

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter presents the literature review that is related to the research. It is included explanation about communication, language, semiotic analysis, concept of semiotic analysis, and also previous related study.

A. Communication

Communication can be defined as the process of transmitting information and common understanding from one person to another (Keyton, 2011). The word communication is derived from the Latin word, *communis*, which means *common*. According to Syaiful Rohim (2009: 12) communication is a social process, it means communication always involves human in interaction and is a part of human activity in daily life. Savignon (1983: 04) states that better communication means better understanding of ourselves and others, less isolation; and more productive, happy lives. So, if the people can communicate well with other people or a group of people, it means that they are successful to make good relationship in society.

People make good communication cannot be separated from the function of language. Therefore, most of the linguist stated that language and communication are two parts that needs each other. They cannot be separated. Because the language needs more explanations, the researcher discusses it in the next explanation.

According to Widjaja (2000: 30-38) the basic communication model consists of five elements of communication: source, communicator, message, channel, and effect.

1. Source

Source is a basic used in conveying the message in order to strengthen its message, such as person, institution, book, and document, or a sort of them. If source classified, there are three categories, they are:

- a. institution: university, institution, academic, etc
- b. persona: the head of university, director position, or Amir, Mr. Hasan, Mrs. Sjarif and others
- c. non-institution/non-persona: manual book of university, manual book of faculty, the law and others.

2. Communicator

In communication, every people or group can extend the messages of communication as the process, it means the communicator can be listener or in contrary. For communicator, there some points that should have been known.

a. Performance

Special in communication, face to face or that media that use audio visual, the communicator has to adapt to the environment and listener. The performance that is aimed is appropriate to etiquette and pay attention to the situation, time, and place.

b. Know the problem

Someone who acts as communicator should have known the problem well. If he or she does not know the problem, after process communication will make unbelievable to the communicator, and finally the message will impede the effectiveness of communication. In a process of communication, feedback that relates to the problem will achieve the purpose of communication.

c. Understand the language

The communicator should have understood the language well. This language is the language that is used and understood by the listener. Understanding the language will help in explaining the messages that wants be conveyed to the audience. Without knowing the language well, can make misinterpretation or unbelievable toward the communicator.

3. Message

Message is all of what is extended by the communicator. This message has a gist of message (topic) that is actually become a manager in effort to try to change attitude and communication behavior. Message can be longer discuss about all aspects, but the gist of message of communication always will direct to the last purpose of its communication.

4. Channel

Channel is pipeline of extending the message, sometime called by media.

Media of communication can be classified in two parts. The first is public media and the second is mass media.

5. Effect

Effect is the result of a communication, that is someone's attitude and behavior, whether the attitude and behavior appropriate or not to what we want. If these are appropriate, that means the communication is getting way, just the opposite the other way. The effect actually can be seen from: personal opinion, public opinion, and majority opinion.

a. Personal opinion

Own opinion, this denotes an effect or result gotten from communication. Personal opinion is the attitude and someone's opinion to a certain problem.

b. Public opinion

It is often given a meaning the opinion of public. The definition is social assessment about an important and meaningful thing based on thought exchange that is done by an individual conscious and rational.

c. Majority opinion

The most opinion of public or society, it is the example of what must be achieved by the general election. Win or lose of general election can be measured from getting way or not achieve the majority in the result of general election and the others.

Communication also has some process in order to all people that do communication can convey their purposes well. According to Effendy (1984) in Ambar (2017), the process of communication can be divided into two stages namely primary and secondary communication process. To make it clear, below will be explained what they are.

1. The primary communication process

It is the process of delivering messages to other people that are done by using symbols as media, for example gestures, images, colors, language as a communication tool, and others. It generally happens in the context of interpersonal communication. It goes through communication steps supported by the elements of communication such as message sender, message, encoding, channel or communication media, decoding, message recipients, feedback, and context.

2. The secondary communication process

It is the process of delivering message to other people by using tools as media. It generally occurs in the context of media communication both mass media and non mass media. In the secondary communication process, the media takes a very important role in the communication process because it is more effective and efficient in delivering the message.

Non mass media is a media that used to convey information such as letters, telephones, telegrams, posters, banners, bulletin boards, bulletins, folders, organizational magazines, amateur radios, and others. Whereas

mass media is various forms, tools, and systems that used in the context of mass communication. The mass media according to experts includes newspapers, magazines, radio, television, and the internet.

Based on the explanation above, in accordance to this research, the researcher wants to analyze some graffiti. It 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 wants to analyze graffiti on the dump trucks.

B. Language

In the previous explanation, it is explained that language and communication are two items that cannot be separated. Without language communication is no sense. Communication is an activity that uses language. People can know and understanding everything because they communicate by using language.

As social creature, human need a tool or devices for communication even for interaction to each other. Language is fundamentally an instrument of communication (Herbert, et al 1977: 07). People need someone else to share the ideas, feeling, getting-asking information, asking question etc. Everyday people go and meet other people even with their neighbors, by the time, they need language even they use it unconsciously, just like greeting, asking day, date, etc. That is the motive way language is important in social life. By communicating they can share everything to others. Shortly, they use a language as a device to communicate and make relationship. In the relation

to this case, Wardhaugh defines language as a system of arbitrary vocal symbol used for human communication (Douglas, 1987: 04). Wardhaugh's definition seems to focus on human communication, no other communication possessed by animals. Language is a shared code that enables users to transmit ideas and desires to another.

Based on those opinions, many linguists stated that language is a tool for conveying what the people want to say to others. It is also stated in oxford learner's dictionary (Martin, 1995: 233), that language is a system of sounds, words, used by human to communicate thoughts, and feelings. From those opinions, the researcher can conclude 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, and desires to another people.

In using language, people must know the function of language that can help them in communication effectively. Halliday in his book *Explorations of the Function of Language* (in Tarigan, 1993: 6-8) find seven the functions of language, they are:

1. The instrumental function is to communicate preferences, choices, wants, or needs;
2. The regulatory function is to control some events;
3. The representational function is to explain the real reality, as seen by someone;

4. The interactional function is to interact and plan, develop, or maintain a play or group activity or social relationship;
5. The personal function is to express individuality;
6. The heuristic function is to find things out, wonder, or hypothesize;
7. The imaginative function is to create, explore, and entertain.

In the linguistics view that is influenced by Chomsky, language is unlimited sentences and every sentence is single that it is only made by one process in the certain form (Kratz, 1974: 72). The sentences is consist of limited signs and it is called code that become expression that arranged by the certain rule. The arrangement not only is influenced by a single system, but also by the condition of self speaker and when the certain sentences to be expressed, that is called by situative condition.

The language can be interpreted as a communication of signs. Semiotics is science that study of communication by using the signs. Rakhmat (1994: 268-269) describes two ways to define language: functional and formal. Functional definition describes the language from its function, thus language is defined as socially shares means for expressing ideas. Then, formal definition describes that language is all the conceivable sentences that could be generated according to the rules of its grammar. Rakhmat also explains that every language has the rule how the words must be arranged and combined to give the meaning.

Language comes up when the sound and idea is combined together in a chat or discourse. Actually, the unity of language (Lubis, 1993: 20) is not

the word or sentence, but it is discourse. Because the language is discourse, a place of social interaction, thus the language can be considered as media to build the individual in social system (Piliang, 1999: 294). According by that definition, in a discourse human is individual entity which uses language, so it becomes part of the system of sign transformation with another person in a community. Now, language finds a new function as transformation function.

Linguistics describes that this new function may make transformation of human understanding. Thus, language has the power of emancipator and transformation. In the speech acts, J.R.Searle (in Alex Sobur, 2013: 289) expressed that by approaching of pragmatic aspect, there are three acts that are shown by a speaker in using the language: the act of saying something, the act of doing something and the act of affecting someone.

Language is the reflection of understanding from the speaker of a language about its culture in the past and the future. The development of language is influenced by transformation of social-culture. Thus, the transformation will happen by evolutionary (Alex Sobur, 2004: 290).

C. Semiotic Analysis

Semiotic is always defined as the study of signs, it is based by studying of codes that make the researcher to view all certain entities as sign or something that have the meaning. Charles S. Peirce says that semiotic is another term form logic, a formal doctrine of the signs. Ferdinand De Saussure says that semiology is a science of signs with society. Therefore, Peirce

considers that semiotic is branch of philosophy and Saussure considers the semiology is one of the disciplines of social psychology. According to Pierce, sign is something which stands to somebody for something in some respect or capacity (Aart and Panuti, 1992: 43)

Alex Sobur quoted Eco's says, that in the etymologically, the technical term of semiotics is from Greece that is semeion which means sign. Sign itself is as something which based on social convention was built before, and can represent other things (Eco, 1979: 16). The terminology of semiotic and semiology can be used at the science of signs without the sharp meaning difference. The differences of both terminologies are the semiology term is often used in Saussurean's linguistic tradition, especially in Europe and the semiotic term tends to use it in the Piercian's tradition (Kris Budiman, 2003: 3-4). Semiotics and semiology are the terms that are used at the science of sign. According to Hawkes as quoted by Alex Sobur the difference between semiotics and semiology are semiology term used in the Europe, meanwhile semiotics used by people who speak English (Aart, 1991: 15). Thus, there is no the essence difference between the both terms. The differences of the terms will not reduce the essence of semiotic or semiology science, but they enlarge the science that study of signs.

According to Terry (2007: 145) semiotic considers that there is a metalanguage, where a system of sign to mean the other system of signs (the relation between literary criticism and literature), for example the sign of polysemic that has more than one meaning.

Charles Morris (1938: 6, in Levinson, 1983: 1) cited in Kris Budiman (2003: 5), a philosopher that has an attention about the science of signs, the basically semiotic can be distinguished about the three branches of inquiry; they are syntactic, semantics, and pragmatics. Semiotics is a study about sign as part of social life (Tommy and Untung, 2004: 88).

1. Syntactic is the branch of semiotics that deals with the formal properties of signs and symbols. More precisely, syntactic deals with the “rules that govern how words are combined to form phrases and sentences.”
2. Semantics deals with the relation of signs to their designate and the objects which they may or do denote.
3. Pragmatics deals with the biotic aspects of semiosis, that is, with all the psychological, biological, and sociological phenomena which occur in the functioning of signs.

The importance of signs and signification has been recognized throughout much of the history of philosophy, and in psychology as well. Plato and Aristotle both explore the relationship between signs and the world, and Augustine considered the nature of the sign within a conventional system. These theories have had a lasting effect in Western philosophy, especially through Scholastic philosophy. More recently, Umberto Eco in his *Semiotics and philosophy of language*, has argued that semiotic theories are implicit in the work of most, perhaps all, major thinkers.

D. Concept of Semiotic Analysis

Roland Barthes was a French structuralist who practiced Saussure's linguistics model and Semiology. Therefore, his semiotics theory cannot be separated from Ferdinand de Saussure theoretical framework. Although there are various changes in the meaning of the sign, but the principle is same, that is through the process of structure. According to Saussure, language is a system of sign and every signs consists of signifier and signified. A sign is the unity of a signifier form with an idea or signified. In other words, signifier is "sound that have meaning" or "scribbles that have meaning". Thus, signifier is a material aspect of language: what is said or heard and what is written or read. Signified is the representation (picture) of mental, think, or concept. Thus, signified is a mental aspect of language (Bertens, 2001: 180). Barthes creates a map about how does the sign work below.

1. Signifier	2. Signified
3. Denotative sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

Picture 2.1 Roland Barthes' Sign Map

Source: Paul Cobley & Litza Jansz. 1999. *Introducing Semiotics*. NY: Totem Books, pg. 51.

According to Barthes, there are two levels of Semiology: first level (denotative) and second level (connotative). Cobley and Jansz (1999) in

Sobur (2013: 69) explain that the denotative sign (3) consists of signifier (1) and signified (2). They both produce the denotative sign which is also being the connotative signifier (4) on the second level of semiotic system. The connotative must engender a connotative signified (5) to produce a connotative sign (6). Therefore, According to Barthes, the connotative sign includes two denotative attributes. Not only connotative signifier has additional meanings, but also has two attached denotative attributes. Barthes has contributed towards Saussure's Semiology, which stopped at the denotative level.

Connotation on Barthes's structure is called as mythology and functions to reveal and support the truth of dominant values in certain period of time. Three dimensions exist in myth, they are signifier, signified, and sign. Myth is included in the second order of signification system. Barthes classifies myth and ideology into one category as connotative signifier and signified occurs simultaneously (Budiman, 2001 in Sobur, 2013: 71).

From the two orders of signification that proposed by Roland Barthes can be concluded that the meaning of sign through two orders of meaning. First order (denotative meaning) expresses the most obvious meaning of the sign. Then, second order (connotative meaning) is closely related to the sign and its usage. The connotative meaning will be found a myth. It is when the culture is told and given judgment by doing a meaning to the sign.

The denotative meaning of a word is the meaning that we usually find in the dictionary. For example, there is a word "*mawar*" which has meaning

“sejenis bunga” in the dictionary. The connotative meaning is the addition denotative meaning with all the visual, memory, and feeling which are produced by that word.

Harimurti Kridalaksana (2001: 40) defines denotation as “the meaning of a word or group of words is based on a simple appointment on something outside the language or based on a particular convention. It is objective.” Whereas connotation or can be called as evertone or evocatory is defined as “the meaning aspect of a word or group of words based on the feelings or thoughts that inflicted by the speaker (the author) and the listener (the reader)”.

In other word, “connotative meaning is lexical meaning + X” (Pateda, 2001: 112), for example the word “envelope”. This word has meaning paper covering for a letter. This meaning is the denotative meaning. But in the sentence “give him an envelope in order to your problem can clear soon”, so the word “envelope” has a connotative meaning, it means “give him money”. There is a relation between the word “envelope” and money, because an envelope can be filled money. In other words, the word “envelope” refers to the money, and more specifically as bribe money.

If the denotation of a word is the objective definition of the word, then the connotation of a word is its subjective or emotional meaning (DeVito, 1997: 125). It is called objective because this denotative meaning is the meaning in general. Vice versa, the connotative meaning is subjective where there is a shift from the general meaning (denotative) because there is the

addition a certain of feel and value. Besides that, if denotative meaning is almost understandable to many people, and then the connotative meaning can only be digested by people whose relative few numbers (Berger, 2000a: 15).

E. Graffiti

Graffiti phenomenon has become a culture in our life. They exist around us; in city space, wall, public transportation, and public toilet. It may be propaganda, politic, finding identity, art or just a popular trend. According to Safruddin (2014: 2) there are some journals which were researched about graffiti; “Graffiti di Indonesia: Sebuah Politik Identitas atukah Tren?” by Obed Bima Wicandra (2006), “Iranian Graffiti during Political Transformation” by Syahrar (2011) and “Truck Graffiti” by Yazid Bastomi (2007). Wicandra seen graffiti in an artistic form of visual communication, Syahrar compared the graffiti before and after political transformation in Iran, while Bastomi seen graffiti on truck in Malang, Indonesia as a literary work.

Literally, such as Oxford dictionary states that Graffiti is drawings or writing on a wall in a public place. But originally, the term ‘graffiti’ is derived from Italian language and is the plural form of the word ‘graffito’ which means drawing or inscription. In English, the word ‘graffiti’ has undergone changes in meaning and relates specifically to writings in public spaces which are generally unexpected. Actually, human was writing graffiti since the prehistoric era, they wrote and drew the prayer, story or event on the

surface of the caves. And since the down of civilization they were making graffiti on walls of ancient structured. In Indonesia, prehistoric hand stencils were found in the Petta Kere cave in the Leang-leang Prehistoric Park (Maros regency in South Sulawesi, Indonesia). As graffiti earned more of a name for itself as a “legitimate art form,” more and more pieces find their way from the streets to the galleries.

As Wicandra (2006) cited in Safruddin (2014: 2) stated that Graffiti in Indonesia began its popularity in colonialism era. They make graffiti to express or imply code; it became the best way to create propaganda. Indonesian people who read the graffiti will feel more strength and much more spirit in war with Dutch. At that time, Affandi, the fine artist was made graffiti tagged as “BOENG AJOBOENG!”. The graffiti was jarring Indonesian people hearts. This graffiti belonged to public; it was tagged on city space, poster, walls, and even public train by everyone who wanted to.

Based on HAI magazine No. 36/XXX/4 September – 10 September 2006 cited in Safruddin (2014: 3) , the graffiti development in Indonesia began in year 1970s as tagging or writing of the name of person, school, community and gang. But in Indonesia, graffiti is often seen as a part of Hip Hop culture. It was proved by Iwa K that was launched his video clip “Bebas” during 1990’s with graffiti clearly visible in the background. In year 1980s the gang graffiti were decreasing their popularity, and school name graffiti began to replace it.

The development of graffiti in year 1990s had decreased. There were still tagging or writing about the name of gang, but was not made the big response as the older era. Romo Mangun, senior artist, wanted to change the bad images of graffiti to be more positive. He designed and drew the dirty by graffiti and mural, and it was successful. Because of the modern technology (internet, tv cable, international magazine), in year 2000s, the information about the world development became easy to access. Many Indonesian people saw American culture as the central of the modern trend or style. Indonesia has their new style, artistic graffiti. The artistic graffiti was popularized by the art university student in Jakarta, Bandung and Jogjakarta. At this time some graffiti tagged in some places intentionally on purpose to decorate and give more artistic value, as example; Kali Code river side Jogjakarta, Siliwangi street Bandung.

According to Safruddin (2014: 5) in year 2006 graffiti is more purpose to present the personal or community identity than make propaganda or write the social politics message (Wicandra, 2006). At that time modern break dance was became popular with the habit of tagging artistic graffiti of their community to show the identity, the graffiti maker then called Bomber. Artistic graffiti was hard to read.

F. Previous Related Studies

There is study which relevant with this study. The researcher found three researchs in the form of journaling and thesis in Bahasa. The first

journal was written by Hasan Ibnu Safruddin. In his research, he attempted to investigate the application of Roland Barthes' Semiotic Analysis but he focused to analyze the Act Move graffiti. Act Move is graffiti that more applies more the words form rather than pictures. This graffiti is located around Bandung. This article journal uses the same theory with this thesis, only different on the object examined.

The second article journal was written by Nasiruddin et al. This journal is an Indonesian-language journal. The similarity between this journal and this thesis is the object that analyzes is same. The difference between both of them is this journal uses Critical Discourse Analysis theory.

The last previous study is a thesis in Indonesian language. It was written by Abdur Rohim. It also uses Roland Barthes' theoretical framework of Semiotics. In addition to use that theory, this study also uses *tindak tutur* (speech act) theory. This study analyzes picture or writing on the dump truck, so it is the same object with this thesis.