

CHAPTER II

LITERATURE REVIEW

The term semiotics is derived from the Greek word Semiotic which denotes a sign. In modern usage the concept of semiotics refers to a definition of semantics, theory of signification, communication, advertisement, language of advertisement, colour term, movie posters and previous study.

A. Definition of Semiotics

Semiotics as a study of sign is rooted from structuralism proposed by Ferdinand De Saussure (1983) as the father of modern Linguistics and the founder of semiotics which has given the inspiration to semiotics science. In the research of Semiotics, Saussure gives the foundation system of language. Ferdinand De Saussure, quoted by Guiraud, defines Semiotics as:

“Language is a system of sign that express ideas, and is therefore comparable to writing, to the deaf mute alphabet, to symbolic rites, to codes of good manners, to military signal, etc. It is simply the most important of these systems. A science that studies the life of signs in society is therefore conceivable: it would be a part of general psychology: we shall call it semiology (from the Greek Semeion, sign). Semiology would teach us what sign are made of and what laws govern their behavior. Since this science does not exist, no one can say quite what it will be like, but it has a right to exist and it has a place staked out in advance. Linguistics is only a part of general science of semiology: the laws discovered by semiology will be applicable to

Linguistics, and the latter will therefore find itself linked to a well defined area within the totality of facts in the human sciences.”

From explanation above, Saussure use the term of Semiology, then Peirce (1905) called Semiotics. Both of term is similar, now both of the words are synonymous. According to Saussure, the production of meaning depends on the language, because language is the system of sign, language is one of the instruments to communicate, “La langue est un system de signes”.

One of the broadest definitions is by Umberto Eco (1976), who states that semiotics which is concerned with everything that can be taken as a sign. Moreover, Semiotics is the study of sign and symbols and their meaning and use, especially in the writing, sor method to analyze the sign. Symbol is the most overburdened in the field of humanities, it is broadest sense, and symbolis synonym of sign. Symbol as signs used in human communication and gave words, images, gesture, drawings or mimetic sounds as examples. Our world is filled with symbols that people often fail to notice. Symbols help to enlighten work of art, advertising and human communication. People see everything surrounding them as signs that have to be interpreted.

A. The Theories of Signs

1. Ferdinand de Saussure

Ferdinand de Saussure (1857-1913) is one of the European linguist experts who live in the beginning of the twentieth centuries. Saussure studied academically about the concept and the paradigm of sign. He is a linguist who uses semiology term in studying sign as the Continental

Europe's line of thought rather than semiotics term. He is the most influential thinkers on language and a well-known as father of the modern Linguistics, put his thought about general linguistic in his book *Course in General Linguistic*. Saussure starts his theory of sign by identifying a language as a system of sign that express ideas, and therefore comparable to a system of writing, the alphabet, symbolic rites, polite formulas, military signal and many more. But it is a language as the most important of all these systems.

There are opinions about definition of sign from Saussure (1983). The signifier and signified are the important concepts from Saussure about sign. One of signis divided into two parts, Signifier and Signified. Saussure describes the two inseparable sides as a sheet of paper which is cut by a scissor. "Just as it is impossible to take a pair of scissors and cut one side of paper without at the same time cutting the other, so it is impossible in a language to separate sound from thought, or thought from sound. To separate the two for the theoretical purpose takes us into either pure psychology or pure phonetics, not linguistics".

It is clearly stated that the signification or the relation between signifier and signified, which in the quotation called by the sound and the thought, could not be separated and it supports each other. There is no sound without thought and also there is no thought without sound.

Sign is totally one unity between signifier and an idea or signified. In other word, Signifier is the material aspect of language; what we say or hear and what we write and read. Signified is the description of mental, thinking, or concept. And then, signified is the mental aspect of language.

Symbol, seen from Saussurean (1983) perspective, is a kind of sign where the relation between *signifier* and *signified* seem like arbitrary. The consequence of it is the historical relation that affects our understanding. Saussure (1983) in Berger (2010) explains that, the one of characteristics of symbol is that symbol is never really arbitrary. This is because of the imperfection of relation between *signifier* and *signified*.

A symbol, in people's perspective, is something which has signification and resonance of culture. That symbol has capability to affect and has a deep meaning. The followers of Saussure view the symbol conventionally. People study about the explanation of symbol and associate it with all kind of event, experience, etc. which most of them have emotional effect for us and the others. Symbol of religion is always in the top of historical event, legends, etc. and has a power to direct mind from the most of this material.

Thus the symbol can be interpreted as a sign of a meaningful dynamic, special, subjective figuratively, and figure of speech. Pierce (1958) argues that the symbol is part of the sign. Each symbol is a

sign, but not every sign means emblem. Sometimes the sign can be the whole symbol, which is in the language. This is because language is a sign an arbitrary system so that each sign language is a symbol.

The use of a sign in the form of a symbol is not limited to the level of language but covers all areas of human life. In fact, it can be said that almost all the signs that surround human life can be positioned as a symbol, it means to be a media or a representation of the human will or have a special meaning, individual, and subjective.

2. Communication

According to Hawan (2018), communication is one of the important things that are discussed. Communication can be built if there is an understanding between speaker and hearer or writer and reader (the sourcer person and target person). In this case, meaning is important and significant. If the hearer or reader cannot comprehend the meaning of the speaker or writer try to reveal, communication is not working and misunderstanding will arouse. Without language communication is not sense. Communication is the process of delivering information, message, and ideas using meaning full symbols, even verbal or non-verbal from one person or group of people to others in order to understand each other (Rahmah: 2019).

The word symbol here means that even verbal or non-verbal, include the languge, wether in oral, written, gesture, picture, colour, sound, etc (Rahmah: 2019). In order to get understanding between

speakers, there should be an understanding in using language it self. Before the people can communicate they have to know first what language they are using to communicate. So that, they can build good relationship in social life.

In accordance to this study, the writer wants to analyze the function of communication in order to convey the message between one to others. By using language people can communicate or interact. Based on the previous explanation, there are two kinds of communication as follows:

a. Verbal Communication

Verbal expression means communication that use the language which is used in conveying opinion, feeling, or all people want to share to other. There are two kinds of verbal expression. Oral and written in this research, researcher chooses to analyze the written expression. It means the words, phrase or sentence that used in advertisements wil be the focuss of this research. The other hand, is the communication (in speech or writing) of your beliefs or opinions.

a. Non-Verbal Communication

The defiiion of non-verbal communication is communication without words. Non-verbal communication or non-verbal expression is form of communicationusing gesture

or movement of body language, without saying word or writing words.

3. Advertisement

Advertisement is the media of communication that is used to send and spread out the advertorial message stated by Bovee (1992). Advertisement is therefore an important part of the media, not only in terms of what it finances and the effect that this may have on the content of the other media products but also in its own right in terms of advertising text themselves, their content and their possible effect on audience.

According to Dyer (1982) advertising is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support.

4. Language of Advertisement

Advertisement is a tool to achieve the message to the society state by Hawan (2018). According to Rahmah (2019) Language of advertisement used the simple language. To be clear here is the deep explanation the language or advertising. Language is used in all parts of human life, it makes language has many functions that appropriate to human requirements. Just like explained in the previous point, that two of the purposes people use language is giving information or sending message. Together with the development of the creativity thinking of

main kind, people try to make a tool by using language to give a message in different way.

Nowdays, people are to find current information just like vacancy, enrollment, expo, promoting new product, concert, seminar etc. We can find them every where, without going to the organization or company that make those information, we can find it television, newspaper, magazine, website, radio, pamphlet, even by walking throughout street, in the public hall. Many factories and organizations extend the quality of their product or service to the other people through advertisement.

5. Colour Term

Wierzbicka (1996) proposed that 'color' is not a universal human concept, but it is correlated to the seeing which considered universal, because color is definable only via seeing. The concept of colour might be different in every country around the world due to a culture. There are six basic color terms and they are regarded incompatible. In the same way and to the same degree. They are:

a. Black and White, Dark and Light

Black and white are felt to be opposites and closely related to the dark and light. The words dark and light (as color destinations) are link to the darkness of night and the light of day respectively. Seeing dark object remains people of the experience of seeing things at time when it is dark; and seeing light objects

remind people of the experience of seeing things a time when it is light.

b. Green

Most known or closest icon for green colour and the nearest equivalent of the English word green is either morphologically or etymologically related to the words for grass, herbs or vegetation in general.

c. Red

The nearest equivalent of the English word red is in many languages, etymologically related to the word for “blood”. However, the English word red is not synchronically analysable. Meaning of red is “a rich Warm color” of course the word ‘rich’ and ‘warm’ are used here metaphorically. Red is thought as warm because it is associated with tire, when people are asked about which color makes them think of tire, many of them replay red.

d. Yellow

Beside red, yellow is also considered as a ‘warm’ because it is associated with the sun. unlike red, yellow is though as alight color. A fuller explication of the concept ‘yellow’ X is yellow when one sees things like X one can think often sun at sometimes people can see many things when one sees things like X one can think of this. Dull (dingy) yellow represents caution, decay,

sickness, and jealousy. Light yellow is associated with intellect, freshness, and joy.

e. Brown

Like pink, orange, grey, and purple, 'brown' is often regarded as a composite color, a kind visual mixture of yellow and black with an admixture of red that is, in effect, mixture of orange and black. "Brown is mainly dark- grayish orange and dark-grayish or blackish yellow colours. There are many browns in people environment. The earth, wood, leather, and human skin appear to contain different proportions of black and white"

6. Movie Poster

In this thesis the writer going to analyze the posters of film from Walt Disney. It can be seen in the explanation below:

- a. Figure movie poster of *Mulan*, 2020. American fantasy action drama film produced by Walt Disney Pictures. Directed by Niki Caro from a screenplay by Rick Jaffa, Amanda Silver, Lauren Hynek, and Elizabeth Martin, it is a live-action adaptation of Disney's 1998 animated film of the same name, itself based on the Chinese folklore story *Ballad of Mulan*. In the film, Hua Mulan, the eldest daughter of an honored warrior, masquerades as a man to take her ailing father's place during a general conscription to counter the Rouran army in Imperial China. Mulan stands in the middle of the battle field carrying

her father's sword against the enemy which ends in victory. And also seen arrows, shields and flags scattered around Mulan.



- b. Figure movie poster of Mulan, 2020. Mulan parried the opponent's attack using her sword with a leaning forward posture. And also visible Mulan's expression is tough, flat and burning energy against the enemy. besides that there are a lot of enemy arrows that point towards Mulan.



- c. Figure movie poster Mulan, 2020. The film stars Yifei Liu in the title role, alongside Donnie Yen, Tzi Ma, Jason Scott Lee, Yoson An, Ron Yuan, Gong Li, and Jet Li in supporting roles.



- d. Figur movie poster Mulan, 2020. Mulan stands with a posture using kung fu to defeat the enemy with a sharp gaze and focus on repelling attacks from the enemy.



- e. Figur movie poster Mulan, 2020. Mulan is in the middle with the other soldiers preparing for battle. Mulan held the reins of her horse tightly and glared at the enemy who was not far in front of her.



- f. Figur movie poster Mulan, 2020. Donnie Yen as Commander Tung, the high ranking leader of the Imperial Army and mentor to Mulan. Both Tung and Chen are based on Li Shang from the animated film. Commander Tung stood in front of the soldiers' refugee tent while observing and thinking about the next plan with a sharp gaze towards the front of the enemy's tent.



- g. Figur movie poster Mulan, 2020. Yoson An as Chen Honghui, a confident and ambitious recruit who joins Commander Tung's unit, and becomes Mulan's ally and love interest. Both Chen and Tung are based on Li Shang from the animated film. Chen honghui stood holding a sword with a look that was hard to decipher. And in the reflection of the sword is Mulan's face with a sad look.



- h. Figur movie poster Mulan, 2020. Gong Li as Xianniang, a powerful witch with shape shifting abilities and an ally of Böri Khan. She often takes the shape of Khan's hawk, based on Hayabusa from the original film. Gong Li can change into anything according to what he needs. gong li stood between the hun and the emperor's soldiers. Gong Li's weapon when fighting is a claw like a bird's claws which is very sharp.



- i. Figur movie poster Mulan, 2020. Jason Scott Lee as Bori Khan, a Rouran warrior-leader intent on avenging his father's death. Khan is based on Shan Yu from the animated film. Bori Khan hides with the chosen Hun, he has a plan to defeat the emperor's army from the rear which finally fails because it is known by Mulan.



- j. Figur movie poster Mulan, 2020. Jet Li as The Emperor of China, a wise benevolent ruler, who orders the mobilization of

troops within the Imperial Army via the conscription of one man from each household, to fight the invading Rouran army. the emperor stood in front of the throne seat wearing imperial clothes, besides that the emperor's gaze was hoping for a good news from his troops.



B. Previous Study

Beside the writer, there are other writer who analysess about semiotics sign. There might found the similarities and differences among them.

The first, M. Rizki Hawan. 2018. An analysis of semiotic signs found in movie poster of pirates of the carabean. Thesis department of english faculty of cultural studies university of sumatera utara medan. The researcher used theory sanders pierce and used descriptive qualitative method. In the poster movie got a background color wich analyzed with wierzbiecka theory. And object there found gun and swors wich represents the pirates weapon. The writer found two kind of study object that is advertisement and film posters. The result of study

are in the movie poster of pirates of the caribbean found visual and verbal sign from interpretant and representmen.

The second, Niatur Rahmah. 2019. Semiotic sign in selected Walt Disney's in 2018, and the selected posters are Avengers Infinity War, Chistoper Robin, Marry Poppins Returns, The Black Panther, The Incredibile 2, The Nut Cracker and The Four Realms. Thesis department adab and humanities faculty university of islamic Sulthan Saifuddin jambi. The researcher used theory sanders pierce, the meaning of sign by roland barthes, then the correlations between visual and verbal sign with gillian dyer theory. And the researcher used qualitative descriptive method and used comparative method. The writer spesified the sign for meaning only background colors, characters and the title of the movie.