

## Connotative Meaning of *L.A. Bold* Cigarette Advertisement *My Kind of Bold* Version

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### Abstract

*This study concerns on the connotative meaning in L.A. Bold cigarette TV version advertisement. The objectives of the research are to find out connotative meaning and to describe how connotative meaning denoted in the advertisement. Regarding to this, the writers applied theory of Connotative of a Denotative Sign from Roland Barthes consisting of E, an expression (or signifier), in relation (R) to C, a content (or signified): E R C. The data and data source of this study are the text and pictures that appear in the whole advertisement. As the result, it concludes that each sign has a sign system creates connotative meaning. It is found 16 connotative meanings from 7 data, they are Good Carrier, Enjoyment and Challenge, High class, Masculine and Classic, Playboy and Glamour, Metropolitan, Modern, Masculine, Sporty, Brave, Risk Taker, and not be afraid to smoke cigarette.*

**Key Words:** *Semiotics, Connotative, L.A. Bold, Advertisement*

### Introduction

Advertisement is the tool used by many companies in order to inform prospective customer about their products and services. We live in a world that is flooded with advertising. In the car, on metro or walking through the town we see it everywhere.

Brierly (1995:1), further, states:

Radios at the bedside; letters on the doormat; billboards at bus stops; magazines at the hairdresser's; newspapers on the train; faxes at work; videos in hospitals; stickers in newsagents' and TV in the living room: at every point of the day we are bombarded with commercial messages.

From this statement, it can be concluded that advertisement has expand their ad into our surrounding. From morning until night we can see many advertisements in every corner of our city. Brierley also says that most of people always tend to avoid them. Although we tend to avoid them, advertiser has many ways to advertise their product. Love them or hate them, you cannot avoid them. As a result, in our daily life from morning until night, we always see advertisements.

Every time we watch our television shows, people might get disturbed when a commercial interrupts our program. But what if we stopped to consider for a moment, that maybe we have it all wrong. Is it the advertisement that interrupts our program? Or is it the program that interrupts the advertisement? The answer is the program that interrupts the advertisements. This is because the main way for a television station to make money is to sell commercial time. According to Sutel, most network and cable television companies are 100% supported by ad revenue.

Seeing from the perspective of advertisement, cigarette product also try to persuade people to accept and purchase their product. To do so, advertiser uses linguistic aspect, pictorial aspect, music aspect and etc. This is to influence the mind of people to buy their product. According to Durant & Lambrou (2009), Advertising conveys information, so that consumers know what is available, who makes it, and where and how they can get it. Therefore advertisements show audience about the information toward the product and advertisers should give complete information about the product, its usability, quality, and durability and the place of approach with name, address and telephone number etc. The readers should find convenient to purchase the product. However, cigarette advertisements are different from others. The differences of cigarette advertisement is that it does not show detail information of their product. This is because the regulation of government dealing with cigarette advertisement. According to *Pembahasan PP No. 109/2012, pasal 39*, cigarette companies are forbidd to show the package of cigarette, smoking people, smokes and even information about the product. Therefore, in this case, advertisers are

forced to make creative advertisements so they can influence people's mind. Advertisers has to use their creativity in making persuasive advertisements so people can be persuaded to by their products.

Cigarette advertisement contains certain message. A message can be created with many codes. The codes that appeared in the advertisement is not arbitrary codes. It's a code that contains a message inherent within the advertisement. As code that appears in the advertisement for consumer contained a message for us to interpret the sign from using the advertising, the term of interpretation of the sign in advertising is well known as Semiology or Semiotic. The theory of semiology itself used for approaching the sign that appears in the advertising. The writers consider that *L.A. Bold* TV advertisements will be full of interpretation, especially in the field of connotative meaning. The analysis tries to investigate the connotative meaning in *L.A. Bold* advertisement *My Kind of Bold* version. In this sense, the paper deals with the switch from denotative to connotative meanings of *L.A. Bold* advertisement. Therefore, in this paper it tries to find out connotative meaning in the advertisement. The approach is based on the assumption that communication is achieved via decoding and encoding messages. The connotative meaning represents the overall message about the meaning of the product which the ad is creating by the use of the image.

### Method

The data are collected by screen-shooting every scene in the advertisement. The researchers have some steps in processing the data to be analyzed. The first step is classifying the data. In this step the writers classifies the data based on its classification; linguistic sign, and pictorial sign. The second is analyzing the data by using the theory connotation of a denotative sign of Roland Barthes. Finally the researchers evaluated the data and gives explanation about the result of the evaluating data that has been analyzed.

### Findings and Discussion

#### 1. My Kind of Playground

In the first opening of the advertisement, it shows about the office building or office block. There is also a statistic digital that appear in the second scene. In the third scene, there is a man who is sitting down in a room. The room is an office. The man is wearing a white shirt with a brown tie. He is a man with thin beard. In the scene, it can be seen that the man is thinking seriously. He is an office worker and a busy man since from the scene he acts like a busy person. In the end of this *My Kind of Playground* part, there is a narration that says about the scene.

The type of the sentence is declarative sentence since in the ad, the narrator says that "This, is my kind of playground", the word 'this' here refers to the activity that appear in the advertisement and the sentence "my kind of playground" indicates that office work is his playground. In this case, the word that is being bold is the word 'Playground'. This statement implies that this person is mastering his job, especially in administrative work since



(Figure 1, 00:00 – 00:10)

the man is working in an office. Hearing from the narrator's voice, it can be concluded that the voice is come from adult voice. These are the signifiers ( $E_1$ ) which is still in the level of denotative.

Coming to the second level of Barthes's theory about connotative meaning, which is the content  $C_2$  (Signified), the meaning become wider than the denotative. In the first part of the ad, *My Kind of Playground* part, it shows us about an office man who work in office building. Seeing from the activities and the expression of the

man, he is a type of a serious person who always concentrates about his job. The narrator of the ad is the representation of a man that becomes the model of the ad. It is clear from the ad, that this man is indicated as target marketing of the advertisers. It also indicates the specification about the target marketing itself that the target marketing is adult person. If we look further about the appearance of the man, he is using white shirt and working in office. This kind of man is called as White Collar. In many countries such as Australia, Canada, New Zealand, United Kingdom, or the United States, a white-collar worker is a person who performs professional, managerial, or administrative work.

White-collar work is performed in an office, cubicle, or other administrative setting. To know what it meant by White Collar, we have to look the origin of White Collar came from. There are two terms that well known, they are White Collar and Blue Collar, these two term is to differentiate about the kind of a job. If a White Collar refers to office worker meanwhile Blue Collar refers to labor worker. Wickman (2012) says in his article that White Collar is first appear in 1800s, but it wasn't commonly used to discriminate by occupation and social status until around the early 20th century. Seeing from the type of a White Collar job, which is office worker. It indicates the level of social class in society. Since White Collar job need to be smart enough to handle administrative job and also white collar job has more salary rather than blue collar job. Not only that, in the scene shows that the man is facing some challenging stuffs, such as in a meeting room, he has debate with another employee and calling on the phone like he has a problem. However, from the scene he seems enjoy his job and call it his job is his kind of playground. Therefore in this part, 'My Kind of Playground' part, can be concluded that the connotative meanings are about Good carrier, Enjoyment, Challenge.

To scheme the analysis above, it may be described as follow:

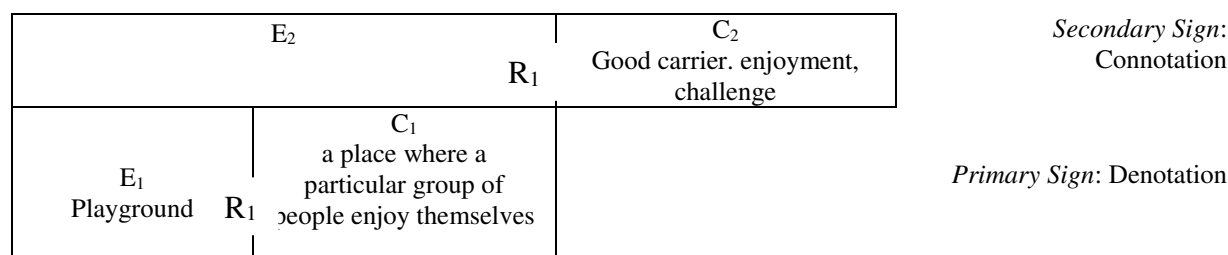


Diagram 1

If we analyze in the primary system, the first stage sign (denotation) Playground (=E<sub>1</sub>) means a place where a particular group of people enjoy themselves (=C<sub>1</sub>). The first stage sign (E<sub>1</sub> R<sub>1</sub> C<sub>1</sub>) is the implicit content (C<sub>2</sub>) for the secondary system (connotation) that is a concept of men that a real men should has a good carrier in his job, especially white collar job. The content (C<sub>2</sub>) is the content of a new connotative sign.

## 2. My Kind of Party

The second part of the advertisement is "My Kind of Party". In this part, it shows the audience a group of people riding motorcycle in highway. The motorcycles that they ride are classic motorcycle and the clothes that they wear are also classic style. They are wearing some classic style with blazer, vast and tie. In this part the word that is being emphasized is the word 'Party'. Therefore, the writers analyzed connotative meaning from the word 'party'. In this part, we can see that the word 'party' is accompanied by some scenes that shows us about a group of people who rides classic motorcycle with classic style of clothes. But the question that appears when seeing this part is what is the correlation between the word party and the scenes? To answer this question we have to know what the meaning of party is and what it means by the scenes. According to Cambridge dictionary the word party is social event where a group of people meet to talk, eat, drink, dance, etc., often in order to celebrate a special occasion. Based on this definition, party in the ad has different meaning. In the scenes, there is a group of people who rides classic motorcycle with classic style. So, it is clear from the scenes shows the audience about his kind of party that his kind of party is riding classic motorcycle, but behind it there are other meanings that can be created by seeing from the perspective of society. In society nowadays riding classic motorcycle is a kind of hobby. A hobby that is not cheap, this is because the prices for classic motorcycle are quite expensive.

Not only the price of motorcycle that is expensive but also the maintenance of motorcycle is expensive. These aspects or signs can be signified that the one who has a hobby of riding classic motorcycle is indicating the social status in the society which is high class. This kind of hobby indicates the audience about the masculinity. This is because this hobby is an automotive hobby and automotive is stereotyped for men. As a result, the



(Figure 2, 00:11-00:16)

connotative meaning that the writers gets from this part is a concept about a party that according to the advertisement the party here is connote something high class, masculine, and classic.

To scheme the analysis above, it may be described as follow:

E <sub>2</sub>		R <sub>1</sub>	C <sub>2</sub> High class, masculine and classic
E <sub>1</sub> Party	C <sub>1</sub> social event where a group of people meet to talk, eat, drink, dance, etc., often in order to celebrate a special occasion		

*Secondary Sign:*  
Connotation

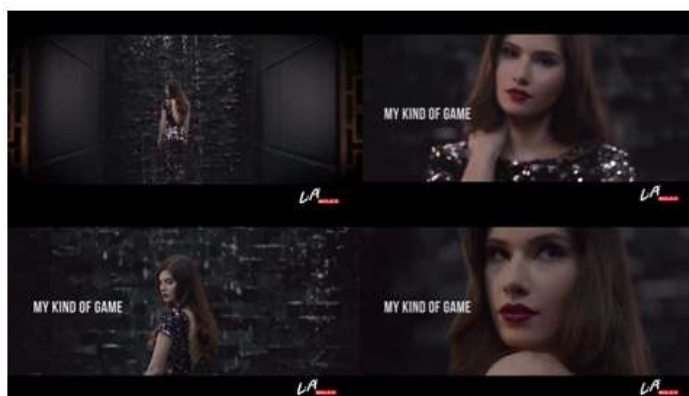
*Primary Sign:* Denotation

Diagram 2

If we analyze in the primary system, the first stage sign (denotation) of Party (=E1) means social event where a group of people meet to talk, eat, drink, dance, etc., often in order to celebrate a special occasion (=C1). The first stage sign (E1 R1 C1) is the implicit content (C2) for the secondary system (connotation) that are high class, masculine, and classic. The content (C2) is the content of a new connotative sign.

### 3. My Kind of Game

The third part of the advertisement is “My Kind of Game”. In this part, the scene shows the audience about a woman who is standing with her back to the audience. She is wearing blink black dress with her back open. Her face is beautiful with a red lips and she is seeing to the camera that she is like teasing you. The setting is not clear



(Figure 3, 00:17-00:00:22)

where exactly it is but it is such an elegant room with black wall plus waterfall decoration inside of the room. Then in this scene there is a sentence 'My Kind of Game', the writers found the connotative meaning from the word 'Game'. Because the word that is being emphasized is the word game. Coming to the second level of Barthes's theory about connotative meaning, which is the content C<sub>2</sub> (Signified), the meaning become wider than the denotative. In the scene we can see that there is a sentence that says 'My Kind of Game' and it is accompanied by a beautiful woman in the scene. The sentence implies that the woman is his kind of game. According to Cambridge dictionary, game is an entertaining activity or sport, especially one played by children, or the equipment needed for such an activity

Based on this definition actually there is no connection between the scene and the woman. The scene only shows a woman in a room, there is no such kind of play or sport or etc. But of course in semiotic, everything has a connection. According to the sentence, the word game implies that this woman is his kind of game. It indicates the characteristic of a man that this man only plays with women. Meaning that, woman is only an entertainment for him. Not only that, a game needs some skill, strength or luck to win the game. Since woman is his kind of game, he has all quality to win the game such as skill, strength or luck. It can be said that the man is a playboy. This is because woman is only a game for him. It is supported because a playboy always gets a woman that he wants. The question is what kind of woman that it means from the advertisements? To answer this, take a look to the appearance of women. In the scene of *L.A. Bold* advertisement, this women wearing a sexy black dress with her back open. This connotes something high class. According to Color Psychology, the black color connotes something powerful, elegance, mysterious and etc. All these signs made up a glamour style. Implicitly we can get the result that the word game here connotes playboy and glamour.

To scheme the analysis above, it may be described as follow:

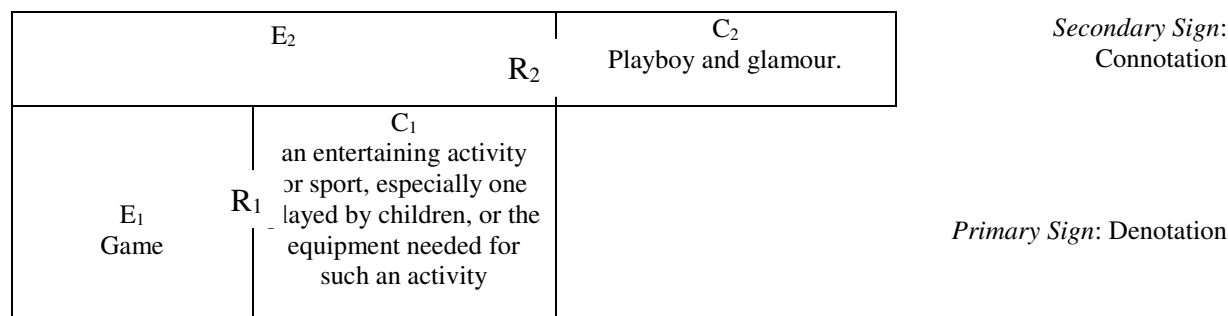


Diagram 3

If we analyze in the primary system, the first stage sign (denotation) of Game (=E<sub>1</sub>) means A form of play or sport, especially a competitive one played according to rules and decided by skill, strength, or luck. (=C<sub>1</sub>). The first stage sign (E<sub>1</sub> R<sub>1</sub> C<sub>1</sub>) is the implicit content (C<sub>2</sub>) for the secondary system (connotation) that are playboy, glamour. The content (C<sub>2</sub>) is the content of a new connotative sign.

#### 4. My Kind of Music

The fourth part of the advertisements shows what is appeared (denotative/signifier/E<sub>1</sub>). In this part shows the audience about a view of big city located in Jakarta and then there is a man who is standing in the high building and is looking to the view from up building. The man sees the view and seems enjoying the sounds of jam, such as hooter, sound vehicles, helicopters and etc. The setting is in the middle of city. In the middle of the scene, when the man seems enjoying the sounds of jam, there is a sentence that says 'My Kind of Music'.

All of the things that appear in the scene are considered to be the signs. In this part, the word that is being bold is the word music. Therefore, the writers will find the connotative meaning from the word music. According to Cambridge dictionary, music is a pattern of sounds made by musical instruments, singing or computers, or a combination of these, intended to give pleasure to people listening to it classical/pop/dance/rock music.

Coming to the second level of Barthes's theory about connotative meaning, which is the content C<sub>2</sub> (Signified), the meaning become wider than the denotative. In the scene shows the audience about a city. City is a large and permanent human settlement. When we heard the word city we may refers to the word metropolitan. The adjective metropolitan describes something that's characteristic of a city.



(Figure 4, 00:23-00:27)

The word metropolitan comes from metropolis, which in Greek means mother city, made up of *mētēr* meaning mother, and *polis* meaning city. A person, who lives in a metropolis, or city, is also called a metropolitan. You may have loved cities even when you were growing up in the suburbs, looking forward to the day you could become a true metropolitan in the biggest city you could find. So, this sign indicates that the man is a metropolitan. In the scene emphasize the word music; the meaning of music here refers to the sounds of traffic jam. Since the sentence says 'My Kind of Music', it indicates the kind of music that he likes is the sound of traffic jam; hooter and etc are his kind of music.

Music is a pattern of sounds made by musical instruments, singing or computers, or a combination of these, intended to give pleasure to people listening to it classical/pop/dance/rock music. Seeing from this definition music is made by musical instrument, singing or computer. In this degree, the musical instruments of the sounds of traffic jam are car, motorcycles, bus and etc. Music is intended to give pleasure to people listening to it classical, pop, dance, and rock music. From this, we can draw a conclusion that the man is being pleasures by listening to his kind of music such as traffic jam. It also indicates that this man has used to with sounds of traffic jam. So, it is clear from the scene that the connotative meaning of the word 'music' is metropolitan.

To scheme the analysis above, it may be described as follow:

E <sub>2</sub>		R <sub>2</sub> C <sub>2</sub> Metropolitan, Modern	Secondary Sign: Connotation
E <sub>1</sub> Music	R <sub>1</sub> C <sub>1</sub> A pattern of sounds made by musical instruments, singing or computers, or a combination of these, intended to give pleasure to people listening to it classical/pop/dance/rock music.		

Primary Sign: Denotation

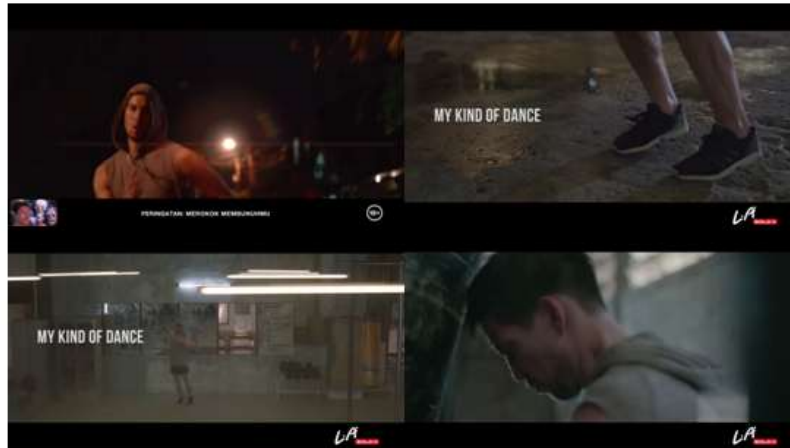
Diagram 4

If we analyze in the primary system, the first stage sign (denotation) of Music (=E<sub>1</sub>) means A pattern of sounds made by musical instruments, singing or computers, or a combination of these, intended to give pleasure to people listening to it classical/pop/dance/rock music. (=C<sub>1</sub>). The first stage sign (E<sub>1</sub> R<sub>1</sub> C<sub>1</sub>) is the implicit content (C<sub>2</sub>) for the secondary system (connotation) that is metropolitan, modern. The content (C<sub>2</sub>) is the content of a new connotative sign.

## 5. My Kind of Dance

In the fifth part shows the audience about a man who is exercising with jogging, skipping and boxing. The setting of the scene is in a street where the man is running. And then in a gym station that he made by himself, because in that place there are only burbles and boxing bag. In the middle of the scene when the man is exercising with skipping there is a sentence that says 'My Kind of Dance'. In this sentence implies that exercising is his kind of dance. Meanwhile dance according to definition is a particular series of movements which you perform to music or the type of music which is connected with it.

Those are the primary level or still in denotative meaning. When it is in secondary level, the meaning can be wider than denotative. If we see from the scene, it informs the audience that his kind of dance is exercising or



(Figure 5, 00:28-00:35)

sport. However, his kind of dance varies from any kind of sport. In this scene indicates that running, skipping and boxing are his kind of dance. Those types of exercise refer to something which are healthy, cool, and masculine. For example Boxing sport. According to Dennis O'Connell in AskMen website, boxing is the top two man sport before rugby. So it is clear from the scene that his kind of dance is not move one's feet or body, or both, rhythmically in a pattern of steps, especially to the accompaniment of music. Rather than sports, fitness and etc. These are indicating that the connotative meanings from the word dance are Masculine, Sporty, and Healthy.

To scheme the analysis above, it may be described as follow:

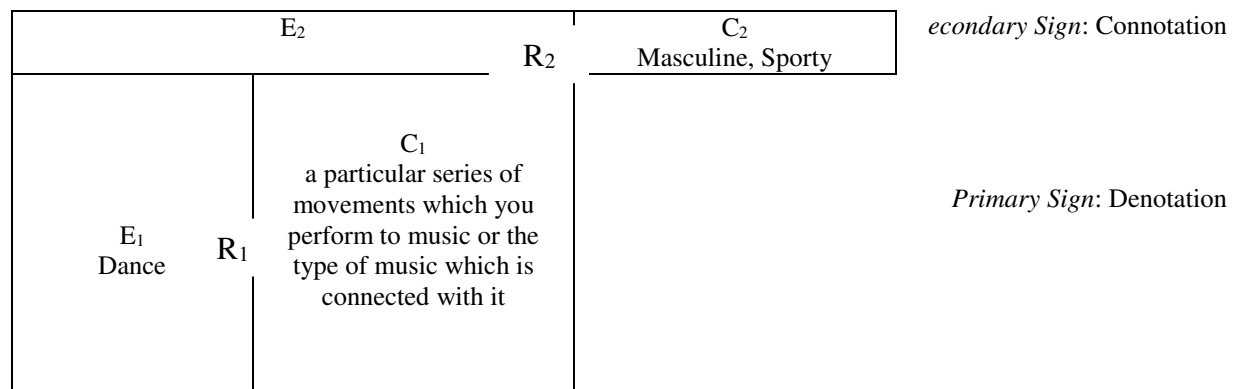


Diagram 5

If we analyze in the primary system, the first stage sign (denotation) of Dance (=E<sub>1</sub>) means a particular series of movements which you perform to music or the type of music which is connected with it. (=C<sub>1</sub>). The first stage sign (E<sub>1</sub> R<sub>1</sub> C<sub>1</sub>) is the implicit content (C<sub>2</sub>) for the secondary system (connotation) that is Masculine and Sporty. The content (C<sub>2</sub>) is the content of a new connotative sign.



## 6. Bold is My Kind of World

In the sixth part of the advertisement shows the audience about the man or the model in the ad is viewing the view of a big city. In the scene, the narrator says “And Bold is My Kind of World”. The word that is being emphasized here is the word ‘Bold’, since the narrator declares that Bold is his kind of world. The question is what kind of bold that it means according to the advertisement. So in this part, the writers found the connotative meaning from the word Bold (E<sub>1</sub>). According to Cambridge dictionary the word bold means brave; not fearing danger. In another word, bold also means not hesitating or fearful in the face of actual or possible danger or rebuff; courageous and daring or not hesitating to break the rules of propriety; forward; impudent.

(Figure 6,00:36-00:37)

Those are still in the level of denotative. When it is coming to the secondary level which is connotative, the meaning can be wider. The word Bold according to definition (C<sub>1</sub>) is something brave, face dangerous stuff,



break the rules and etc. It indicates that this type of man is a brave man. This man is not hesitating to break the rules propriety, and also not hesitating to take a risk. This is suggesting that a concept about real men should be. If we see the context of this advertisement, which is cigarette advertisement, the advertisement suggests the consumer to do not fear about the health issues or a warning from government affected by smoking cigarette. Although there is no smoking scene in the ad due to government law about cigarette advertisement, we can directly recognize it by seeing the context of the ad.

To scheme the analysis above, it may be described as follow:

E <sub>2</sub>		R <sub>2</sub>	C <sub>2</sub> Brave, Risk Taker	Secondary Sign: Connotation
E <sub>1</sub> Bold	R <sub>1</sub>	C <sub>1</sub> Brave; not fearing danger		

Primary Sign: Denotation

Diagram 6

If we analyze in the primary system, the first stage sign (denotation) of Bold (=E<sub>1</sub>) means not hesitating or fearful in the face of actual or possible danger or rebuff; courageous and daring. (=C<sub>1</sub>). The first stage sign (E<sub>1</sub> R<sub>1</sub> C<sub>1</sub>) is the implicit content (C<sub>2</sub>) for the secondary system (connotation) that is Bold, Risk Taker. The content (C<sub>2</sub>) is the content of a new connotative sign.

## 7. The Bold New World

After the part ‘Bold is My Kind of World’, still in the same scene, the narrator of the ad says “L.A Bold, The Bold New World” and then followed by the logo of the cigarette product which is L.A. Bold, and the phrase “The Bold New World” with a red font in the word ‘Bold’.





(Figure 7, 00:38-00:45)

In this part of advertisement, the writers found out the connotative meaning from the phrase “The Bold New World” (Signifier/E<sub>1</sub>). The meaning is that L.A. Bold has its own world version which is The Bold New World (Signified/C<sub>1</sub>). Because this is like a conclusion from all previous sentences about his kind of world according to the man for example, his kind of playground, party, game, music, dance and his kind of world. This phrase is like inviting the consumer to get in New World from L.A Bold version. From the phrase The Bold New World can be concluded that the one should get in to The Bold New World. But what kind of world that meant by the advertisement? Based on the writers interpretation about the phrase, in the bold new world, a man should be brave to do anything as he wants. As the writers know that L.A. Bold is cigarette product, and the word ‘bold’ in the phrase using red font. The word refers to L.A. Bold word, since the color is the same. It is to give the audience an understanding that the word bold in the phrase “The Bold New World” has the same meaning. That bold new world is to smoke cigarette especially L.A. Bold product. In the conclusion, the advertiser suggesting the consumer to be brave and to take risk, do not be afraid to smoke cigarette (Signified/C<sub>2</sub>).

### Conclusion

Referring to the finding that have been elaborated, the writers analyzed 7 data, they are *My Kind of Playground*, *My Kind of Game*, *My Kind Party*, *My Kind of Music*, *My Kind of Dance*, *Bold is My kind of World*, and *The Bold New World* which have their own connotative meaning for each word such as; Playground is “Good carrier, enjoyment and challenge”, Party are “High class, masculine and classic”, Game are “Playboy and glamour”, Music are “Metropolitan, modern”, Dance are “Masculine, Sports, and Healthy”, Bold are “Brave, Risk Taker”, and The Bold New World are “Suggestion for consumer to be brave and to take risk, do not be afraid to smoke cigarette”.

From those findings, it can concluded that the advertiser or copy writer is trying to make the image for the consumer’s perspective that smoking is something cool by using connotative meaning. However, also by using all of signs that appear in the advertisement, it can be concluded that this advertisement is intended to man consumer because the signs that shows in the ad are about masculinity. For Barthes, this can be a myth to society that a man should have a good career in office, high class, classic, sporty and a man has to be attractive to approach a woman. Since this advertisement is cigarette product, this ad also persuading people to accept or to consume cigarette product.

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