

THE ANALYSIS OF CONNOTATION MEANING OF *L.A. BOLD* CIGARETTE ADVERTISEMENT IN *MY KIND OF BOLD* VERSION

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Abstract

This study concerns on the connotative meaning in L.A. Bold cigarette advertisement in Television. The objectives of this study are to find out connotative meaning that can be created from the advertisement and to describe how connotative meaning denoted in the advertisement. Regarding to this, the researchers applied theory of Connotative of a Denotative Sign from Roland Barthes. The data and data source of this study are the text and pictures that appear in the whole advertisement. As the result of this study, the researchers concludes that each sign has a sign system that creates connotation meaning. From the analysis the researchers found 16 connotative meaning that have been analyzed. 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: Advertisement, Connotative, Semiotic.

INTRODUCTION

Advertisement is the tool used by many companies in order to inform prospective customer about their products and services (Al Falaq & Puspita, 2021). We live in a world that is flooded with advertising (KUSWOYO et al., 2013). In the car, on metro or walking through the town we see it everywhere. 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. Most network and cable television companies are 100% supported by ad revenue. Advertisers are willing to pay a lot of money for airtime. For example, advertisers paid \$2.3 million for a single 30-s ad airing during Super Bowl XXXVIII (2004). In Indonesia, the price of advertising depends on the time of when the ad appears in TV. For a single 30-s ad, the price will be around 4.5 million rupiahs in prime time. So based on those fact, it can be concluded that in television no one is neutral about advertising. All programs that air in television is supported by the ad revenue.

The term advertising, according to the theory of mass media communication (Febriantini et al., 2021), (Tiono & Sylvia, 2004), (Pranoto & Suprayogi, 2020), is a message which is published and broadcast in the mass media (Schrape, 2018). It's designed to provide information that will help to persuade consumers to buy or accept goods, service or idea. Advertising messages are usually paid for by sponsor and viewed via various old media; including mass media such as newspaper (Evayani & Rido, 2019), (Puspita & Pranoto, 2021), magazine, television advertisement, radio advertisement and etc. In the term of globalization and consumer society, many advertisements has been increase and really close into their life especially, in a big city where the society lives on. Concerning to the main purpose of advertisement (Kaid, 2004), (KUSWOYO et al., 2013), which is persuading audience or people to buy or accept goods or product, one of advertisement is cigarette advertisement. 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 (Aminatun et al., 2019), (Zuhud, 2014), (Afrianto & Inayati, 2016), (Wahyudin, 2017), pictorial aspect, music aspect and etc. This is to influence the mind of people to buy their product (Gulö, 2014), (Daun-Barnett & Affolter-Caine, 2005), (Novita & Husna, 2020), (Ruyani & Matthews, 2017), (Saifuddin Dahlan, 2013).

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 (Sari, 2016) in making persuasive advertisements so people can be persuaded to by their products. Cigarette advertisement contain with certain message that the advertiser wants the audience to get the message. A message can be created with many codes aimed to the audience so, they can comprehending it. 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 researchers consider that *L.A. Bold* TV advertisements will be full of interpretation, especially in the field of connotative meaning. Semiotics identifies how signs are used to represent something. *L.A. Bold* is a cigarette new product from PT Djarum. The researchers 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. The approach is based on the assumption that communication is achieved via decoding and encoding messages (Febriantini et al., 2021), (Tiono & Sylvia, 2004), (Lubis et al., 2019). The connotative meaning represents the overall message about the meaning of the product which the ad is creating by the use of the image.

LITERATURE REVIEW

Semiotic Approach

Semiotic is the study of sign (Kardiansyah, 2016). But beyond the most basic definition as 'the study of signs', there is considerable variation among leading semioticians as to what semiotics involves. In a semiotic sense, signs take the form of words (Pranoto & Afrilita, 2019), images, sounds (Amelia, 2021), gestures and objects (Gulö, 2018). Contemporary semioticians study signs not in isolation but as part of semiotic 'sign-systems' (such as a medium or genre). They study how meanings are made and how reality is represented.

Ferdinand De Saussure

Focusing on *linguistic* signs (such as words), Saussure defined a sign as being composed of a signifier' (*signifiant*) and a 'signified' (*signifié*). Contemporary commentators tend to describe the signifier as the form that the sign takes and the signified as the concept to which it refers. . Saussure makes the distinction in these terms:

A linguistic sign is not a link between a thing and a name, but between a concept [signified] and a sound pattern [signifier]. The sound pattern is not actually a sound; for a sound is something physical. A sound pattern is the

hearer's psychological impression of a sound, as given to him by the evidence of his senses. This sound pattern may be called a 'material' element only in that it is the representation of our sensory impressions. The sound pattern may thus be distinguished from the other element associated with it in a linguistic sign. This other element is generally of a more abstract kind: the concept. (Saussure, 1983:66)

Charles Sander Pierce

Across the Atlantic closely related theoretical work was also in progress as the pragmatist philosopher and logician Charles Sanders Peirce formulated his own model of the sign, of 'semeiotic [*sic*]' and of the taxonomies of signs. It is different from Saussure's model of the sign in the form of a 'self-contained dyad', Peirce offered a triadic (three-part) model consisting of:

1. The *representamen*: the form which the sign takes (not necessarily material, though usually interpreted as such) –called by some theorists the 'sign vehicle'.
2. An *interpretant*: not an interpreter but rather the *sense* made of the sign.
3. An *object*: something beyond the sign to which it refers (a *referent*).

In Peirce's own words in Chandler

A sign . . . [in the form of a *representamen*] is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the *interpretant* of the first sign. The sign stands for something, its *object*. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the *ground* of the representamen. (Chandler, 2007:29)

Roland Barthes

Barthes defined a sign as a system consisting of E, an expression (or signifier), in relation (R) to C, a content (or signified): E R C. Such as primary sign system can become an element of a more comprehensive sign system. If the extension is one of content, the primary sign (E1 R1 C1) becomes the expression of a secondary sign system: E2 (=E1 R1 C1) R2 C2. (Nöth 1990: 311)

According to the definition on Barthes, the relation R between E and C happen more than one stage. There are two stages which are primary sign and secondary sign. The first stage is primary sign system, when the sign reserve for the first time, R₁ (relation) between E₁ (expression) and C₁ (content). In that instance, the primary sign is one of denotative while the secondary sign is one of connotative semiotics. For instance, a diamond (=E₁) means

(“denotates”) ‘a precious stone consisting of a clear and typically colorless crystalline form of pure carbon, the hardest naturally occurring substance.’ (=C1). But beyond this denotative sign (E1 R1 C1) there is the implicit content (C2) that ‘something valuable; high class; etc’. This content (C2) is the content of a new (connotative) sign. Its expression (E2) is the whole of the denotative sign E1 R1 C1.

According to those three concepts of sign system based on Ferdinand de Saussure, Charles Sander Pierce and also Roland Barthes, the researchers draw a conclusion that to analyze connotative meaning in *L.A. Bold* advertisement is theory from *Barthes’s model theory of connotation of denotative sign*. The sign system of Roland Barthes is justifiable to analyze connotative meaning in *L.A. Bold* advertisement. The connotative meaning is not only has an additional meaning, but also consist the denotative sign based on its existence. This invention is one of Barthes contribution for completing Saussure’s theory which stops in the denotative level. Because this research is focus on analyzing the denotative and connotative meaning in *L.A. Bold* advertisement, the researchers needs to explain about the concept of connotative meaning.

Concepts of Connotative Meaning

To know about connotation, first we have to know the definition of denotation. Since connotation is derived from denotation. Denotation is conceptual meaning and dictionary meaning (Ambarwati & Mandasari, 2020). This is called denotational, referential, conceptual, or ideational because the meaning refers to a certain referent, concept, or idea from reference. In semiotics, denotation and connotation are terms describing the relationship between the signifier and its signified, and an analytic distinction is made between two types of signifieds: a denotative signified and a connotative signified. Meaning includes both denotation and connotation. So, ‘Denotation’ tends to be described as the definitional, literal, obvious or common sense meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide. Thus, it can be said that connotation is denotative meaning which is stretched. In other words, connotation is the feeling and emotion associated with a meaning. The term ‘connotation’ is used to refer to the socio-cultural and ‘personal’ associations (ideological, emotional, etc.) of the sign. These are typically related to the interpreter’s class, age, gender (Kardiansyah, 2017), ethnicity and so on. According to this statement, we can conclude that connotation is thus context dependent. For example Wilden in Chandler says that signs

are more ‘polysemic’ – more open to interpretation – in their connotations than their denotations. The word polysemy (poly-see-me) comes from the word poly and semy. Poly means many and semy means meaning. Literally translates to many meanings.

METHOD

Research design is the important thing in getting the answer of the research. Commonly, research design is divided into two, quantitative and qualitative. This research uses a descriptive qualitative method since the data that taken from the data source are in a form of text (Pustika, 2018), picture (Pratiwi & Ayu, 2020), (Rido, 2017), (Meliasari et al., 2018), and narration. The data source of this research is *L.A. Bold* advertisement that has been downloaded from official YouTube account of L.A. Bold. And in this research the data taken are in a form of text, picture, and narration.

RESULTS AND DISCUSSION

The researchers tries to dig more about connotative meaning in the advertisement. As the assumption, this advertisement has capability to give another meaning; more than what is appear in the advertisement. The researchers will find out the connotative meaning in those data by using a theory of Connotative of a Denotative Sign from Roland Barthes. To analyze the object of the study which is *L.A. Bold* advertisement, the researchers divides the analysis into seven subtitles. To support this analysis about connotative meaning, the researchers will use the secondary data that appear in the advertisement and also the researchers will take definition of the data from Online Dictionary.com. In this case, the secondary data in form of pictures that shows up in every scene of the ad. Then, in the end the researchers can get the meaning of connotative from the advertisement.

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.



(Figure 1, 00:00 – 00:10)

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 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. 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:

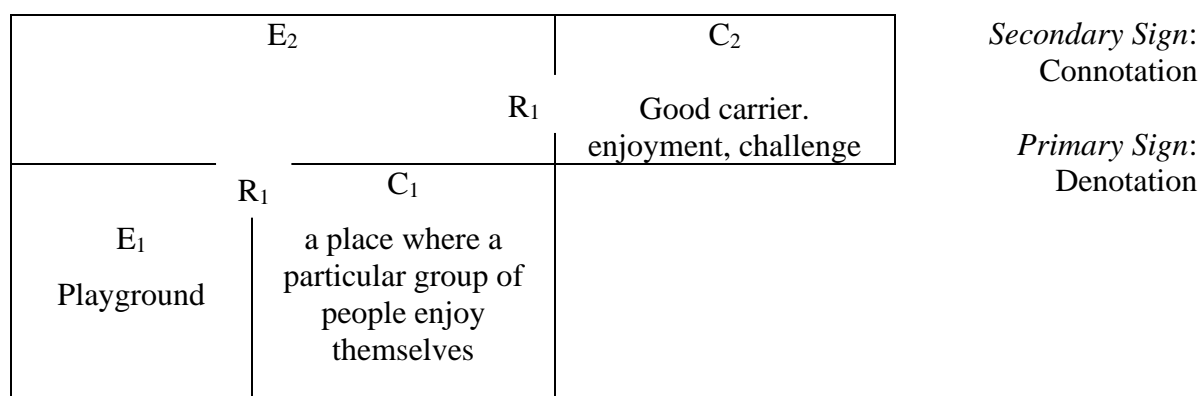


Diagram 1

If we analyze in the primary system, the first stage sign (denotation) Playground (=E₁) means a place where a particular group of people enjoy themselves (=C₁). The first stage sign (E₁ R₁ C₁) is the implicit content (C₂) 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 (C₂) is the content of a new connotative sign.

CONCLUSION

After analyzing the data by using Roland Barthes's theory about the model of connotation based on denotative sign in *L.A. Bold* advertisement *My Kind of Bold* version. the researchers concluded that the advertiser or copy researchers 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. It can be seen from the conclusion above. 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. Finally by having this analysis we can get the information about the connotative meaning of the signs that appears in *L.A. Bold* advertisement. Then, this analysis also will enrich the thesaurus of semiotics study which discuss about connotative meaning especially in advertisements.

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