APPENDIX

1. Portrayal of Modern Lifestyle in Apple's Smartphone Printed Advertisement in T3 Magazine February 2010

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Headline:	Informing Apple's	The buyer of Apple's	Value:
	Find	potential buyers to	iphone 3G product will	The signification process starts from the value of using
	Everything.	search any information	be provided by an	Apple product.
	(Gray lettering	about every possible	ultimate search engine	"Find" indicates curiosity and people who would like to
	is used).	object. Especially, the	that the Apple's iphone	know more about something.
		information which they	3G provide.	"Everything" leads to every object, situation, process and
		want to know.	It implies that the search	any possible process at any time, whether it is in the past,
		T: 1 / 1:	engine that Apple's	present or future.
		Find means to discover	iphone 3G can find	The content of Conference 22 in 11-4-41-4 A and a
		about somebody or something	anything that you want with ease.	The sentence "find everything" indicates that Apple
		unexpectedly or by	with ease.	provides the buyer of iphone 3G with ultimate search engine feature which can search about any information
		chance.	Gray color connotes	that the buyer needs with ease.
		Chance.	punctiliousness.	that the buyer needs with ease.
		Everything means all	pulletinousness.	Convention:
		things, the situation		According to Holzschalg's research about color
		now, and the most		symbolism in general culture via Kusrianto (2007, p. 47),
		important thing.		gray color correlates intimately with the concept of
				intellectuality, futuristic, and stylishness. From the gray
		Gray means the color		color used in the lettering, it connotes that Apple's iphone
		of smoke or ashes.		3G product is offering the buyer with intellectuality,
				futuristic concept and stylishness of using the product.
				The gray lettering used in "Find Everything" means that
				Apple offers a more modern and accurate in using Apple's
				Iphone 3G smartphone.
				Gray lettering also implies that Apple's iphone 3G
				smartphone is more futuristic, stylish and more intellect

				than other's smartphone brand product. Just by using
				Apple's iphone 3G, the buyer's social status will be
				boosted because of the latest modern concept embedded
				in Apple's iphone 3G.
2	Illustration:	Apple's seems engine	The buyyar can gearsh for	Association:
		Apple's search engine icon which is used to	The buyer can search for the information they	
	Apple's search	search information.		This is an icon of Apple's search engine which is used to
	engine logo.	search information.	need, just by touching the	search for information. Just by touching the icon and
			search engine logo. This	inputting information which the buyer needs to search, it
			implies that Apple's	will execute a searching process of certain information
			iphone 3G is very	that the buyer input. Apple's search engine also implies
			innovative with the icon	the advancement of technology that Apple has made. You
			creation and	can search information just by moving your finger
			advancement of	Just by touching the icon, the smartphone will execute a
			technology.	rigorous searching process of information which the buyer
				input.
3	Body copy:	Informing Apple's	Apple's iphone 3G	Value:
	The all new	potential buyer about	provides the buyer with	The entire features beside symbolize the main advantage
	faster, thinner	the latest Apple's	the easiness in doing any	of this product. Those are the main advantage of using
	iphone with 3G	product which called	kind of digital activities.	Apple's iphone 3G product.
	and Leopard's	iphone 3G. Iphone 3g	Apple also supports	
	wireless	is featured with a faster	outdoor activities by	There are a lot of feature that Apple offers to the buyer.
	spotlight.	processor, slimmer size	providing the user with	
	(White	and feature with a new	mobile yet versatile	Apple offers the user with a versatile, easy to use,
	lettering is	wireless feature called	device which will help	practical, flexible, elegant, and prestigious device with a
	used)	Leopard's wireless	the buyer in any	lot of multifunction that can help the buyer in any aspect
	,	spotlight.	condition they are in.	of their life regardless of who the buyer are, what
			This makes people's life	profession is he doing now. Apple's iphone 3G makes
		The all new means a	becomes easier, practical,	people life become easier.
		product which recently	stylish, prestigious and	
		invented with every	instant.	Apple offers a practical, instant flexible, versatile mobile
		latest aspect.		device and all in one modern hand size device lifestyle.
		1	Apple persuades the user	
1	I	Faster means able to do	to buy the product by	Convention:

	<u> </u>			A 12 . XX 1 1 1 2
		something quicker, able to do something in an instant. Thinner means having a smaller size, having a smaller distance between opposite sides or surface than other similar object or than normal. 3G means the new non cable networking service and hardware which is able to move data to and from the internet. The third generation mobile phone network. Leopard's wireless spotlight: the new non cable internet enabling feature which use local network as a means to enter internet. White means the color of fresh milk or snow	offering a device which is very versatile, easy to use, practical, flexible, elegant, and prestigious which will increase the buyer's social status. White color connotes punctiliousness.	According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color correlates intimately with the concept of punctiliousness. Apple iphone 3G product is built to be as punctilious as a smartphone can be. Unlike other smartphone manufacturer, Apple prioritize the punctiliousness of smartphone and this means that Apple is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. The white lettering used in "The all new faster, thinner iphone with 3G and Leopard's wireless spotlight." means that Apple offers a more advanced technology in using Apple's Iphone 3G smartphone. Because the more punctilious a smartphone, the more advance the technology embedded in it.
4	Black	Black means having the	Black color connotes	Convention:
	background	darkest color, it is like	elegant, prestigious, and	According to Holzschalg's research about color
	6 2	a color of coal or of a	luxuriousness of the	symbolism in general culture via Kusrianto (2007, p. 47),
		a color of coal or of a	iuxuriousness of the	symbolism in general culture via Kusrianto (2007, p. 47),

		very dark night. Background means the part of a picture, photograph, view behind the main object, people, etc.	product. Therefore, Apple's iphone creates an elegant, prestigious and luxurious feeling to the buyer.	black color correlates intimately with the concept of elegance, prestige, and luxuriousness. From the black color used in the background, it connotes that Apple's iphone product is offering the buyer with elegant, prestigious and luxurious status to the buyer.
5	Illustration: Iphone 3GS and Iphone 3GS's Homepage. In the iphone's 3GS Homepage there are some features of iphone 3GS such as: map, calendar, camera, file viewer, calculator, digital clock, signal status (3G), Wi-Fi, messaging, contacts, media player, social engineering and Bluetooth.	This image describes the product visually	Apple's iphone 3G supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of iphone 3gs which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system.	Value: This image portrays the type of Apple product which is advertised. Convention: The image of iphone 3GS and Iphone 3GS homepage describe about the advantages of using Apple's iphone 3GS. The feature on the homepage symbolizes the advantages of using Apple's iphone 3GS. All of iphone 3GS feature can be accessed from the homepage. Apple provides the user with simplicity to control all the features from the homepage. Apple's emphasizes that the buyer of iphone 3G can do a lot of thing with it. Iphone 3GS is a very versatile device.
6	Illustration: Iphone 3GS	This image describes the product visually	Apple's iphone 3G provides the buyer with a	Association: The image of businessman portrays that a highly

with an image
of business
man with a
camera on his
head and a
white
background.
There is also
battery,
Bluetooth,
signal indicator
and iphone's
editing
function such
as finder, file,
edit and view.

The battery indicator is at its fullest.

The signal indicator is at its fullest

Bluetooth function is enabled

White means the color of fresh milk or snow

smartphone which is very versatile, easy to use, practical, flexible, elegant, and prestigious to help them to do their activities.

Apple also supports all of the features which are needed by businessman to do their business such as live streaming meeting and High definition webcam

The full indicator battery image connotes that iphone 3GS is unlike any other smartphone which battery level drops easily. Apple

The full signal image denotes that iphone 3gs always gets a full signal anytime and anywhere regardless of any condition because of the new hardware invented by apple.

White connotes punctiliousness

successful person chooses Apple's Iphone 3gs. It implies that if the buyer buys iphone 3GS their social status will increase because of the executive status given by apple to the buyer.

Apple offers the user with latest technology advancement which makes streaming video and editing it at the same time become possible. The advancement of technology also offers the user a smartphone with a long lasting battery and a good signal.

Convention:

According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color correlates intimately with the concept of punctiliousness. The white background connotes that Apple iphone 3G product is built to be as punctilious as a smartphone can be. Unlike other smartphone manufacturer, Apple prioritize the punctiliousness of smartphone and this means that Apple is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. So, iphone 3G has the ability to meet people expectation of smartphone which will help them in doing their daily life.

7	Body copy:	Statements which	Apple's iphone 3G	Value:
	Finds and copy	describes the advantage	provides the buyer with	From the sentence "Finds and copy file to your iphone.
	file to your	of using the product.	the easiness in doing any	Print your email wirelessly, chat with your friend using
	iphone. Print		kind of digital activities.	iChat Mobile", it can be inferred that there are a lot of
	your email	White means the color	Apple also supports	feature that Apple offer to the buyer. Apple offers the user
	wirelessly.	of fresh milk or snow	outdoor activities by	with a versatile, easy to use, practical, flexible, elegant,
	Chat with your		providing the user with	and prestigious device with a lot of multifunction that can
	friend using		mobile yet versatile	help the buyer in any aspect of their life regardless of who
	iChat Mobile.		device which will help	the buyer are, what profession is he doing now. Apple's
	(white lettering		the buyer in any	iphone 3G makes people life become easier.
	is used)		condition they are in.	
			This makes people's life	Apple offers a practical, instant flexible, versatile mobile
			becomes easier, practical,	device and all in one modern hand size device lifestyle.
			stylish, prestigious and	
			instant.	Convention:
				According to Holzschalg's research about color
			Apple persuades the user	symbolism in general culture via Kusrianto (2007, p. 47),
			to buy the product by	white color correlates intimately with the concept of
			offering a device which	punctiliousness. Apple iphone 3G product is built to be as
			is very versatile, easy to	punctilious as a smartphone can be. Unlike other
			use, practical, flexible,	smartphone manufacturer, Apple prioritize the
			elegant, and prestigious.	punctiliousness of smartphone and this means that Apple
				is offering the buyer a smartphone which has the latest
			Apple implies that the	innovation, technology advancement, and operating
			user of apple product is a	system embedded in it. The white lettering used in "Finds
			very prestigious person.	and copy file to your iphone. Print your email wirelessly.
				Chat with your friend using iChat Mobile." means that
			White color connotes	Apple offers a more innovation in using Apple's Iphone
			punctiliousness	3G smartphone.

2. Portrayal of Modern Lifestyle in Apple's Smartphone Printed Advertisement in T3 Magazine August 2012

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Signature line: Brand: Apple's Iphone 3GS is written on the right corner. It is written alongside its logo Logo: Apple has a logo of an apple which has been bitten at one of its side Apple's Iphone product logo which has the word Iphone in it.	One of the famous smartphones manufacturers which has Apple fruit as the logo of the company. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Apple is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't. Logo: A design/symbol used by Apple to advertise their product.	Apple's smartphone is prestigious, elegant, futuristic and innovative. Unlike any other smartphone, Apple creates a product with "i" word embedded to the product to show the exclusiveness of the product. The "i" word connotes intimately with the person and the need itself.	Convention: Apple is considered as the fruit of high class people back in the industrialization era. Apple fruit itself is a fruit which originated from America which adds western identity to the user of Apple smartphone. Apple offers the user with a prestigious communication device that will boost people social status. Apple is a fruit which bring advantages by consuming it. Therefore the logo of Apple's smartphone implies that the phone itself will bring a lot of advantages to the user and of course the phone itself is a phone which is very versatile. Association: Apple fruit which has bitten represents Apple's smartphone brand. Whenever people see the Apple's logo, people will know that it's an Apple product.
2	Black background	Black means having the darkest color, it is like a color of coal or of a	Black color connotes elegant, prestigious, and luxuriousness of the	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47),

		111	44	his is the second of a feature of Disability of the
		very dark night.	product.	black is the symbol of elegance. Black color correlates
			TT 0 4 1 3	intimately with the concept of elegance, prestige, and
		Background means the	Therefore, Apple's	luxuriousness. From the black color used in the
		part of a picture,	iphone creates an elegant,	background, it connotes that Apple's iphone product is
		photograph, view	prestigious and luxurious	offering the buyer with elegant, prestigious and luxurious
		behind the main object,	feeling to the buyer.	status to the buyer.
		people, etc.		
3	Illustration:	This image describes	Apple supports the	Value:
	Iphone and	the product visually	demand of modern	This image portrays the new type of Apple smartphone
	Iphone	when the product is	lifestyle which is mostly	product which is advertised.
	Homepage. In	being used to text	about practicality and the	
	the iphone's	message or to search	simplicity of the	Association:
	3GS	for info by touching the	smartphone usage.	This is the visual image of iphone when the virtual
	Homepage	screen.		keyboard function is activated. Virtual keyboard is used to
	there are some		There is a homepage	search for information by touching some of the letter to
	features of		image of iphone which	create sentences. It can be concluded that smartphone with
	iphone 3GS		portrays all of the main	touch screen feature is associated with modern lifestyles,
	such as: digital		function can be	because bust by touching the screen and inputting
	clock, signal		controlled from the home	information which the buyer needs to search, it will
	status (3G),		page by just touching the	execute a rigorous searching process of information which
	Wi-Fi,		screen or the home page	the buyer input.
	,		button. The buyer can	the buyer input.
	messaging,		access the entire main	Apple's vietual travboard also implies the advangement of
	contacts, media			Apple's virtual keyboard also implies the advancement of
	player, social		feature without going	technology that Apple has made. You can text message or
	engineering,		deep further into the	search for information just by moving your finger.
	Bluetooth, and		system.	
	built in touch			
	screen		Also the picture portrays	
	keyboard		the advancement of	
	feature.		technology that Apple	
			has made where the	
			modern smartphone must	
			be able to be commanded	

			just by moving the small amount of human organ which is finger.	
4	Illustration: A hand with the index finger touching Apple's iphone screen.	This image describes the product visually when the product is being used to text message or to search for info by touching the screen, preferably with the index finger.	The image connotes that Apple has create a new gadget with the latest technology which use touch screen system as a means to find certain information by pressing the virtual keyboard which is shown in the screen. Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information. The buyer can search for the information they need, just by touching the search engine logo. This implies that Apple is very innovative with the icon creation and advancement of technology.	Association: This is the visual image of iphone when the virtual keyboard function is touched. Virtual keyboard is used to search for information by touching some of the letter to create sentences. It can be concluded that smartphone with touch screen feature is associated with modern lifestyles, because bust by touching the screen and inputting information which the buyer needs to search, it will execute a rigorous searching process of information which the buyer input. Apple's virtual keyboard also implies the advancement of technology that Apple has made. You can text message or search for information just by moving your finger. Just by touching the virtual keyboard, the smartphone will execute a rigorous searching process of information which the buyer input. Value: The image of Apple's virtual keyboard emphasizes that the buyer of iphone is very easy to be used.
5	Headline: Touching is	Informing Apple's potential buyers that by	This sentence portrays the advancement of	Value: This sentence implies by using the Apple's touch screen

6	believing. (White lettering is used).	touching the product, you trust the product. Touch means to put your hand or another part of your body onto somebody or something. Believe means to feel certain that something is true or somebody is telling you the truth. White means the color of fresh milk or snow.	technology that Apple has made where the modern smartphone must be able to be commanded just by moving touching the screen. Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information Besides providing the latest technology, Apple also offers a device which has prestigious and elegant embedded in it. White color connotes punctiliousness.	feature, the buyer will experience the pleasure of using latest technology invented by Apple. "Touch" indicates the easiness and the simplicity of using the product. The buyer can do a lot of thing just by touching the screen. "Believe" connotes the prestigious and elegant feeling of using the product. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Apple iphone 3GS product is built to be as punctilious as a smartphone can be. Unlike other smartphone manufacturer, Apple prioritize the punctiliousness of smartphone and this means that Apple is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. The white lettering used in "Touching is believing." means that Apple offers more punctilious feature and a never innovation before innovation concept in using Apple's iphone smartphone.
6	Body copy: The revolutionary new iphone is now available at Apple and AT&T retail	Informing the buyer about the availability of the new product of Apple smartphone which called iphone. White means the color	This sentence connotes that Apple's iphone provides the buyer with the easiness in doing any kind of digital activities. Apple also supports revolutionary concept of	Value: The word "revolutionary" depicts that Apple is the most advance smartphone brand in term of technology advancement. Just by touching the screen, iphone will execute a rigorous searching process of information which the buyer input. Apple offers the user with a practical device with a lot of

	store (white lettering is used)	of fresh milk or snow.	modern life by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. Apple persuades the user to buy the product by offering a revolutionary device which is very versatile, easy to use, practical, flexible, elegant, and prestigious which will increase the buyer's social status. White color connotes punctiliousness.	multifunction that can help the buyer in any aspect of their life. Apple's iphone makes people life become easier. Apple relates what people need and what kind of service that Apple's product offer. Apple provides the buyer of iphone with the ultimate touch screen feature which can search about any information that the buyer needs easily. Apple offers the buyer with a never before innovation concept. This never before innovation concept will increase the buyer social status. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Apple iphone 3GS product is built to be as punctilious as a smartphone can be. Unlike other smartphone manufacturer, Apple prioritize the punctiliousness of smartphone and this means that Apple is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes that Apple's iphone product is offering the buyer with innovation, technology advancement, and order of using the product. The white lettering used in "Touching is believing." means that
7	Warning:	Information about the	The sentence connotes	Apple offers a device which is very punctilious. Association:
/	Warning: C 2011 Apple Limited. All right reserves. Apple and related trademark, names and	Apple copyright policy.	that the user of the product would be considered as prestigious user because the product itself is made in the USA which has the most advanced technology in	Association: The sentence represents Apple as a very big company which has a very strong copyright law regarding its product. Every Apple product has been patented and copyrighted. So, the buyer can experience the advancement of technology that only Apple has. This makes the user become prestigious and exclusive.

logos are the	the world.	
property of	The copyrighted product	
Apple and are	makes apple feature one	
registered	of a kind.	
and/or used in		
the U.S. and		
countries		
around the		
world. (white		
lettering is		
used)		

3. Portrayal of Modern Lifestyle in Apple's Smartphone Printed Advertisement in T3 Magazine February 2013

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Headline: I	The sentence is used to	The sentence "I could use	Value:
	could use a	show the method on	a latte" connotes that	"I could use a latte" indicates the necessity of a person to
	latte (gray	how to get to the	Apple has create a new	drink coffee immediately. Then, Apple's iphone 4S
	lettering is	nearest coffee shop by	gadget with the latest	provides the information of all nearby coffee shop just by
	used).	using Apple's iphone	technology which use	commanding the phone to find the nearby coffee shop by
		4S.	voice recognition system	using the buyer's voice.
			as a means to find certain	
		In this sentence, could	information by activating	Apple is the most advance smartphone brand in term of
		means an expression	the 3G signal.	technology advancement. Just by saying some
		which is used to ask		information that the buyer's want to know, iphone 4S will
		someone or something	Apple provides the user	execute a rigorous searching process of information
		to do something for	with the hi-tech device	which the buyer input.
		you	unlike other smartphone	
		x .1.	which still use manual	Apple offers the user with a practical device with a lot of
		In this sentence, Use	inputting system to	multifunction that can help the buyer in any aspect of
		means to do something	search for information.	their life. Apple's iphone 4S makes people life become
		with a drink, machine,	C1	easier.
		a method, or an object	Gray color connotes	A
		Latte means a drink	intellectuality, futuristic	Apple relates what people need and what kind of service
			concept, stylishness of	that Apple's product offer. Apple provides the buyer of
		made by adding a small	the product.	iphone 4S with the ultimate voice recognition feature
		amount of strong coffee		which can search about any information that the buyer needs in a short time.
		to a glass		necus in a short time.
		Gray means the color		Convention:
		of smoke or ashes.		According to Holzschalg's research about color
		of silloke of asiles.		According to Holzscharg 5 research about color

2	Illustration: The image of modern city edifice as background.	The image of 21th century edifice in a large and important town.	Apple's iphone 4s provides the buyer with a smartphone which is very versatile, easy to use, practical and, flexible to help them to do their activities in the modern city. This makes people's life becomes easier and more modern in other's people perception of view.	symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the lettering, it connotes that Apple's iphone 4s product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The gray lettering used in "I could use a latte" means that Apple offers a more modern and accurate in using Apple's Iphone 4s smartphone. Gray lettering also implies that Apple's iphone 4s smartphone is more futuristic than other's smartphone brand product. Just by using Apple's iphone 4s, the buyer's social status will be boosted because of the latest modern concept embedded in Apple's iphone 4s. Value: The image of edifice in modern city as background portrays that people who lives in a modern city uses Apple's Iphone 4s in helping them to search for certain information. Apple provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Especially, in this modern era.
3	Illustration: A hand holding iphone 4s	This image describes the product when being hold single handedly	Apple's iphone 4s provides the buyer with the easiness in doing any	Convention: The image depicts that Apple relates what people need and what kind of service that Apple's product offer.

		visually	kind of digital activities. Apple also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in.	Apple provides the buyer of iphone 3G with ultimate voice recognition search engine feature which can search about any information that the buyer needs with ease. Apple offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.
4	Illustration: Iphone 4s and Iphone 4s voice recognition searching result. There is also battery, Bluetooth, signal indicator and an icon of voice recognition system.	This image describes the product and when the product is finished searching for certain information that the buyer's said The signal indicator is at its fullest. Bluetooth function is enabled	The image connotes that Apple has create a new gadget with the latest technology which use voice recognition system as a means to find certain information by activating the 3G signal. Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information	Convention: The image of Iphone4 depicts that Apple offers the user with a easy to use and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Apple's iphone 4s makes people life become easier. Association: There is an icon of Apple's voice recognition search engine which is used to search for information. Just by saying information which the buyer needs to search, it will execute a searching process of certain information that the buyer input. Apple's search engine also implies the advancement of technology that Apple has made. You can search information just by saying a certain word Just by touching the icon, the smartphone will execute a rigorous searching process of information which the buyer input. And the search result is very accurate
5	Illustration:	The image of 21th	Apple's iphone 4s	Value:
	The image of modern city	century main street in a large and important	provides the buyer with a smartphone which is very	The image of main street in modern city as background portrays that people who happens to need something

main street	town.	easy to use and, flexible to help them to do their activities. This makes people's life becomes easier and more modern in other's people perception of view.	urgent at the main street can uses Apple's Iphone 4s in helping them to search for certain information. Apple provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life everywhere.
6 Headline: You speak, Siri helps, Say hello to the amazing iphone yet. (gray lettering is used).	show the buyer about method on how to get to certain shop by using Apple's iphone 4S new technology called Siri.	The sentence "You speak, Siri helps, Say hello to the amazing iphone yet" connotes that Apple has create a new gadget with the latest technology which use voice recognition system as a means to find certain information by activating the 3G signal. Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information. Gray color connotes intellectuality, futuristic concept, stylishness of the product.	Value: The sentence" You speak, Siri helps, Say hello to the amazing iphone yet" implies that Apple's iphone 4S provides the information of all nearby coffee shop just by commanding the phone to find the nearby coffee shop by using the buyer's voice. Apple is the most advance smartphone brand in term of technology advancement. Just by saying some information that the buyer's want to know, iphone 4S will execute a rigorous searching process of information which the buyer input. Apple offers the user with a practical device with a lot of multifunction that can help the buyer in any aspect of their life. Apple's iphone 4S makes people life become easier. Apple relates what people need and what kind of service that Apple's product offer. Apple provides the buyer of iphone 4S with the ultimate voice recognition feature which can search about any information that the buyer needs in a short time. Convention:

				According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the lettering, it connotes that Apple's iphone 4s product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The gray lettering used in "I could use a latte" means that Apple offers a more modern and accurate in using Apple's Iphone 4s smartphone. Gray lettering also implies that Apple's iphone 4s smartphone is more futuristic than other's smartphone brand product. Just by using Apple's iphone 4s, the buyer's social status will be boosted because of the latest modern concept embedded in Apple's iphone 4s.
7	Signature line Brand:	There are various smartphones brand in	Apple's smartphone is prestigious, elegant,	Association: Apple fruit which has bitten with the sentence iPhone4s
	Apple's iphone 4s. (Gray	the market. One smartphone developer	futuristic and innovative.	represents Apple's smartphone product. Whenever people see the Apple's iPhone4s logo, people will know that it's
	lettering is used).	has to stand out and differentiate its product	Gray color connotes intellectuality, futuristic	an iphone4S product.
	usea).	from the other. Apple is	concept, stylishness of	Convention:
		one of the smartphone	the product.	According to Holzschalg's research about color
		developers who has unique characteristic		symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of
		that other smartphone		intellectuality, futuristic, and stylishness. From the gray
		manufacturer don't.		color used in the lettering, it connotes that Apple's iphone 4s product is offering the buyer with intellectuality,
		Apple has a symbol of		futuristic concept and stylishness of using the product.
		an apple which has		The gray lettering used in "I could use a latte" means that
		been bitten at one of its		Apple offers a more modern and accurate in using
		side.		Apple's iphone 4s smartphone.

Gray means the color of smoke or ashes.	Apple is the most advance smartphone brand in term of technology advancement. Apple offers the user with a practical device with a lot of multifunction that can help the buyer in any aspect of their life. Apple's iphone 4S makes people life become easier.
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4. The Portrayal of Modern Lifestyle in Samsung's Smartphone Printed Advertisement in T3 Magazine February 2013

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Signature line:	One of the famous	Samsung's smartphone is	Association:
	Brand:	smartphones	elegant, easy to use,	From the simplicity logo which is used by Samsung.
	Samsung logo	manufacturers which	futuristic and innovative.	Samsung relates what people need and what kind of
	is written on	has Samsung sentence	These are the feature that	service that Samsung's product offer. Samsung provides
	the right	and blue circle as the	Samsung offers to the	the buyer of Samsung smartphone with an elegant, easy to
	corner.	logo of the company.	buyer.	use and futuristic communication device that will help people in any kind of condition they are in.
	Logo:	There are various	Logo:	
	Samsung has	smartphones brand in	The logo shows about	Samsung provides the user with a versatile, easy to use,
	Samsung	the market. One of	Samsung unique feature	elegant, easy to use, futuristic and innovative device with
	sentence and	smartphones developer	in the smartphone	a lot of multifunction that can help the buyer in any aspect
	blue circle as	has to stand out and	industry. So whenever	of their life regardless of who the buyer are, what
	its logo	differentiate its product	Samsung creates a new	profession is he doing now. Samsung makes people life
		from the other.	product people will	become easier.
		Samsung is one of the	acknowledge about the advancement of	Samoung offers a practical instant flevible versatile
		smartphone developers who has unique	technology that Samsung	Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device
		characteristic that other	has made.	lifestyle.
		smartphone	nas made.	mestyle.
		manufacturer don't.		
		manatactarer den t.		
		Logo:		
		A design/symbol used		
		by Samsung to		
		advertise their product.		
2	Illustration:	The image of 21th	Samsung provides the	Convention:
	The image of	lamp in modern day	buyer with a smartphone	The image of modern day lamp in modern day office as
	modern day	office	which is very practical to	background portrays that people who happens to need

	lamp in modern day office as background.		support the buyer activities in the modern city. This makes people's life becomes easier and more modern in other's people	something urgent at the office can uses Samsung's smartphone in helping them to do that urgent activities and search for certain information. Samsung provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life everywhere.
			perception of view.	
3	Headline: Always stay one call ahead of the rest (white	The sentence is used to show the buyer about the advantages of using Samsung's smartphone. Samsung smartphone is	Samsung offers the most advance yet easy to use technology advancement. Samsung is different from other Smartphone	Value: "Always stay" indicates the certainty at all time, "One call ahead of the rest" indicates that it is one step ahead more advance than the other. It implies innovation and creativity
	lettering is used).	always one step ahead of another smartphone manufacturer Always means at all time; on every occasion	because Samsung is one of the famous smartphones which always be the first at making technology breakthrough. Therefore, it will give futuristic,	The sentence symbolizes the main advantage of this product. The advancement of technology is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in Samsung smartphone.
		Stay means to continue to be in a particular place for a period of time without moving away One call means a step	elegant and a more modern concept just by using the product. Samsung also provides the buyer with the easiness in doing any kind of digital activities.	There are a lot of feature that Samsung offers to the buyer. Samsung offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier.
		Ahead of the rest means that Samsung is more advanced than other smartphone developer.	Samsung also supports outdoor activities by providing the user with mobile yet versatile device which will help	Samsung offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.

		White means the color of fresh milk or snow.	the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Samsung Galaxy Tab product is built to be as punctilious as a smartphone can be. Samsung prioritize the punctiliousness of smartphone and this means that Samsung is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes Samsung's product is offering the buyer with innovation, technology advancement, and order of using the product. The white lettering used in "Always stay one call ahead of the rest." means that Samsung offers a more innovation in using Samsung smartphone
4	Body copy: Make calls	The sentence is used to inform the buyer about	White color connotes punctiliousness. Samsung offers the most advance yet easy to use	Value: "Make calls" indicates the ability to make a phone call
	just like a mobile phone white lettering is used).	Samsung technology advancement which makes phoning a lot easier with smartphone tab.	technology advancement. Samsung is different from other Smartphone because Samsung is one of the famous smartphones which	with ease. Unlike any other smartphone based tablet, Samsung tablet can make phone call with comfort. Samsung smartphone tablet designed with a slim and stylish design which makes phoning with a tablet sized smartphone looks futuristic.
		White means the color of fresh milk or snow.	always be the first at making technology breakthrough. Therefore, it will give futuristic,	"Just like a mobile phone" indicates the easiness on using phone feature with tablet based smartphone. This implies that Samsung smartphone is easy to be used.

elegant and a more modern concept just by using the product.

Samsung also provides the buyer with the easiness in doing any kind of digital activities. Samsung also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant.

Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.

White color connotes

The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone.

Samsung offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier.

Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

Convention:

According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Samsung Galaxy Tab product is built to be as punctilious as a smartphone can be. Samsung prioritize the punctiliousness of smartphone and this means that Samsung is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes Samsung's product is offering the buyer with innovation, technology advancement, and order of using the product.

			punctiliousness.	
5	Signature line: Samsung Galaxy Tab (white lettering is used) Logo: Samsung galaxy tab has Samsung Galaxy Tab sentence as its logo	One of the famous smartphones manufacturers which have Samsung Galaxy Tab sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Samsung is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't. Logo: A design/symbol used by Samsung to advertise Samsung	Samsung's smartphone is elegant, easy to use, futuristic and innovative. These are the feature that Samsung offers to the buyer. Logo: The logo shows about Samsung unique feature in the smartphone industry. So whenever Samsung creates a new product people will acknowledge about the advancement of technology that Samsung has made.	Association: From the simplicity logo which is used by Samsung. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.
6	Illustration:	Galaxy tab product. This image describes	Samsung Galaxy Tab	Association:
	Samsung	the product visually	supports the demand of	The image Samsung Galaxy Tab Samsung Galaxy Tab
	Galaxy Tab	when being used.	modern lifestyle which is	homepage describe about the advantages of using
	and Samsung		mostly about practicality	Samsung Galaxy Tab
	Galaxy Tab		and the simplicity of the	

	homepage. In the Samsung Galaxy Tab Homepage there are some features of Samsung Galaxy Tab such as: map, calendar, camera, file viewer, calculator, digital clock, signal status (3G), Wi-Fi, messaging, contacts, media player, social engineering and Bluetooth.		There is a homepage image of Samsung Galaxy Tab which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system.	The feature on the homepage symbolizes the advantages of using Samsung Galaxy Tab. All of Samsung Galaxy Tab feature can be accessed from the homepage. Samsung provides the user with simplicity to control all the features from the homepage. Samsung emphasizes that the buyer of Samsung Galaxy Tab can do a lot of thing with it. Samsung Galaxy Tab is a very versatile device.
7	Illustration: The image of modern day office as background.	The image of 21th century modern office.	Samsung provides the buyer with a smartphone which is very practical to support the buyer activities in the modern city Especially for worker who needs a complete feature of telecommunication device.	Convention: The image of modern day office as background portrays that people who happens to need something urgent at the office can uses Samsung's smartphone in helping them to do that urgent activities and search for certain information which can help them to solve the urgent activity. Samsung provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life everywhere.

			This makes people's life	
			becomes easier and more	
			modern in other's people	
			perception of view.	
8	Illustration:	The image of 21th	Samsung provides the	Convention:
	The image of modern office	century modern office desk and chair.	buyer with a smartphone which is very practical to	The image of modern office desk and chair as background portrays that people who happens to need something
	desk and chair		support the buyer	urgent at the office can uses Samsung's smartphone in
	as		activities in the modern	helping them to do that urgent activities and search for
	background.		city Especially for	certain information which can help them to solve the
			worker who needs a	urgent activity.
			complete feature of	
			telecommunication	Samsung provides the user with easy to use device with a
			device.	lot of multifunction that can help the buyer in any aspect
				of their life everywhere.
			This makes people's life	
			becomes easier and more	
			modern in other's people	
			perception of view.	
9	Illustration:	This image describes	Samsung Galaxy Tab	Convention:
	A successful	the product visually.	provides the buyer with a	The image of businessman portrays that a highly
	business man		smartphone which is very	successful person chooses Samsung Galaxy Tab. It
	phones	The battery indicator is	versatile, easy to use,	implies that if the buyer buys Samsung Galaxy Tab, their
	someone by	at its fullest.	practical, flexible,	social status will increase because of the executive status
	using		elegant, and prestigious	given by Samsung to the buyer.
	Samsung	The signal indicator is	to help them to do their	
	Galaxy Tab.	at its fullest.	activities.	Samsung offers the user with latest technology
	There is also			advancement which makes streaming video and editing it
	battery,	Bluetooth function is	Samsung Galaxy Tab	at the same time become possible. The advancement of
	Bluetooth,	enabled.	also supports all of the	technology also offers the user a smartphone with a long
	signal		features which are	lasting battery and a good signal.
	indicator and		needed by businessman	
	Samsung		to do their business such	Samsung provides the user with a versatile, easy to use,

	Galaxy Tab screen while phoning.		as live streaming meeting and High definition webcam The battery full indicator battery image connotes that Samsung Galaxy Tab is unlike any other smartphone which battery level drops easily. The full signal image denotes that Samsung Galaxy Tab always gets a full signal anytime and anywhere regardless of any condition because of the new hardware invented by Samsung.	practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung Galaxy Tab makes people life become easier. Samsung offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.
10	Illustration: Bar code	It is the website address that can be visited by taking a picture of the barcode.	The potential buyers are familiar with the new barcode function.	Association: The buyer can take a picture of this barcode, where the user will be linked to a website with a complete detail and information about the product. The barcode media implies that in this modern era, most of all buyers know the meaning of this barcode that will be linked to the internet.
11	Signature line: www.samsun g.com/my	It is the website address that can be visited by taking a picture of the barcode.	The potential buyers are familiar in using internet to search information.	Association: The buyer can visit the website to get more detailed information regarding the product. Samsung chose internet media to advertise because nowadays internet has become people daily need.
12	Signature line:	It is the telephone	The potential buyers are	Association:

Samsung	number that can be	familiar with phoning	The buyer can ask for detailed information by phoning
Center 1800-	phoned to ask for	activities. It also shows	Samsung center. Samsung chose phone media because it
88-9999	further information	that Samsung cares for	is a media that everyone knows and almost everyone owns
	regarding the product	the customer.	a telephone. Samsung offer the simplest asking method to
	or to order the product.		the buyer who wants to know detailed information of the
			product.

5. The Portrayal of Modern Lifestyle in Samsung's Smartphone Printed Advertisement in T3 Magazine March 2013

No	Sign/object	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Illustration: A person looking at Samsung's smartphone as the background.	The image of a human face which focuses mainly at the human eyes looking at Samsung smartphone.	Samsung provides the buyer with a smartphone which is very practical to support the buyer activities in the modern city especially for worker who needs a complete feature of telecommunication device and entertainment. This makes people's life becomes easier and more modern in other's people perception of view.	Association: The image of human face looking at Samsung smartphone portrays that people who happens to need something urgent can uses Samsung's smartphone in helping them to do that urgent activities and search for certain information which can help them to solve the urgent activity. Samsung provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life everywhere.
2	White Background	White means the color of fresh milk or snow. Background means the part of a picture, photograph, view behind the main object, people, etc.	White color connotes punctiliousness.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Samsung Wave smartphone is built to be as punctilious as a smartphone can be. Samsung prioritize the punctiliousness of smartphone and this means that Samsung is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the background, it connotes that Samsung offers the buyer with device which has the latest innovation and technology advancement

				embedded in the product. Just by using Samsung smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in Samsung smartphone.
3	Illustration: A scene in Hangover movie.	A part of a movie or film/movie in which the action happens in one place in the Hangover movie.	Samsung smartphone supports the demand of modern lifestyle which is mostly about versatility and the simplicity of the smartphone usage. The scene also connotes that the buyer can watch movie in a high definition image level just by using the Samsung smartphone. Samsung advancement of technology in the display aspect is very innovative. There is a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with	Convention: The scene symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone. Unlike another smartphones, Samsung smartphone can streams and watch movies in high definition without lagging. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

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		<u> </u>	f4 1 1	
			feature and do another	
			smartphone activity	
			while watching movie.	
5	Signature line:	It is the website address	Movie digital file has an	Value:
	"The	that can be visited to	enormous file size, the	The sentence "The Hangover" available now from
	Hangover"	download Hangover	sentence "The Hangover	Samsungmovies.com ", depict the meaning that watching
	available now	movie whenever the	available now from	movie nowadays has become people daily need. Samsung
	from	buyer has buy	Samsungmovies.com"	provides a device which can be used to watch movie
	Samsungmov	Samsung's smartphone.	portrays that Samsung	anytime and anywhere by using a small
	ies.com		wave smartphone always	telecommunication device.
			have fast internet	
			connection, big storage	By buying Samsung wave smartphone people will always
			space and Samsung is	get a very fast internet connection to download the movie
			able to download a very	and a big storage to store the movie file.
			big file from the internet	Hangover movie in High definition bit rate will be given
			with ease.	to those who buy Samsung wave smartphone by
			with case.	
			D1i C	downloading it via Samsung's website. The availability of
			By buying Samsung	High definition Hangover movie connotes that the buyer
			wave smartphone the	can watch movie in a high definition image level just by
			buyer will get a bonus to	using the Samsung smartphone. Samsung advancement of
			download Hangover	technology in the display aspect is very innovative.
			movie from Samsung	
			website.	
			It also connotes the	
			potential buyers are	
			familiar downloading	
			movie from the internet	
			by using Samsung's	
			smartphone.	
6	Headline:	Showing the buyer	Samsung provides the	Value:
	Lose yourself	about the advantages of	buyer with the easiness in	"Lose yourself" indicates the ability of Samsung's
	with the	using Samsung's	doing any kind of digital	smartphone to provide and help the buyers in any kind of
L		1 22112 Satting 12	asing any mina or argitar	construction to provide und neip the outjets in unit kind of

Samsung
smartphone
(gray lettering
is used).

smartphone. Samsung smartphone is always one step ahead of another smartphone manufacturer. Samsung smartphone is very enjoyable

Samsung provides a smartphone which can make you very happy and forget about anything beside the phone itself.

Gray means the color of smoke or ashes.

activities. Samsung also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant.

Instant.

Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's

Gray color connotes intellectuality, futuristic concept, stylishness of the product.

social status.

activity they are in. Unlike any other smartphone, Samsung wave smartphone embedded with a very versatile feature and comfort feeling in using the product.

"With the Samsung smartphone" indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that Samsung smartphone is easy to be used.

The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone.

Samsung offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier.

Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

Convention:

According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the lettering, it connotes that Samsung wave

				smartphone is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The gray lettering used in "Lose yourself with the Samsung smartphone" means that Samsung offers a more advanced and modern feature in using Samsung wave smartphone.
				Gray lettering also implies that Samsung wave smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using Samsung wave smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in Samsung wave smartphone.
7	Body copy:	Informing the buyer	Samsung provides the	Value:
	Experience an	about the availability of	buyer with the easiness in	The entire features beside symbolize the main advantage
	immersive	the new product of	doing any kind of digital	of Samsung's product. Just by using Samsung
	world of	Samsung smartphone	activities. Samsung also	smartphone, the buyer's social status will be boosted
	music, film,	which called Samsung	supports outdoor	because of one of a kind and unique innovation which
	catch up TV	wave smartphone. Samsung's new	activities by providing the user with mobile yet	embedded in Samsung smartphone.
	and games that will	product is featured with	versatile device which	Samsung offers the user with a versatile, easy to use,
	captivate you	a faster processor,	will help the buyer in any	practical, flexible, elegant, and prestigious device with a
	like never	slimmer size and a lot	condition they are in.	lot of multifunction that can help the buyer in any aspect
	before. The	of entertainment	This makes people's life	of their life regardless of who the buyer are, what
	revolutionary	feature.	becomes easier, practical,	profession is he doing now. Samsung makes people life
	Samsung		stylish, prestigious and	become easier.
	Wave	Gray means the color	instant.	
	Smartphone	of smoke or ashes.	Samsung persuades the	Samsung offers a practical, instant, flexible, versatile
	featuring the		user to buy the product	mobile device and all in one modern hand size device
	world's first		by offering a device	lifestyle.
	Hyper		which is very innovative	
	Definition		in term of technology	Convention:
	Super Amoled		advancement, very	According to Holzschalg's research about color

	screen. Available now (gray color is used).		versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Gray color connotes intellectuality, futuristic concept, stylishness of the product.	symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the lettering, it connotes that Samsung wave smartphone is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The gray lettering used in "Lose yourself with the Samsung smartphone" means that Samsung offers a more advanced and modern feature in using Samsung wave smartphone.
				Gray lettering also implies that Samsung wave smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using Samsung wave smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in Samsung wave smartphone.
8	Body copy: Welcome to more (gray color is used).	The sentence is used to show the buyer about the advantages of using Samsung's smartphone. Samsung smartphone is always one step ahead of another smartphone manufacturer. Gray means the color of smoke or ashes.	Samsung offers the most advance yet easy to use technology advancement. Samsung is different from other Smartphone because Samsung is one of the famous smartphones which always be the first at making technology breakthrough. Therefore, it will give futuristic, elegant and a more	Value: "Welcome to more" indicates that it is one step ahead more advance than the other. It implies innovation and creativity The sentence symbolizes the main advantage of this product. The advancement of technology is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in Samsung smartphone. Convention:
			modern concept just by using the product.	According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of

			Gray color connotes intellectuality, futuristic concept, stylishness of the product.	intellectuality, futuristic, and stylishness. From the gray color used in the lettering, it connotes that Samsung wave smartphone is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The gray lettering used in "welcome to more" means that Samsung offers a more advanced and modern feature in using Samsung wave smartphone. Gray lettering also implies that Samsung wave smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using Samsung wave smartphone, the buyer's social status will be boosted because of the latest modern concept
9	Signature line:	One of the famous	Samsung's smartphone is	embedded in Samsung wave smartphone. Association:
9	Brand: Samsung logo is written on the right corner.	smartphones manufacturers which has Samsung sentence and blue circle as the logo of the company.	elegant, easy to use, futuristic and innovative. These are the feature that Samsung offers to the buyer.	From the simplicity logo which is used by Samsung. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in.
	Logo: Samsung has Samsung sentence and blue circle as its logo	There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Samsung is one of the smartphone developers	Logo: The logo shows about Samsung unique feature in the smartphone industry. So whenever Samsung creates a new product people will acknowledge about the advancement of	Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile
		who has unique characteristic that other smartphone	technology that Samsung has made.	mobile device and all in one modern hand size device lifestyle.

		manufacturer don't.		
		Logo: A design/symbol used by Samsung to advertise their product.		
10	Slogan: Turn on tomorrow	This sentence depicts the advancement of technology in Samsung smartphone.	The advantages of this product that can help people do their daily life in this modern era.	Value: The sentence "Turn on tomorrow" portrays that advancement of technology is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in Samsung smartphone.
11	Signature line: Samsung Movies.com	It is the website address that can be visited to download Hangover movie whenever the buyer has buy Samsung's smartphone.	Movie digital file has an enormous file size, the sentence "The Hangover available now from Samsungmovies.com" portrays that Samsung wave smartphone always have fast internet connection, big storage	Association: The sentence "Samsung Movies.com" connotes the meaning that watching movie nowadays has become people daily need. Samsung provides a device which can be used to watch movie anytime and anywhere by using a small telecommunication device. By buying Samsung wave smartphone, the buyer will always get a very fast internet connection to download the
			space and Samsung is able to download a very big file from the internet with ease. By buying Samsung wave smartphone the buyer will get a bonus to download Hangover movie from Samsung website.	movie and a big storage to store the movie file. Hangover movie in High definition bit rate will be given to those who buy Samsung wave smartphone by downloading it via Samsung's website. The availability of High definition movie connotes that the buyer can watch movie in a high definition image level just by using the Samsung smartphone. Samsung advancement of technology in the display aspect is very innovative.

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			It also connotes the potential buyers are familiar downloading movie from the internet by using Samsung's smartphone.	
12	Signature line: Super Amoled	The name of high definition screen which is used in Samsung wave smartphone.	The buyer can watch movie in a high definition image level just by using the Samsung smartphone. Samsung advancement of technology in the display aspect is very innovative. There is a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another smartphone activity while watching movie.	Value: The specification beside portrays that Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with a high definition screen which enables the buyer to watch movie at the finest quality.

6. The Portrayal of Modern Lifestyle in Samsung's Smartphone Printed Advertisement in T3 Magazine March 2013

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Headline:	Informing the buyer	Samsung offers the most	Value:
	It doesn't take genius. (white lettering is used)	about on why the buyer should by Samsung smartphone instead of Apple smartphone. There are lots of advantages that Samsung offers to the buyer. So, without thinking the buyer will obviously chooses Samsung smartphone.	advance yet easy to use technology advancement. Samsung is different from other Smartphone because Samsung is one of the famous smartphones which always be the first at making technology breakthrough. Therefore, it will give futuristic, elegant and a more	"It doesn't take genius" indicates that the buyer who can read should buy Samsung smartphone because Samsung offer a more advance and complete feature instead of Apple smartphone. Samsung is one step ahead more advance than the other. It implies innovation and creativity. The sentence symbolizes the main advantage of this product. The advancement of technology is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of the latest modern concept embedded
			modern concept just by using the product. White color connotes punctiliousness.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Samsung S III product is built to be as punctilious as a smartphone can be. Samsung prioritize the punctiliousness of smartphone and this means that Samsung is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. The white lettering used in "It doesn't take genius" means that Samsung Galaxy S III smartphone offers a more advanced and modern feature in using Samsung Galaxy S III smartphone.

				White lettering also implies that Samsung Galaxy S III is more futuristic and more intellect than other's smartphone brand product. Just by using Samsung Galaxy S III, the buyer's social status will be boosted because of the latest modern concept embedded in it.
2	Illustration: Iphone 5 with a black screen	This describes the product visually.	Apple's iphone 5 doesn't support the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There isn't a digital homepage image of iphone 5 which portrays all of the main function cannot be controlled from the home page with ease. The buyer cannot access the entire main feature without pressing the manual homepage	Association: The image of iphone 5 with a black screen describes about the disadvantages of using Apple's iphone 5. All of iphone 5 feature cannot be accessed from the homepage. Apple doesn't provide the user with simplicity to control all the features from the homepage. Samsung emphasizes that the buyer of iphone 5 cannot do a lot of thing with it. Iphone 5 is a very complex smartphone.
3	Illustration: Samsung Galaxy S III and Samsung Galaxy S III homepage. In the Samsung Galaxy III Homepage	This image describes the product visually when being used.	button. Samsung Galaxy S III supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of Samsung	Association: The image Samsung Galaxy III and Samsung Galaxy S III homepage describe about the advantages of using Samsung Galaxy S III. The feature on the homepage symbolizes the advantages of using Samsung Galaxy S III. All feature of Samsung Galaxy S III can be accessed from the homepage. Samsung provides the user with simplicity to control all

	there are gores		Colovy C III which	the feetures from the homonese
	there are some features of		Galaxy S III which	the features from the homepage.
			portrays all of the main	C
	Samsung		function can be	Samsung emphasizes that the buyer of Samsung S III Tab
	Galaxy III		controlled from the home	can do a lot of thing with it. Samsung Galaxy S III is a
	such as: map,		page with ease. The	very easy to use and versatile device.
	calendar,		buyer can access the	
	camera, file		entire main feature	
	viewer,		without going deep	
	calculator,		further into the system.	
	digital clock,			
	signal status			
	(3G), Wi-Fi,			
	messaging,			
	contacts,			
	media player,			
	social			
	engineering			
	and Bluetooth.			
4	Body copy:	Informing about the	Apple's iphone 5S	Value:
	Iphone 5 4.0	advantages of buying	provides the buyer with	The entire features beside symbolize the main advantage
	screen, 4G	Apple's latest product	the easiness in doing any	of this product. Those are the main advantage of using
	LTE, Retina	which called iphone 5.	kind of digital activities.	Apple's iphone 5S product. Samsung depicts that
	display, 1136		Apple also supports	Samsung smartphone offer more feature than iphone
	x 640	Iphone 5 is featured	outdoor activities by	
	resolution, up	with a 4.0 screen, 4G	providing the user with	There are a lot of feature that Apple offers to the buyer
	to 225 hours	LTE, Retina display,	mobile yet versatile	but not as much as Samsung offers to the buyer.
	standby time,	1136 x 640 resolution,	device which will help	
	Up to 8 hours	up to 225 hours	the buyer in any	Apple offers the user with a versatile, easy to use,
	talk time, Full	standby time, Up to 8	condition they are in.	practical, flexible, elegant, and prestigious device with a
	HD 1080p	hours talk time, Full	This makes people's life	lot of multifunction that can help the buyer in any aspect
	video	HD 1080p video	becomes easier, practical,	of their life regardless of who the buyer are, what
	recording,	recording, 3.95 oz	stylish, prestigious and	profession is he doing now. Apple's iphone 5 makes
	3.95 oz	weight, 1GB ram, siri,	instant.	people life become easier.

ram, siri, 16, 32, or 64 GB fixed internal storage, IOS White	Apple persuades to buy the product offering a device is very versatile, of use, practical, flex elegant, and prest which will increase buyer's social state. White color connerpunctiliousness.	device and all in one modern hand size device lifestyle but Samsung smartphone can offer the buyer more than that. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Apple's iPhone5 product is built to be as punctilious as a smartphone can
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Body copy: Samsung Galaxy S III 4.8 screen, 4G LTE, HD super **AMOLED** display, 1280 x 720 HD resolution, Up to 790 hours standby time, Up to 11,4 hours talk time, Full HD 1080p video recording, 4.7 oz weight, 2GB Ram, S voice, 16 or 32 fixed + upto 64GB micro SD storage, Android 4.0 OS, Standard micro USB plug, NFC, smart stay, S-Beam, Share shot, Group cast, Direct call, Smart

Informing about the advantages of buying Samsung's latest product which called Samsung Galaxy S III.

Samsung Galaxy III is featured with 4.8 screen, 4G LTE, HD super AMOLED display, 1280 x 720 HD resolution. Up to 790 hours standby time, Up to 11.4 hours talk time, Full HD 1080p video recording, 4.7 oz weight, 2GB Ram, S voice, 16 or 32 fixed + up to 64GB micro SD storage, Android 4.0 OS, Standard micro USB plug, NFC, smart stay, S-Beam, Share shot, Group cast, Direct call, Smart alert, Tilt to zoom, Palm swipe capture, Palm touch mute pause, picture in picture, Turn over to mute, Shake to update and removable battery.

Samsung provides the buyer with the easiness in doing any kind of digital activities. Samsung also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in.

This makes people's life becomes easier, practical, stylish, prestigious and instant.

Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.

The specification also connotes that the buyer can watch movie in a high definition image level just by using the Value:

The specification beside indicates the ability of Samsung's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, Samsung Galaxy S III is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that Samsung smartphone is easy to be used.

The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone.

Samsung offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier.

Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

Convention:

According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color correlates intimately with the concept of

alert, Tilt to zoom, Palm swipe capture, Palm touch mute pause, picture in picture, Turn over to mute, Shake to update, Removable battery (white lettering is used). Samsung smartphone. Samsung prioritizes the pof smartphone and this means that Samsung buyer a smartphone which has the latest in technology advancement, and operating sin it. From the white color used in the lett connotes Samsung's product is offering the innovation, technology advancement, and the product. White lettering also implies that Samsung more futuristic and more intellect than of brand product. Just by using Samsung Ga buyer's social status will be boosted became modern concept embedded in it.	ing is offering the innovation, system embedded tering, it he buyer with d order of using Galaxy S III is her's smartphone alaxy S III, the
swipe capture, Palm touch mute pause, picture in picture, Turn over to mute, Shake to update, Removable battery (white lettering is used). technology in the display aspect is very innovative. There is also a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main feature and do another technology in the display aspect is very innovative. There is also a digital connotes Samsung's product is offering the innovation, technology advancement, and the letter connotes Samsung's product is offering the innovation, technology advancement, and the letter connotes Samsung's product is offering the innovation, technology advancement, and the letter connotes Samsung's product is offering the innovation, technology advancement, and the product. White lettering also implies that Samsung more futuristic and more intellect than othe brand product. Just by using Samsung Ga buyer's social status will be boosted became modern concept embedded in it.	innovation, system embedded tering, it he buyer with d order of using g Galaxy S III is her's smartphone alaxy S III, the
Palm touch mute pause, picture in picture, Turn over to mute, Shake to update, Removable battery (white lettering is used). Palm touch mute pause, picture is also a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main feature and do another page t is very innovative. technology advancement, and operating s in it. From the white color used in the lett connotes Samsung's product is offering the innovation, technology advancement, and operating s in it. From the white color used in the lett connotes Samsung's product is offering the innovation, technology advancement, and operating s in it. From the white color used in the lett connotes Samsung's product is offering the innovation, technology advancement, and operating s in it. From the white color used in the lett connotes Samsung's product is offering the innovation, technology advancement, and touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the asce. The buyer can access the entire main feature and do another	system embedded tering, it he buyer with d order of using g Galaxy S III is her's smartphone alaxy S III, the
mute pause, picture in picture, Turn over to mute, Shake to update, Removable battery (white lettering is used). mute pause, picture in picture, Turn over to mute, Shake to update, Removable battery (white lettering is used). mute pause, picture in There is also a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another in it. From the white color used in the lett connotes Samsung's product is offering the innovation, technology advancement, and the product. White lettering also implies that Samsung more futuristic and more intellect than other buyer's social status will be boosted because modern concept embedded in it.	tering, it he buyer with d order of using g Galaxy S III is her's smartphone alaxy S III, the
picture in picture, Turn over to mute, Shake to update, Removable battery (white lettering is used). There is also a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main feature and do another There is also a digital connotes Samsung's product is offering the innovation, technology advancement, and the product. White lettering also implies that Samsung more futuristic and more intellect than oth brand product. Just by using Samsung Ga buyer's social status will be boosted because modern concept embedded in it.	he buyer with d order of using g Galaxy S III is her's smartphone alaxy S III, the
picture, Turn over to mute, Shake to update, Removable battery (white lettering is used). homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another	d order of using g Galaxy S III is her's smartphone alaxy S III, the
picture, Turn over to mute, Shake to update, Removable battery (white lettering is used). homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another	d order of using g Galaxy S III is her's smartphone alaxy S III, the
over to mute, Shake to update, Removable battery (white lettering is used). touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another touch the screen while watching the movie. The digital homepage menu portrays all of the main more futuristic and more intellect than oth brand product. Just by using Samsung Ga buyer's social status will be boosted becar modern concept embedded in it.	g Galaxy S III is her's smartphone alaxy S III, the
Shake to update, Removable battery (white lettering is used). White lettering also implies that Samsung more futuristic and more intellect than oth brand product. Just by using Samsung Ga buyer's social status will be boosted because modern concept embedded in it.	her's smartphone alaxy S III, the
update, Removable battery (white lettering is used). digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another White lettering also implies that Samsung more futuristic and more intellect than oth brand product. Just by using Samsung Ga buyer's social status will be boosted becau modern concept embedded in it.	her's smartphone alaxy S III, the
Removable battery (white lettering is used). Removable battery (white lettering is used). Removable portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another Removable portrays all of the main function can be brand product. Just by using Samsung Ga buyer's social status will be boosted becar modern concept embedded in it.	her's smartphone alaxy S III, the
battery (white lettering is used). function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another brand product. Just by using Samsung Ga buyer's social status will be boosted because modern concept embedded in it.	alaxy S III, the
lettering is used). controlled from the digital home page with ease. The buyer can access the entire main feature and do another buyer's social status will be boosted because modern concept embedded in it.	
used). digital home page with ease. The buyer can access the entire main feature and do another digital home page with ease modern concept embedded in it.	
ease. The buyer can access the entire main feature and do another	use of the latest
access the entire main feature and do another	
feature and do another	
gmorthhono activity	
smartphone activity	
while watching movie.	
NVII:	
White color connotes	
punctiliousness.	
6 Slogan: This sentence depicts The advantages of this Value:	1 1 2
The next big the advancement of product that can help The sentence "The next big thing is already	
thing is technology in Samsung people do their daily life that advancement of technology is the ma	
already here smartphone. in this modern era. using Samsung product. Just by using Sar	
(white smartphone, the buyer's social status will	
lettering is White color connotes because of the latest modern concept emb	pedded in
used). punctiliousness. Samsung smartphone.	
Convention:	
According to Holzschalg's research about	t color
symbolism in general culture via Kusriant	

				white color correlates intimately with the concept of punctiliousness. Samsung prioritizes the punctiliousness of smartphone and this means that Samsung is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes Samsung's product is offering the buyer with innovation, technology advancement, and order of using the product.
				White lettering also implies that Samsung Galaxy S III is more futuristic and more intellect than other's smartphone brand product. Just by using Samsung Galaxy S III, the buyer's social status will be boosted because of the latest modern concept embedded in it.
7	Signature line: Samsung Galaxy S III (white lettering is used) Logo:	One of the famous smartphones manufacturers which have Samsung Galaxy S III sentence as the logo of the product.	Samsung's smartphone is elegant, easy to use, futuristic and innovative. These are the feature that Samsung offers to the buyer.	Association: From the simplicity logo which is used by Samsung. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in.
	Samsung Galaxy S III has Samsung Galaxy S III sentence as its logo	There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Samsung is one of the	Logo: The logo shows about Samsung unique feature in the smartphone industry. So whenever Samsung creates a new product people will acknowledge about the	Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier.
		smartphone developers who has unique characteristic that other	advancement of technology that Samsung has made.	Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

		smartphone manufacturer don't. Logo: A design/symbol used by Samsung to advertise Samsung Galaxy S III product.	White color connotes punctiliousness.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color correlates intimately with the concept of punctiliousness. Samsung prioritizes the punctiliousness of smartphone and this means that Samsung is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes Samsung's product is offering the buyer with innovation, technology advancement, and order of using the product. White lettering also implies that Samsung Galaxy S III is
				more futuristic and more intellect than other's smartphone brand product. Just by using Samsung Galaxy S III, the buyer's social status will be boosted because of the latest modern concept embedded in it.
8	Signature line: www.faceboo k.com/Samsu ngMobileUSA	It is the website address that can be visited by using facebook.	The potential buyers are familiar in using social engineering website in the internet to search information.	Association: The buyer can visit the website to get more detailed information regarding the product. Samsung chose internet media to advertise because nowadays internet has become people daily need. The buyer can ask for detailed information by posting a comment in the Samsung facebook page. Samsung chose
9	Signature line:	One of the famous	Samsung's smartphone is	facebook media to advertise its product because it is a media that everyone knows and almost everyone owns a facebook account. Samsung offer the simplest asking method to the buyer who wants to know detailed information of the product. Association:
9	Brand:	smartphones	elegant, easy to use,	From the simplicity logo which is used by Samsung.

	Commune - 1		futuristic and innovative.	Company polator what popularing desired and all the desired C
	Samsung logo	manufacturers which		Samsung relates what people need and what kind of
	is written on	has Samsung sentence	These are the feature that	service that Samsung's product offer. Samsung provides
	the right	and blue circle as the	Samsung offers to the	the buyer of Samsung smartphone with an elegant, easy to
	corner.	logo of the company.	buyer.	use and futuristic communication device that will help
				people in any kind of condition they are in.
	Logo:	There are various	Logo:	
	Samsung has	smartphones brand in	The logo shows about	Samsung provides the user with a versatile, easy to use,
	Samsung	the market. One of	Samsung unique feature	elegant, easy to use, futuristic and innovative device with
	sentence and	smartphones developer	in the smartphone	a lot of multifunction that can help the buyer in any aspect
	blue circle as	has to stand out and	industry. So whenever	of their life regardless of who the buyer are, what
	its logo	differentiate its product	Samsung creates a new	profession is he doing now. Samsung makes people life
	_	from the other.	product people will	become easier.
		Samsung is one of the	acknowledge about the	
		smartphone developers	advancement of	Samsung offers a practical, instant, flexible, versatile
		who has unique	technology that Samsung	mobile device and all in one modern hand size device
		characteristic that other	has made.	lifestyle.
		smartphone	nus mue.	intestyle.
		manufacturer don't.		
		manaractarer don t.		
		Logo:		
		A design/symbol used		
		by Samsung to		
10	Warnings	advertise their product. Information about the	The sentence competer	Aggagigations
10	Warning:		The sentence connotes	Association:
	C Samsung	Samsung copyright	that the user of the	The sentence represents Samsung as a very big company
	Telecommuni	policy.	product would be	which has a very strong copyright law regarding its
	cation		considered as prestigious	product. Every Samsung product has been patented and
	America.		user because the product	copyrighted. So, the buyer can experience the
	LLC.		itself is mainly made in	advancement of technology that only Samsung has. This
	Samsung and		the USA which has the	makes the user become prestigious and exclusive.
	Galaxy S are		most advanced	
	registered		technology in the world.	
	trademark of		The copyrighted product	

Samsung	makes Samsung feature	
Electronics	one of a kind.	
Co. Ltd.		
Appearances		
of Phones		
may vary.		
Phone screen		
image are		
simulated. All		
above feature		
are		
representative,		
not inclusive.		

7. The Portrayal of Modern Lifestyle in LG's Smartphone Printed Advertisement in T3 Magazine February 2013

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Gray background	Gray means the color of smoke or ashes. Background means the part of a picture, photograph, view behind the main object, people, etc.	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray is the symbol of advanced technology. Gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the background, it connotes that LG smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product.
				The Gray background also implies that LG smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using LG smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in LG smartphone.
2	Signature line: Brand: LG logo is written at the right corner.	One of the famous smartphones manufacturers which have LG sentence as the logo of the product.	LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer.	Association: From the simplicity logo which is used by LG, LG relates what people need and what kind of service that LG's product offers. LG provides the buyer of LG smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they
	Logo: LG has LG sentence as its logo.	There are various smartphones brand in the market. One of smartphones developer has to stand out and	Logo: The logo shows about LG unique feature in the smartphone industry. So whenever LG creates a	are in. LG provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their

		differentiate its product from the other. LG is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't. Logo: A design/symbol used by LG to advertise LG product.	new product people will acknowledge about the advancement of technology that LG has made.	life.
3	Slogan: Life's good (black lettering was used).	This sentence depicts the usage of LG smartphone in people's life. Black means having the darkest color, it is like a color of coal or of a very dark night.	The advantages of this product that can help people do their daily life in this modern era. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.	Value: Life means the ability to breathe, grow, reproduce, etc. which people, animals, and plant have before they die. Good means high quality or acceptable standard. LG's slogan "life's good" means that LG is providing the user with a hand sized device with a lot of function which will help them in their life. Basically, versatility is the main advantage of using LG product. LG also supports modern life by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color itself is the symbol of elegance. From the black color used in the lettering, it connotes that LG product is offering the buyer with elegance, prestige and

				luxurious product that will give luxurious status to the
				buyer.
4	Headline:	LG persuades the buyer	The sentences connotes	Value:
	The content	to buy the product by	that the buyer can watch	The sentence relates what people need and what kind of
	you love.	showing the advantage	movie in a high	service that LG product offers. LG provides the buyer
	Now streamed	of using LG	definition image level	with a high definition screen which enables the buyer to
	from your	smartphone product.	just by using the LG	watch movie at the finest quality in the LG smartphone
	phone to your	D1 1 1 1 1	smartphone. LG	screen or by connecting it in the television.
	device (black	Black means having the	advancement of	
	lettering is	darkest color, it is like a color of coal or of a	technology in the display	LG has a unique and easy to use wireless remote feature
	used).	very dark night.	aspect is very innovative.	which can connects television and LG smartphone.
		very dark mgm.		
			LG smartphone is able to	Convention:
			watch movie at the High	According to Holzschalg's research about color
			definition in the LG	symbolism in general culture via Kusrianto (2007, p. 47),
			smartphone screen or by connecting it in the	black is the symbol of elegance. Black color correlates intimately with the concept of elegance, prestige, and
			television via wireless	luxuriousness. From the black color used in the lettering,
			connection.	it connotes that LG product is offering the buyer with
			Connection.	elegant, prestigious and luxurious product that will give
			Black color connotes	luxurious status to the buyer.
			elegant, prestigious, and	
			luxuriousness of the	
			product. Therefore, HTC	
			creates an elegant,	
			prestigious and luxurious	
			feeling to the buyer.	
5	Body copy:	Showing the buyer	LG provides the buyer	Value:
	Experience	about the advantages of	with the easiness in doing	The specification beside indicates the ability of LG's
	your favorite	using LG smartphone.	any kind of digital	smartphone to provide and help the buyers in any kind of
	content like	LG smartphone is	activities. LG also	activity they are in. Unlike any other smartphone, LG
	never before with the new	always one step ahead	supports outdoor	smartphone is embedded with a very versatile feature and
	with the new	of another smartphone	activities by providing	comfort feeling in using the product. It also indicates the

			,
LG Optimus.	manufacturer.	the user with mobile yet	easiness on using phone feature to fulfill the buyer's
The		versatile device which	digital and telecommunication needs. This implies that
innovative	LG provides the buyer	will help the buyer in any	LG smartphone is easy to be used.
"play to"	with a smartphone	condition they are in.	
feature allows	which is very versatile.		The sentence symbolizes the main advantage of this
wireless		This makes people's life	product. Innovation like no other is the main advantage of
streaming of	Gray means the color	becomes easier, practical,	using LG product. Just by using LG smartphone, the
picture,	of smoke or ashes.	stylish, prestigious and	buyer's social status will be boosted because of one of a
music, and		instant.	kind and unique innovation which embedded in LG
720P hd			smartphone.
movie (gray		LG persuades the user to	•
lettering		buy the product by	LG offers the user with a versatile, easy to use, practical,
used).		offering a device which	flexible, elegant, and prestigious device with a lot of
		is very innovative in term	multifunction that can help the buyer in any aspect of their
		of technology	life regardless of who the buyer are, what profession is he
		advancement, very	doing now. LG makes people life become easier.
		versatile, easy to use,	
		practical, flexible, and	LG provides the buyer with a high definition screen which
		elegant which will	enables the buyer to watch movie at the finest quality in
		increase the buyer's	the LG smartphone screen or by connecting it in the
		social status.	television.
		The specification also	LG has a unique and easy to use wireless remote feature
		connotes that the buyer	which can connects television and LG smartphone.
		can watch movie in a	
		high definition image	So, LG offers a practical, instant, flexible, versatile
		level just by using the	mobile device and all in one modern hand size device
		LG smartphone. LG	lifestyle to the buyer.
		advancement of	
		technology in the display	Convention:
		aspect is very innovative.	According to Holzschalg's research about color
		,	symbolism in general culture via Kusrianto (2007, p. 47),
		Gray color connotes	gray color correlates intimately with the concept of
1	1	2-25 40101 401111040	gen je e e e e e e e e e e e e e e e e e

			intellectuality, futuristic concept, stylishness of the product.	intellectuality, futuristic, and stylishness. From the gray color used in the background, it connotes that LG smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The Gray color used in lettering also implies that LG smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using LG smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in LG smartphone.
6	Illustration: A television and LG smartphone product are connecting each other.	An image of a television and LG smartphone linked and joined together by using LG's wireless remote feature.	LG persuades the buyer to buy the product by showing the advantage of using HTC smartphone product. The specification also connotes that the buyer can watch movie in a high definition image level just by using the LG smartphone. LG advancement of technology in the display aspect is very innovative.	Association: From the picture of a television and LG smartphone product are connected each other LG relates what people need and what kind of service that LG product offers. LG provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the LG smartphone screen or by connecting it in the television. LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.
7	Illustration: A portable electric fan.	An image of a machine with blades that go round to create a current of air.	LG's smartphone processor is heat resistant to overuse of the phone.	Convention: The image of a portable electric fan depicts that LG smartphone is equipped with the latest smartphone technology which can be used for continuously for lots of hour in 1 day.

Showing the buyer about the advantages of which refers to Microsoft office system. LG Optimus smartphone is able to operate Microsoft office which is mainly use for creating document in the computer. LG supports the portability to use Microsoft office while doing outdoor activities.					LG smartphone has the latest heat reducing system which makes the phone's main processor become heat resistant and even if the phone's main processor is heated, the LG's smartphone cooling will get rid of the heat. Because the processor keeps cool, people will no longer experiencing a lagged and slow smartphone's computing process.
use for creating document in the computer. UG supports the portability to use Microsoft office while doing outdoor activities. UG supports the portability to use Microsoft office while doing outdoor activities. UG offers a practical, instant, flexible, versatile mobi device and all in one modern hand size device lifesty. UG offers a practical, instant, flexible, versatile mobi device and all in one modern hand size device lifesty. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the ability of use, Microsoft office while doing now. LG makes people life become easier. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the ability of use, Microsoft office while doing now. LG makes people life become easier. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easin on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that LG	8	A pile of book which refers to Microsoft	about the advantages of using LG smartphone. LG Optimus smartphone is able to operate Microsoft	with the easiness in doing any kind of digital activities for businessman and student who mainly need Microsoft office to do	Association: Being able to operate Microsoft office smoothly with LG smartphone is the main advantage of the smartphone. Just by using LG smartphone, the buyer's social status will be boosted because of one of a kind and unique feature which embedded in LG smartphone.
9 Illustration: The image of the new generation television which is able to project and a biker driving in the off-road. 1 Illustration: The image of the new generation television with the easiness in doing any kind of digital activities. LG also supports outdoor activities by providing picture and the image of a motorcycle rider which is adventuring in will help the buyer in any telecommunication needs. This implies that LG			use for creating document in the	LG supports the portability to use Microsoft office while	flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG offers a practical, instant, flexible, versatile mobile
This makes people's life The image symbolizes the main advantage of this pro	9	The image of LG LED TV and a biker driving in the	generation television which is able to project very detailed picture whether it is moving picture or stagnant picture and the image of a motorcycle rider which is adventuring in	with the easiness in doing any kind of digital activities. LG also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in.	Convention: The image of LG LED TV and a biker driving in the off- road indicates the ability of LG's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that LG

			becomes easier, practical,	Innovation like no other is the main advantage of using
			stylish, prestigious and	LG product. Just by using LG smartphone, the buyer's
			instant.	social status will be boosted because of one of a kind and
				unique innovation which embedded in LG smartphone.
			LG persuades the user to	
			buy the product by	LG offers the user with a versatile, easy to use, practical,
			offering a device which	flexible, elegant, and prestigious device with a lot of
			is very innovative in term	multifunction that can help the buyer in any aspect of their
			of technology	life regardless of who the buyer are, what profession is he
			advancement, very	doing now. LG makes people life become easier.
			versatile, easy to use,	doing now. Lo makes people me occome easier.
			practical, flexible, and	LG provides the buyer with a high definition screen which
			1 /	
			elegant which will	enables the buyer to watch movie at the finest quality in
			increase the buyer's	the LG smartphone screen or by connecting it in the
			social status.	television.
			The image also connotes	LG has a unique and easy to use wireless remote feature
			that the buyer can watch	which can connects television and LG smartphone.
			movie in a high	F
			definition image level	So, LG offers a practical, instant, flexible, versatile
			just by using the LG	mobile device and all in one modern hand size device
			smartphone. LG	lifestyle to the buyer.
			advancement of	mestyle to the ouyer.
			technology in the display	
			aspect is very innovative.	
10	Illustration:	Desk means a piece of	LG smartphone offers the	Convention:
10	White desk.	furniture like a table	buyer with a lot of	According to Holzschalg's research about color
	Willie desix.	that you sit at to read,	feature which able to be a	symbolism in general culture via Kusrianto (2007, p. 47),
		write, work, etc.	pillar in supporting the	white color connotes punctiliousness. LG Optimus is built
		wine, work, etc.	buyer's life.	to be as punctilious as a smartphone can be. LG prioritizes
		White means the color	ouyer sinc.	the punctiliousness of smartphone and this means that LG
		of fresh milk or snow.	White color connotes	is offering the buyer a smartphone which has the latest
		of fiesh fillik of show.	punctiliousness	innovation, technology advancement, and operating
			punctinousness	innovation, technology advancement, and operating

				system embedded in it. From the white color used in the lettering, it connotes LG's product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in. The picture of white desk is created by the advertiser to show the user about LG's smartphone main advantage which is to be able to meet user's demand. The picture also shows about the function of LG smartphone as a versatile device because the desk itself is a very versatile furniture which can be used for a lot of thing.
11	Illustration: Gray floor.	Gray means the color of smoke or ashes. Floor means the surface of a room that you walk on.	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray is the symbol of advanced technology. Gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the floor, it connotes that LG smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The Gray floor also implies that LG smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using LG smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in LG smartphone.
12	Illustration: LG Optimus and LG Optimus's homepage	This image describes the product visually when the product is being used to text message or to search	LG persuades the buyer to buy the product by showing the advantage of using HTC smartphone product.	Association: From the picture LG Optimus and LG Optimus's homepage with the 3D realistic image of stairway made of wooden, LG relates what people need and what kind of service that LG product offers. LG provides the buyer

	with the 3D	for info by touching the	The specification of	with a high definition screen which enables the buyer to
	realistic image	screen.	The specification also	watch movie at the finest quality in the LG smartphone
	of stairway	The image of the image.	connotes that the buyer	screen or by connecting it in the television.
	made of	The image of stairway correlates with the	can watch movie in a	I C land a suite and a suite and a suite factors
	wooden crate		high definition image	LG has a unique and easy to use wireless remote feature
	which usually	picture of the	level just by using the	which can connects television and LG smartphone.
	used in	motorcycle rider. It	LG smartphone. LG	
	motorcycle	implies that LG	advancement of	LG provides the buyer with a high definition screen which
	circus.	Optimus can be	technology in the display	enables the buyer to watch movie at the finest quality in
		connected to LED tv by	aspect is very innovative.	the LG smartphone screen or by connecting it in the
		using the wireless		television.
		system embedded in		
		LG Optimus		LG has a unique and easy to use wireless remote feature
1.0	T11	smartphone.	Y G	which can connects television and LG smartphone.
13	Illustration:	Desk means a piece of	LG smartphone offers the	Convention:
	White desk.	furniture like a table	buyer with a lot of	According to Holzschalg's research about color
		that you sit at to read,	feature which able to be a	symbolism in general culture via Kusrianto (2007, p. 47),
		write, work, etc.	pillar in supporting the	white color connotes punctiliousness. LG Optimus is built
		****	buyer's life.	to be as punctilious as a smartphone can be. LG prioritizes
		White means the color	XX 71 °. 1	the punctiliousness of smartphone and this means that LG
		of fresh milk or snow.	White color connotes	is offering the buyer a smartphone which has the latest
			punctiliousness.	innovation, technology advancement, and operating
				system embedded in it. From the white color used in the
				lettering, it connotes LG's product is offering the buyer
				with innovation, technology advancement, and order of
				using the product. It also means that LG is highly modern
				smartphone which is able to help the user in any kind of
				situation they are in.
				The picture of white desk is created by the advertiser to
				show the user about LG's smartphone main advantage
				which is to be able to meet user's demand. The picture
				also shows about the function of LG smartphone as a

				versatile device because the desk itself is a very versatile furniture which can be used for a lot of thing.
14	Signature line: LG Optimus Logo: LG Optimus has LG Optimus sentence as its logo	One of the famous smartphones manufacturers which have LG Optimus sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. LG is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.	LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer. Logo: The logo shows about LG unique feature in the smartphone industry. So whenever LG creates a new product people will acknowledge about the advancement of technology that LG has made.	Association: From the simplicity of the logo which is used by LG. LG relates what people need and what kind of service that LG's product offer. LG provides the buyer of LG smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. LG provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.
		Logo: A design/symbol used by LG to advertise LG Optimus product.		
15	Signature line: www.LG.com	It is the website address that can be visited to get detailed information regarding LG Optimus smartphone.	The potential buyers are familiar in using internet to search information.	Association: The sentence beside shows that the buyer can visit the website to get more detailed information regarding the product. LG chose internet media to advertise because nowadays internet has become people daily need. The buyer can ask for detailed information by visiting LG

16	Warning: C LG Telecommuni cation America. LLC. LG and LG Optimus are registered trademark of LG Co. Ltd. Appearances of Phones may vary. Phone screen image are simulated. All above feature are representative, not inclusive.	Information about the LG's copyright policy.	The sentence connotes that the user of the product would be considered as prestigious user because the product itself is mainly made in the USA which has the most advanced technology in the world. The copyrighted product makes LG feature one of a kind.	official website. LG offers the simplest asking method to the buyer who wants to know detailed information of the product. The website address implies that LG smartphone is a product which is internationally known because the .com domain is an international website domain. Association: The sentence represents LG as a very big company which has a very strong copyright law regarding its product. Every LG product has been patented and copyrighted. So, the buyer can experience the advancement of technology that only LG has. This makes the user become prestigious and exclusive.
17	Signature line:	Informing the buyer	The logo and sentence	Value:
	Windows	about the Windows	connote that the user of	The sentence represents HTC as a very big company
	Phone.	operating system which	the product would be	which has the most advanced technology regarding its
		is used in HTC Titan	considered as prestigious	product because HTC is correlated integrated intimately
		phone.	user because Windows	with the most advance operating computer system that
			operating system itself is	called Windows. Every HTC product has been patented

originated in the USA	and copyrighted with Windows. So, the buyer can
_	1,5 0
which has the most	experience the advancement of technology that only HTC
advanced technology in	has. This makes the user become prestigious and
the world. Since	exclusive.
Windows is the most	
advanced operating	
system in the Computer,	
the user can experience	
the advanced and	
luxuriousness of the	
operating system in HTC	
smartphone.	

8. The Portrayal of Modern Lifestyle in LG's Smartphone Printed Advertisement in T3 Magazine March 2013

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Black	The part of a picture behind the main object	Black color connotes	Convention:
	background	which has the color of coal or a very dark night.	elegant, prestigious, and luxuriousness of the product.	According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black is the symbol of elegance, prestige, and luxuriousness. From the black color used in the
		Background means the part of a picture, photograph, view behind the main object, people, etc.	Therefore, LG's creates an elegant, prestigious and luxurious feeling to the buyer.	background, it connotes that LG's Dare product is offering the buyer with elegant, prestigious and luxurious status to the buyer.
2	Signature line:	One of the famous	Just by using the brand	Association:
	Verizon (red	telecommunication	new LG smartphone	The Verizon logo implies that LG provides the buyer with
	color is used)	providers which have	which equipped with	an up to date technology advancement which is different
	Lagar	check list mark as the	Verizon, the buyer's social status will be	than any other smartphone. LG persuades the user to buy the product immediately, so that the buyer can experience
	Logo: Verizon has	logo of the product.	boosted because of the	the latest modern concept in it.
	checklist mark	There are various	latest telecommunication	the latest modern concept in it.
	as its logo.	telecommunication brands in the market. One of smartphones	feature embedded in LG smartphone.	The checklist mark also shows the ability of the LG smartphone itself which so versatile that it can be used to support your digital life.
		developer has to stand	Red color connotes	
		out and differentiate its	domination and power.	Convention:
		product from the other.		According to Holzschalg's research about color
		Verizon is one of the		symbolism in general culture via Kusrianto (2007, p. 47),
		smartphone developers		red is the symbol of power. Therefore, by buying this

		who has unique characteristic that other smartphone manufacturer don't. Logo: A design/symbol used by LG to advertise LG product. Red means having the color of blood or fire.		smartphone, people will be granted a very powerful device that will grant the ability to meet all digital life demands.
Vering wire (white letter used) Logo Vering wire the vering vering the vering	less te and red ring are). c: zon less has word zon eless as its	Verizon wireless is an American non-cable telecommunication provider. White means the color of fresh milk or snow. Red means having the color of blood or fire.	LG's internet connection has been tested by using Verizon internet provider. This implies that LG internet connection is very fast. White color connotes punctiliousness. Red color connotes domination and power.	Association: The Verizon wireless logo depicts that LG Dare is able to surf internet with fast connection because Verizon wireless itself is the fastest internet provider which is mainly used in European continent. So besides giving the buyer a fast internet connection, LG also offers western identity which will increase the buyer social status. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes LG's product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering used in

				"Verizon." means that LG offers more innovation in using LG smartphone. According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), red is the symbol of power. Therefore, by buying this smartphone, people will be granted a very powerful device that will grant the ability to meet all digital life demands.
4	Headline: Dare you to touch one (red and white lettering are used).	Persuading the buyer to see the real life product as soon as they can. White means the color of fresh milk or snow. Red means having the color of blood or fire.	The sentence implies that LG Dare smartphone has a lot of unique feature that you need to prove it yourself. LG dare smartphone also has a very elegant design. White color connotes punctiliousness. Red color connotes domination and power.	Value: The word "dare" means a spoken sentence which is used to persuade someone to do something dangerous, difficult so that they can show that they are not afraid. The word itself depicts about the advantages of the phone which has the latest modern concept embedded in it. So, by using LG smartphone, the user social status will increases The sentence "dare you to touch one" depicts that LG smartphone has a lot of unique feature that the buyer need to check. It can be infer that LG smartphone is very versatile. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the

				lettering, it connotes LG's product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering implies that LG offers more innovation in using LG smartphone. According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), red is the symbol of power. Therefore, by buying this smartphone, people will be granted a very powerful and versatile device that will grant the ability to meet all digital life demands.
5	Illustration:	This image describes	LG Dare supports the	Association:
	LG Dare and LG Dare	the product visually when being used.	demand of modern lifestyle which is mostly	The image LG Dare and LG Dare homepage associates the LG dare phone and the user.
	homepage. In	when being used.	about practicality and the	the LO date phone and the user.
	the LG Dare's	Snake means a	simplicity of the	Convention:
	homepage	poisonous reptile with a	smartphone usage.	The feature on the homepage symbolizes the advantages
	there are some	very long yet thin body		of using LG Dare. All feature of LG Dare can be accessed
	features of LG	without having leg.	There is a homepage	from the homepage. LG provides the user with simplicity
	Dare such as:		image of LG Dare which	to control all the features from the homepage.
	map, calendar,	Black means having the	portrays all of the main	
	camera, file	darkest color, it is like	function can be	LG emphasizes that the buyer of LG Dare can do a lot of
	viewer,	a color of coal or of a very dark night.	controlled from the home	thing with it. LG Dare is a very easy to use and versatile device.
	calculator, digital clock,	very dark mgm.	page with ease. The buyer can access the	UCVICE.
	signal status		entire main feature	The picture of the snake depicts on how powerful the LG
	(3G), Wi-Fi,		without going deep	Dare phone is. LG dare smartphone has the power to
	messaging,		further into the system.	dominate all of the buyer difficulty in doing their digital
	contacts,			life. This infers that LG dare is practical, instant flexible,
	media player,		The picture of snake	versatile mobile device and all in one modern hand size

social engineering and Blueto There is a of black strip	ooth. Iso nake	implies that LG is a very powerful and dangerous phone. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, LG Dare creates an elegant, prestigious and luxurious feeling to the buyer.	device. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black is the symbol of luxuriousness. Black color correlates intimately with the concept of elegance, prestige, and luxuriousness. From the black color used in the background, it connotes that LG Dare product is offering the buyer with elegant, prestigious and luxurious status to the buyer.
6 Illustration LG Dare a LG Dare homepage the LG Da homepage there are s features o Dare such map, caler camera, fi viewer, calculator digital clo signal stat (3G), Wi- messaging contacts, media pla social engineerin and Bluete	the product visually when being used. In are's ome of LG as: andar, as: andar, as:	LG Dare supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of LG Dare which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system.	Association: The image LG Dare and LG Dare homepage associates the LG dare phone and the user. Convention: The feature on the homepage symbolizes the advantages of using LG Dare. All feature of LG Dare can be accessed from the homepage. LG provides the user with simplicity to control all the features from the homepage. LG emphasizes that the buyer of LG Dare can do a lot of thing with it. LG Dare is a very easy to use and versatile device.

7	Body copy: Introducing the LG dare (white lettering used).	Informing the buyer about the availability of the new LG smartphone product which called LG Dare. White means the color of fresh milk or snow.	The unique name infers that LG smartphone has unique feature and design. White color connotes punctiliousness.	Value: The sentence shows that LG relates what people need and what kind of service that LG's product offer. LG provides the buyer with the all new product which has a lot of feature and futuristic design in it. LG offers the buyer with a never before innovation concept. This never before innovation concept will increase the buyer social status.
				Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes LG's product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering used in "Introducing the LG dare." means that LG offers more innovation in using LG's dare smartphone.
8	Signature line: Brand:	One of the famous smartphones	LG smartphone is elegant, easy to use,	Association: From the simplicity logo which is used by LG, LG relates
	LG logo is	manufacturers which	futuristic and innovative.	what people need and what kind of service that LG's
	written at the	has LG sentence as the	These are the feature that	product offer. LG provides the buyer of LG smartphone
	right corner.	logo of the product.	LG offers to the buyer.	with an elegant, easy to use and futuristic communication
				device that will help people in any kind of condition they
	Logo:	There are various	Logo:	are in.

	LG has LG sentence as its logo.	smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. LG is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.	The logo shows about LG unique feature in the smartphone industry. So whenever LG creates a new product people will acknowledge about the advancement of technology that LG has made.	LG provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life.
0	Dalaman	Logo: A design/symbol used by LG to advertise LG product.		
9	Body copy: Loaded with bold feature like a 3.2 megapixel camera. Drag and drop capabilities and uploading straight to the web. Factor in its fearless in	Showing the buyer about the advantages of using LG smartphone. LG smartphone is always one step ahead of another smartphone manufacturer. LG provides the buyer with a smartphone which is very versatile.	LG provides the buyer with the easiness in doing any kind of digital activities. LG also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life	Convention: The specification beside indicates the ability of LG's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that LG smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of
	its design and 3G speed, and you just can't turn down a dare. The	White means the color of fresh milk or snow.	becomes easier, practical, stylish, prestigious and instant. LG persuades the user to	using LG product. Just by using LG smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in LG smartphone.

phones you want, the network you
want to be on .verizon/wirel ess/dare
(white lettering used).

buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.

The specification also connotes that the buyer can watch movie in a high definition image level just by using the LG smartphone. LG advancement of technology in the display aspect is very innovative.

White color connotes punctiliousness.

LG offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier.

LG provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the LG smartphone screen or by connecting it in the television.

LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.

LG also offers a very fast 3G internet connection which makes the buyer can surf the internet fast without experiencing any connection lag.

So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer.

Convention:

According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes LG's product is offering the buyer with innovation, technology advancement, and order of

using the product. It also means that LG is highly modern
smartphone which is able to help the user in any kind of
situation they are in. The white lettering implies that LG
offers more innovation in using LG smartphone. The
white lettering used in the specification beside means that
LG offers more innovation in using LG smartphone.

9. The Portrayal of Modern Lifestyle in LG's Smartphone Printed Advertisement in T3 Magazine April 2013

No	Signifier	Signified	Connotation	Interpretation based on signification process
		Denotation		
1	Black background	The part of a picture behind the main object which has the color of coal or a very dark night. Black means having the darkest color, it is like a color of coal or of a very dark night. Background means the part of a picture, photograph, view behind the main object, people, etc.	Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, LG's creates an elegant, prestigious and luxurious feeling to the buyer.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black is the symbol of elegance, prestige, and luxurious color. From the black color used in the background, it connotes that LG's Dare product is offering the buyer with elegant, prestigious and luxurious status to the buyer.
2	Headline: Now you won't have to wait until you get home to google your date.	Showing the buyer about the advantages of using LG smartphone. LG smartphone is always one step ahead of another smartphone manufacturer. LG provides the buyer with a smartphone	LG provides the buyer with the easiness in doing any kind of digital activities. LG also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in.	Value: The sentence beside indicates the ability of LG's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that LG smartphone is easy to be used.

		which is has a yeary fact		The contained symbolized the main adventage of this
		which is has a very fast internet connection.	LG internet connection is very fast. This makes people's life becomes easier, practical, stylish, prestigious and instant. LG persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.	The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using LG product. Just by using LG smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in LG smartphone. LG offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG also offers a very fast 3G internet connection which makes the buyer can surf the internet fast without experiencing any connection lag. So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer.
			The specification also connotes that the buyer can watch movie in a high definition image level just by using the LG smartphone. LG advancement of technology in the display aspect is very innovative.	
3	Illustration: LG Dare and	This image describes the product visually	LG Dare supports the demand of modern	Association: The image LG Dare and LG Dare homepage describe

	ICD	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1:0 4 1 1:1: /1	1 44 1 4 6 1 100
	LG Dare	when being used to	lifestyle which is mostly	about the advantages of using LG Dare.
	homepage. In	search information in	about practicality and the	
	the LG Dare's	google search engine.	simplicity of the	Convention:
	homepage		smartphone usage.	From the image, it can be infer that fast internet
	there is a			connection is LG the most wanted advantages. LG
	picture of		There is a homepage	internet connection will be at its maximum even though
	google search		image of LG Dare which	the weather or the surrounding is making the internet
	engine.		portrays all of the main	connection lag. LG is very innovative
			function can be	
			controlled from the home	The feature on the homepage symbolizes the advantages
			page with ease. The	of using LG Dare. All feature of LG Dare can be accessed
			buyer can access the	from the homepage. LG provides the user with simplicity
			entire main feature	to control all the features from the homepage.
			without going deep	
			further into the system.	LG emphasizes that the buyer of LG Dare can do a lot of
				thing with it. LG Dare is a very easy to use and versatile
				device.
4	Body copy:	Showing the buyer	LG provides the buyer	Convention:
	Surf and	about the advantages of	with the easiness in doing	The specification above depicts that being able to surf
	browse the	using LG smartphone.	any kind of digital	internet smoothly is the main advantage of LG
	web at 3G		activities for	smartphone. Just by using LG smartphone, the buyer's
	speed. The	Informing the buyer	businessman and student	social status will be boosted because of the fast internet
	new LG Dare	about the availability of	who mainly needs	feature that LG provide.
	touch phone	the new LG	internet to support their	1000000 common 20 provides
	(white	smartphone product	activities.	The sentence shows that LG relates what people need and
	lettering	which called LG Dare.		what kind of service that LG's product offer. LG provides
	used).		The unique name infers	the buyer with the all new product which has a lot of
		White means the color	that LG smartphone has	feature and futuristic design in it.
		of fresh milk or snow.	unique feature and	Towns and Identified design in it.
		of fiedii fillik of bilow.	design.	LG offers the buyer with a never before innovation
			design.	concept. This never before innovation concept will
			White color connotes	increase the buyer social status.
			punctiliousness.	mercase the ouyer social status.
			punctinousness.	

5	Signature line: Brand: LG logo is written at the right corner.	One of the famous smartphones manufacturers which has LG sentence as the symbol of their product.	LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes LG's product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering implies that LG offers more innovation in using LG smartphone. The white lettering in the sentence means that LG offers more innovation in using LG's dare smartphone. Association: From the simplicity logo which is used by LG, LG relates what people need and what kind of service that LG's product offer. LG provides the buyer of LG smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they
				device that will help people in any kind of condition they
	Logo: LG has LG	There are various	Logo: The logo shows about	are in.
	sentence as its logo.	smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. LG is	LG unique feature in the smartphone industry. So whenever LG creates a new product people will acknowledge about the advancement of	LG provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life.
		one of the smartphone developers who has	technology that LG has made.	

tl	nnique characteristic hat other smartphone nanufacturer don't.
A b	Logo: A design/symbol used by LG to advertise LG broduct.

10. The Portrayal of Modern Lifestyle in HTC's Smartphone Printed Advertisement in T3 Magazine January 2013

No	Signifier	Signified	Connotation	Interpretation based on signification process
		Denotation		
1	Gray	Gray means the color	Gray color connotes	Convention:
	background	of smoke or ashes.	intellectuality, futuristic concept, stylishness of	According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47),
		Background means the	the product.	gray color correlates intimately with the concept of
		part of a picture,		intellectuality, futuristic, and stylishness. From the gray
		photograph, view behind the main object,		color used in the background, it connotes that HTC smartphone product is offering the buyer with
		people, etc.		intellectuality, futuristic concept and stylishness of using
				the product.
				The Gray background also implies that HTC smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC smartphone.
2	Illustration:	Informing HTC's	HTC provides the buyer	Convention:
	A page in the	potential buyers about	with the easiness in doing	The specification beside indicates the ability of HTC's

notebook which has the image of a person sitting in the chair while operating HTC smartphone. There is also an image of human hand drawing the image of a person sitting in the chair while holding HTC smartphone and a white background.

the new notebook feature in HTC smartphone.

White means the color of fresh milk or snow.

Background means the part of a picture, photograph, view behind the main object, people, etc.

any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in.

This makes people's life becomes easier, practical, stylish, prestigious and instant.

HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.

The specification also connotes that the buyer can watch movie in a high definition image level just by using the HTC smartphone. HTC advancement of

smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, HTC smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that HTC smartphone is easy to be used.

The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone.

HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier.

HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

Convention:

According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. HTC EVO 3D is built to be as punctilious as a smartphone can be. HTC prioritizes the punctiliousness of smartphone and this means that HTC is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color

			technology in the display aspect is very innovative. White color connotes punctiliousness.	used in the lettering, it connotes HTC EVO 3D is offering the buyer with innovation, technology advancement, and order of using the product. It also means that HTC is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering implies that HTC offers more innovation in using HTC smartphone.
				White background also implies that HTC EVO 3D smartphone is more futuristic and more intellect than other's smartphone brand product. Just by using HTC EVO 3D smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in it.
3	Body copy: HTC notes 3/24 (black lettering is used).	A note dated at 24 th February which has information written on it. A short piece of writing to help the buyer remember the thing that they plan to do at 24 th February. Black means having the darkest color, it is like a color of coal or of a very dark night.	The date of the notes connotes that HTC smartphone has a very huge internal phone memory which makes the user can freely create a lot of notes without being afraid running out of space in the phone. HTC smartphone can also note a huge amount of file, music, video and other media in a note. This connotes that HTC smartphone has an innovation in terms of Note feature.	Association: The image beside indicates the meaning that HTC smartphone is able to save any kind of note that the writer need to save in a year because HTC has a huge amount of storage space. From the date of the note, it can be seen that HTC provides the user to create any kind of note that the buyer wants with ease and freely. The buyer can modified the text, add picture, add video, and add sound to the note. HTC provides any available tool to modified and create note according to the buyer demand. Unlike any other smartphone which note creation function is limited, HTC is creating a very innovative concept even to the simplest smartphone feature. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), from the black color used in the lettering, it connotes that

			HTC smartphone provides the buyer with complete feature of a notebook that will automatically give notification to the writer about the activity that the needs to do at that particular time. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to	HTC product is offering the buyer with elegant, prestigious and luxurious product that will give modern status to the buyer.
4	Illustration: A left hand writes and draws something on the note.	A picture of a human hand making a letter and picture on the surface of the document by using a pen.	the buyer. HTC persuades the buyer to buy the product by showing the advantage of using HTC smartphone product. HTC smartphone is able to create a note by using the touch screen or moving your hand to create a creative note. This makes HTC is more advanced in terms of note creation function. This kind of feature provides the	Convention: The image shows that Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC's advancement of technology is very rigorous. HTC create technology advancement in every aspect of the smartphone and HTC's technology advancement not only in hardware function but also in the software function of the smartphone. HTC also simplified the interface. So the buyer can create anything they want with ease.

			1	
			buyer with the easiness to	
			create notes.	
5	Illustration:	This image describes	HTC EVO 3D provides	Convention:
	The image of	the product visually	the buyer with the	The illustration beside symbolizes the main advantage of
	a male college	when it is being used.	easiness in doing any	this product.
	student using		kind of digital activities.	
	HTC	Black means having the	HTC also supports	HTC offers the user with a versatile, easy to use, practical,
	smartphone	darkest color, it is like	outdoor activities by	flexible, elegant, and prestigious device with a lot of
	with the	a color of coal or of a	providing the user with	multifunction that can help the buyer in any aspect of their
	sentence	very dark night.	mobile yet versatile	life regardless of who the buyer are, what profession is he
	"you" using		device which will help	doing now. HTC EVO 3D makes people life become
	black color.		the buyer in any	easier.
			condition they are in.	
			This makes people's life	HTC EVO 3D offers a practical, instant flexible, versatile
			becomes easier, practical,	mobile device and all in one modern hand size device
			stylish, prestigious and	lifestyle.
			instant.	mostyle.
			mstant.	According to Holzschalg's research about color
			Black color connotes	symbolism in general culture via Kusrianto (2007, p. 47),
			elegant, prestigious, and	black is the symbol of elegance. Black color correlates
			luxuriousness of the	intimately with the concept of elegance, prestige, and
				luxuriousness. From the black color used in the lettering,
			product. Therefore, HTC	G,
			creates an elegant,	it connotes that HTC product is offering the buyer with
			prestigious and luxurious	elegant, prestigious and luxurious product that will give
			feeling to the buyer.	intellectual status to the buyer.
	** 11:			***
6	Headline:	Showing the buyer	HTC provides the buyer	Value:
1	You've	about the advantages of	with the easiness in doing	The sentence "You've inspired our devices. Now let them
	inspired our	using HTC smartphone.	any kind of digital	inspire you." indicates the ability of HTC's smartphone to
	devices. Now	HTC smartphone is	activities. HTC also	provide and help the buyers in any kind of activity they
	let them	always one step ahead	supports outdoor	are in. Unlike any other smartphone, HTC EVO 3D is

inspire you	of another smartphone	activities by providing	embedded with a very versatile feature and comfort
(gray lettering	manufacturer. HTC	the user with mobile yet	feeling in using the product. It also indicates the easiness
is used).	smartphone is very	versatile device which	on using phone feature to fulfill the buyer's digital and
	enjoyable	will help the buyer in any	telecommunication needs. This implies that HTC
		condition they are in.	smartphone is easy to be used.
	HTC provides a	This makes people's life	
	smartphone which can	becomes easier, practical,	The sentence symbolizes the main advantage of this
	make you very happy	stylish, prestigious and	product. Innovation like no other is the main advantage of
	and forget about	instant.	using HTC product. Just by using HTC smartphone, the
	anything beside the	HTC persuades the user	buyer's social status will be boosted because of one of a
	phone itself.	to buy the product by	kind and unique innovation which embedded in HTC
		offering a device which	smartphone.
	Gray means the color	is very innovative in term	
	of smoke or ashes.	oftechnology	HTC offers the user with a versatile, easy to use, practical,
		advancement, very	flexible, elegant, and prestigious device with a lot of
		versatile, easy to use,	multifunction that can help the buyer in any aspect of their
		practical, flexible, and	life regardless of who the buyer are, what profession is he
		elegant which will	doing now. HTC makes people life become easier.
		increase the buyer's	
		social status.	HTC offers a practical, instant, flexible, versatile mobile
			device and all in one modern hand size device lifestyle.
		Gray color connotes	
		intellectuality, futuristic	Convention:
		concept, stylishness of	According to Holzschalg's research about color
		the product.	symbolism in general culture via Kusrianto (2007, p. 47),
			gray color correlates intimately with the concept of
			intellectuality, futuristic, and stylishness. From the gray
			color used in the lettering, it connotes that HTC EVO 3D
			smartphone is offering the buyer with intellectuality,
			futuristic concept and stylishness of using the product.
			The gray lettering used in "You've inspired our devices.
			Now let them inspire you." means that HTC offers a more
			advanced and modern feature in using HTC EVO 3D.

		T	T	
				Gray lettering also implies that HTC EVO 3D smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using HTC EVO 3D, the buyer's social status will be boosted because of the latest modern concept embedded in HTC EVO 3D.
7	Body copy:	Showing the buyer	The buyer can take a	Value:
	Dual 5MP Camera. So he	about the advantages of using HTC 3D EVO.	picture in a high definition image level	The specification above depicts that HTC relates what people need and what kind of service that HTC's product
	can takes	using fite 3D EVO.	just by using the HTC 3D	offer. HTC provides the buyer of HTC smartphone with a
	TRUE 3D	HTC provides a	EVO smartphone.	high definition camera which enables the buyer to take
	photos.	smartphone which has	L' v o sinareprione.	picture at the finest quality. Therefore, HTC smartphone
	r	a high definition	HTC advancement of	is a very powerful device with recent update of the very
		camera feature.	technology in the display	advance technology.
			aspect is very innovative.	
	G: 1:	0 0.1 0	TIMO 1	
8	Signature line:	One of the famous	HTC smartphone is	Association:
	HTC EVO 3D (gray lettering	smartphones manufacturers which	elegant, easy to use, futuristic and innovative.	From the simplicity logo which is used by HTC. HTC
	is used)	have HTC EVO 3D	These are the feature that	relates what people need and what kind of service that HTC's product offer. HTC provides the buyer of HTC
	is used)	sentence as the logo of	HTC offers to the buyer.	smartphone with an elegant, easy to use and futuristic
	Logo:	the product.	The offers to the ouyer.	communication device that will help people in any kind of
	HTC EVO 3D	the product.	Logo:	condition they are in.
	has HTC EVO	There are various	The logo shows about	
	3D sentence	smartphones brand in	HTC unique feature in	HTC provides the user with a versatile, easy to use,
	as its logo	the market. One of	the smartphone industry.	elegant, easy to use, futuristic and innovative device with
		smartphones developer	So whenever HTC	a lot of multifunction that can help the buyer in any aspect
		has to stand out and	creates a new product	of their life regardless of who the buyer are, what
		differentiate its product	people will acknowledge	profession is he doing now. HTC makes people life
		from the other. HTC is	about the advancement of	become easier.
		one of the smartphone	technology that HTC has	LITC offers a practical instant flexible warratile and hil-
		developers who has unique characteristic	made.	HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.
		umque characteristic		device and an in one modern hand size device mestyle.

		that other smartphone manufacturer don't. Logo: A design/symbol used by HTC to advertise HTC EVO 3D product. Gray means the color of smoke or ashes.	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness.
H an E ho the street of the st	llustration: ITC EVO 3D and HTC EVO 3D omepage. In the HTC EVO D Homepage there are some the true are some that th	This image describes the product visually when being used.	HTC EVO 3D supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of HTC EVO 3D which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system.	Convention: The image HTC EVO 3D and HTC EVO 3D homepage describe about the advantages of using HTC EVO 3D. The feature on the homepage symbolizes the advantages of using HTC EVO 3D. All feature of HTC EVO 3D can be accessed from the homepage. HTC provides the user with simplicity to control all the features from the homepage. HTC emphasizes that the buyer of HTC EVO 3D can do a lot of thing with it. HTC EVO 3D is a very easy to use and versatile device.

	and Bluetooth.			
10	Signature line:	One of the famous	HTC smartphone is	Association:
	Brand:	smartphones	elegant, easy to use,	From the simplicity logo which is used by HTC. HTC
	HTC logo is	manufacturers which	futuristic and innovative.	relates what people need and what kind of service that
	written at the	have HTC sentence as	These are the feature that	HTC's product offer. HTC provides the buyer of HTC
	bottom of the right corner.	the logo of the product.	HTC offers to the buyer.	smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of
	right corner.	There are various	Logo:	condition they are in.
	Logo:	smartphones brand in	The logo shows about	condition they are in.
	HTC has HTC	the market. One of	HTC unique feature in	HTC provides the user with a versatile, easy to use,
	sentence as its	smartphones developer	the smartphone industry.	elegant, easy to use, futuristic and innovative device with
	logo.	has to stand out and	So whenever HTC	a lot of multifunction that can help the buyer in any aspect
		differentiate its product	creates a new product	of their life.
		from the other. HTC is	people will acknowledge	
		one of the smartphone	about the advancement of	
		developers who has	technology that HTC has	
		unique characteristic	made.	
		that other smartphone		
		manufacturer don't.		
		Logo:		
		A design/symbol used		
		by HTC to advertise		
		HTC EVO 3D product.		
11	Slogan:	This sentence depicts	The advantages of this	Value:
	Quietly	the advancement of	product that can help	The sentence depicts the advancement of technology is
	brilliant	technology in HTC	people do their daily life	the main advantage of using HTC product. Just by using
	(black	smartphone.	in this modern era.	HTC smartphone, the buyer's social status will be boosted
	lettering was	Dla als magnet 1i +1	Dla als a a lam c - · · · · - t	because of the latest modern concept embedded in HTC
	used)	Black means having the darkest color, it is like	Black color connotes	smartphone.
		a color of coal or of a	elegant, prestigious, and luxuriousness of the	Convention:
		very dark night.	product. Therefore, HTC	According to Holzschalg's research about color
		very dark mgm.	product. Therefore, ITTC	According to Holzscharg's research about color

12			creates an elegant, prestigious and luxurious feeling to the buyer.	symbolism in general culture via Kusrianto (2007, p. 47), black color connotes luxuriousness and elegance from the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give modern status to the buyer.
12	Signature line: Pre-register today for your HTC EVO 3D at htc.com	It is the website address that can be visited to get detailed information regarding HTC EVO 3D smartphone.	The potential buyers are familiar in using internet to search information.	Association: The buyer can visit the website to get more detailed information regarding the product. HTC chose internet media to advertise because nowadays internet has become people daily need. The buyer can ask for detailed information by visiting HTC official website. HTC offers the simplest asking method to the buyer who wants to know detailed
13	Body copy: Give him, everything that is new (black lettering is used)	Showing the buyer about the advantages of using HTC smartphone. HTC smartphone is always one step ahead of another smartphone manufacturer. HTC provides the buyer with a smartphone which is very versatile. Black means having the	HTC provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant.	Information of the product. Value: The sentence "Give him, everything that is new." indicates the ability of HTC's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, HTC EVO 3D is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that HTC smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the
		darkest color, it is like a color of coal or of a very dark night.	HTC persuades the user to buy the product by offering a device which	buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone.

			is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant,	HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance and luxuriousness. From
			prestigious and luxurious to the buyer.	the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give intellectual status to the buyer.
14	Body copy: Must have power to do it all at once (black lettering is used).	Showing the buyer about the versatility of HTC smartphone.	HTC provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user	Value: The sentence "Must have power to do it all at once." indicates the ability of HTC's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, HTC EVO 3D is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that HTC smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a

			to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer.	kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black is the symbol of elegance. Black color correlates intimately with the concept of elegance, prestige, and luxuriousness. The black lettering used in the sentence connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give intellectual status to the buyer.
15	Illustration: Unique digital clock.	An instrument which is used to measure time.	The image connotes that even though the HTC smartphone product is run out of battery and turns off, the clock is still running and show the precise present time.	Convention: The image depicts that even though the HTC smartphone product is run out of battery and turns off, the clock is still running and show the precise present time. It implies that HTC smartphone is a very versatile device which full of innovation.
16	Illustration: Glasses free 3D (blue is used as the background).	Informing about the bonus that the buyer will get by buying HTC EVO 3D.	The image connotes that the buyer can watch movie in a high definition image level by using the HTC	Association: The image of the glasses relates what people need and what kind of service that HTC product offers. HTC provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality.

Blu	ue is the color of a	smartphone. HTC	
cle	ear sky or ocean.	advancement of	Convention:
		technology in the display	According to Holzschalg's research about color
		aspect is very innovative.	symbolism in general culture via Kusrianto (2007, p. 47),
		-	blue connotes technology. Therefore, it can be inferred
		Blue color connotes	that HTC is more advanced in term of technology
		security and technology.	development.

11. The Portrayal of Modern Lifestyle in HTC's Smartphone Printed Advertisement in T3 Magazine February 2013

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Gray background	Gray means the color of smoke or ashes. Background means the part of a picture, photograph, view behind the main object, people, etc.	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color is the symbol technology advancement. Gray color also correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the background, it connotes that HTC smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product.
				The Gray background also implies that HTC smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC smartphone.
2	Illustration: A page in the notebook which has the image of a person standing on the ground while operating HTC	Informing HTC's potential buyers about the new notebook feature in HTC smartphone. White means the color of fresh milk or snow. Background means the part of a picture,	HTC provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in.	Convention: The illustration indicates the ability of HTC's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, HTC smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that HTC smartphone is easy to be used. Value:

smartphone. There is also an image of human hand drawing the image of a person sitting in the chair while holding HTC smartphone and a white background.

photograph, view behind the main object, people, etc. This makes people's life becomes easier, practical, stylish, prestigious and instant.

HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.

White color connotes punctiliousness.

The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone.

HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier.

HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

Convention:

According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. HTC Thunderbolt is built to be as punctilious as a smartphone can be. HTC prioritizes the punctiliousness of smartphone and this means that HTC is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the background, it connotes HTC Thunderbolt is offering the buyer with innovation, technology advancement, and order of using the product. It also means that HTC is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering implies that HTC offers more innovation in using HTC smartphone.

				White background also implies that HTC ThunderBolt smartphone is more futuristic and more intellect than other's smartphone brand product. Just by using HTC ThunderBolt smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in it.
3	Body copy: HTC notes	A note dated at 24 th November which has	The date of the notes connotes that HTC	Association: The sentence beside depicts that HTC smartphone is able
	11/15 (black	information written on	smartphone has a very	to save any kind of note that the writer need to save in a
	lettering is	it. A short piece of	huge internal phone	year because HTC has a huge amount of storage space.
	used).	writing to help the	memory which makes the	From the date of the note, it can be seen that HTC
		buyer remember the	user can freely create a	provides the user to create any kind of note that the buyer
		thing that they plan to	lot of notes without being	wants with ease and freely. The buyer can modified the
		do at 24 th November.	afraid running out of	text, add picture, add video, and add sound to the note.
		Black means having the	space in the phone.	HTC provides any available tool to modified and create note according to the buyer demand. Unlike any other
		darkest color, it is like	HTC smartphone can	smartphone which note creation function is limited, HTC
		a color of coal or of a	also note a huge amount	is creating a very innovative concept even to the simplest
		very dark night.	of file, music, video, and	smartphone feature.
			other media in a note.	1
			This connotes that HTC	Convention:
			smartphone has an	According to Holzschalg's research about color
			innovation in terms of	symbolism in general culture via Kusrianto (2007, p. 47),
			Note feature.	black color correlates with elegance, prestigious and
			HTC amortaliana	luxuriousness. From the black color used in the lettering,
			HTC smartphone provides the buyer with	it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give
			complete feature of a	modern status to the buyer.
			notebook that will	modelli status to tile ouyer.
			automatically give	
			notification to the writer	
			about the activity that the	
			needs to do at that	

			particular time.	
			Black color connotes elegant, prestigious, and luxuriousness of the product.	
			Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.	
4	Illustration: The image of a male racer using HTC smartphone with the sentence "you" using black color.	This image describes the product visually when it is being used. Black means having the darkest color, it is like a color of coal or of a very dark night.	HTC ThunderBolt provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical,	Convention: The image symbolizes the main advantage of this product. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC ThunderBolt makes people life become easier. HTC ThunderBolt offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.
			stylish, prestigious and instant. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color correlates intimately with elegance, prestigious and luxuriousness. From the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give intellectual status to the buyer.

			feeling to the buyer.	
5	Headline: It's not from the future. It's just acts that way (gray lettering is used).	This sentence depicts the advancement of technology in HTC smartphone. Gray means the color of smoke or ashes	The advantages of this product that can help people do their daily life in this modern era. Gray color connotes intellectuality, futuristic concept, stylishness of the product.	Value: The sentence "It's not from the future, It's just acts that way (gray lettering is used)" show the buyer that advancement of technology is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC smartphone. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray is the symbol technology advancement. Also, gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the lettering, it connotes that HTC ThunderBolt smartphone is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The gray lettering used in "It's not from the future. It's just acts that way." means that HTC offers a more advanced and modern feature in using HTC ThunderBolt. Gray lettering also implies that HTC ThunderBolt smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using HTC ThunderBolt, the buyer's social status will be boosted because of the latest modern concept embedded in HTC
6	Illustration:	The image of a flash	HTC new product is	ThunderBolt. Association:
	Black	caused by electricity.	featured with a faster	The illustration beside symbolizes the main advantage of

	Lightning		processor. The lightning	this product. HTC smartphone is faster than any other
	bolt.	Black means having the	bolt depict the message	smartphone available at the market.
		darkest color, it is like	that HTC smartphone	
		a color of coal or of a	product can help doing	HTC ThunderBolt offers a practical, instant flexible,
		very dark night.	any kind of the buyer	versatile mobile device and all in one modern hand size
			activities instantly	device lifestyle.
			without having to wait.	
				Convention:
			Black color connotes	According to Holzschalg's research about color
			elegant, prestigious, and	symbolism in general culture via Kusrianto (2007, p. 47),
			luxuriousness of the	black color correlates with elegance, prestigious and
			product. Therefore, HTC	luxuriousness. From the black color used in the lettering,
			creates an elegant,	it connotes that HTC product is offering the buyer with
			prestigious and luxurious	elegant, prestigious and luxurious product that will give
			feeling to the buyer.	intellectual status to the buyer.
7	Illustration:	An image of a human	HTC persuades the buyer	Convention:
	A left hand	hand making a letter	to buy the product by	The image depicts the meaning that Innovation like no
	writes and	and picture on the	showing the advantage of	other is the main advantage of using HTC product. Just by
	draws	surface of the	using HTC smartphone	using HTC smartphone, the buyer's social status will be
	something on	document by using a	product. HTC	boosted because of one of a kind and unique innovation
	the note.	pen.	smartphone is able to	which embedded in HTC smartphone.
			create a note by using the	
			touch screen or moving	HTC's advancement of technology is very rigorous. HTC
			your hand to create a	create technology advancement in every aspect of the
			creative note. This makes	smartphone and HTC's technology advancement not only
			HTC is more advanced in	in hardware function but also in the software function of
			terms of note creation	the smartphone. HTC also simplified the interface. So the
			function. This kind of	buyer can create anything they want with ease.
			feature provides the	
			buyer with the easiness to	
0	T1144:	A :	create notes.	Communication
8	Illustration:	An image of a television and HTC	HTC persuades the buyer	Convention:
	A television	television and HTC	to buy the product by	The illustration indicates that HTC relates what people

	and HTC smartphone product are connecting each other.	smartphone linked and joined together by using HTC's wireless remote feature.	showing the advantage of using HTC smartphone product. The specification also connotes that the buyer can watch movie in a high definition image level just by using the HTC smartphone. HTC advancement of technology in the display aspect is very innovative.	need and what kind of service that HTC product offers. HTC provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the HTC smartphone screen or by connecting it in the television. HTC has a unique and easy to use wireless remote feature which can connects television and HTC smartphone.
9	Signature line: HTC ThunderBolt (gray lettering is used) Logo: HTC ThunderBolt has HTC ThunderBolt sentence as its logo	One of the famous smartphones manufacturers which have HTC ThunderBolt sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. HTC is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.	HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer. Logo: The logo shows about HTC unique feature in the smartphone industry. So whenever HTC creates a new product people will acknowledge about the advancement of technology that HTC has made. Gray color connotes intellectuality, futuristic	Association: From the simplicity logo which is used by HTC. HTC relates what people need and what kind of service that HTC's product offer. HTC provides the buyer of HTC smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. HTC provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention:

	Logo: A design/symbol used by HTC to advertise HTC ThunderBolt product. Gray means the color of smoke or ashes.	concept, stylishness of the product.	According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness.
Signature line: Htc.com	It is the website address that can be visited to get detailed information regarding HTC ThunderBolt smartphone.	The potential buyers are familiar in using internet to search information.	Association: The buyer can visit the website to get more detailed information regarding the product. HTC chose internet media to advertise because nowadays internet has become people daily need. The buyer can ask for detailed information by visiting HTC official website. HTC offers the simplest asking method to the buyer who wants to know detailed information of the product.
Body copy: Beam HD movies from phone to TV (black lettering is used).	Showing the buyer about the advantages of using HTC smartphone. HTC smartphone is always one step ahead of another smartphone manufacturer. HTC provides the buyer with a smartphone which is very versatile. Black means having the	HTC persuades the buyer to buy the product by showing the advantage of using HTC smartphone product. The specification also connotes that the buyer can watch movie in a high definition image level just by using the HTC smartphone. HTC advancement of	Value: The sentence shows that HTC relates what people need and what kind of service that HTC product offers. HTC provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the HTC smartphone screen or by connecting it in the television. HTC has a unique and easy to use wireless remote feature which can connects television and HTC smartphone. Convention: According to Holzschalg's research about color
	very versatile.	level just by using the HTC smartphone. HTC	Convention:

		a color of coal or of a very dark night.	aspect is very innovative. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.	black color correlates with elegance, prestigious and luxuriousness. From the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give intellectual status to the buyer.
12	Body copy: Give him bragging right (black lettering is used).	Showing the buyer about the versatility of HTC smartphone. Black means having the darkest color, it is like a color of coal or of a very dark night.	HTC provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will	Value: The sentence "Give him bragging right." indicates the ability of HTC's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, HTC ThunderBolt is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that HTC smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile

			increase the buyer's social status.	device and all in one modern hand size device lifestyle.
			social status.	Convention:
			Black color connotes	According to Holzschalg's research about color
			elegant, prestigious, and	symbolism in general culture via Kusrianto (2007, p. 47),
			luxuriousness of the	black color correlates with elegance, prestigious and
			product. Therefore, HTC	luxuriousness. The black color used in the lettering
			constructs an elegant,	connotes that HTC product is offering the buyer with
			prestigious and luxurious	elegant, prestigious and luxurious product that will give
			to the buyer.	intellectual status to the buyer.
13	Illustration:	This image describes	HTC ThunderBolt	Association:
	HTC	the product visually.	supports the demand of	The image HTC ThunderBolt and HTC ThunderBolt
	ThunderBolt		modern lifestyle which is	homepage describe about the advantages of using HTC
	and HTC		mostly about fast	ThunderBolt.
	ThunderBolt		process, practicality and	
	homepage		the simplicity of the	The feature on the homepage symbolizes the advantages
	with the		smartphone usage.	of using HTC ThunderBolt. All feature of HTC
	background of lightning bolt.		HTC new product is	ThunderBolt can be accessed from the homepage. HTC provides the user with simplicity to control all the features
	inginining boit.		featured with a faster	from the homepage.
			processor. The lightning	nom the nomepage.
			bolt depict the message	HTC emphasizes that the buyer of HTC ThunderBolt can
			that HTC smartphone	do a lot of thing with it. HTC ThunderBolt is a very easy
			product can help doing	to use and versatile device.
			any kind of the buyer	
			activities instantly	
			without having to wait.	
14	Body copy:	Showing the buyer	HTC ThunderBolt	Value:
	4G Fast.	about the advantages of	smartphone has fast	4G in this advertisement means that by buying HTC
		using HTC smartphone.	internet connection and	ThunderBolt people will always get a very fast internet
			phone network. So, there	connection to do their digital messaging activities in an
		HTC's internet	will be no more pending	instant and very fast internet connection.
		connection is faster	message or lag while	

		than other smartphone.	surfing the internet.	
		4G (the Fourth generation mobile phone network) means the new non cable networking service and hardware which is able to move data to and from the internet.		
15	Illustration: Unique digital clock.	An instrument which is used to measure time.	The image connotes that even though the HTC smartphone product is run out of battery and turns off, the clock is still running and show the precise present time.	Convention: The image depicts that even though the HTC smartphone product is run out of battery and turns off, the clock is still running and show the precise present time. It implies that HTC smartphone is a very versatile device which full of innovation.
16	Illustration: Bullet Train	A Japanese train that carries passengers at high speed.	HTC ThunderBolt supports the demand of modern lifestyle which is mostly about fast operating system process, practicality and the simplicity of the smartphone usage.	Association: The image HTC ThunderBolt and HTC ThunderBolt homepage describe about the advantages of using HTC ThunderBolt which can do almost any computing task in an instant without having to wait.
17	Signature line: Brand: HTC logo is written at the bottom of the right corner.	One of the famous smartphones manufacturers which have HTC sentence as the logo of the product. There are various	HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer. Logo:	Association: The logo represents the blackberry brand. When people see this logo. They will know that this is the representative of HTC brand. Convention: From the simplicity logo which is used by HTC. HTC
		smartphones brand in	The logo shows about	relates what people need and what kind of service that

	Logo: HTC has HTC sentence as its logo	the market. One of smartphones developer has to stand out and differentiate its product from the other. HTC is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.	HTC unique feature in the smartphone industry. So whenever HTC creates a new product people will acknowledge about the advancement of technology that HTC has made.	HTC's product offer. HTC provides the buyer of HTC smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. HTC provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life.
		Logo: A design/symbol used by HTC to advertise HTC product.		
18	Slogan: Quietly brilliant (black lettering was	This sentence depicts the advancement of technology in HTC smartphone.	The advantages of this product that can help people do their daily life in this modern era.	Convention: The sentence depicts that the advancement of technology is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC
	used)	Black means having the darkest color, it is like a color of coal or of a very dark night.	Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.	According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color correlates with elegance, prestigious and luxuriousness. From the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give modern status to the buyer.
19	Signature line:	Informing the buyer about the availability of	Just by using the brand new HTC smartphone,	Association: HTC persuades the user to buy the product at Verizon or
	Available at Verizon and	the new product of HTC smartphone	the buyer's social status will be boosted because	best buy store immediately, so that the buyer can experience the latest modern concept which embedded in

ſ	best buy.	which called HTC	of the latest modern	the new smartphone it.
		ThunderBolt.	concept embedded in	From the sentence it implies that HTC provides the buyer
			HTC smartphone.	with an up to date technology advancement which is
				different than any other smartphone.

12. The Portrayal of Modern Lifestyle in HTC's Smartphone Printed Advertisement in T3 Magazine March 2013

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Gray background	Gray means the color of smoke or ashes. Background means the part of a picture, photograph, view behind the main object, people, etc.	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color is the symbol technology advancement. Gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the background, it connotes that HTC smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The Gray background also implies that HTC smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC smartphone.
2	Illustration: HTC Titan and HTC Titan's homepage. In the HTC Titan's homepage there are some features of HTC Titan	This image describes the product visually when being used.	HTC Titan supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of HTC Titan which portrays all of the main function can be	Value: This image shows what type of HTC smartphone it is. Convention: The image HTC Titan and HTC Titan homepage describe about the advantages of using HTC Titan. The feature on the homepage symbolizes the advantages of using HTC Titan. All feature of HTC Titan can be accessed from the homepage. HTC provides the user with simplicity to control all the features from the homepage.

	such as: map, calendar, camera, file viewer, calculator, digital clock, signal status (3G), Wi-Fi, messaging, contacts, media player, social engineering and Bluetooth.		controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system.	HTC emphasizes that the buyer of HTC Titan can do a lot of thing with it. HTC Titan is a very easy to use and versatile device.
3	Signature line: HTC Titan (gray lettering is used). Logo:	One of the famous smartphones manufacturers which have HTC Titan sentence as the logo of the product.	HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer.	Association: The logo represents the blackberry brand. When people see this logo. They will know that this is the representative of HTC brand. Convention:
	HTC Titan has HTC Titan sentence as its logo	There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product	Logo: The logo shows about HTC unique feature in the smartphone industry. So whenever HTC creates a new product people will acknowledge	From the simplicity of the logo which is used by HTC. HTC relates what people need and what kind of service that HTC's product offer. HTC provides the buyer of HTC smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in.
		from the other. HTC is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.	about the advancement of technology that HTC has made. Gray color connotes intellectuality, futuristic	HTC provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier.

			concept, stylishness of	
		Logo:	the product.	HTC offers a practical, instant, flexible, versatile mobile
		A design/symbol used	_	device and all in one modern hand size device lifestyle.
		by HTC to advertise		
		HTC Titan product.		Convention:
				According to Holzschalg's research about color
		Gray means the color		symbolism in general culture via Kusrianto (2007, p. 47),
		of smoke or ashes.		gray color correlates intimately with the concept of
				intellectuality, futuristic, and stylishness.
4	Headline:	Showing the buyer	HTC provides the buyer	Convention:
	A little office	about the advantages of	with the easiness in doing	The sentence "A little office for your big presentation."
	for your big	using HTC smartphone.	any kind of digital	indicates the ability of HTC's smartphone to provide and
	presentation	HTC smartphone is	activities. HTC also	help the buyers in any kind of activity they are in. Unlike
	(black	always one step ahead	supports outdoor	any other smartphone, HTC Titan is embedded with a
	lettering is	of another smartphone	activities by providing	very versatile feature and comfort feeling in using the
	used).	manufacturer.	the user with mobile yet	product. It also indicates the easiness on using phone
			versatile device which	feature to fulfill the buyer's digital and telecommunication
		HTC provides the	will help the buyer in any	needs. This implies that HTC smartphone is easy to be
		buyer with a	condition they are in.	used.
		smartphone which is	This makes people's life	
		very versatile.	becomes easier, practical,	The sentence symbolizes the main advantage of this
		D1 1 1 1 1	stylish, prestigious and	product. Innovation like no other is the main advantage of
		Black means having the	instant.	using HTC product. Just by using HTC smartphone, the
		darkest color, it is like	HTC persuades the user	buyer's social status will be boosted because of one of a
		a color of coal or of a	to buy the product by	kind and unique innovation which embedded in HTC
		very dark night.	offering a device which	smartphone.
			is very innovative in term	LITC offers the year with a versatile ency to year practical
			of technology advancement, very	HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of
			versatile, easy to use,	multifunction that can help the buyer in any aspect of their
			practical, flexible, and	life regardless of who the buyer are, what profession is he
			elegant which will	doing now. HTC makes people life become easier.
			increase the buyer's	doing now. Tric makes people me occome easier.
			merease the buyer s	

			social status. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer.	HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color correlates with elegance, prestige and luxuriousness. From the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give prestigious status to the buyer.
5	Body copy: Open, edit and save with Microsoft office (black lettering is used).	Showing the buyer about the advantages of using HTC smartphone. HTC Titan smartphone is able to operate Microsoft office which is mainly use for creating document in the computer. Black means having the darkest color, it is like a color of coal or of a very dark night.	HTC provides the buyer with the easiness in doing any kind of digital activities for businessman and student who mainly need Microsoft office to do their work. HTC supports the portability to use Microsoft office while doing outdoor activities. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer.	Value: Being able to operate Microsoft office smoothly with HTC smartphone is the main advantage of the smartphone. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique feature which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color correlates with elegance, prestige and

				luxuriousness. From the black color used in the lettering,
				it connotes that HTC product is offering the buyer with
				elegant, prestigious and luxurious product that will give
				prestigious status to the buyer.
6	Body copy:	The advantages of	HTC provides the buyer	Convention:
0			with the easiness in doing	
	In the right	using HTC smartphone.		The sentence "In the right hands, amazing thing happens."
	hands,	HTC smartphone is	any kind of digital	indicates the ability of HTC's smartphone to provide and
	amazing thing	always one step ahead	activities. HTC also	help the buyers in any kind of activity they are in. Unlike
	happens	of another smartphone	supports outdoor	any other smartphone, HTC Titan is embedded with a
	(black	manufacturer.	activities by providing	very versatile feature and comfort feeling in using the
	lettering	***************************************	the user with mobile yet	product. It also indicates the easiness on using phone
	used).	HTC provides the	versatile device which	feature to fulfill the buyer's digital and telecommunication
		buyer with a	will help the buyer in any	needs. This implies that HTC smartphone is easy to be
		smartphone which is	condition they are in.	used.
		very versatile.	This makes people's life	
			becomes easier, practical,	The sentence symbolizes the main advantage of this
		Black means having the	stylish, prestigious and	product. Innovation like no other is the main advantage of
		darkest color, it is like	instant.	using HTC product. Just by using HTC smartphone, the
		a color of coal or of a	HTC persuades the user	buyer's social status will be boosted because of one of a
		very dark night.	to buy the product by	kind and unique innovation which embedded in HTC
			offering a device which	smartphone.
			is very innovative in term	
			of technology	HTC offers the user with a versatile, easy to use, practical,
			advancement, very	flexible, elegant, and prestigious device with a lot of
			versatile, easy to use,	multifunction that can help the buyer in any aspect of their
			practical, flexible, and	life regardless of who the buyer are, what profession is he
			elegant which will	doing now. HTC makes people life become easier.
			increase the buyer's	
			social status.	HTC offers a practical, instant, flexible, versatile mobile
				device and all in one modern hand size device lifestyle.
			Black color connotes	
			elegant, prestigious, and	
			luxuriousness of the	According to Holzschalg's research about color

			and dust The f IITC	granda digan in goneral authumi- Vit- (2007 47)
			product. Therefore, HTC	symbolism in general culture via Kusrianto (2007, p. 47),
			constructs an elegant,	black color correlates with elegance, prestigious and
			prestigious and luxurious	luxuriousness. From the black color used in the lettering,
			to the buyer.	it connotes that HTC product is offering the buyer with
				elegant, prestigious and luxurious product that will give
				prestigious status to the buyer.
7	Signature line:	Persuading the buyer to	The potential buyers are	Association:
	Watch	watch the complete	familiar in using internet	The sentence beside implies that nowadays internet has
	David's	review of the	to search information.	become a common thing which can be accessed through
	presentation at	smartphone.		mobile phone.
	htc.com/titan.			
		It is the website address		The buyer can visit the website to get more detailed
		that can be visited to		information regarding the product. HTC chose internet
		get detailed		media to advertise because nowadays internet has become
		information regarding		people daily need.
		HTC Titan smartphone.		
				The buyer can ask for detailed information by visiting
				HTC official website. HTC offers the simplest asking
				method to the buyer who wants to know detailed
				information of the product.
8	Illustration:	Showing the buyer	HTC provides the buyer	Convention:
	The palm of	about the advantages of	with the easiness in doing	The image of "a palm of hand which has drawn by
	hand which	using HTC smartphone.	any kind of digital	Microsoft office presentation diagram and there are
	has drawn by	HTC smartphone is	activities. HTC also	sentences "show & tell" (black lettering used)." indicates
	Microsoft	designed to meet all	supports outdoor	the ability of HTC's smartphone to provide and help the
	office	demand of digital	activities by providing	buyers in any kind of activity they are in. Unlike any other
	presentation	activities	the user with mobile yet	smartphone, HTC Titan is embedded with a very versatile
	diagram and		versatile device which	feature and comfort feeling in using the product. It also
	there are	HTC provides the	will help the buyer in any	indicates the easiness on using phone feature to fulfill the
	sentences	buyer with a	condition they are in.	buyer's digital and telecommunication needs. This implies
	"show & tell"	smartphone which is	This makes people's life	that HTC smartphone is easy to be used.
	(black	very versatile.	becomes easier, practical,	
	lettering		stylish, prestigious and	The sentence symbolizes the main advantage of this

	used).	Black means having the darkest color, it is like a color of coal or of a very dark night.	instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology	product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone.
			advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.	HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier.
			Black color connotes elegant, prestigious, and luxuriousness of the	HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.
			product. Therefore, HTC constructs an elegant, prestigious and luxurious status to the buyer.	According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color correlates with elegance, prestige and luxuriousness. From the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give prestigious status to the buyer.
9	Signature line: Brand: HTC logo is written at the bottom of the	One of the famous smartphones manufacturers which have HTC sentence as the logo of the product.	HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer.	Association: The logo represents the blackberry brand. When people see this logo. They will know that this is the representative of HTC brand.
	right corner. Logo: HTC has HTC sentence as its	There are various smartphones brand in the market. One of smartphones developer	Logo: The logo shows about HTC unique feature in the smartphone industry.	Convention: From the simplicity of the logo which is used by HTC. HTC relates what people need and what kind of service that HTC's product offer. HTC provides the buyer of HTC smartphone with an elegant, easy to use and

	logo.	has to stand out and differentiate its product from the other. HTC is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.	So whenever HTC creates a new product people will acknowledge about the advancement of technology that HTC has made.	futuristic communication device that will help people in any kind of condition they are in. HTC provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life.
		Logo: A design/symbol used by HTC to advertise HTC product.		
10	Slogan: Quietly brilliant (black lettering was used).	This sentence depicts the advancement of technology in HTC smartphone. Black means having the darkest color, it is like a color of coal or of a very dark night.	The advantages of this product that can help people do their daily life in this modern era. Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious	Convention: The slogan depicts that the advancement of technology is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC smartphone. According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color correlates with elegance, prestige and
			feeling to the buyer.	luxuriousness. From the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give modern status to the buyer.
11	Signature line: Windows Phone.	Informing the buyer about the Windows operating system which is used in HTC Titan phone.	The logo and sentence connote that the user of the product would be considered as prestigious user because Windows	Association: This is the symbol of Microsoft's operating system. The logo shows that HTC Titan is using Windows operation system which known as Microsoft.

12	Signature line: Product Guru David Bruce.	Informing the buyer about the designer of HTC Titan smartphone.	operating system itself is originated in the USA which has the most advanced technology in the world. Since Windows is the most advanced operating system in the Computer, the user can experience the advanced and luxuriousness of the operating system in HTC smartphone. The sentence depicts the exclusiveness of a highly advanced smartphone which is designed by a master technology named David Bruce.	Convention: The sentence represents HTC as a very big company which has the most advanced technology regarding its product because HTC is correlated integrated intimately with the most advance operating computer system that called Windows. Every HTC product has been patented and copyrighted with Windows. So, the buyer can experience the advancement of technology that only HTC has. This makes the user become prestigious and exclusive. Association: This sentence means that the product is made by an expert smartphone designer which known by the name David Bruce. Convention: The sentence "Product Guru David Bruce." indicates the

^{*}Source for the meaning in denotation column is taken from Oxford Advanced Learner Dictionary 8th edition (2010) and Meriam-Webster's Collegiate Dictionary (2010).