

THE APPEARANCE OF FALSE SIGN IN ADS AT SOCIAL MEDIA

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Abstract

The aim of this study is to determine the presence of signs and combinations of signs (codes) that are present on the fictitious figure of Sarah Aprilia in Cologne Bask advertising on the internet. The sign and the code in general should have a common understanding by prospective readers (target audience). This research used qualitative approach with interpretative descriptive method because semiotic science is digging and discovery the meaning. In analyzing the fictitious figure of Sarah Aprilia, the sign that appearance is false sign. Deceptive mark is a sign that unknown origin, but the engineering rests on a natural object (hybrid), but viewers assume it was real presence. This is due to the many cross signs presented visual codes that make the figure of Sarah Aprilia as a real figure.

Keywords : Advertising, Semiotics, Signs, Digital Media

INTRODUCTION

Developments in information technology now make up a digital society that all communication activities mediated by digital equipment. Community faced the fact that all human social activities today are always connected to the digital world, from e-ID, e-Money, online registration, online ordering, and so forth. It concluded that all community activities more in touch with the digital-based media. This is a major concern of the producers offer their products, either through promotion or advertising, using digital media channels.

In 2009 Bask Cologne introduce new packaging through its pre-launching

with social media. The shape is quite unique and interesting launch, which begins by introducing a fictitious figure gorgeous tutor named Sarah Aprilia made a few months earlier. The campaign is run fairly neatly, starting with the deployment of posters, flyers and business cards in the neighborhood high school in Jakarta. Then proceed with the launch of a Facebook account, blog, and Pulrk, accompanied by the buzz, which is quite crowded at the community site Kaskus. And a few days later appeared videotape 'The Teacher Les Beautiful' was giving a private lesson to a high school girl in Youtube social media. The recordings were made secretly by two teenagers, look amateurish and soberish

Sarah Aprilia as a real presence, so curious to discover the truth of the figure of Sarah Aprilia. And at the end of 2009 at a Meet and Greet with the figure of Sarah Aprilia proved merely an advertising campaign a body care products for men teens (<http://media-ide.bajingloncat.com/2009/09/04/sarah-aprilia-siapakah-dia/>).



Picture 1. Poster Sarah Aprilia
(source: <http://mediaide.bajingloncat.com/>)



Picture 2. Meet and Greet with Sarah Aprilia
(source: www.facebook.com/sarah.aprilia)

This research is related to the language of science, which aims to determine the presence of signs and sign forms that are present in the fictitious figure of Sarah Aprilia in Cologne Bask advertising on the internet. The existence of signs and combinations of signs (codes) to deliver text messages (advertising). The sign and the code must be the same as the codes that are collectively owned and

understood by potential readers (target audience), aims to be an effective communication products. To analyze the marks and signs are present in the form of digital media, then there is no comparison with a sign that is present in conventional media, namely television. This comparison aims to determine the movement and changes the sign precipitated signs in semiotics. To narrow the discussion of the object being analyzed is the presence of Sarah Aprilia in Cologne Bask advertising through media Facebook.



Picture 3. Display Facebook page Sarah Aprilia
(Source: www.facebook.com)

disclosing the existence of the sign and level of the mark on a required text Semiotics as a surgical tool . Because Semiotics is a science that is interpretive language, the approach of this research will be qualitative with descriptive analysis interpretative method. In the process, data, facts or research object factually and accurately described with the aim to be explored and understood its meaning (Sugiyono. 2015). Furthermore, the authors interpret and understand the sign behind the codes and text are present, then determined the shape and level of signs.

LITERATURE REVIEW

Semiotics and Simulation

Semiotics in its development plays an important role in assessing the objects that have a variety of meanings or signs, including advertising. Due to advertising as a form of communication that utilizes the signs (sign), a combination of signs (code), messages to be conveyed (the message), as well as people involved in it are considered as subject language. So advertising communication can be seen as a phenomenon of language, especially the use of signs in various forms of simulation in the era of digital technology.

The word "semiotics" itself comes from the Greek *semeion* meaning "sign". That is the meaning of something that refers to something else, such as the example of smoke indicates fire. An act of communication (communication semiotics) in principle refers to the treasury of signs, codes, and rules that have been set by the system language (semiotic significance). These rules are used in the communication process with the aim of producing a particular message or meaning. On the other hand the freedom of expression provided in the language, allows one to go beyond the system, the message and meaning of the present, and make other things outside of it as a motive for communication (Piliang in Sobur. 2009: vi).

In the process the formation of meaning through the sign has undergone tremendous changes, has even exceeded the reality (hyperreality). With the understanding that it is produced is not based on the natural reference (real) or more appropriately termed simulation. Simulation as part of hyperreality can not

be separated from some central concepts are built, two of which are *Simulakra* (simulacra, plural: simulacrum) and simulation (simulation). In the Oxford Advanced Learner's Dictionary, the term *simulakra* (simulacra) is defined as (1) something that looks or made to look like something else, (2) a copy or copies. While the term simulation (simulation) is defined as (1) a situation in which the conditions are created artificially (by computer) which aims to get the experience of something that exists in reality. (2) actions that pretends as if something is real, but it is not. For example, in the test to get a license to fly a plane, participants use a flight simulator in the form of a mock aircraft cockpit, and the screen instead of the view aviator in space.

Baudrillard describes the simulation as a form of production models (appearances) in a consumer society, which no longer describes a region, a reference 'There', or substantial. Yet it is "... the creation of next-generation model without the origin or the real thing: go beyond something real (hyperreal)." Fantasy as something unreal becomes reality duplicated reference shape (Baudrillard.1983: 2). Fantasy can be looked as simulated reality, so the difference between reality and fantasy merge. Baudrillard offers the concept of hyper mark (hypersign) to be able to understand the elements that build the sign. A sign said to be surpassed when he had been out of bounds the nature and function of the normal mark. Signs can be said to transcend disconnection with the reality that he presented signs.

The order of movement of the sign can be started with the sign as a representation of reality (the reflection of a basic reality), or a natural or actual sign. He expressed the true meaning, honest, genuine, spreading the truth and be a reflection of reality. Furthermore fake mark (pseudo sign) that signs are not genuine, counterfeit, fake, pretend. And in the process there is a kind of reductionism of reality through the reduction of the marker or markers reduction. Markers pretend like actual (native), whereas false. Next there is a sign saying deceptive (false sign), which is a sign with incorrect marker to clarify a misconception. Unlike the false alerts, which still contains a small portion of truth, deceiving signs do not contain the truth. And the most recent is a sign artificially (artificial sign), that the signs are engineered with cutting-edge imagery technology (digital technology, computer graphics, simulation), which has no reference to reality.

Use of the term hyper goes beyond the concept of hyper-mark semantics can be viewed as a spectrum of meaning. A sign can be said to transcend reality when: 1) falsify reality through technology marker, 2) deceptive technologically through markers, 3) recycle sign for different contexts, 4) exaggerating marker of their reality, and 5) create a marker disconnected completely from reality. (Piliang, 2010: 288-293). So it can be assumed pseudo sign, sign false and artificial sign as part of the simulation. This is because the section has undergone some sort of modification markers, both visually and verbally through cutting-edge technological capabilities imager

Advertising




Sandra Moriarty et al. in his book Advertising (2011), revealed that advertising is a form of complex communication operations to pursue the objectives and use strategies to influence thoughts, feelings, and actions of consumers (Moriarty et al., 2011: 8). Internet information technology or create a new goal (community), and they can now be modified in accordance with the consumer individually. Modifications (customize) is growing, and will be increasingly important to recognize the needs of the target audience individually. Because by definition the beginning of advertising is one-way communication from the advertiser to the consumer (Moriarty, 2011, h.29). This started to change since the 21st century, consumers are becoming more frequent interaction through the Internet, and use it to obtain specific product information.

The main key of advertising as a medium to deliver message to the audience is a lot of the media as intermediary. Quoted from the thesis work Belasunda Interrogation (2012) Medium comes from the Latin "medius" which means middle, intermediate or introduction. The plural form of medium is media. Through the medium of this is an idea, and the message is delivered. In a sign system is a tool in the medium run are bound by the rules that have been agreed all communities that use the system (2012: 19). Along the science of advertising, media are channels of communication that carry messages from advertisers to the audience (Moriarty, 2011: 20). However, related to the research, the internet contains the opposite of the response of audiences to advertisers.

Discussion

When linked with the notion of simulation based on the dictionary, it can be determined that the object of this ad (Sarah Aprilia) is a simulation. In accordance with the objectives, Klix Studio as an advertising producer, want to create brand awareness or disclosed by Mu'min Smith "... the goal peek let the target audience", so as to create a dialogue with potential customers (target) through a digital channel, and its targets are adolescents, In order to attract the attention of the target then dug out their fantasies so it appears the figure of Sarah Aprilia teacher by profession tutoring. Sarah figures presented in the form of photographs, which verbally turns captured by viewers as reality. It is present in a wide range of comments and responses of viewers who attended the launch of the new packaging Bask Cologne. In the event, wrapped with a meet and greet event with Sarah Aprilia, revealed that the actual figure of Sarah Aprilia is raline shah, further analysis, by analyzing the signs that build it.

| Situation / Work Conditions | objects | Experience / Reality |
|---|---|--|
| Fictional character |  | Raline shah , Putri Indonesia Favorite 2008. It comes in new packaging launch Bask Cologne |
| Figure Teachers Private lessons Sarah Aprilia |  | Conceived as a tutor Privat based on comments in Facebook |





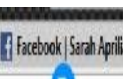
| | | |
|--|--|---|
| Activities that bring (impression) Reality |  | Conceived as a reality by most viewers Youtube. |
| Creating interest Emotionally |  | Perceived as a tutor a beautiful and sexy |
| creating Dialogue by Audience |  | Presenting a conversation with the audience |

Picture 4. Table Simulation Objects Teaser ad Bask Cologne

Princess Favorite Indonesia in 2008. In the wake of these facts it can be ascertained that object of this study is the simulation in terms of the level of general grammar (dictionary). However, when linked with the notion of simulation according to Baudrillard need.

As has been previously understood, is the creation of simulation models of the real thing, without the origin or reality, or also referred to by Baudrillard as hyper-real (beyond the real ones). One source of reference in building simulation is a fantasy, so the ability of current technology to make the presence of fantasy and reality become fused. In the observed object is where Sarah recognized by advertisers, Klix Studio as fantasy target sought by the product Bask Cologne. With a variety of borrowing signs, use of media, print (out of home) connected with the use of digital media channels, then the figure artificially building Sarah Aprilia.

Friendship website Facebook is one of the digital channels are exploited in an advertising campaign Bask Cologne. Sites Sarah Aprilia account page there are a variety of visual elements and simulations builders pins that can be described as follows

| | Descripti on | Denotation | Connota tion |
|---|---|--|--|
|  | Photo Sarah Aprilia | Photos of the account owner with style hips , chest slightly open kidding end glasses. | Sensual , challenging the semi-formal . |
|  | Boxes containin g the personal informati on of the account owner . | Explanation of personal data account owner (Sarah Aprilia) . | Do not have a girlfrien d (can be approac hed in a more personal), Adult , Real |
|  | Boks number of friends on facebook | Having a lot of friends . | Popular |
|  | Box for writing status in facebook | Posts that contain mind, invitation, activities, which can be commented by friends who are connected to Facebook. | Intimate , live (real) , interacti on , open . |
|  | Facebook logo and writing as well as the name of the account that is being viewed (opened) | Name of the site as well as the owner of the account on the site. | |

Picture 5. visual elements as well as elements of the mark in the social media site Facebook.

From the visual elements above can be described markers to build the simulation, the picture of Sarah Aprilia (1) with the clothes (shirt) rather open and use a skirt looked further highlight the sensual impression. Facebook account can present personal data that may be referenced viewers understand who the real figure of Sarah Aprilia. (2) The simplest is the existence of single status that has symbolic code as someone who does not have a boyfriend, so make viewers have the opportunity to become a partner, lover Sarah Aprilia. It is understood that this is one of the strategies Klix Studio creative team in order to attract the attention of the intended target. Another interesting sign is the presence of Sarah Aprilia date of birth that is dated October 4, 1986, it was deemed researchers as semantic code as a sign of Sarah's life that can be captured its meaning as reality. In the other part there is a number of friends (friends) amounted to 4,999 accounts, showing connotations Sarah Aprilia popularity this figure (3), for a maximum amount of friendship in the Facebook in the figure. Although many of the comments that consider the figure of Sarah Aprilia is fictitious, but most people still follow it and wanted to know the story intact. Namely by asking the celebration activities will be held (4), due to the success of her getting the role of advertising for the first time.

By utilizing digital media (internet) Aprilia present the image of Sarah's life and understood by the viewer as being real (estate). In a Facebook account in the form of photos, personal data, as well as comments

replies in her account, creating a virtual reality that is believed to be most viewers as a real figure. Ultimately signs of natural and artificial signs blend into a reality.

From the analysis of the signs above can be built a structure Sarah Aprilia figure mark by tagging tables that utilize the relations "markers" of Derrida, which is described as follows

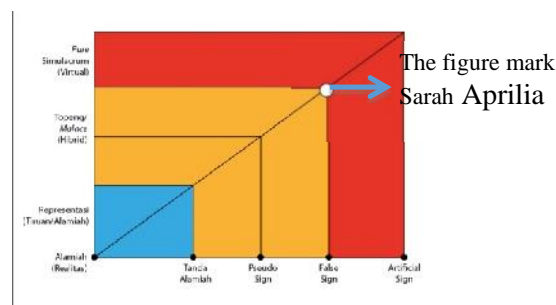


Figure 6. The structure of the Sarah Aprilia

By utilizing the movement of markers visible sign of movement (connotative) becomes a marker (denotative) and move into "markers" continuously according to viewer comments in Facebook. And the movement of which causes the melting pot of the artificial and natural, so that the viewer forget the fact that the pursuit of emotional desire (power) to have the figure of Sarah Aprilia. And when massaged behind this figure is engineering a fantasy of the target which indirectly is their own. Finally comprehensible opinions on the current consumer society (postmodern) just wanted the game and sign language.

Sarah Aprilia figure, played by haline shah has no reality, so it can be said that the present is not a sign that is natural. Although visually present the figure can be understood as a real person physically, but the image of the present

is the absence of the masking of reality, so the researchers assume that the present is a fool (false sign), it is based on the absence of the figure of Sarah Aprilia reality. Unlike the pseudo sign that still contains a fraction of the truth, the Aprilia Sarah did not contain truths. The explanation then can be seen in Figure 8 below, the present comparative table of the various media used in advertising. In Baudrillard's pseudo explanations are not categorized as hyperreal sign that it can not be regarded as a simulation, because they benefit from representation (artificial) as a developer signs. However, when associated with clearing Yasraf Amir Piliang (2010: 293), Sarah Aprilia objects included in the hyperreal because of modifications to the levels of the marker with the creation of the figure of Sarah Aprilia via computer and information technology skills in social media, especially in the form of verbal imagery.



Picture 7. The position of the figure of Sarah Aprilia mark on the spectrum hyperreal sign

| | | | |
|---------|--------------------|---------------------|------------------|
| objects | Ad Types and Media | spectrum simulation | Hiper Type Signs |
|---------|--------------------|---------------------|------------------|





| | | | |
|---|---|------------------------------|------------------------|
|  | estimonials (Maia Estianti role as himself / endorser) / Television Commercial | Representations (Natural) | <i>Sign</i> |
|  | Product advertising (Asmirandah act as someone else / waitress) / Television Commercial | Representations (Natural) | <i>Pseudo Sign</i> |
|  | ad Teaser (Figure haline shah hidden origins) / Internet (Digital | Representations (Hybrid) | <i>False Sign</i> |
|  | Product advertising (The figure of a brown male from digital imaging results) / Internet and Television | Artifisial (Virtual) | <i>Artifisial Sign</i> |

Figure 8. Comparison of hyper mark in advertising in various media

Conclusion

The development of today's technology it can create signs of unknown origin but viewers consider it a truth. This was evident in the fictitious figure of Sarah Aprilia as the object under study, when dismantled the signs turned out to be in attendance is a sign of deceptive (false sign). Deceptive mark is a sign of unknown origin, but the engineering rests on a natural object (hybrid), but viewers assume real presence (the truth). The reason is the number of cross pins that provide a visual codes that make the figure of Sarah Aprilia as a figure that seems real. Codes are deliberately created to attract the attention of the viewer or the intended target audience. On the one hand, this research may find the use of signs, crossing signs, codes that can help the advertisers attract the attention of the target audience and convey the message effectively. On the other hand we are aware of the presence of digital media (internet) can produce signs of cheating, which indirectly creates deceptive information. When associated with a false sense of sign, the information present on the internet is information that is not clear origins, but viewers believe that the information is true.

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