

CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, the problem of the study, the objective of the study, the significance of the study, the scope and limitation of the study, and the definition of key terms.

A. Background of the Study

In modern era, advertisement or brochure is common thing were used by people to publish product or event. An advertisement or brochure does not create meaning at the first time but invites us to make a transaction where it is passed from one thing to another.¹ A brochure function is always to persuade people to buy a particular product. However, it is not the only function, because a brochure conveys information at the same time, so that consumers know what is available, who makes it, and where and how they can get it.

Brochure as a means of representation and meaning construct ideology within them through the intervention of external codes which are located in society.² The ideology of advertisements is so powerful. It is naturalized by the image. An image can tell a message as powerfully as a paragraph of text in a brochure . Choosing the right image makes a brochure has powerful language and be a interesting brochure for costumer.

¹ Maryam Najafian, Advertising Social Semiotic Representation: A Critical Approach, *International Journal of Industrial Marketing*. vol. 1, no. 1, (2011) p. 64

² Ibid, p.64

Semiotics is concerned with meaning, like how representation in the broad sense (language, images, objects) generates meanings.³ Semiotics is a study to find a meaning in signs. Semiotics is not unfamiliar thing in our daily life. The sign is the central concept of semiotics. We can see signs everywhere, like letter S with slash on the road which means we may not stop, or a brochure that has plane images which means it offers plane as public transportation for us if we want to go some places. We seldom look at some interesting thing everyday and some of them are signs.

We know that Indonesia has many cultural events. Events or festivals play an important part in the life of a community. In the places where people have understood this and have organized events and festivals to cheer up, to exchange knowledge and to tighten the relations between neighbors, there was also an improvement in the way the community faces challenges and people have become more united. Indonesia's events that often celebrate are Tabalong Ethnic Carnaval in South Borneo, Borobudur Writers and Cultural Festival, Timeless Indonesia Festival in Bali, Jember Fashion Carnaval and others. It is interesting thing for the researcher to be a thesis data.

Social semiotics is concerned with the social meanings constructed through the full range semiotic forms, through semiotic texts and semiotic practices.⁴ This research focus on analyzing cultural event brochure through

³Brian Curtin, *Semiotics and Visual Representation*. Bangkok: International Program in Design and Architecture, (2013), pg. 51

⁴Theo van Leeuwen, *Introducing Social Semiotics*. London & New York: Routledge Taylor & Francis Group, (March 2004). pg. 3

semiotic text. Social semiotics can include the study of how people design and interpret meanings, the study texts, and the study of how semiotic systems are shaped by social interests and ideologies. The main point is ideology in signs. Ideological form is structure of meaning or versions of social relationships. So, the researcher wants to analyse how ideology and meanings are produced and why images and signs are the way they are.

The researcher focuses on analyse cultural event brochure. Nowadays, every event in Indonesia needs brochure to show the important information and persuade many people to participate in their events. Cultural event brochures are advertising pieces mainly used to introduce a company or organization and inform about cultural events to a target audience.⁵ Then, toward cultural event brochure, the researcher can find linguistic signs (words) and iconic signs (visual representations). It can be good data to analyse because brochures mainly bring the language, photo, color and other symbols on it. Marketingly, brochure becomes a communion tool between celebration committee and society. So, it be a supporting thing in cultural events celebration.

The main aim of this research is to apply the Social Semiotic proposed by Kress and van Leeuwen in analyzing cultural event brochures. The samples are Indonesian cultural event brochure. Indonesia has variety cultural events, like traditional food and fashion, cultural festivals, and etc.

⁵Muzaffer Uysal & Daniel Fesenmaier, *Communication and Channel Systems in Tourism Marketing*. Routledge, (November 2012). pg. 112

And I am an Indonesian, so I know well about Indonesian cultural event and can show about Indonesian ideology toward cultural event brochures.

Actually, there is not social semiotic analysis of brochure in journals. In *International Journal of Industrial Marketing*, the researcher just find social semiotic in advertisement. Brochure or cultural event brochure is not be a data sources of thesis yet. So it's difficult to find previous study, but it's be a challenge. From Indonesian cultural event brochures, the researcher believes that choosen of language, photo or symbol in every brochure has each ideology that be background of creating a brochure. The researcher concerns about a social semiotic in Indonesian cultural event brochures, the researcher conducted the research and report in a scientific paper entitled **"Social Semiotic Analysis on Cultural Event Brochure"**.

B. Problem of the Study

Based on the background of the study above, the problem that the researcher wants to answer are as follows:

1. How are signs represented in Indonesian cultural event brochures?
2. How are ideology and meanings represented in Indonesian cultural event brochures?

C. Objective of the Study

Based on the problems that are stated in the previous point, this research is expected to find out signs that found that represented in

Indonesian cultural event brochures. The researcher wants to show a semiotics analysis of visual signs on Indonesian cultural event brochures. The researcher also find out ideology and meanings that represented in Indonesian cultural event brochures.

D. Significance of the Study

A research should have significance to this world. At least, it has significance to the researcher itself or the institution where she has studied. The researcher hopes that this study will be useful for:

1. Students

For the students, this study can improve the knowledge about linguistic especially to study of the social semiotic in sociolinguistic class. This study also gives information on how to analysis on the specific discourse analysis in written text.

2. Teachers

For the teachers, the example of cultural event brochure in this study can use for example when they teach semiotics material in order the students can understand easily.

3. Other researchers

By doing this research, it can improves a better understanding about social semiotic and application semiotic in informal communication.

E. Scope and Limitation of the Study

The researcher focuses on analyzing Indonesian cultural event brochures. This study will be limited only on Indonesian cultural event brochures which use English language in 2015 and 2016. This study focuses on social semiotic analysis by Kress and van Leeuwen. Aspects on social semiotics in this study are placement of sign, social distance, angle and color.

F. Definition of Key Term

To make a limitation of this study clear, it is needed to define the meaning of the key term of this study. Also to avoid misunderstanding about the meaning of word in the research, the definitions of key terms are defined as follow:

Semiotics is the study of signs. It is concerned with the ways we represent our world to ourselves and to others.⁶ The main point of semiotics is analyse signs and try to find the meaning. The signs are traditional sign, so they have relation with history.

Social semiotics is concerned with the social meanings through semiotic texts and semiotic practices.⁷ This research focus on analyzing cultural event brochure through semiotic image. Social semiotics can include the study of how people design and interpret meanings, the study

⁶ Mohammad Issa Mehawesh, The Socio-Semiotic Theory of Language and Translation: An overview. Vol. 4, No. 8, *International Journal of Humanities and Social Science*, (June 2014). pg. 87

⁷Theo van Leeuwen, *Introducing Social Semiotics*. London & New York: Routledge Taylor & Francis Group, (March 2004). pg. 3

images, and the study of how semiotic systems are shaped by social interests and ideologies. For social semiotics, much like for symbolic interactionism, meaning emerges out of the concerted intercourse of humans, each with differing motives, goals, and outlooks.

Brochure is common thing were used by people to publish product or event. Signs on brochure may include paradigmatic and syntagmatic elements such as the title of the brochure, the fonts used, the layout, the colors, the texture of the paper, the language adopted, the content of the articles and so on, and each of these signs have been chosen to generate a meaning.