

CHAPTER I

INTRODUCTION

This chapter presents the explanation about the topics such as the background of study, the statement of the study, the objective of the study, the scope and limitation, the significance of the study, and the definition of key term.

A. Background of Study

Communication is the process of sending and receiving of messages, ideas, or thought through verbal or nonverbal language in which verbal language is a communication with using words, while nonverbal language or sign language is a communication using body language or show certain attitudes, such as smiling, shook his head, nods, shrugs, and so on (Darma, 2009: 9).

Human communicate with others not only by face-to-face communication, but also by giving information via the Internet and printed products such as books and newspaper. Many people believe that the significance of communication is like the importance of breathing. Indeed, communication facilitates the spread of knowledge and forms relationships between people. And through communication, attitudes and feelings of a person or group of people can be understood by others.

First of all, communication helps to spread knowledge and information among people. For example, authors write books to impart knowledge to the World, and teachers share their experience with their

students. Also, friends or co-workers discuss their ideas with each other, and companies exchange information with their subsidiaries and customers. Besides, the advent of the Internet not only allows people to have better access to knowledge and information in all fields, but also makes it easier and faster to contact with people around the World. Not only that, but also graffiti that is a creativity of certain people can communicate something. Undoubtedly, the sharing knowledge and information process cannot function without communication. As a result, companies cannot operate, and humanity will be drowned in the abyss of ignorance.

Communication has an important relationship with language. They are two items that cannot be separated. We need to see the definition of the language as a single point of search of the relationship between of them. According Kurniawan (1999: 221) cited in Darma (2009: 1) states that language is an important communication tool for human beings so that in reality the language became important aspects in conducting socialization or social interact. With language, human can convey many kinds of news, thoughts, experiences, ideas, opinions, feelings, desires to another people.

And also language is one of the elements of culture (Koentjaraningrat, 1998: 4), so the learning and understanding of the language are always related to other cultural elements. There is even a linguist said that language and culture are twins (Chaer, 2012: 71). The most important function of language is as a media to convey information. The effort to tell something can be through oral or written form, but written form is more effective to convey

something because once produced can last long, even can be read by the next generation.

Language, society, and culture are three entities that are closely integrated. If one of them is lost, so it can causes the other is also missing. In the society, there is definitely a language entity. Nevertheless, the language entity would be certainly present if the society exists. In a wide meaning, language can be interpreted as an exchange (communication) of signs (and this applies both to the language in the small meaning: the language of words, as well as on other signs). The number of language signs in a certain language is always bigger than the number of language signs which are known a person (Sobur, 2006: 275). A verbal code system is called a language. Language can also be defined as a set of symbols, with rules to combine those symbols that used and understood by a community (Deddy, 2010: 260).

In the linguistic discourse, language is defined as a meaningful and articulated symbol of sound (generated by the articulators), has an arbitrary and conventional nature, used as a communication tool by a group of humans to bring up feelings (Wibowo, 2001: 3). We can see from the social sciences that language is the basis of communication between people. Without language, human relationships like this it is not possible.

One of the functions of language is as a communication tool. It is cannot be denied again. It is a fact that humans use language as a vital means of communication in this life. Media used by people to communicate also

vary, not only through writing and spoken language but also visual communication, for example graffiti.

Graffiti phenomenon has become a culture in our life. They exist around us; in city space, wall, public transportation, and public toilets. In the process, the graffiti was produced for personal gain and in various media. It may be propaganda, politic, finding identity, art or just a popular trend (Safruddin, 2014: 1). Graffiti is not only found on the walls of buildings or roads, but also in the trucks. There are many kinds of the truck and in this study the researcher will analyze the dump trucks. A dump truck is a truck used for transporting loose material (such as sand, gravel, or demolition waste) for construction. A typical dump truck is equipped with an open-box bed, which is hinged at the rear and equipped with hydraulic rams to lift the front, allowing the material in the bed to be dumped on the ground behind the truck at the site of delivery.

The graffiti of the trucks is produced by writing that is easy to read and put on a strategic position so it is very easy to read. The level graffiti readability is very high because of the obvious visual form letter and the high mobility of the trucks so the readers are also very diverse.

The graffiti does not only contain a message with a very short sentence, but it is also composed a single word. The graffiti on the dump truck has a uniqueness and characteristic in exposing the language. It has a short form, but its contents are directly reached to the intended. When we ride our car or motorcycle on the road every day, we can also see various writings

that are on the dump truck. The writing are vary, generally the content is about warning to the rider behind it to be careful. In addition to funny phrases, harsh expressions, there are also strange pictures, until an advice sentences. The writings on the dump truck can make people that read are smile. Because funny and inspiring seemed to bring the idea, but not infrequently also the writing makes people who read it annoyed because the text is tacky. Therefore, the graffiti of the trucks is too difficult understood. So, to facilitate understanding of the graffiti of the trucks which also contains the goodness teaching is needed deep analysis. The appropriate analysis to peel the graffiti of the trucks is Semiotic Analysis.

The graffiti on the dump truck is interested, because the phrase on those dump trucks is free and varied. A person that writes those phrases in accordance with the intent and purpose each other according their imagination. Based on the fact that is around us, so the phrases on the dump truck have many meanings.

Based on the background of this study above, so the researcher is interested to analyze the meaning of the graffiti on the dump truck. And we know that to analyze the meaning of the graffiti of the dump trucks is hard. So the researcher would like to try to investigate with the title of thesis is **“A Semiotic Analysis on the Graffiti of the Dump Trucks”**. It purposes to explain to the readers that they can use Semiotic Approach as scientific tool to analysis phenomenal issue that has become a culture in our life.

B. Statement of the Problem

Based on the background of the study above, the problems of this study are formulated with the questions “What is the meaning of the graffiti on the dump truck?”.

C. Objective of Study

Every research always has an objective. And the objective of this research is to analyze the meaning of the graffiti on the dump truck.

D. Scope and Limitations

The scopes of the study are the dump trucks on the road especially the crossroad Grogol market, Kediri-Nganjuk highway and Semampir new bridge. Whereas for the limitation of this study, the researcher is focused in semiotic analysis.

E. Significance of the Study

After finishing this research, the researcher hopes that this thesis can give the reader benefits. They are:

1. For a lecturer, this study can be used to add the reference on the subject of Semiotic Analysis.
2. For other researchers in the same scope or object, this study can be used for reference and can be developed.

3. The results of this study can also be used as an inspiration source to create products of creative industries.
4. To help the reader's ability in understanding the use of semiotic analysis in our neighborhood.

F. The Definition of Key Terms

Key term is a word or phrase used to describe a thing or to express a concept. In this case, key term used to give key words and to avoid misunderstanding on the graffiti analysis, it is essential to explain the terms used in this study:

1. **Graffiti of the Dump Trucks:** is a scratch of words that utilize the trucks as a medium of writing with several forms based on the form of visual and language, contains certain message and meaning as well as produced based on certain creative as well (Nasirudin, et al 2014: 4).
2. **Dump Truck:** a truck used for transporting loose material (such as sand, gravel, or demolition waste) for construction. A typical dump truck is equipped with an open-box bed, which is hinged at the rear and equipped with hydraulic rams to lift the front, allowing the material in the bed to be dumped on the ground behind the truck at the site of delivery.
3. **Semiotic Analysis:** is a study or method of analysis to investigate signs. Semiotic basically want to learn how humanity beings interpret things. In this case interpreting can't be mixed by communicating. It means that

some objects not only carry information, but also constitute a structured system of signs (Barthes, 1988: 177; Kurniawan, 2001: 53).