shipping and logistics. The method used to analyze this advertisement is semiotics, by looking at the markers in the visualization of Tiki Indonesian brand advertisements. The visual elements analyzed by 3 aspects: 1) Representation Purpose; 2) Interaction Purpose; and 3) Composition Purpose. In social semiotics, these markers used to analyze the message that the designer wants to convey to the community. The constituent elements seem simple but have a message hidden in it.

Keywords: *Semiotics, Visualization, Ads*

1. Introduction

There are some meanings in every visual work that can be conveyed to the community, especially in terms of advertising visualization of a company. With the help of advertising media both digital and non-digital, companies can convey information about the benefits of the products offered, or the advantages of the company compared to similar companies. Companies offered various advertisements aimed at attracting market interest and attention. The concepts and themes used are also very diverse. One company that offers an attractive advertising concept is PT. TIKI (Titipan Kilat), which provides freight services/ expeditions both domestically and abroad. This study will discuss advertisements contained in online media. By analyzing each ad element chosen by the producer to deliver a message to consumers, it can be seen that each detail item that appears in the advertisement has a meaning as the main element, supporting element, or complementary element.

In a print ad or image ad (non-video), there are visual compositions that can be in the form of images, body gestures, and or with complementary tag lines (text) that inserted inside or outside the ad frame. This composition is arranged optimally to produce a messages that match the expectations of the manufacturer or company. Advertising consultants highly consider the principle of advertising, that it must be able to attract consumer's attention. Thus, many alternative ads have a unique concept, and it is expected that with the analysis of this one advertising example, it can give an idea in the elements selection of the advertisements preparation usually used by companies as a medium for delivering information.

2. Methods

This visual ad is analyzed by using descriptive analysis, using scientific semiotics to see the markers presented in the ad with 3 purposes discussion in social semiotics: 1) Representation Purpose, explaining the components or elements in the visual ad of PT. TIKI; 2) Interaction Purpose, the purpose wants to be conveyed by PT. TIKI when the reader/audience interpret the ad; and 3) The Composition Purpose, a purpose obtained from the composition of the text, symbols, and actions that exist in a visual media. This discussion looks at the elements laying starting from the laying assumption from the closest to the farthest audience, from the top to the bottom of the ad frame, as well as the composition of elements laying from right to left.

3. Theoretical Framework

Social semiotics still relies on the principle of semiotics, that every communication that produced visually can inform certain messages produced by an image (Oyama & Jewwit in Leeuwen & Jewwit, 2001). There are some codes applied, a set of rules that are used to connect the marker and the meaning/ purpose. Semiotics is used to analyze the signs or codes that exist in image visualization, because each sign carries a specific purpose that wants to be expressed on certain elements or shapes. These markers have special characteristics, which can be influenced by the local culture, habits, and the values of life implanted in the community. By using semiotics, it will be easier to interpret an element, so that there will be no misinterpretation, of course it is on the basis of a previously agreed upon knowledge, because semiotics can see the hidden meaning in a form of code, object or text.

Visual elements laying can be placed at the same height as the vision level, also above or below the level of the audience's vision. The point of view also affects how to inform the meaning of the relationship between image

producers and the public, place or an object in a combination of an image.

Social semiotics consists of three terminology (Kress & Leeuwen in Leeuwen & Jewwit, 2001):

1. Representation Purpose,

Explain the components (people / subjects, locations and items) that explained in an image "frame". Representation purpose has two forms:

- Narrative structure, which is a depiction of scenes that occur in a frame in the form of actions, reactions, and any events captured in an image, clarifying the main actors/ elements and the supporting elements. Narrative structure makes it easy to analyze visual texts, clarify subjects that play an active role, and who play a passive role.
- Conceptual Structure, this structure defines or analyzes or groups the people, the locations and the properties that support the scene, for example by considering the size, position, color selection, lighting used, and gestures performed by the subject.

2. Interaction Purpose,

An image can create a certain relationship between the viewer and the scene in the frame. Factors played in the scene consist of distance, contact that occurs, and the way/ point of view.

- Distance: image can bring the audience closer or further away with the subject, location and items/ elements that are in a scene.
- Contacts: contacts could occur from scenes of people/ elements that exist in a frame with viewers of the adverts/ scenes, subjects can be made as if making direct eye contact with the audience, or even away from the views, and the expressions made provide an impression that it is directly for the audience.
- Perspective, frontal angles are usually used to improve audience identification in an image scene.

3. Composition Purpose,

Is the composition between text and images and other symbols in a frame, from top-bottom, and left-right. It consists of three sources that support the creation of the composition purpose:

- Information Value: laying the elements composition of the image, it adjusted to local habits and agreements in "reading" text or images, starting from the right or left, or from the bottom or top.
- Salience: clarifying the main or important elements by giving different treatments, both from the font style, color, thick and thin elements, in other words, make the elements to attract attention the audience faster by giving special treatment.
- Modality, the embodiment of the image in a frame, (scenes are made to be natural or dramatic, etc.)

4. Discussion

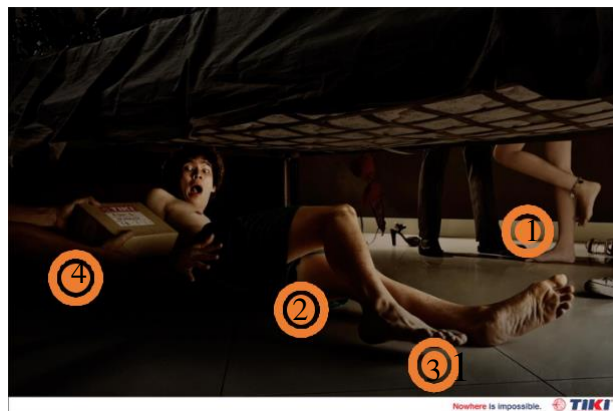


Figure. 1. PT. TIKI Advertising

Source:

<http://i414.photobucket.com/albums/pp223/iklanindonesia/tikitoxyboy.jpg>

In semiotics (social semiotics) the signs in this advertisement can be explained as follows:

4.1. Representation Purpose

The narrative structure contained in this advertisement is:

- a. Human, consisting of three men and one woman, can be explained as follows:
 - One man who looks intact from his head to feet, and the expression on his face was shocked and frightened to see a package protruded from the hands of a messenger delivered to him. Although it is not verbally explained that this young man looks scared, but his body language shows that expression, because body language has a function as an expression transmitter (Noth, 1995: 403). The young man in this advertisement wears black shorts and is in a dark place, it can be understood that this young man is not a legitimate partner of the women in the advertisement.
 - One man shows just his legs wearing cloth pants and leather shoes, this indicates that the person has just returned home from formal activities outside the home, formal activities can be in the form of meetings, work, seminars etc.
 - One man shows only his hands (figure 1 no.4) holding a package from PT. TIKI assumed that the man was a courier from PT. TIKI who is in charge of delivering the package. That hand signifies trust and responsibility, the company's commitment of PT. TIKI to give the package directly to those who are entitled to receive it without going through an intermediary.
 - In the advertisement there is one woman, indicated by the presence of sandals or high-heel shoes, the woman wears an anklet in front of her partner, anklets here symbolize beauty, because the bracelet is included in a form of jewelry that serves to decorate or beautify the appearance (see figure 1 no.1).
- b. Bed with black sheets that look disheveled, the assumption is that the bed has just been used. The atmosphere of the room is set dim or without light, the black color here has a dark connotation, in the context

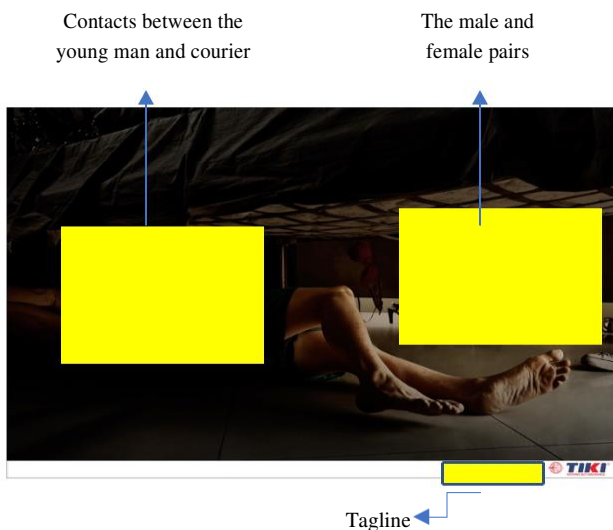
of this advertisement it means a fraud, or an embezzlement of a thing.

- c. Footwear, there are 3 types of footwear; high-heels (women's sandals). Leather shoes or loafers, assumed to be the shoes of a man who has worked because leather shoes are used in formal occasions such as working, weddings, seminars, etc. There are also sneakers, usually used by young people who like informal things, or commonly known as casual.
- d. The red bra, which belongs to the only female character in the ad is hanging by the bed. The assumption is that the bra has just been taken off. The bra color is red, according to Dawson, women who wear these colors are individuals who are passionate, full of energy, dramatic, and full of control.
- e. The door that open towards the bedroom, it shows that someone has just come.

The conceptual structure contained in this advertisement is:

- a. The walls of the bedroom are red, it looks dark because the lighting in the room is not turned on. The red color represents that the owner of the room has a passionate, brave, strong, aggressive, independent, like freedom, and warm nature.
- b. Creme-colored bedroom floor, describes the user or owner of the room that has a strong charming impression.
- c. The "Nowhere is impossible" tag line. The tag line written by TIKI in this adverts breaks the notion that the private area cannot be disturbed by the presence of strangers. The "nowhere is impossible" tag line guarantees TIKI consumers to trust the company's ability to deliver packages to the rightful recipient even when the place is deemed impossible to reach. This impossibility is illustrated by the inclusion of TIKI couriers in a private area (bedroom) within a building or residence.

4.2. Interaction Purpose



Between these elements there is no direct contact with the viewer. Contacts that occur in advertisements can be explained as follows:

- a. Between the young men under the bed and delivery courier from TIKI, even though they are physically

close but they are emotionally distant, because what happens here is only the relationship between customer who use the delivery service and the couriers that delivering the goods.

- b. The male and female pairs that are only visible on the legs (see figure 1 no.1), can be said to be a partner because there is physical contact, shown by their physical closeness and emotional closeness (intimate distance). The distance is approximately 1 feet, this distance is very much likely to be able to touch someone directly, such as whispering, embracing, shaking hands, kissing, etc.
- c. Between images in the frame with the lower right tag line; the tag line is placed outside the frame, in addition to not interfere with the visualization of advertisements, the tag line also aims to clarify the intention to be conveyed by TIKI companies to service users, that nothing is impossible.

When you first see the visualization of this ad, your eyes will be more focused on the young men under the bed because his body and gestures dominate the adverts, so it can be said that this man is the main element as a messenger to the viewer. The protrusion showed by showing the young man's whole body, by giving a slight effect of light on his feet. Then switch to the package and the courier (the cause of the young man showing gestures and expressions of shock and fear), showing that the customer's trust in the services offered will be paid for with the delivery of goods even though the place is difficult to achieve.

While at the side of the bed, a couple (see figure 1 no.1), male and female, the couple are intimate apart, which explains their status as a couple. It can be seen that there is a red bra hanging on the side of the bed, and it can be assumed that the woman is not bothered by not wearing one. There is the existence of shoes and sandals lying on the floor, this explains that the footwear had just been removed in the bedroom, or in other words the occupants had just entered the room. Continues on the text that is below the ad, it says "nowhere is impossible" alongside the TIKI company logo. The tag line is simple but has a deep meaning, which means TIKI Company will send packages that are entrusted through its services to the recipient's place, for sure, even though that place is rationally impossible to achieve. Explained by distinguishing colors from the word "nowhere" itself with red color, TIKI emphasizes and confirms the tag line.

4.3. Composition Purpose

In understanding the text or print advertisement, Indonesian people tend to see or read the text from left to right, starting with the element that dominates the text and then goes to the supporting text or other elements. In the advertisement, there is no direct contact with the viewer so the distance that occurs is likely to be far emotionally, this ad does not invite the viewer frontally or directly. Some of the objects in this advertising have a close physical distance and emotional distance, like what happens to the married couples. There is also emotional distance between the wife and the young man under the bed, but the physical distance there is not too close. So there are two main types of activities occur in this advertisement; a couples who stand close together and

contact that occurs between the courier with the young man. The visible body language of the young man who was frightened and shocked, represented an undue relationship between the young man and the woman standing by the bed, because the expression of fear shown was the result of worried and anxious feelings he felt about his actions known by the woman's partner. Dark or black atmosphere that dominates the bedroom symbolizes the "cheating" that they (young men and women) do behind the husband. The couple's setting is placed behind the bed, because in the eastern culture that is still held in high esteem by Indonesian people, exposing activities that can be said to be vulgar (for example making out, etc.) are still considered taboo. Therefore, to explain the activity, it is enough to use only the body language and intimate closeness, as seen in the picture.

5. Conclusion

After describing the ad elements, the meaning obtained from the ad then can be explained as follows:

- a. This ad tells about cheating and infidelity, visually marked by the room settings achieved, the gesture of the actors in the adverts, and also the setting of laying objects supporting the story,
- b. PT. TIKI through this advertisement wants to clarify their credibility that able to provide optimal service even in the midst of conditions that are deemed impossible, and it is well portrayed through an advertisement story line that is easy to understand, and using a tagline with dimensional compositions that can be easily captured by the eye,
- c. The character setting achieved in this advertisement explains that the four actors have each important role in bringing the audience to captured the image's meaning, these four actors are husband, wife/ woman, young man, and PT. TIKI courier.

6. References

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