

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: Find Everything. (Gray lettering is used).	<p>Informing Apple's potential buyers to search any information about every possible object. Especially, the information which they want to know.</p> <p>Find means to discover about somebody or something unexpectedly or by chance.</p> <p>Everything means all things, the situation now, and the most important thing.</p> <p>Gray means the color of smoke or ashes.</p>	<p>The buyer of Apple's iphone 3G product will be provided by an ultimate search engine that the Apple's iphone 3G provide.</p> <p>It implies that the search engine that Apple's iphone 3G can find anything that you want with ease.</p> <p>Gray color connotes punctiliousness.</p>	<p>Value: The signification process starts from the value of using Apple product. "Find" indicates curiosity and people who would like to know more about something. "Everything" leads to every object, situation, process and any possible process at any time, whether it is in the past, present or future.</p> <p>The sentence "find everything" indicates that Apple provides the buyer of iphone 3G with ultimate search engine feature which can search about any information that the buyer needs with ease.</p> <p>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 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.</p> <p>Gray lettering also implies that Apple's iphone 3G smartphone is more futuristic, stylish and more intellect</p>

				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 search engine logo.	Apple's search engine icon which is used to search information.	The buyer can search for the information they need, just by touching the search engine logo. This implies that Apple's iphone 3G is very innovative with the icon creation and advancement of technology.	Association: This is an icon of Apple's search engine which is used to search for information. Just by touching the icon and inputting 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 moving your finger Just by touching the icon, the smartphone will execute a rigorous searching process of information which the buyer input.
3	Body copy: The all new faster, thinner iphone with 3G and Leopard's wireless spotlight. (White lettering is used)	Informing Apple's potential buyer about the latest Apple's product which called iphone 3G. Iphone 3g is featured with a faster processor, slimmer size and feature with a new wireless feature called Leopard's wireless spotlight. The all new means a product which recently invented with every latest aspect. Faster means able to do	Apple's iphone 3G provides the buyer with the easiness in doing any 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. This makes people's life becomes easier, practical, stylish, prestigious and instant. Apple persuades the user to buy the product by	Value: The entire features beside symbolize the main advantage of this product. Those are the main advantage of using Apple's iphone 3G product. There are a lot of feature that Apple offers to the buyer. Apple 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. Apple's iphone 3G makes people life become easier. Apple offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention:

		<p>something quicker, able to do something in an instant.</p> <p>Thinner means having a smaller size, having a smaller distance between opposite sides or surface than other similar object or than normal.</p> <p>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.</p> <p>Leopard's wireless spotlight: the new non cable internet enabling feature which use local network as a means to enter internet.</p> <p>White means the color of fresh milk or snow</p>	<p>offering a device which is very versatile, easy to use, practical, flexible, elegant, and prestigious which will increase the buyer's social status.</p> <p>White color connotes punctiliousness.</p>	<p>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.</p> <p>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.</p>
4	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	<p>Convention:</p> <p>According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47),</p>

		<p>very dark night.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	<p>product.</p> <p>Therefore, Apple's iphone creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>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.</p>
5	<p>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.</p>	<p>This image describes the product visually</p>	<p>Apple's iphone 3G supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>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.</p>	<p>Value: This image portrays the type of Apple product which is advertised.</p> <p>Convention: The image of iphone 3GS and Iphone 3GS homepage describe about the advantages of using Apple's iphone 3GS.</p> <p>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.</p> <p>Apple's emphasizes that the buyer of iphone 3G can do a lot of thing with it. Iphone 3GS is a very versatile device.</p>
6	<p>Illustration: Iphone 3GS</p>	<p>This image describes the product visually</p>	<p>Apple's iphone 3G provides the buyer with a</p>	<p>Association: The image of businessman portrays that a highly</p>

	<p>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.</p>	<p>The battery indicator is at its fullest.</p> <p>The signal indicator is at its fullest.</p> <p>Bluetooth function is enabled</p> <p>White means the color of fresh milk or snow</p>	<p>smartphone which is very versatile, easy to use, practical, flexible, elegant, and prestigious to help them to do their activities.</p> <p>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</p> <p>The full indicator battery image connotes that iphone 3GS is unlike any other smartphone which battery level drops easily. Apple</p> <p>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.</p> <p>White connotes punctiliousness</p>	<p>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.</p> <p>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.</p> <p>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.</p>
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7	<p>Body copy: Finds and copy file to your iphone. Print your email wirelessly. Chat with your friend using iChat Mobile. (white lettering is used)</p>	<p>Statements which describes the advantage of using the product.</p> <p>White means the color of fresh milk or snow</p>	<p>Apple's iphone 3G provides the buyer with the easiness in doing any 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. This makes people's life becomes easier, practical, stylish, prestigious and instant.</p> <p>Apple persuades the user to buy the product by offering a device which is very versatile, easy to use, practical, flexible, elegant, and prestigious.</p> <p>Apple implies that the user of apple product is a very prestigious person.</p> <p>White color connotes punctiliousness</p>	<p>Value: From the sentence "Finds and copy file to your iphone. Print your email wirelessly, chat with your friend using iChat Mobile", it can be inferred that there are a lot of feature that Apple offer to the buyer. Apple 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. Apple's iphone 3G makes people life become easier.</p> <p>Apple offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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. 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 "Finds and copy file to your iphone. Print your email wirelessly. Chat with your friend using iChat Mobile." means that Apple offers a more innovation in using Apple's Iphone 3G smartphone.</p>

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	<p>Signature line: Brand: Apple's Iphone 3GS is written on the right corner. It is written alongside its logo</p> <p>Logo: Apple has a logo of an apple which has been bitten at one of its side</p> <p>Apple's Iphone product logo which has the word Iphone in it.</p>	<p>One of the famous smartphones manufacturers which has Apple fruit as the logo of the company.</p> <p>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.</p> <p>Logo: A design/symbol used by Apple to advertise their product.</p>	<p>Apple's smartphone is prestigious, elegant, futuristic and innovative.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>
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	<p>Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47),</p>

		<p>very dark night.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	<p>product.</p> <p>Therefore, Apple's iphone creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>black is the symbol of elegance. 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.</p>
3	<p>Illustration: Iphone and Iphone Homepage. In the iphone's 3GS Homepage there are some features of iphone 3GS such as: digital clock, signal status (3G), Wi-Fi, messaging, contacts, media player, social engineering, Bluetooth, and built in touch screen keyboard feature.</p>	<p>This image describes the product visually when the product is being used to text message or to search for info by touching the screen.</p>	<p>Apple supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>There is a homepage image of iphone which portrays all of the main function can be controlled from the home page by just touching the screen or the home page button. The buyer can access the entire main feature without going deep further into the system.</p> <p>Also the picture portrays the advancement of technology that Apple has made where the modern smartphone must be able to be commanded</p>	<p>Value: This image portrays the new type of Apple smartphone product which is advertised.</p> <p>Association: This is the visual image of iphone when the virtual keyboard function is activated. 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.</p> <p>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.</p>

			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.	<p>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.</p> <p>Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information.</p> <p>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.</p>	<p>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.</p> <p>Just by touching the virtual keyboard, the smartphone will execute a rigorous searching process of information which the buyer input.</p> <p>Value: The image of Apple's virtual keyboard emphasizes that the buyer of iphone is very easy to be used.</p>
5	Headline: Touching is	Informing Apple's potential buyers that by	This sentence portrays the advancement of	<p>Value: This sentence implies by using the Apple's touch screen</p>

	<p>believing. (White lettering is used).</p>	<p>touching the product, you trust the product.</p> <p>Touch means to put your hand or another part of your body onto somebody or something.</p> <p>Believe means to feel certain that something is true or somebody is telling you the truth.</p> <p>White means the color of fresh milk or snow.</p>	<p>technology that Apple has made where the modern smartphone must be able to be commanded just by moving touching the screen.</p> <p>Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information</p> <p>Besides providing the latest technology, Apple also offers a device which has prestigious and elegant embedded in it.</p> <p>White color connotes punctiliousness.</p>	<p>feature, the buyer will experience the pleasure of using latest technology invented by Apple.</p> <p>“Touch” indicates the easiness and the simplicity of using the product. The buyer can do a lot of thing just by touching the screen.</p> <p>“Believe” connotes the prestigious and elegant feeling of using the product.</p> <p>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.</p>
6	<p>Body copy: The revolutionary new iphone is now available at Apple and AT&T retail</p>	<p>Informing the buyer about the availability of the new product of Apple smartphone which called iphone.</p> <p>White means the color</p>	<p>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</p>	<p>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</p>

	store (white lettering is used)	of fresh milk or snow.	<p>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.</p> <p>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.</p> <p>White color connotes punctiliousness.</p>	<p>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.</p> <p>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 Apple offers a device which is very punctilious.</p>
7	Warning: C 2011 Apple Limited. All right reserves. Apple and related trademark, names and	Information about the Apple copyright policy.	The sentence connotes 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	<p>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.</p>

	logos are the property of Apple and are registered and/or used in the U.S. and countries around the world. (white lettering is used)		the world. The copyrighted product makes apple feature one of a kind.	
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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 could use a latte (gray lettering is used).	<p>The sentence is used to show the method on how to get to the nearest coffee shop by using Apple's iphone 4S.</p> <p>In this sentence, could means an expression which is used to ask someone or something to do something for you</p> <p>In this sentence, Use means to do something with a drink, machine, a method, or an object</p> <p>Latte means a drink made by adding a small amount of strong coffee to a glass</p> <p>Gray means the color of smoke or ashes.</p>	<p>The sentence "I could use a latte" 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.</p> <p>Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information.</p> <p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>Value: "I could use a latte" indicates the necessity of a person to drink coffee immediately. Then, 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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Convention: According to Holzschalg's research about color</p>

				<p>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.</p> <p>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.</p>
2	Illustration: The image of modern city edifice as background.	The image of 21th century edifice in a large and important town.	<p>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.</p> <p>This makes people's life becomes easier and more modern in other's people perception of view.</p>	<p>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.</p> <p>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.</p>
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	<p>Convention: The image depicts that Apple relates what people need and what kind of service that Apple's product offer.</p>

		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.	<p>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.</p> <p>Apple offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>
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.	<p>This image describes the product and when the product is finished searching for certain information that the buyer's said</p> <p>The signal indicator is at its fullest.</p> <p>Bluetooth function is enabled</p>	<p>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.</p> <p>Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information</p>	<p>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.</p> <p>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.</p> <p>Apple's search engine also implies the advancement of technology that Apple has made. You can search information just by saying a certain word</p> <p>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</p>
5	Illustration: The image of modern city	The image of 21th century main street in a large and important	Apple's iphone 4s provides the buyer with a smartphone which is very	<p>Value: The image of main street in modern city as background portrays that people who happens to need something</p>

	main street	town.	<p>easy to use and, flexible to help them to do their activities.</p> <p>This makes people's life becomes easier and more modern in other's people perception of view.</p>	<p>urgent at the main street can uses Apple's Iphone 4s in helping them to search for certain information.</p> <p>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.</p>
6	<p>Headline: You speak, Siri helps, Say hello to the amazing iphone yet. (gray lettering is used).</p>	<p>The sentence is used to show the buyer about method on how to get to certain shop by using Apple's iphone 4S new technology called Siri.</p> <p>To use Siri,the buyer just need to say the information that they want to know</p> <p>Iphone 4 is the latest Apple's product that has voice recognition system</p> <p>Gray means the color of smoke or ashes.</p>	<p>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.</p> <p>Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information.</p> <p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>Value:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Convention:</p>

				<p>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.</p> <p>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.</p>
7	Signature line Brand: Apple's iPhone 4s. (Gray lettering is used).	<p>There are various smartphones brand in the market. One smartphone 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.</p> <p>Apple has a symbol of an apple which has been bitten at one of its side.</p>	<p>Apple's smartphone is prestigious, elegant, futuristic and innovative.</p> <p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>Association: Apple fruit which has bitten with the sentence iPhone4s represents Apple's smartphone product. Whenever people see the Apple's iPhone4s logo, people will know that it's an iPhone4S product.</p> <p>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.</p>

		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: Brand: Samsung logo is written on the right corner.	One of the famous smartphones manufacturers which has Samsung sentence and blue circle as the logo of the company.	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.
	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 who has unique characteristic that other smartphone manufacturer don't. Logo: A design/symbol used by Samsung to advertise their product.	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.	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.
2	Illustration: The image of modern day	The image of 21th lamp in modern day office	Samsung provides the buyer with a smartphone which is very practical to	Convention: The image of modern day lamp in modern day office as background portrays that people who happens to need

	lamp in modern day office as background.		<p>support the buyer activities in the modern city.</p> <p>This makes people's life becomes easier and more modern in other's people perception of view.</p>	<p>something urgent at the office can uses Samsung's smartphone in helping them to do that urgent activities and search for certain information.</p> <p>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.</p>
3	<p>Headline: Always stay one call ahead of the rest (white lettering is used).</p>	<p>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</p> <p>Always means at all time; on every occasion</p> <p>Stay means to continue to be in a particular place for a period of time without moving away</p> <p>One call means a step</p> <p>Ahead of the rest means that Samsung is more advanced than other smartphone developer.</p>	<p>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 modern concept just by using the product.</p> <p>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</p>	<p>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</p> <p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>

		<p>White means the color of fresh milk or snow.</p>	<p>the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant.</p> <p>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.</p> <p>White color connotes punctiliousness.</p>	<p>Convention:</p> <p>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</p>
4	<p>Body copy:</p> <p>Make calls just like a mobile phone white lettering is used).</p>	<p>The sentence is used to inform the buyer about Samsung technology advancement which makes phoning a lot easier with smartphone tab.</p> <p>White means the color of fresh milk or snow.</p>	<p>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,</p>	<p>Value:</p> <p>"Make calls" indicates the ability to make a phone call 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.</p> <p>"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.</p>

			<p>elegant and a more modern concept just by using the product.</p> <p>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.</p> <p>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.</p> <p>White color connotes</p>	<p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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.</p>
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			punctiliousness.	
5	<p>Signature line: Samsung Galaxy Tab (white lettering is used)</p> <p>Logo: Samsung galaxy tab has Samsung Galaxy Tab sentence as its logo</p>	<p>One of the famous smartphones manufacturers which have Samsung Galaxy Tab sentence as the logo of the product.</p> <p>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.</p> <p>Logo: A design/symbol used by Samsung to advertise Samsung Galaxy tab product.</p>	<p>Samsung's smartphone is elegant, easy to use, futuristic and innovative. These are the feature that Samsung offers to the buyer.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>
6	<p>Illustration: Samsung Galaxy Tab and Samsung Galaxy Tab</p>	<p>This image describes the product visually when being used.</p>	<p>Samsung Galaxy Tab supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the</p>	<p>Association: The image Samsung Galaxy Tab Samsung Galaxy Tab homepage describe about the advantages of using Samsung Galaxy Tab</p>

	<p>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.</p>		<p>smartphone usage.</p> <p>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.</p>	<p>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.</p> <p>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.</p>
7	<p>Illustration: The image of modern day office as background.</p>	<p>The image of 21th century modern office.</p>	<p>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.</p>	<p>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.</p> <p>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.</p>

			This makes people's life becomes easier and more modern in other's people perception of view.	
8	Illustration: The image of modern office desk and chair as background.	The image of 21th century modern office desk and chair.	<p>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.</p> <p>This makes people's life becomes easier and more modern in other's people perception of view.</p>	<p>Convention: The image of modern office desk and chair 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.</p> <p>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.</p>
9	Illustration: A successful business man phones someone by using Samsung Galaxy Tab. There is also battery, Bluetooth, signal indicator and Samsung	<p>This image describes the product visually.</p> <p>The battery indicator is at its fullest.</p> <p>The signal indicator is at its fullest.</p> <p>Bluetooth function is enabled.</p>	<p>Samsung Galaxy Tab provides the buyer with a smartphone which is very versatile, easy to use, practical, flexible, elegant, and prestigious to help them to do their activities.</p> <p>Samsung Galaxy Tab also supports all of the features which are needed by businessman to do their business such</p>	<p>Convention: The image of businessman portrays that a highly successful person chooses Samsung Galaxy Tab. It implies that if the buyer buys Samsung Galaxy Tab, their social status will increase because of the executive status given by Samsung to the buyer.</p> <p>Samsung 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.</p> <p>Samsung provides the user with a versatile, easy to use,</p>

	Galaxy Tab screen while phoning.		<p>as live streaming meeting and High definition webcam</p> <p>The battery full indicator battery image connotes that Samsung Galaxy Tab is unlike any other smartphone which battery level drops easily.</p> <p>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.</p>	<p>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.</p> <p>Samsung offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>
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.	<p>Association:</p> <p>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.</p>
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.	<p>Association:</p> <p>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.</p>
12	Signature line:	It is the telephone	The potential buyers are	Association:

	Samsung Center 1800-88-9999	number that can be phoned to ask for further information regarding the product or to order the product.	familiar with phoning activities. It also shows that Samsung cares for the customer.	The buyer can ask for detailed information by phoning Samsung center. Samsung chose phone media because it is a media that everyone knows and almost everyone owns a telephone. Samsung offer the simplest asking method to the buyer who wants to know detailed information of the product.
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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.	<p>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.</p> <p>This makes people's life becomes easier and more modern in other's people perception of view.</p>	<p>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.</p> <p>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.</p>
2	White Background	<p>White means the color of fresh milk or snow.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	White color connotes punctiliousness.	<p>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</p>

				<p>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.</p>
3	<p>Illustration: A scene in Hangover movie.</p>	<p>A part of a movie or film/movie in which the action happens in one place in the Hangover movie.</p>	<p>Samsung smartphone supports the demand of modern lifestyle which is mostly about versatility and the simplicity of the smartphone usage.</p> <p>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.</p> <p>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</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>

			ease. The buyer can access the entire main feature and do another smartphone activity while watching movie.	
4	Illustration: Samsung wave and Hangover movie's scene in Samsung wave screen.	<p>The Samsung wave illustration describes the product when used to watch movies.</p> <p>The hangover scene describes a part of a movie or film/movie in which the action happens in one place in the Hangover movie.</p>	<p>Samsung smartphone supports the demand of modern lifestyle which is mostly about versatility and the simplicity of the smartphone usage.</p> <p>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.</p> <p>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</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>

			feature and do another smartphone activity while watching movie.	
5	Signature line: “The Hangover” available now from Samsungmovies.com	It is the website address that can be visited to download Hangover movie whenever the buyer has buy Samsung’s smartphone.	<p>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 space and Samsung is able to download a very big file from the internet with ease.</p> <p>By buying Samsung wave smartphone the buyer will get a bonus to download Hangover movie from Samsung website.</p> <p>It also connotes the potential buyers are familiar downloading movie from the internet by using Samsung’s smartphone.</p>	<p>Value: The sentence “The Hangover” available now from Samsungmovies.com”, depict 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.</p> <p>By buying Samsung wave smartphone people will always get a very fast internet connection to download the 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 Hangover 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.</p>
6	Headline: Lose yourself with the	Showing the buyer about the advantages of using Samsung’s	Samsung provides the buyer with the easiness in doing any kind of digital	Value: “Lose yourself” indicates the ability of Samsung’s smartphone to provide and help the buyers in any kind of

	<p>Samsung smartphone (gray lettering is used).</p>	<p>smartphone. Samsung smartphone is always one step ahead of another smartphone manufacturer. Samsung smartphone is very enjoyable</p> <p>Samsung provides a smartphone which can make you very happy and forget about anything beside the phone itself.</p> <p>Gray means the color of smoke or ashes.</p>	<p>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.</p> <p>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.</p> <p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>activity they are in. Unlike any other smartphone, Samsung wave smartphone embedded with a very versatile feature and comfort feeling in using the product.</p> <p>“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.</p> <p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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</p>
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				<p>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.</p> <p>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.</p>
7	<p>Body copy: Experience an immersive world of music, film, catch up TV and games that will captivate you like never before. The revolutionary Samsung Wave Smartphone featuring the world’s first Hyper Definition Super AMOLED</p>	<p>Informing the buyer about the availability of the new product of Samsung smartphone which called Samsung wave smartphone. Samsung’s new product is featured with a faster processor, slimmer size and a lot of entertainment feature.</p> <p>Gray means the color of smoke or ashes.</p>	<p>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.</p> <p>Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very</p>	<p>Value: The entire features beside symbolize the main advantage of Samsung’s 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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>Convention: According to Holzschalg’s research about color</p>

	screen. Available now (gray color is used).		<p>versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status.</p> <p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>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.</p> <p>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.</p>
8	Body copy: Welcome to more (gray color is used).	<p>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.</p> <p>Gray means the color of smoke or ashes.</p>	<p>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 modern concept just by using the product.</p>	<p>Value: "Welcome to more" indicates that it is one step ahead more advance than the other. It implies innovation and creativity</p> <p>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.</p> <p>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</p>

			<p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>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.</p> <p>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.</p>
9	<p>Signature line: Brand: Samsung logo is written on the right corner.</p> <p>Logo: Samsung has Samsung sentence and blue circle as its logo</p>	<p>One of the famous smartphones manufacturers which has Samsung sentence and blue circle as the logo of the company.</p> <p>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</p>	<p>Samsung’s smartphone is elegant, easy to use, futuristic and innovative. These are the feature that Samsung offers to the buyer.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>

		<p>manufacturer don't.</p> <p>Logo: A design/symbol used by Samsung to advertise their product.</p>		
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.	<p>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.</p>
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.	<p>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 space and Samsung is able to download a very big file from the internet with ease.</p> <p>By buying Samsung wave smartphone the buyer will get a bonus to download Hangover movie from Samsung website.</p>	<p>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.</p> <p>By buying Samsung wave smartphone, the buyer will always get a very fast internet connection to download the 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.</p>

			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.	<p>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.</p> <p>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.</p>	<p>Value:</p> <p>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.</p>

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: It doesn't take genius. (white lettering is used)	<p>Informing the buyer about on why the buyer should by Samsung smartphone instead of Apple smartphone.</p> <p>There are lots of advantages that Samsung offers to the buyer. So, without thinking the buyer will obviously chooses Samsung smartphone.</p>	<p>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 modern concept just by using the product.</p> <p>White color connotes punctiliousness.</p>	<p>Value: "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.</p> <p>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.</p> <p>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.</p>

				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.	<p>Apple's iphone 5 doesn't support the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>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 button.</p>	<p>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.</p> <p>Samsung emphasizes that the buyer of iphone 5 cannot do a lot of thing with it. Iphone 5 is a very complex smartphone.</p>
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.	<p>Samsung Galaxy S III supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>There is a homepage image of Samsung</p>	<p>Association: The image Samsung Galaxy III and Samsung Galaxy S III homepage describe about the advantages of using Samsung Galaxy S III.</p> <p>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</p>

	there are some features of Samsung Galaxy III such as: map, calendar, camera, file viewer, calculator, digital clock, signal status (3G), Wi-Fi, messaging, contacts, media player, social engineering and Bluetooth.		Galaxy S III 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.	<p>the features from the homepage.</p> <p>Samsung emphasizes that the buyer of Samsung S III Tab can do a lot of thing with it. Samsung Galaxy S III is a very easy to use and versatile device.</p>
4	Body copy: Iphone 5 4.0 screen, 4G LTE, Retina display, 1136 x 640 resolution, up to 225 hours standby time, Up to 8 hours talk time, Full HD 1080p video recording, 3.95 oz	<p>Informing about the advantages of buying Apple's latest product which called iphone 5.</p> <p>Iphone 5 is featured with a 4.0 screen, 4G LTE, Retina display, 1136 x 640 resolution, up to 225 hours standby time, Up to 8 hours talk time, Full HD 1080p video recording, 3.95 oz weight, 1GB ram, siri,</p>	Apple's iphone 5S provides the buyer with the easiness in doing any 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. This makes people's life becomes easier, practical, stylish, prestigious and instant.	<p>Value:</p> <p>The entire features beside symbolize the main advantage of this product. Those are the main advantage of using Apple's iphone 5S product. Samsung depicts that Samsung smartphone offer more feature than iphone</p> <p>There are a lot of feature that Apple offers to the buyer but not as much as Samsung offers to the buyer.</p> <p>Apple 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. Apple's iphone 5 makes people life become easier.</p>

	weight, 1GB ram, siri, 16, 32, or 64 GB fixed internal storage, IOS 6.0 OS, A totally different plug (white lettering is used).	16, 32, or 64 GB fixed internal storage, IOS 6.0 OS White means the color of fresh milk or snow.	<p>Apple persuades the user to buy the product by offering a device which is very versatile, easy to use, practical, flexible, elegant, and prestigious which will increase the buyer's social status.</p> <p>White color connotes punctiliousness.</p>	<p>Apple offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle but Samsung smartphone can offer the buyer more than that.</p> <p>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 be. Apple prioritizes 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 5 products is offering the buyer with innovation, technology advancement, and order of using the product. The white lettering used in the specification means that Apple offers a more innovation in using Apple's Iphone 5 smartphone.</p>
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5	<p>Body copy:</p> <p>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 + 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</p>	<p>Informing about the advantages of buying Samsung's latest product which called Samsung Galaxy S III.</p> <p>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.</p>	<p>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.</p> <p>This makes people's life becomes easier, practical, stylish, prestigious and instant.</p> <p>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.</p> <p>The specification also connotes that the buyer can watch movie in a high definition image level just by using the</p>	<p>Value:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>Convention:</p> <p>According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color correlates intimately with the concept of</p>
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	<p>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).</p>		<p>Samsung smartphone. Samsung advancement of technology in the display aspect is very innovative.</p> <p>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 smartphone activity while watching movie.</p> <p>White color connotes punctiliousness.</p>	<p>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.</p> <p>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.</p>
6	<p>Slogan: The next big thing is already here (white lettering is used).</p>	<p>This sentence depicts the advancement of technology in Samsung smartphone.</p>	<p>The advantages of this product that can help people do their daily life in this modern era.</p> <p>White color connotes punctiliousness.</p>	<p>Value: The sentence "The next big thing is already here" 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.</p> <p>Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47),</p>

				<p>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.</p> <p>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.</p>
7	<p>Signature line: Samsung Galaxy S III (white lettering is used)</p> <p>Logo: Samsung Galaxy S III has Samsung Galaxy S III sentence as its logo</p>	<p>One of the famous smartphones manufacturers which have Samsung Galaxy S III sentence as the logo of the product.</p> <p>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</p>	<p>Samsung's smartphone is elegant, easy to use, futuristic and innovative. These are the feature that Samsung offers to the buyer.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>

		<p>smartphone manufacturer don't.</p> <p>Logo: A design/symbol used by Samsung to advertise Samsung Galaxy S III product.</p>	<p>White color connotes punctiliousness.</p>	<p>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.</p> <p>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.</p>
8	<p>Signature line: www.facebook.com/SamsungMobileUSA</p>	<p>It is the website address that can be visited by using facebook.</p>	<p>The potential buyers are familiar in using social engineering website in the internet to search information.</p>	<p>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.</p> <p>The buyer can ask for detailed information by posting a comment in the Samsung facebook page. Samsung chose 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.</p>
9	<p>Signature line: Brand:</p>	<p>One of the famous smartphones</p>	<p>Samsung's smartphone is elegant, easy to use,</p>	<p>Association: From the simplicity logo which is used by Samsung.</p>

	<p>Samsung logo is written on the right corner.</p> <p>Logo: Samsung has Samsung sentence and blue circle as its logo</p>	<p>manufacturers which has Samsung sentence and blue circle as the logo of the company.</p> <p>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.</p> <p>Logo: A design/symbol used by Samsung to advertise their product.</p>	<p>futuristic and innovative. These are the feature that Samsung offers to the buyer.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>
10	<p>Warning: C Samsung Telecommunication America. LLC. Samsung and Galaxy S are registered trademark of</p>	<p>Information about the Samsung copyright policy.</p>	<p>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</p>	<p>Association: The sentence represents Samsung as a very big company which has a very strong copyright law regarding its product. Every Samsung product has been patented and copyrighted. So, the buyer can experience the advancement of technology that only Samsung has. This makes the user become prestigious and exclusive.</p>

	<p>Samsung Electronics Co. Ltd. Appearances of Phones may vary. Phone screen image are simulated. All above feature are representative, not inclusive.</p>		<p>makes Samsung feature one of a kind.</p>	
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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	<p>Gray means the color of smoke or ashes.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	<p>Convention:</p> <p>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.</p> <p>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.</p>
2	<p>Signature line: Brand: LG logo is written at the right corner.</p> <p>Logo: LG has LG sentence as its logo.</p>	<p>One of the famous smartphones manufacturers which have LG sentence as the logo of the product.</p> <p>There are various smartphones brand in the market. One of smartphones developer has to stand out and</p>	<p>LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer.</p> <p>Logo: The logo shows about LG unique feature in the smartphone industry. So whenever LG creates a</p>	<p>Association:</p> <p>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 are in.</p> <p>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</p>

		<p>differentiate its product from the other. LG is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.</p> <p>Logo: A design/symbol used by LG to advertise LG product.</p>	<p>new product people will acknowledge about the advancement of technology that LG has made.</p>	<p>life.</p>
3	<p>Slogan: Life's good (black lettering was used).</p>	<p>This sentence depicts the usage of LG smartphone in people's life.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>The advantages of this product that can help people do their daily life in this modern era.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>Value: Life means the ability to breathe, grow, reproduce, etc. which people, animals, and plant have before they die.</p> <p>Good means high quality or acceptable standard.</p> <p>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.</p> <p>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.</p> <p>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</p>

				luxurious product that will give luxurious status to the buyer.
4	<p>Headline: The content you love. Now streamed from your phone to your device (black lettering is used).</p>	<p>LG persuades the buyer to buy the product by showing the advantage of using LG smartphone product.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>The sentences connote 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.</p> <p>LG smartphone is able to watch movie at the High definition in the LG smartphone screen or by connecting it in the television via wireless connection.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>Value: The sentence 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.</p> <p>LG has a unique and easy to use wireless remote feature which can connect television and LG smartphone.</p> <p>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. From the black color used in the lettering, it connotes that LG product is offering the buyer with elegant, prestigious and luxurious product that will give luxurious status to the buyer.</p>
5	<p>Body copy: Experience your favorite content like never before with the new</p>	<p>Showing the buyer about the advantages of using LG smartphone. LG smartphone is always one step ahead of another smartphone</p>	<p>LG provides the buyer with the easiness in doing any kind of digital activities. LG also supports outdoor activities by providing</p>	<p>Value: 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</p>

	<p>LG Optimus. The innovative “play to” feature allows wireless streaming of picture, music, and 720P hd movie (gray lettering used).</p>	<p>manufacturer.</p> <p>LG provides the buyer with a smartphone which is very versatile.</p> <p>Gray means the color of smoke or ashes.</p>	<p>the user with mobile yet versatile device which will help the buyer in any condition they are in.</p> <p>This makes people’s life becomes easier, practical, stylish, prestigious and instant.</p> <p>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.</p> <p>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.</p> <p>Gray color connotes</p>	<p>easiness on using phone feature to fulfill the buyer’s digital and telecommunication needs. This implies that LG smartphone is easy to be used.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.</p> <p>So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer.</p> <p>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</p>
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			<p>intellectuality, futuristic concept, stylishness of the product.</p>	<p>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.</p> <p>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.</p>
6	<p>Illustration: A television and LG smartphone product are connecting each other.</p>	<p>An image of a television and LG smartphone linked and joined together by using LG's wireless remote feature.</p>	<p>LG persuades the buyer to buy the product by showing the advantage of using HTC smartphone product.</p> <p>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.</p>	<p>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.</p> <p>LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.</p>
7	<p>Illustration: A portable electric fan.</p>	<p>An image of a machine with blades that go round to create a current of air.</p>	<p>LG's smartphone processor is heat resistant to overuse of the phone.</p>	<p>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.</p>

				<p>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.</p>
8	<p>Illustration: A pile of book which refers to Microsoft office system.</p>	<p>Showing the buyer about the advantages of using LG smartphone.</p> <p>LG Optimus smartphone is able to operate Microsoft office which is mainly use for creating document in the computer.</p>	<p>LG 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.</p> <p>LG supports the portability to use Microsoft office while doing outdoor activities.</p>	<p>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.</p> <p>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.</p> <p>LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>
9	<p>Illustration: The image of LG LED TV and a biker driving in the off-road.</p>	<p>The image of the new 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 the desert.</p>	<p>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.</p> <p>This makes people's life</p>	<p>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 smartphone is easy to be used.</p> <p>The image symbolizes the main advantage of this product.</p>

			<p>becomes easier, practical, stylish, prestigious and instant.</p> <p>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.</p> <p>The image 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.</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.</p> <p>So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer.</p>
10	Illustration: White desk.	<p>Desk means a piece of furniture like a table that you sit at to read, write, work, etc.</p> <p>White means the color of fresh milk or snow.</p>	<p>LG smartphone offers the buyer with a lot of feature which able to be a pillar in supporting the buyer's life.</p> <p>White color connotes punctiliousness</p>	<p>Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Optimus 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</p>

				<p>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.</p> <p>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.</p>
11	Illustration: Gray floor.	<p>Gray means the color of smoke or ashes.</p> <p>Floor means the surface of a room that you walk on.</p>	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	<p>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.</p> <p>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.</p>
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.	<p>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</p>

	<p>with the 3D realistic image of stairway made of wooden crate which usually used in motorcycle circus.</p>	<p>for info by touching the screen.</p> <p>The image of stairway correlates with the picture of the motorcycle rider. It implies that LG Optimus can be connected to LED tv by using the wireless system embedded in LG Optimus smartphone.</p>	<p>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.</p>	<p>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.</p> <p>LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.</p> <p>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.</p> <p>LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.</p>
13	<p>Illustration: White desk.</p>	<p>Desk means a piece of furniture like a table that you sit at to read, write, work, etc.</p> <p>White means the color of fresh milk or snow.</p>	<p>LG smartphone offers the buyer with a lot of feature which able to be a pillar in supporting the buyer's life.</p> <p>White color connotes punctiliousness.</p>	<p>Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Optimus 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.</p> <p>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</p>

				versatile device because the desk itself is a very versatile furniture which can be used for a lot of thing.
14	<p>Signature line: LG Optimus</p> <p>Logo: LG Optimus has LG Optimus sentence as its logo</p>	<p>One of the famous smartphones manufacturers which have LG Optimus sentence as the logo of the product.</p> <p>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.</p> <p>Logo: A design/symbol used by LG to advertise LG Optimus product.</p>	<p>LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p>
15	<p>Signature line: www.LG.com</p>	<p>It is the website address that can be visited to get detailed information regarding LG Optimus smartphone.</p>	<p>The potential buyers are familiar in using internet to search information.</p>	<p>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.</p> <p>The buyer can ask for detailed information by visiting LG</p>

				<p>official website. LG offers the simplest asking method to the buyer who wants to know detailed information of the product.</p> <p>The website address implies that LG smartphone is a product which is internationally known because the .com domain is an international website domain.</p>
16	<p>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.</p>	<p>Information about the LG's copyright policy.</p>	<p>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.</p>	<p>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.</p>
17	<p>Signature line: Windows Phone.</p>	<p>Informing the buyer about the Windows operating system which is used in HTC Titan phone.</p>	<p>The logo and sentence connote that the user of the product would be considered as prestigious user because Windows operating system itself is</p>	<p>Value: 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</p>

			<p>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.</p>	<p>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.</p>
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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 background	<p>The part of a picture behind the main object which has the color of coal or a very dark night.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	<p>Black color connotes elegant, prestigious, and luxuriousness of the product.</p> <p>Therefore, LG's creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>Convention:</p> <p>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, it connotes that LG's Dare product is offering the buyer with elegant, prestigious and luxurious status to the buyer.</p>
2	<p>Signature line: Verizon (red color is used)</p> <p>Logo: Verizon has checklist mark as its logo.</p>	<p>One of the famous telecommunication providers which have check list mark as the logo of the product.</p> <p>There are various telecommunication brands in the market. One of smartphones developer has to stand out and differentiate its product from the other. Verizon is one of the smartphone developers</p>	<p>Just by using the brand new LG smartphone which equipped with Verizon, the buyer's social status will be boosted because of the latest telecommunication feature embedded in LG smartphone.</p> <p>Red color connotes domination and power.</p>	<p>Association:</p> <p>The Verizon logo implies that LG provides the buyer with an up to date technology advancement which is different than any other smartphone. LG persuades the user to buy the product immediately, so that the buyer can experience the latest modern concept in it.</p> <p>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.</p> <p>Convention:</p> <p>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</p>

		<p>who has unique characteristic that other smartphone manufacturer don't.</p> <p>Logo: A design/symbol used by LG to advertise LG product. Red means having the color of blood or fire.</p>		<p>smartphone, people will be granted a very powerful device that will grant the ability to meet all digital life demands.</p>
3	<p>Signature line: Verizon wireless (white and red lettering are used).</p> <p>Logo: Verizon wireless has the word Verizon Wireless as its logo.</p>	<p>Verizon wireless is an American non-cable telecommunication provider.</p> <p>White means the color of fresh milk or snow.</p> <p>Red means having the color of blood or fire.</p>	<p>LG's internet connection has been tested by using Verizon internet provider. This implies that LG internet connection is very fast.</p> <p>White color connotes punctiliousness.</p> <p>Red color connotes domination and power.</p>	<p>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.</p> <p>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</p>

				<p>“Verizon.” means that LG offers more innovation in using LG smartphone.</p> <p>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.</p>
4	<p>Headline: Dare you to touch one (red and white lettering are used).</p>	<p>Persuading the buyer to see the real life product as soon as they can.</p> <p>White means the color of fresh milk or snow.</p> <p>Red means having the color of blood or fire.</p>	<p>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.</p> <p>White color connotes punctiliousness.</p> <p>Red color connotes domination and power.</p>	<p>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.</p> <p>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</p> <p>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.</p> <p>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</p>

				<p>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.</p> <p>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.</p>
5	<p>Illustration: LG Dare and LG Dare homepage. In the LG Dare's homepage there are some features of LG Dare such as: map, calendar, camera, file viewer, calculator, digital clock, signal status (3G), Wi-Fi, messaging, contacts, media player,</p>	<p>This image describes the product visually when being used.</p> <p>Snake means a poisonous reptile with a very long yet thin body without having leg.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>LG Dare supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>There is a homepage image of LG Dare which portrays all of the main function can be controlled from the homepage with ease. The buyer can access the entire main feature without going deep further into the system.</p> <p>The picture of snake</p>	<p>Association: The image LG Dare and LG Dare homepage associates the LG dare phone and the user.</p> <p>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.</p> <p>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.</p> <p>The picture of the snake depicts on how powerful the LG Dare phone is. LG dare smartphone has the power to dominate all of the buyer difficulty in doing their digital life. This infers that LG dare is practical, instant flexible, versatile mobile device and all in one modern hand size</p>

	social engineering and Bluetooth. There is also of black snake white stripes.		<p>implies that LG is a very powerful and dangerous phone.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, LG Dare creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>device.</p> <p>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.</p>
6	Illustration: LG Dare and LG Dare homepage. In the LG Dare's homepage there are some features of LG Dare 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 when being used.	<p>LG Dare supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>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.</p>	<p>Association: The image LG Dare and LG Dare homepage associates the LG dare phone and the user.</p> <p>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.</p> <p>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.</p>

7	<p>Body copy: Introducing the LG dare (white lettering used).</p>	<p>Informing the buyer about the availability of the new LG smartphone product which called LG Dare.</p> <p>White means the color of fresh milk or snow.</p>	<p>The unique name infers that LG smartphone has unique feature and design.</p> <p>White color connotes punctiliousness.</p>	<p>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.</p> <p>LG offers the buyer with a never before innovation concept. This never before innovation concept will increase the buyer social status.</p> <p>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.</p>
8	<p>Signature line: Brand: LG logo is written at the right corner.</p> <p>Logo:</p>	<p>One of the famous smartphones manufacturers which has LG sentence as the logo of the product.</p> <p>There are various</p>	<p>LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer.</p> <p>Logo:</p>	<p>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 are in.</p>

	<p>LG has LG sentence as its logo.</p>	<p>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.</p> <p>Logo: A design/symbol used by LG to advertise LG product.</p>	<p>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.</p>	<p>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.</p>
9	<p>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 its design and 3G speed, and you just can't turn down a dare. The</p>	<p>Showing the buyer about the advantages of using LG smartphone. LG smartphone is always one step ahead of another smartphone manufacturer.</p> <p>LG provides the buyer with a smartphone which is very versatile.</p> <p>White means the color of fresh milk or snow.</p>	<p>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.</p> <p>This makes people's life becomes easier, practical, stylish, prestigious and instant.</p> <p>LG persuades the user to</p>	<p>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.</p> <p>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.</p>

	<p>phones you want, the network you want to be on .verizon/wireless/dare (white lettering used).</p>		<p>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.</p> <p>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.</p> <p>White color connotes punctiliousness.</p>	<p>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.</p> <p>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.</p> <p>LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.</p> <p>LG also offers a very fast 3G internet connection which makes the buyer can surf the internet fast without experiencing any connection lag.</p> <p>So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer.</p> <p>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</p>
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				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.
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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	<p>The part of a picture behind the main object which has the color of coal or a very dark night.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	<p>Black color connotes elegant, prestigious, and luxuriousness of the product.</p> <p>Therefore, LG's creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>Convention:</p> <p>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.</p>
2	Headline: Now you won't have to wait until you get home to google your date.	<p>Showing the buyer about the advantages of using LG smartphone. LG smartphone is always one step ahead of another smartphone manufacturer.</p> <p>LG provides the buyer with a smartphone</p>	<p>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.</p>	<p>Value:</p> <p>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.</p>

		<p>which is has a very fast internet connection.</p>	<p>LG internet connection is very fast.</p> <p>This makes people's life becomes easier, practical, stylish, prestigious and instant.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>LG also offers a very fast 3G internet connection which makes the buyer can surf the internet fast without experiencing any connection lag.</p> <p>So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer.</p>
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

	<p>LG Dare homepage. In the LG Dare's homepage there is a picture of google search engine.</p>	<p>when being used to search information in google search engine.</p>	<p>lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>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.</p>	<p>about the advantages of using LG Dare.</p> <p>Convention: From the image, it can be infer that fast internet connection is LG the most wanted advantages. LG internet connection will be at its maximum even though the weather or the surrounding is making the internet connection lag. LG is very innovative</p> <p>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.</p> <p>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.</p>
4	<p>Body copy: Surf and browse the web at 3G speed. The new LG Dare touch phone (white lettering used).</p>	<p>Showing the buyer about the advantages of using LG smartphone.</p> <p>Informing the buyer about the availability of the new LG smartphone product which called LG Dare.</p> <p>White means the color of fresh milk or snow.</p>	<p>LG provides the buyer with the easiness in doing any kind of digital activities for businessman and student who mainly needs internet to support their activities.</p> <p>The unique name infers that LG smartphone has unique feature and design.</p> <p>White color connotes punctiliousness.</p>	<p>Convention: The specification above depicts that being able to surf internet smoothly is the main advantage of LG smartphone. Just by using LG smartphone, the buyer's social status will be boosted because of the fast internet feature that LG provide.</p> <p>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.</p> <p>LG offers the buyer with a never before innovation concept. This never before innovation concept will increase the buyer social status.</p>

				<p>Convention:</p> <p>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.</p>
5	<p>Signature line: Brand: LG logo is written at the right corner.</p> <p>Logo: LG has LG sentence as its logo.</p>	<p>One of the famous smartphones manufacturers which has LG sentence as the symbol of their product.</p> <p>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</p>	<p>LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer.</p> <p>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.</p>	<p>Association:</p> <p>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 are in.</p> <p>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.</p>

		<p>unique characteristic that other smartphone manufacturer don't.</p> <p>Logo: A design/symbol used by LG to advertise LG product.</p>		
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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 background	<p>Gray means the color of smoke or ashes.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	<p>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 background, it connotes that HTC smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product.</p> <p>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.</p>
2	Illustration: A page in the	Informing HTC's potential buyers about	HTC provides the buyer with the easiness in doing	<p>Convention: The specification beside indicates the ability of HTC's</p>

	<p>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.</p>	<p>the new notebook feature in HTC smartphone.</p> <p>White means the color of fresh milk or snow.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	<p>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.</p> <p>This makes people's life becomes easier, practical, stylish, prestigious and instant.</p> <p>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.</p> <p>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</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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</p>
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			<p>technology in the display aspect is very innovative.</p> <p>White color connotes punctiliousness.</p>	<p>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.</p> <p>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.</p>
3	<p>Body copy: HTC notes 3/24 (black lettering is used).</p>	<p>A note dated at 24th 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 24th February.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>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.</p> <p>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.</p>	<p>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.</p> <p>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</p>

			<p>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.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product.</p> <p>Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>HTC product is offering the buyer with elegant, prestigious and luxurious product that will give modern status to the buyer.</p>
4	<p>Illustration: A left hand writes and draws something on the note.</p>	<p>A picture of a human hand making a letter and picture on the surface of the document by using a pen.</p>	<p>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</p>	<p>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.</p> <p>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.</p>

			buyer with the easiness to create notes.	
5	Illustration: The image of a male college student using HTC smartphone with the sentence “you” using black color.	<p>This image describes the product visually when it is being used.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>HTC EVO 3D 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.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>Convention: The illustration beside symbolizes the main advantage of this product.</p> <p>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 EVO 3D makes people life become easier.</p> <p>HTC EVO 3D offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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. 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.</p>
6	Headline: You’ve inspired our devices. Now let them	Showing the buyer about the advantages of using HTC smartphone. HTC smartphone is always one step ahead	HTC provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor	Value: The sentence “You’ve inspired our devices. Now let them inspire you.” 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

	<p>inspire you (gray lettering is used).</p>	<p>of another smartphone manufacturer. HTC smartphone is very enjoyable</p> <p>HTC provides a smartphone which can make you very happy and forget about anything beside the phone itself.</p> <p>Gray means the color of smoke or ashes.</p>	<p>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.</p> <p>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.</p> <p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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 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.</p>
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				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: Dual 5MP Camera. So he can takes TRUE 3D photos.	Showing the buyer about the advantages of using HTC 3D EVO. HTC provides a smartphone which has a high definition camera feature.	The buyer can take a picture in a high definition image level just by using the HTC 3D EVO smartphone. HTC advancement of technology in the display aspect is very innovative.	Value: The specification above depicts that HTC relates what people need and what kind of service that HTC's product offer. HTC provides the buyer of HTC smartphone with a high definition camera which enables the buyer to take picture at the finest quality. Therefore, HTC smartphone is a very powerful device with recent update of the very advance technology.
8	Signature line: HTC EVO 3D (gray lettering is used) Logo: HTC EVO 3D has HTC EVO 3D sentence as its logo	One of the famous smartphones manufacturers which have HTC EVO 3D 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	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.	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.

		<p>that other smartphone manufacturer don't.</p> <p>Logo: A design/symbol used by HTC to advertise HTC EVO 3D product.</p> <p>Gray means the color of smoke or ashes.</p>	<p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>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.</p>
9	<p>Illustration: HTC EVO 3D and HTC EVO 3D homepage. In the HTC EVO 3D Homepage there are some features of HTC EVO 3D such as: map, calendar, camera, file viewer, calculator, digital clock, signal status (3G), Wi-Fi, messaging, contacts, media player, social engineering</p>	<p>This image describes the product visually when being used.</p>	<p>HTC EVO 3D supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>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.</p>	<p>Convention: The image HTC EVO 3D and HTC EVO 3D homepage describe about the advantages of using HTC EVO 3D.</p> <p>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.</p> <p>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.</p>

	and Bluetooth.			
10	<p>Signature line: Brand: HTC logo is written at the bottom of the right corner.</p> <p>Logo: HTC has HTC sentence as its logo.</p>	<p>One of the famous smartphones manufacturers which have HTC sentence as the logo of the product.</p> <p>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.</p> <p>Logo: A design/symbol used by HTC to advertise HTC EVO 3D product.</p>	<p>HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer.</p> <p>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.</p>	<p>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.</p> <p>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.</p>
11	<p>Slogan: Quietly brilliant (black lettering was used)</p>	<p>This sentence depicts the advancement of technology in HTC smartphone.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>The advantages of this product that can help people do their daily life in this modern era.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC</p>	<p>Value: The sentence depicts 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.</p> <p>Convention: According to Holzschalg's research about color</p>

			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 information of the product.
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 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	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 buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone.

			<p>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.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer.</p>	<p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance 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.</p>
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.	<p>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.</p> <p>HTC persuades the user</p>	<p>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.</p> <p>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</p>

			<p>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.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer.</p>	<p>kind and unique innovation which embedded in HTC smartphone.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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.</p>
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.	<p>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.</p>
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	<p>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.</p>

		Blue is the color of a clear sky or ocean.	<p>smartphone. HTC advancement of technology in the display aspect is very innovative.</p> <p>Blue color connotes security and technology.</p>	<p>Convention:</p> <p>According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), blue connotes technology. Therefore, it can be inferred that HTC is more advanced in term of technology development.</p>
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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	<p>Gray means the color of smoke or ashes.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	<p>Convention:</p> <p>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.</p> <p>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.</p>
2	Illustration: A page in the notebook which has the image of a person standing on the ground while operating HTC	<p>Informing HTC's potential buyers about the new notebook feature in HTC smartphone.</p> <p>White means the color of fresh milk or snow.</p> <p>Background means the part of a picture,</p>	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.	<p>Convention:</p> <p>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.</p> <p>Value:</p>

	<p>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.</p>	<p>photograph, view behind the main object, people, etc.</p>	<p>This makes people's life becomes easier, practical, stylish, prestigious and instant.</p> <p>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.</p> <p>White color connotes punctiliousness.</p>	<p>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.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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.</p>
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				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 11/15 (black lettering is used).	<p>A note dated at 24th November which has information written on it. A short piece of writing to help the buyer remember the thing that they plan to do at 24th November.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>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.</p> <p>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.</p> <p>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</p>	<p>Association: The sentence beside depicts 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.</p> <p>Convention: 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.</p>

			<p>particular time.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product.</p> <p>Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	
4	<p>Illustration: The image of a male racer using HTC smartphone with the sentence “you” using black color.</p>	<p>This image describes the product visually when it is being used.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>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, stylish, prestigious and instant.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious</p>	<p>Convention: The image symbolizes the main advantage of this product.</p> <p>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.</p> <p>HTC ThunderBolt offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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.</p>

			feeling to the buyer.	
5	<p>Headline: It's not from the future. It's just acts that way (gray lettering is used).</p>	<p>This sentence depicts the advancement of technology in HTC smartphone.</p> <p>Gray means the color of smoke or ashes</p>	<p>The advantages of this product that can help people do their daily life in this modern era.</p> <p>Gray color connotes intellectuality, futuristic concept, stylishness of the product.</p>	<p>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.</p> <p>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.</p> <p>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 ThunderBolt.</p>
6	<p>Illustration: Black</p>	<p>The image of a flash caused by electricity.</p>	<p>HTC new product is featured with a faster</p>	<p>Association: The illustration beside symbolizes the main advantage of</p>

	Lightning bolt.	Black means having the darkest color, it is like a color of coal or of a very dark night.	<p>processor. The lightning bolt depict the message that HTC smartphone product can help doing any kind of the buyer activities instantly without having to wait.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>this product. HTC smartphone is faster than any other smartphone available at the market.</p> <p>HTC ThunderBolt offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>Convention: 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 intellectual status to the buyer.</p>
7	Illustration: A left hand writes and draws something on the note.	An image of a human hand making a letter and picture on the surface of the document by using a pen.	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 buyer with the easiness to create notes.	<p>Convention: The image depicts the meaning 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.</p> <p>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.</p>
8	Illustration: A television	An image of a television and HTC	HTC persuades the buyer to buy the product by	<p>Convention: The illustration indicates that HTC relates what people</p>

	and HTC smartphone product are connecting each other.	smartphone linked and joined together by using HTC's wireless remote feature.	<p>showing the advantage of using HTC smartphone product.</p> <p>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.</p>	<p>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.</p> <p>HTC has a unique and easy to use wireless remote feature which can connects television and HTC smartphone.</p>
9	<p>Signature line: HTC ThunderBolt (gray lettering is used)</p> <p>Logo: HTC ThunderBolt has HTC ThunderBolt sentence as its logo</p>	<p>One of the famous smartphones manufacturers which have HTC ThunderBolt sentence as the logo of the product.</p> <p>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.</p>	<p>HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer.</p> <p>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.</p> <p>Gray color connotes intellectuality, futuristic</p>	<p>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.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>Convention:</p>

		<p>Logo: A design/symbol used by HTC to advertise HTC ThunderBolt product.</p> <p>Gray means the color of smoke or ashes.</p>	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.
10	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.	<p>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.</p> <p>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.</p>
11	Body copy: Beam HD movies from phone to TV (black lettering is used).	<p>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.</p> <p>Black means having the darkest color, it is like</p>	<p>HTC persuades the buyer to buy the product by showing the advantage of using HTC smartphone product.</p> <p>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</p>	<p>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.</p> <p>HTC has a unique and easy to use wireless remote feature which can connects television and HTC smartphone.</p> <p>Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47),</p>

		a color of coal or of a very dark night.	<p>aspect is very innovative.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	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).	<p>Showing the buyer about the versatility of HTC smartphone.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>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.</p> <p>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</p>	<p>Value:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile</p>

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

		<p>than other smartphone.</p> <p>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.</p>	surfing 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.	<p>One of the famous smartphones manufacturers which have HTC sentence as the logo of the product.</p> <p>There are various smartphones brand in</p>	<p>HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer.</p> <p>Logo: The logo shows about</p>	<p>Association: The logo represents the blackberry brand. When people see this logo. They will know that this is the representative of HTC brand.</p> <p>Convention: From the simplicity logo which is used by HTC. HTC relates what people need and what kind of service that</p>

	<p>Logo: HTC has HTC sentence as its logo</p>	<p>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.</p> <p>Logo: A design/symbol used by HTC to advertise HTC product.</p>	<p>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.</p>	<p>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.</p> <p>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.</p>
18	<p>Slogan: Quietly brilliant (black lettering was used)</p>	<p>This sentence depicts the advancement of technology in HTC smartphone.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>The advantages of this product that can help people do their daily life in this modern era.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>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 smartphone.</p> <p>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.</p>
19	<p>Signature line: Available at Verizon and</p>	<p>Informing the buyer about the availability of the new product of HTC smartphone</p>	<p>Just by using the brand new HTC smartphone, the buyer's social status will be boosted because</p>	<p>Association: HTC persuades the user to buy the product at Verizon or best buy store immediately, so that the buyer can experience the latest modern concept which embedded in</p>

	best buy.	which called HTC ThunderBolt.	of the latest modern concept embedded in HTC smartphone.	the new smartphone it. From the sentence it implies that HTC provides the buyer with an up to date technology advancement which is different than any other smartphone.
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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	<p>Gray means the color of smoke or ashes.</p> <p>Background means the part of a picture, photograph, view behind the main object, people, etc.</p>	Gray color connotes intellectuality, futuristic concept, stylishness of the product.	<p>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.</p> <p>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.</p>
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.	<p>HTC Titan supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage.</p> <p>There is a homepage image of HTC Titan which portrays all of the main function can be</p>	<p>Value: This image shows what type of HTC smartphone it is.</p> <p>Convention: The image HTC Titan and HTC Titan homepage describe about the advantages of using HTC Titan.</p> <p>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.</p>

	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	<p>Signature line: HTC Titan (gray lettering is used).</p> <p>Logo: HTC Titan has HTC Titan sentence as its logo</p>	<p>One of the famous smartphones manufacturers which have HTC Titan sentence as the logo of the product.</p> <p>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.</p>	<p>HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer.</p> <p>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.</p> <p>Gray color connotes intellectuality, futuristic</p>	<p>Association: The logo represents the blackberry brand. When people see this logo. They will know that this is the representative of HTC brand.</p> <p>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 futuristic communication device that will help people in any kind of condition they are in.</p> <p>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.</p>

		<p>Logo: A design/symbol used by HTC to advertise HTC Titan product.</p> <p>Gray means the color of smoke or ashes.</p>	<p>concept, stylishness of the product.</p>	<p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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.</p>
4	<p>Headline: A little office for your big presentation (black lettering is used).</p>	<p>Showing the buyer about the advantages of using HTC smartphone. HTC smartphone is always one step ahead of another smartphone manufacturer.</p> <p>HTC provides the buyer with a smartphone which is very versatile.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>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.</p> <p>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</p>	<p>Convention: The sentence "A little office for your big presentation." 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 Titan 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.</p> <p>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.</p> <p>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.</p>

			<p>social status.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer.</p>	<p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>Convention:</p> <p>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.</p>
5	<p>Body copy:</p> <p>Open, edit and save with Microsoft office (black lettering is used).</p>	<p>Showing the buyer about the advantages of using HTC smartphone.</p> <p>HTC Titan smartphone is able to operate Microsoft office which is mainly use for creating document in the computer.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>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.</p> <p>HTC supports the portability to use Microsoft office while doing outdoor activities.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer.</p>	<p>Value:</p> <p>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.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>Convention:</p> <p>According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color correlates with elegance, prestige and</p>

				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: In the right hands, amazing thing happens (black lettering used).	<p>The advantages of using HTC smartphone. HTC smartphone is always one step ahead of another smartphone manufacturer.</p> <p>HTC provides the buyer with a smartphone which is very versatile.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>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.</p> <p>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.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the</p>	<p>Convention: The sentence "In the right hands, amazing thing happens." 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 Titan 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.</p> <p>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.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>According to Holzschalg's research about color</p>

			product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer.	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 prestigious status to the buyer.
7	Signature line: Watch David's presentation at htc.com/titan.	Persuading the buyer to watch the complete review of the smartphone. It is the website address that can be visited to get detailed information regarding HTC Titan smartphone.	The potential buyers are familiar in using internet to search information.	Association: The sentence beside implies that nowadays internet has become a common thing which can be accessed through mobile phone. 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.
8	Illustration: The palm of hand which has drawn by Microsoft office presentation diagram and there are sentences "show & tell" (black lettering	Showing the buyer about the advantages of using HTC smartphone. HTC smartphone is designed to meet all demand of digital activities HTC provides the buyer with a smartphone which is very versatile.	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	Convention: The image of "a palm of hand which has drawn by Microsoft office presentation diagram and there are sentences "show & tell" (black lettering used)." 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 Titan 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

	used).	Black means having the darkest color, it is like a color of coal or of a very dark night.	<p>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.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious status to the buyer.</p>	<p>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.</p> <p>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.</p> <p>HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.</p> <p>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.</p>
9	<p>Signature line: Brand: HTC logo is written at the bottom of the right corner.</p> <p>Logo: HTC has HTC sentence as its</p>	<p>One of the famous smartphones manufacturers which have HTC sentence as the logo of the product.</p> <p>There are various smartphones brand in the market. One of smartphones developer</p>	<p>HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer.</p> <p>Logo: The logo shows about HTC unique feature in the smartphone industry.</p>	<p>Association: The logo represents the blackberry brand. When people see this logo. They will know that this is the representative of HTC brand.</p> <p>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</p>

	logo.	<p>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.</p> <p>Logo: A design/symbol used by HTC to advertise HTC product.</p>	<p>So whenever HTC creates a new product people will acknowledge about the advancement of technology that HTC has made.</p>	<p>futuristic communication device that will help people in any kind of condition they are in.</p> <p>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.</p>
10	Slogan: Quietly brilliant (black lettering was used).	<p>This sentence depicts the advancement of technology in HTC smartphone.</p> <p>Black means having the darkest color, it is like a color of coal or of a very dark night.</p>	<p>The advantages of this product that can help people do their daily life in this modern era.</p> <p>Black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer.</p>	<p>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.</p> <p>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 modern status to the buyer.</p>
11	Signature line: Windows Phone.	<p>Informing the buyer about the Windows operating system which is used in HTC Titan phone.</p>	<p>The logo and sentence connote that the user of the product would be considered as prestigious user because Windows</p>	<p>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.</p>

			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.	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.
12	Signature line: Product Guru David Bruce.	Informing the buyer about the designer of HTC Titan smartphone.	The sentence depicts the exclusiveness of a highly advanced smartphone which is designed by a master technology named David Bruce.	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 ability of HTC's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, HTC Titan is embedded with a very versatile feature and exclusive feeling in using the product.

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