

**SEMIOTIC ANALYSIS OF EDUCATIONAL ADVERTISEMENTS
COURSE IN INSTAGRAM**

THESIS

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CHAPTER I

INTRODUCTION

This chapter presents background of the study, problem of the study, objective of the study, scope and limitation, significances of the study, definitions of the key terms.

A. Background of the Study

Language is tools to express ideas, feelings or experiences and to communicate with other people. Therefore, everyone can express an opinion or message to the others. Beside that, according to sociological view, language is a basic to communicate about human being. So it proves that the language can make a social interaction.

Human as social creature uses language to communicate with others. Communication can be divided into two ways: direct and indirect communication. The first is the communication between two people or more without any media, for example, making conversation with some friends. The second is a way of communication using media to convey the ideas or messages to others, for example, magazine and newspaper, radio and television.

Indirect communication requires the participant to use mass media as an instrument and this communication does not involve people directly, such as, newspaper, magazine, television and radio. That many advertisements are promoted by the media.

The advertisement is communicated by language, picture, sound and colour. Text which is used in the advertisement is the signs, generally that is known and used by the creator of advertisement. The signs on the advertisement are used to promote the product to the reader. Beside that, the signs on the advertisement are made interesting and as creative as possible to fill the desire of the readers or the customers.

The advertisement has a great development and becomes part of our life. Nearly, every day we always find many advertisements in television, radio, newspaper, magazine, etc. Most of the people guess the function of advertisement in order to promote products, but actually there are certain messages that want to be given by the creator of advertisement to the readers.

According to Ernst Cassier (1957), representation meaning is a human being is a symbolic animal. In the symbol, human can express feelings, look for knowledge and have the desire to create something. But, not all people can understand or catch the idea of the advertisement well, at least the reader will find the difficulties on the interpreting the advertisement. The difficulties to understand the meaning in the advertisement can be caused by the unclear message. It is caused by the creator of advertisement uses the signs as a language to express the message, by the reader can not receive the meaning completely.

In this study, the researcher analyzed the advertisement of educational advertisements in social media Instagram with the mythology of Ferdinand de Saussure (1990) theory's. The researcher uses the theory because this theory

considered capable to answer, researcher problem existing this research in detail and comprehensively. The aspect of semiotics above has become an interesting topic to be discussed in interpreting the advertisement of educational advertisement in social media Instagram. Therefore, the researchers conduct this study and tries to interpret advertisement, educational advertisement in social media Instagram.

The reason why the researcher chooses the educational advertisement version. First, because thought creative ideas, second, this advertisement is very different with their advertisement it is an educational advertisement. In this educational advertisement and then the researcher, taken in social media Instagram input the data. Therefore, the researcher interested in analyzed types of sign and linguistic of signing in advertisement images of educational advertisement by using Ferdinand de Saussure and Charles Sanders Peirce.

That is why this researcher is very important to conduct as a starting point to understand the linguistic phenomenon is society thorough social media. The researcher wants to conduct this research by title “Semiotic analysis of educational advertisements courses inInstagram”.

B. Research Question

1. What are the types of sign found in educational advertisement in instagram?
2. What are the linguistic sign found in educational advertisement in instagram?

C. Objectives of the study

1. To know what are the types of sign found in educational advertisement in instagram?
2. To know what are the linguistic sign found in educational advertisement in instagram?

D. Significance of the Research

This research is expected to give some knowledge or information to people about the product, especially the costumer. Knowing the meaning and message of an advertisement, help them to be critical in choosing educational advertisement which appropriates in their life. Based on the research question above, the objective of the research is to know the meaning of the signs which use sign semiotic concepts for educational edvertisement. The research uses thematic approach and it has two aims in this study. Firstly, the writer hopes that this thesis could give a lot of benefits to the reader who is interested in advertising field. Secondly, the writer hopes that this thesis could boaden up the researcher's knowledge regarding to the advertisement.

E. Scope and Limitation of the Research

Peirce divides the sign into several parts, The first part is significantly based on the objects, namely icons, indexes, and also symbols. In this research the researcher uses two of three Peirce's theory, because the theories of Peirce based on the object and the ground are

suitable with analysis of the image. In addition, Vera (2014) the use of Peirce theory should be adjusted to each others understanding. If the researcher only wants to analyze the signs that are scattered in communicating messages, then the results of three types of signs from the theory of Peirce can be known. And the sign commonly used in semiotic analysis is a sign based on the object.

The researcher intends to analyze, the second signifier and signified in the advertisement of educational advertisements using Ferdinand de Saussure's (1990) theory. The limitation of this research is that the researcher tries to explain the only two parts of The objects of this researcher are education advertisements on social media the focuses augindonesia(AusedUnied Global Indonesia) educational advertisement in addition. It is searching at Instagram and other social media. Based on the research question above, the objective of the research is to know the kinds of semiotic are found in educational advertisement in the social media and the function of semiotic used in educational advertisement in social media.

F. Definition of the key terms

The researcher provides the meaning of every word that we write in this researcher to guide the researcher and reader understanding the research. In this researcher the definitions of key terms are:

1. Semiotic

Semiotic comes from Halina (2014), the meaning is significant, semainon which means markers and all the meanings that are signified or indicated. In general, semiotic is the study of signs or epistemology about the existence or actuality of signs in social life. Etymologically, semiotic comes from the Greek word "simon" which means sign. terminologically, semiotic can be interpreted as the study of objects, events through out the culture as a sign..

Then, according to Sobur (2003) semiotic is a science or method of analysis to examine signs. The intended sign is the device that we use in an effort to find a way in this world. Berger (in sobur: 2003) said that semiotics pay attention to anything that can be said as a sign. A sign is all things that can be taken as markers that have an important meaning to replace something else.

2. Educational Advertisement

Advertising is any paid form of marketing communication or promotion of ideas, good or services that at mainly persuading consumers and let them know about the brand. A couple of studies have proved that advertisement has a positive effect on brand sale Keller (2008). Advertisements have many hidden signs and meanings in it, for example brand name, logo, package design, color, punch line and trade mark etc.

The objective of semiotics is to learn and interpret the message which is conveyed in advertisements.

According to Jana Lapsanska (2006) advertising is found around us: in the newspaper, in magazines, on billboards along the streets, on television, in radio, in means of public transport and anywhere the sponsor pays to distribute their message. Educational advertisement is the promotion of a learning product through a variety of media. This advertisement causes people either to become a customer or to learn more.

3. Social Media

Social Media is described as internet services applications used for the generation and dissemination of information in textual, pictorial, audio or video format. It includes all forms of current and future tools used for digital interactions between people (Thomler, 2012).

People use social media with the aim of finding activities which entertain them and also communicating with their friends. While they are online on social media, they are exposed to various advertisements placed by advertisers.

4. Instagram

Instagram is a social media platform that enables users to upload photos and short videos, along with comments and hashtags, via smartphone. Although Instagram is primarily a mobile-centric medium, users are able to view content from a computer. The network was started in March 2010,

but made available for use by the public in October of the same year
Markowitz (2012).

CHAPTER II

LITERATURE REVIEW

This chapter discusses the literature related to the research which including: discourse Analysis, theory of semiotics, and advertisement.

A. Definition of Semiotics

Semiotic is always defined as they as the study of signs, it is based by studying of codes that make me to view all certain entities as signs or something that have the meaning. Charles S. Peirce stated that semiotics is the another term from science a formal language of the sign. Ferdinand de Saussure stated that seismiology is the science of signs with human. Therefore, Peirce's considers that semiotic and the branch of linguistics, as know as, semantics have a common concern with the meaning of the sign, but John's argues that whereas semantics focuses on what the words mean are and semiotics is concerned with how the signs mean are.

According to Peirce, sign is something which stands to somebody for something in some respect or capacity. Semiotics began to become a major approach to cultural studies in the late of 1960, partly as the result of the work of Roland Bathes. The terms of semiotics and semiology refer to the science of signs. The difference between them only being that seismiology is preferred by Europeans, Saussure. Meanwhile semiotic preferred by an English speaker, Peirce's creation.

An understanding of semiotics is essential for anyone who studies the communication or cultural studies. Semiotic is a study which is an investigation about sign in human life. The kind of signs which are seems to enter immediately to human minds are those which refer to as “sign” in human everything life routinely. Sign also become a part of human culture because human have ability to have meanings in all of the social culture symptoms and concern with the nature. In the process of giving a meaning is advertisement and the use language seem a high tolerance condition on pluralistic ideology which is happen is the process of communication and sign signification.

Alex Sobur quoted Eco (1979) stated that, in the etymologically, the technical term of semiotics if from Greece that is someone which mean sign is as something which based on social convention was built before, and can represent other things. The terminology term is often used in Saussure’s linguistic tradition, especially in Europe and the semiotic term tends to use it in the Piercian’s tradition. Semiotic and semiology are the term that is used in the science of sign. According to Hawkes as quoted by Eco the differences between semiotics and semiology are terms used in the Europe, meanwhile semiotic.

Thus, there is no the essential difference between the both terms. I think that the both terms distinguish between Saussure and Pierce’s tradition. The differences of the terms will not reduce the essence of semiotic or semiology science, but they enlarge the science that study of

signs. Although the semiotic term is often used as the term of study of signs, but the essence of that study involves Saussure and Pierce's view.

Semiotics considers that there is a meta language, where a system of sign to mean the other system of sign (the relation between literary criticism and literature), for example the sign of polysemic that has more than one meaning.

The Semiotic is always defined as they study of signs, it is based by studying of codes that make me to view all certain entities assign or something that have the meaning. Charles S.Pierce says that semiotic is the other term form logic, a formal of the signs. Ferdinand says that seismiology is a science of the signs with society. Therefore, Pierce consider that semiotic is branch of physocology. According to Pierce, sign is something which stands to some body for something in some respect or capacity.

The terminology of semiotics is the science of signs without the sharp meaning difference. The difference of the both terminologies are the semiology term is often used in Saussure's linguistic tradition, especially in Europe and the semiotic term tends to use it in the Persian's tradition. semiotic and semiology are the terms that are used at the science of sign.

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Terry Eagleton, 2007 said semiotic considers that there is a metalanguage, where a system of sign to mean the other system of sign (the relation between literatycritism and literature), for example the sign of polysemic that has more than one meaning.

Charles Morris (1938), stated that a philosopher that has a attention about the science of signs, the basically semiotic can be distinguished about the three branches of inquiry, they are syntactic, semiotics, and pragmatic. Semiotic is a study about the sign as past of social life.

1. Syntactic is the branch of semiotic that deals with the formal properties of sign and symbols. More precisely, syntactic deals with the "rules that govern how words are combined to form phrases and sentences.
2. Semantic is deals with the relation of sign to their designate and the objects which they may or do denote.
3. Pragmatic is deal with the biotic aspects of semiotic, that is, with all the psychological, biological, and sociological phenomena which occur in the functioning of sign.

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 explored 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 on Western philosophy, especially through scholastic philosophy.

According to Eco (1983), “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. From 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.

B. Theory on semiotic of Ferdinand de Saussure

Ferdinand de Saussure (1990) is well known as the father of modern linguistics and the founding father of structural linguistics in Europe. Ferdinand de Saussure was born in Geneva in 1857, studied mainly in Germany, taught for a number of years in Paris, and then returned to the University of Geneva in 1911 and died there in 1913, his importance work, not in his detailed explanation in linguistics, but in his general view of representation and the way his model of language shaped the semiotic approach to the problem of representation is a wide variety of cultural fields.

Ferdinand de Saussure (1965) proposed a semiotic model in the form of a dyad, comprised of a signifier and a signified. The signifier may

consist of actual objects such as background or lines, whereas the signified is the concept in someone's mind. The distinction between the signifier and the signified can also be expressed in terms of form and content. A particular signifier or signified combination does not exist in isolation but needs to be combined with other signs in order to enable a definitive understanding of what is the signifier and what is the signified. In summary, Saussure proposed a structural model. A stop sign exemplifies these ideas; the sign includes a hexagon, a concept that applies to semiotics was introduced by Levi Strauss (1983) under the name of "bricolage" represents the process of creation by using materials that are not necessarily best adapted to the task in hand. Instead, "bricolage" constitutes an eclectic dialogue among available materials, thus suggesting adaptive courses of action, whereby the "bricoleur" might even modify his/her initial aim. With respect to semiotics, bricolage is the process of interpreting symbols and signs using available cultural aspects. If the required aspects are not available, people adjust or modify existing ones.

In order to construct new arrangements, the "bricoleur" works with signs, by adopting existing signified as signifier and by choosing from limited possibilities. A "bricoleur", in other words is someone who "tinkers" by actually using tools not for their designed purpose but only as seems fit. Furthermore, the "bricoleur" always includes parts of his or her self when facing the choice of word material to call up for modification, reinterpretation and adjustment to his or her way of thinking. In the

context of interpretation, semantic nihilism exist if the bricoluer or interpreter properly adopts and accepts the role of creative new.

Linguistic of sign is the study of language. various building blocks of different types are combined to make up language. sounds are brought together and something when this happens, they change their from and do interesting things. Words are arranged in a certain order, and sometimes the beginnings and endings of the words are changed to adjust the meaning.

There are a three element distinction from theory to Ferdinand de Saussure (1990), stated that ishis course in general linguistic book as the fundamental element of the structural semiotic approach, between (1)*signifier and signified*, (2) *langage, parole and langue*,(3) *synchronic and diachronic*.

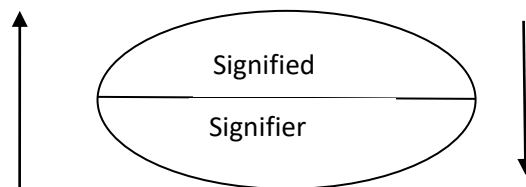
1. Signifier and signified

Saussure defined the linguistic sign as two side entity. One side of the sign was called the signifier. A signifier is the thoroughly material aspect of a sign. If one feels one's vocal when speaking, is the clear that are made from vibrations (which are undoubtedly material in nature). Saussure describes the verbal signifier as a sound image.

Inseparably from the signifier in any sign, engendered by the signifier is what Saussure calls the signified as the mental concept. The word "dog" in English made up the signifier /d/,

/o/ and /g/, what is engendered for the hearers is not the real cat but a mental concept of “dogness”.

These the signified (mental concept) and the signifier (material aspect) are described as the following diagram:



(figure 1. Meaning element from Saussure)

2. Language, parole and langue

The general phenomenon of language (in French, language) is made up by two factors, between parole (individual acts of speech) and langue (a system of difference between signs)

3. Synchronic and diachronic

According to Saussure, the linguistic research must concern in synchronic aspect before diachronic aspect. Saussure describes this vital distinction as: synchronic linguistics will be concerned with the logical and physiological relations that bind together coexisting terms and form a system in the collective mind of the speaker. And diachronic linguistics, on the contrary, will study relations that bind together successive

terms not perceived by the collective mind but substituted for each other without forming a system.

According to Ferdinand de Saussure (1990), representational meaning is often known as the founder of modern linguistics. In this theory you have to be able to grasp the basics of psycholinguistic terminology and his explanation of the nature of language units. Understanding the basic concepts of this linguistic theory is not only essential for linguistic students, but for anyone studying semiotics, or the use of various types of elements in film theory studies.

It is important to note that Ferdinand de Saussure (1990) is perceived as a linguistic unit to be a 'double entity' meaning that it is composed of two parts. He viewed the linguistic unit as a combination of: a concept or meaning and a sound or image.

The first point to understand is when Ferdinand de Saussure (1959) is mentioned 'linguistic units', 'sound-image' and 'concepts'. He was referring to the mental processes that create these entities. He was not referring to spoken or written words, but to the mental impressions made on our senses by a certain 'thing' together with the sound system of our language that creates the two-part mental linguistic unit referred to as a 'sign'.

Let's take for example the fairly new concept of 'Google'. The sound image, or impression in our minds is of the logo representing Google, and through our language system we know how that image sounds

mentally. We know the concept or meaning associated with this ‘sound impression’ that ‘Google’ is a large search engine on the internet. The connections between the two elements are made mentally without uttering or writing the word ‘Google’, and the two part formed are joined and become united as a mental linguistic unit.

C. Theory on semiotic of Charles Sanders Peirce

Charles Sanders Peirce is an American philosopher who lives in 1839-1914. As a philosopher and logician, pierce want to research what and how to think logically process of human beings. Pierce’s theory of sign based on the big propose, so it does not amaze if pierce says that semiotics is a synonym of logic.

Charles S.Pierce (1914), the founder of the philosophical doctrine known as pragmatism (which he later renamed “pragmaticism” to distinguish it from the pragmatism developed by others like William James), preferred the terms “semiotic” and “semeiotic”. He defines *semiosis* as action, or influence, which is, or involves, a cooperation of *three* subject, such as a sign or representament, its object, and its interpretant, this tri-relative influence not being in any way resolvable into actions between pairs.

Pierce sees that subject as a part that can not be separated from this it’s the reference and the understand of subject about the interpretant. Pierce says that sign is something which stands to somebody for something in some respect or capacity. This Pierce’s definition emphasizes

that the role of somebody can not be separated from the signification, it is the principle of communication semiotic.

According to Saussure, semiotic system is based on signifier and signified whereas Peirce explains this system with a three-element integral: representamen, interpretant is associations or a person that creates connection between the sign and object, and object symbolized the sign Kucukerdogan (2011).

Charles Sanders Peirce

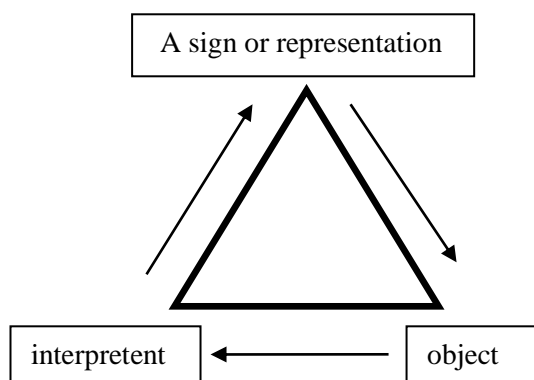
Peirce explained these elements with example (table).

	Icon	Index	Symbol
Relation	Resemblance	Cause and effect	Convention
Example	Photograph/Map	Smoke/fire	Cross/Flag
Process	Recognizable	Connection	It is learned

Charles Sanders Peirce explained that there are three kinds of signs: icons, indexes, symbols. Icons signify by resemblance, indexes signify by cause and effect, and symbols signify on the basis convention. Therefore, a photograph would be iconic (it signifies by resemblance), smoke coming out of a house would be indexical for fire (it signifies by cause and effect) and flags would be symbolic (one must learn what flags signify). The term “iconic” now has another meaning and is used loosely to refer to people, place, object, and so on. Thus, an iPhone is an iconic smartphone Berger (2013).

It addresses somebody, that is, creates in the mind of the person an equivalent sign, or perhaps a more developed sign. That the sign which it creates I call the interpretent of the first sign. The stands for something, its object. It stands for the object, not in all respect, but in reference to a sort of idea, which I have sometimes called the ground of the representation.

Thus, a sign or representation has the triadic relation immediately with object and its interpretent. Therefore, the semiotics is a process with combines the entity which can deliver a clear meaning of a selected object (advertisement) and use for communication. This semiotic is always called by signification



Because the schema describes unlimited semiotic, so a representament will lead to object, then object to interpretant and interpretant to representamen again. Then Umberto Eco and Jacques Derrida conclude as unlimited semiotic.

The model of triadic that is used by Pierce (representament + object + interpretant = sign) to refer the big role of subject in the transformation of language. according by Pierce view that sign is often in

the unlimited transformation. It is called unlimited semiotic as described above.

Based on three types of signifiers. The categories of sign: icons, index, symbol:

1. **An Icon**, is the connection between sign and object because similar, for example, picture and map. Has a physical resemblance to the signified, the being represented. A photograph is a good example as it certainly resembles whatever it depicts.

An Icon has a physical resemblance to the signified, the thing being represented. A photograph is a good example as it certainly resembles whatever it depicts. According to Davison (2009), This definition is also supported by Peirce who define an icon is a sign that interrelates with its semiotic object by virtue of some resemblance or similarity with it, such as a map and the territory it maps (a photograph of Churchill is an icon of the original item) as cited in Cobley (2001).

Then on the other hand, as quoted by Settineri (2017), Merlo, Turiaco and Mento also argue that, Icons only have the quality of the sign function. Icons refer to objects based on their characteristics, regardless of any relationship. The other hand Vera (2014) stated that an icon is a sign that resembles a represented object or a sign that uses similarities or the same characteristics as what is intended.

The icon has, of itself, a certain character or aspect, one which the object also has or is supported to have and which lets the icon be

interpreted as a sign even if the object does not exist. The icon signifier essentially on the basis of its “ground”. (Peirce defined the ground as the pure abstraction of a quality, and the sign’s ground as the pure abstraction of the quality in *respect of* which the sign refers to its object, whether by resemblance or, as a symbol, by imputing the quality to the object).

Pierce called an icon apart from a label, legend, or other index attached to it, a “hypoicon”, and divided the hypoicon into three classes: (a) the *image*, which depends on a simple quality; (b) the *diagram*, whose internal relations, mainly dyadic or *st* taken, represent by analogy the relations in something; and (c) the *metaphor*, which represents the representative character of sign by representing a parallelism in something else. A diagram can be geometric, or can consist in an array of algebraic expressions, or even in the common form “All is” which is subjectable, like any diagram, to logical or mathematical transformations. Pierce held that mathematics is done by diagrammatic thinking – observation of. And experimentation on, diagrams.

2. **An Index**, is the connection between sign and object because cause and effect, for example smoke caused by fire. Shows evidence of what’s being represented. A good example is using an image of smoke to indicate fire.

According to Moharamy, as cited by Mahmoud (2015) index is a sign that is directly connected in some way (existentially or casually) to its object. It has some connection or association with its referent and usually sends a message or illustrates information. Then there is definition of an index according to Campbell (2016) The most obvious incarnations are natural signs (if smoke then ignites) and physical symptoms (red spots on the skin are symptoms of measles). Indeed, it was a study of the symptoms of medical birth of a formal study of semiotics with Hippocrates in the ancient world; and origin which cannot be overemphasized.

It is in any case a relation which is in fact, in contrast to the icon, which has only a ground for denotation of its object, and in contrast to the symbol, which denotes by interpretive habit and law.

An index which compels attention without conveying any information about its object as a pure index, though that may be an ideal limit never actually reached. If an indexical relation is a resistance or reaction physically or causally connecting an index to its object, then the index is a reagent.

Such as index is really affected or modified by the object, and is the only kind of index which can be used in order to ascertain facts about its object. Peirce also usually held that an index does not have to be an actual individual fact or thing, but can be a general a disease

symptom is general, its occurrence singular and he usually considered a designation to be an index.

3. **A Symbol**, is sign that refers the nature connection between signifier and signified. where is connection is arbiter and convention. Has no resemblance between the signifier and the signified. The connection between them must be culturally learned. Numbers and alphabets are good examples.

According to Peirce, quoted by Asyrak (2018) A symbol is a sign that shows the object of association with general ideas, which can be interpreted as referring to that object. According to Fedrigo (2016) The symbol is full of the hidden meaning of the concept. Unlike artistic images, it has factual meaning. The distinguishing feature of symbols is that they are different from the preservation of symbolic forms, which are supported by comparative analysis.

The symbol consists in a natural or conventional or logical rule, norm, or habit, a habit that lacks or has head dependence on the symbolic sign's having a resemblance or real connection to the denoted object.

Thus, a symbol denotes by virtue of its interpretant. Its sign action semiosis is rule by the habit, a more or less systematic set of associations that ensures its interpretation. For Peirce, every symbol is a general and that which we call an actual individual symbol.

Symbols like all other legisigns also called types, need actual, individual replicas for expression. The proposition is an example of an example of a symbol which is irrespective of language and of any form of expression and does not prescribe qualities of its replicas.

This concept emphasizes that subject has the role in transformation of language. therefore, this Pierce's theory distinguishes with Saussure's theory about the role of subject that can not do transformation of language. because language is part of social structure, so it only be made and changed by social convention. Concept of triadic refers that subject can not separated be transformation of language. it will make the unlimited semiotic. But Saussure admits that people is area of language transformation, but the change must be done by social convention. So it will pretend anarchism of language.

At around the same time as Saussure was formulating his model of the sign, of 'semiology' and of a structuralist methodology, across the atlantic independent work was also in progress as the pragmatist philosopher and logician Charles Sanders Pierce formulated his own model own model of the sign, of 'semiotic' and of the taxonomies of signs.

In contrast to Saussure's model of the sign in the form of a self-contained dyadic model, this sign consist of signifier and signified, meanwhile Pierce offered a triadic model which concists of representament, object and interpretant.

D. Definition of Signifier and Signified

The part of the sign the call is 'concept' or 'meaning' (mental impression/association of the 'thing') he name is signified. The idea of what 'Google' is for example is signified. the part he calls the 'sound image' (the mental linguistic sign given to the 'thing') he named the signifier, this is the sound Google's logo creates in our minds.

The connection between all 'signifier' which are 'sound image' and their signified object or concept is arbitrary. In other words, there is not necessarily any logical connection between the two. The word 'Google' exemplifies this well.

There is nothing in the word 'Google' that would suggest that it is a digital means of searching for information in the internet. It is a random invented word. With the arrival of the internet, in the meaning of Yahoo! A name, or 'sound image'/'linguistic sign' had to be created to describe a new search engine. However, now when you see the 'linguistic unit' 'Google' (that sign) you automatically connect it to its sound image, the signifier 'Google' which signifies a large search engine on the internet.

E. Definition of Advertisement

Advertising is an inevitable part of our modern capitalist consumer society whose outstanding feature is its competitive fight. "...advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us. Jan Lapsanska, 2006 said we can classify the types of

advertising according to the types of medium: TV, radio, brochures, leaflets, magazines, newspapers and other and other printed material advertising, the internet and direct mail advertising, outdoor advertising, etc. so, advertisement is a form of communication used to persuade an audience to take some action with respect to product, ideas, or services.

In Cambridge Dictionary, “advertisement is a picture, short film, song, etc which tries to persuade people to buy a product or service”. Thus, it is a medium which is used to persuade people to be interested in a product or service. One of the media used to advertise a product or service is television where companies can promote anything, including e-commerce websites or applications.

Just as direct marketing has become a prominent player in the promotional mix, so too has the internet. Web sites provide a new way of transmitting information, entertainment, and advertising, and have generated a new dimension in marketing: electronic-commerce. The internet has become more than a communication channel. It is a marketing channel itself with companies such as Amazon.com, CD Now, eBay, and others selling goods via the internet to individuals around the globe.

The interactivity of the internet is perhaps its greatest asset. By communicating with customers, prospects, and others one on one, firms can build databases that help them meet specific needs of individuals, thus building a loyal customer base.

Advertisement as stated by Walter A.Grew has function are following:

1. As a tool of selling

Advertisement is a tool of selling its primary function of salesmen. But informing that function fully advertising is also an instrument of edition of public opinion and a building a public relation.

2. As an education

Advertising as an educator, speed the adoption of the new and refined product and in so doing, accelerated technological advances in industry and tastes the realization of the better life for all.

3. As a molder of ideology

Advertising as a molder of opinion, sells gods, but in addition it helps with election, building faith in democratic way in life and become the leg stone of a free competitive economic.

4. As good will

Good will has been recognized as very valuable asset and a tremendous aid to sale. A good product fair price is important, but so too are many human relationship which build up to make the cares store or the billion dollar cooperation well through of or dislike customer relation, labor relations, customer relation,

stock holder relation, and fared relation, are important in many phrases of operation f a business, but everyone n them helps or hinder in making of sales.

F. Advertisement as the Semiotic Signification

Advertisement as the language communication has a specific language structure. It express the message with the certain language and sometimes contain of false expression than the real purpose of the advertisement.

According to the semiotic signification, advertisement has contain more than a signs, it consist of the language element which arranged from a signifier or the material element of the advertisement showed as picture, photo and illustration. And a concept of signified and the meaning beyond it signifier. These structural element of advertisement is used to show a reality or even the reality of advertisement.

Usually, an advertisement has three elements of sign. An object of the product that advertisement, and than the contexts of advertisement around it object showed as the things that gives the contexts of the object. Beside on the elements, advertising has indicate to a certain codes. The first code that exist in usual texts is a linguistic code refers to what the texts expressed. Generally, this code is express about what is in the meaning of dictionary or in linguistic order.

G. Language of advertisement

The language of advertisement differs from other types of language in another important respect. It has derived a powerful from purposeful directed combination of image that can take the form of word, sound, or visual which individually or together.

Sign and symbol are the important element of advertisement. It is all things physical or language such as colors, uniform, company profile, clues, etc. which represent to product or company as the copy writer expected.

The texture of advertising language has frequently changed. Style and creative concept come and go. But there are at least four distinct general characteristics of advertisement language can be lead persuasive power.

1. Edited and purposeful

The language advertisement is coded. There is no word is wasted there it is also a language of carefully engineered, ruthlessly purposeful messages.

2. Rich and interesting

Every successful advertisement uses a creative strategy based on an idea that will attract and hold the attention of the targeted customer audience. The strategy may include strong creative execution or a straightforward presentation of product features and customer.

3. Involving

Advertisement make use of great variety of technique and devices to engage us in customer use. Advertisement use comforting image or symbol as an important tool for involving advertisement.

4. A simple language

Simple language in advertising language more readily transferred from one person to another than complex or detail language.

H. Social Media

Social Media is described as internet services applications used for the generation dissemination on the discussion of information in textual, pictorial, audio or video format. It includes all forms of current and future tools used for digital interactions between people (Thomler, 2012).

People use social media with the aim of finding activities which entertain them and also communicating with their friend. While they are online on social media, they are exposed with various advertisements places by advertisers.

I. Instagram

Instagram is a social media platform that enables users to upload and short video, along with comments and hastags, via smartphone. Although Instagram is primarily a mobile-centric medium, users are able to view content from a computer. The network was started in March 2010,

but made available for use by the public in October of the same year (Markowitz, 2012).

Facebook purchased Instagram in 2010 for \$300 million in cash, plus 23 million shares valued around \$30 a share (Savitz, 2012). The company continues to add new features to the network, including boomerang, which enables users to take a sequence of photo to create a “mini video” (Instagram, 2015).

Since its unveiling, Instagram has experienced a steady increase in the number of users. A report by Marketer in 2014 noted that the number of people in the US who were using the social network via smartphone had reached more than 34 million (Bercovici, 2014).

J. Previous of Study

In this research, the researcher would like to analyze the educational advertisement of the “Educational advertisements course in social media Instagram”. To make sure that this researcher is original, the researcher would like to present other research that has close relation with the study of educational advertisement on ”Educational advertisements course in social media Instagram”.

The researcher finds out some researches which have a similarity with this study which they analyze the “Cellular phone advertisement of Samsung Galaxy series”. One of them is IzharAzmiFaturahman’s study. He analyzing the cellular phone advertisement of Samsung Galaxy. In analyzing, they used 2 statements of problem (how does the semiotic

process occur at six cellular phone advertisement of Samsung Galaxy series, Samsung Galaxy Grand, S3, S4, S5, Note 2, and Note 3, what are the meanings contained at six cellular phone of Samsung Galaxy series advertisement Samsung Galaxy Grand S3, S4, S5, Note 2, and Note 3 after the describing though semiotic process). The result of this study that “Cellular phone advertisement of Samsung Galaxy series”.

CHAPTER III

RESEARCH METHOD

This chapter, the researcher wants to analyze the research design, object of the research, the method of collecting data, instrument, procedure of collecting data, data analysis. This section would provide a brief description of how a qualitative research approach may type of meaning, as well as explanations as to what type and what dominant this approach was used in this particular study. Moreover, a brief presentation of the advertisement, as well an insight into how the collection data would be analyzed was provided.

A. Research Design

This purpose of this study is to find out the types of signs on English for types of sign found in educational advertisement in instagram and also to know linguistic sign found in educational advertisement in instagram. Based on that purpose, according to Evans (2003) This research is qualitative research using descriptive interperative method, namely data collected in the form of words and images which are then interpreted in the form of paragraphs and tables. Then according to Sobur (2003) Peirce has classified the sign.

According to Creswell (2007) is cited on Anggara (2015), qualitative method is used for examining the issue of oppression, advocacy, and for group or individual. Qualitative research involves the studied used and collection of a variety of empirical materials case study,

personal experience, introspection, life story, interview, artifacts, and cultural texts and productions, along with observational, historical, interactional, and visual texts that describe routine and problematic moments and meaning in individual lives. Qualitative method is chosen because the writer did in depth interpretation of the sign in the advertisement. Qualitative research is an approach for testing objective theories by examining the relationship among variables. The final written report has a set structure consisting of introduction, literature and theory, methods, results, and discussion John w. cresswell, (2014).

The statement of qualitative supported by Bogdan(1982) representation meaning is the data collection are in the form of words or picture rather than numbers. Because the researcher in this research used descriptive qualitative research, so this research to discuss deeply. it is formulated to be information and suggestion that numerical measures are never used descriptive qualitative research.

B. Data Source

In this study the data are in the form of advertisement. They are educational advertisement that are found in English. Exactly the author will analyze the images contained in the educational advertisement in instagram. They are five images of Educational advertisement. The data source is in the form of image educational advertisement taken from social media Instagram. For this aim, the researcher obtains the data from

advertisement in Instagram web AUGindonesia and second semester with different publishers in Indonesia.

C. Data Collection

The data of this study are the educational advertisement in Instagram that have been mentioned above. To collect data, researchers did several procedures such as:

1. The researcher downloads the image educational advertisement. The educational advertisement could be downloaded easily in AUGindonesia. After that the researcher got 5 image educational advertisements.
2. The researcher collected all of image Educational advertisements that are used in those signs as the data.

Therefore, collecting the data in this study was accessible for the researcher because the educational advertisements are uploaded in the Instagram in websites AUGindonesia.

D. Instrument of the Study

Because this study is qualitative research, the main instrument of this study is the researcher herself. The instrument of this research is the researcher. The researcher spends considerable time to analyze the educational advertisement, also uses some sources to help to analyze used internet. Some experiences and other studies which are studied before help her to analyze his data analysis.

E. Data Analysis

The data of the research are analyzed by using theory of Ferdinand de Saussure (1990), linguistic of sign and the theory of Charles S.Pierce (1914), about types of sign. At this part, the data which will be analyzed is the images of the educational advertisement. There are some steps in analyzing this data. The first step is describing the educational advertisement. The second, the researcher analyzes types of sign and linguistic of sign of data images of educational advertisement in Instagram based on the theory Charles S.Pierce (1914) and Ferdinand De Saussure.

Furthermore, the researcher interprets the example picture by using descriptive analysis. Finally, all of Educational advertisement which the researcher found should be attached in appendices.

