

CHAPTER 2

LITERATURE REVIEW

2.1 Modern Lifestyles

Susanto (2001, p. 41) defined modern lifestyles as particular ways of life which correlates with the modern era and the aspect of modern era itself such as: technology advancement. Modern lifestyles are created by the advancement of technology which leads to modern lifestyle that will be adopted from other person, current trend and lifestyles that are created from the urge of the person itself. Technology advancement plays an important role in creating modern lifestyles because people who live in modern era will be influenced by the simplicity that the advancement of technology offers and they will have their own ways of life. The concrete example of this is internet. Back in the day where internet was first founded in America, browsing internet has become a new innovation which provide the viewer with information and entertainment. Then, browsing internet trends spread over to the whole world and as it spreads, internet has several additional functions which are as a means of expression, socialization, and even as a means to search for soul mate. Lastly, internet trend will eventually create an urge in people itself to fulfill the internet trend which has become modern lifestyles.

Moreover, according to Sobel (1999, p. 47), modern lifestyles are modern people's idea or pattern of action which distinguish themselves from other people by consuming something which has modern status embedded in it. Modern lifestyles are created by human and it is most of the time adopted from another people, community, and group which has created a social trend.

Similarly, Santoso (2007, p. 84) defined modern lifestyles as habitual and repetitive activity which tends to consume certain product or service that correlates with modern era. People who live in modern era will encounter something that has become a social trend and in order to be acknowledged by other people, they will consume it. Also, people do modern lifestyles as a means to express and differentiate themselves from other people.

Therefore, Consuming certain products or services has become part of the modern lifestyles itself. People consume certain products or services in order to increase his social status, to be acknowledged by other people and to fulfill their imagery needs by consuming something which has modern status embedded in it.

The real example of modern lifestyles is: Apple advertised their new product which called Iphone 5s and it will be available at Apple store America in 20 September. But, a week prior the launch of Iphone 5s, around 150.000 persons are already lining up in the whole Apple Store in America and at the first weekend of

Iphone 5 launching, 9.000.000 Iphones are sold. (T3 Magazine September, 2013, P. 57)

The correlation modern lifestyles and smartphones is that most people at this modern era buy smartphone because they are persuaded by the smartphones advertisements. Smartphones advertisers create advertisements which secretly portray “you cannot be seen as an intellectual and modern people if you do not have a smart phone”. That kind of message sends connotative meanings to those who do not have smart phone. Simply the advertisement implies that if you want to be considered as an intellectual and modern people, go buy a smartphone.

2.2 Advertising

Firstly, According to White (1993, p. 2), Advertising is a form of money oriented communication about a certain product or service which are used to persuade people mind to buy a particular product or service.

Similarly, according to Krisyantono (2006, p. 3), advertising is a kind of paid communication about ideas, service, and goods by an identified organization which aimed to inform, persuade, and remind the customer about that certain product.

Also Wells (1995, p. 24) stated that advertising is a type of paid communication from named sponsor which uses mass media such as: radio, television, and etc. as a mean to persuade potential buyer.

To conclude, Advertising is a way promoting product through communication which objective is to persuade potential consumer of the product or to change the potential customer way of thinking about something. Advertising is all about how a company presents their product or services to the society and create some type of communication which draws public attention. The object which is used to advertise and making it public to attract potential customer is called advertisement. Wells (1980, p. 26) Advertisement is sentence, word, slogans, picture, and movie which notice or tell people about a particular product or service.

Advertising is a key way of helping to distinguish one brand from its competitors, and making it stand out to potential buyers by making a very persuasive advertisement to influence the reader. Furthermore, Stap Rapp and Tom Collins (1995, p. 152) added that the language of advertising need to attract the audience with powerful and attractive message to get the audience attention.

Advertising can be a lot more competitive than it looks. Advertising can sometime represents a barrier to the market entry where heavy advertising is the major method of competition. But, heavy advertising is not a real barrier against significantly better and more reliable product (Belch, 2001, p. 38). For example: Android based smartphone; Android based smartphone can compete in European smartphone industry up until now and destroy blackberry smartphone market.

2.2.1 The Role of Advertising

According to White (1980, p. 13) the role of advertising are as means of persuasion, reminder, informer, and encourager of the potential customer about the product or service, so that the potential customer is addicted to the product. The first role is advertisement as a means of persuasion. The first role means that an advertisement is created to influence and convince customer that the product we advertised is better than the one they are using, advertisement as a means of persuasion can also mean. White claimed that the second role of advertisement is as a means of reminder. The second role means that an advertisement is created to stuck out a memorable impression of the advertisement in the customer head, it is because the more an advertisement is memorable the chance that the product will be bought. The third role is advertisement as a means of informer. The third role means that an advertisement is created to make aware the ignorant customer about the advertised product. The last role is advertisement as encourager. The last role means that an advertisement is created to give a certain reason and boost customer's mind to buy the product advertised. It becomes clear that the main objective of advertising is to increase the number of sales of the product or services.

The main roles of the advertising are to inform, persuade and remind the potential market about the product. White (1980, p. 13), stated that in the world of advertising, the markets which consist of people can be categorized in terms of relationship to the product: First, Non-users of the product. Those who are in into this category are: those who do not and never will use these products, non-users

who are possible future users but are unaware of the product and non-users who are possible future users and are aware of the product. Second, users of the product. Those who are in this category are: users of competitive brands who are unaware of the product, users of competitive brands, who are aware of the product, users of both competitive brands and the product, users of the product only.

2.2.2 Advertising Media

Felton (1992, p. 96-112) stated that there exist various media which can be effectively used for advertising. Here are the various categories or types of advertising: First is printed media which are newspapers, magazines, brochures, and fliers. Second is outdoor media which are of billboards, kiosks, trade-shows and events. Third is Broadcast Media which are television and radio. Fourth is software media which consist of video games.

From all of the advertising media above, there is no such thing as the media which is the best as a means of advertising. Each media has its own advantages and disadvantages. The best media to advertise depends on the target consumer, creativity, and urgent needs of certain media. For example: Magazine is considered as the printed media which is more expensive has long lead times and limited flexibility in ad placement and format, but magazine gets specific audience as its reader and magazine provides more information and specification regarding some

product other than advertising any media. Because of it magazine is still considered as an effective advertising media.

2.2.3 Printed Media

According to Felton (1992, p. 98), printed media is the most popular advertising media because almost everyone encounters this in their daily life. Printed Advertising mostly uses newspapers or magazines as their media to show and employ advertisement. Print advertising also uses optional printed media such as poster, brochure, and flier for advertising purposes.

The practice on how does printed advertisement works on magazines and newspaper are: first, the advertising agencies of magazines and newspaper reserve some space in their page to be occupied by the advertisers to put their advertisement. Then, the advertising agencies sell some page space in magazines and newspaper to be occupied by the advertisement. An advertising agencies offer some positions in the page for example top page, middle page, bottom page, headline section, public reader section page and the whole page. (White, 1980, p. 13)

The cost of the advertisement is of course according to the position and space that will be filled by the advertisement. If an advertisement is placed in the top page of course the price will be more expensive than an advertisement placed in

the bottom page, the bottom page will be cheaper. The price of a full one page advertisement is the most expensive advertisement because the advertisement takes almost one full page. The price of the advertisement also depends on the reputation of the magazine and the newspaper itself. If the magazine and the newspaper are quite famous and considered as one of best sold paper media, the cost will be different too. Printed media are the most effective media to promote a product because printed media offer more pictures, information, specification and the advantages of using the product in a brief way.

According to Arens, (1986, p. 262), Most of printed advertising structure consists of:

1. Illustration

Illustration is the information of the product whether it is picture, sign, word, and symbol which produced as the representation of the product to create a perception related to event, product, places and services. Pictures are the best illustration media because pictures tend to get people attention quickly.

2. Headline

Headline is the main title/ main idea in printed advertisement and it is located at the top side of the page. Headline must be attractive in order to support the illustration. If the illustration and headline

are correlated and support each other in terms of persuasiveness, people will be easily attracted to it.

3. Body copy

Body copy is located after the headline and it is about the description and further information regarding the product. Body copy must be attractive and contain a lot of persuasive message in order to convince the consumer about certain product. Body copy is also called body text/ description.

4. Signature Line

Signature line is the information about the maker of the product which located mostly at the bottom of the page. Signature line can also define as the brand of the product. Signature line consists of the brand name, logo address and phone number.

5. Slogan

Slogan is a sentence which shows the goodwill and the function of the product. Slogan must be short and memorable. Slogan usually located in between the brand name and the logo of the advertised product.

2.2.4 Colors in advertisement

In printed advertising media, color also plays an important part in persuading the customer. According to Holzschalg in her essay “Creating Color

Scheme” via Kusrianto (2007, p. 47) each color represents strength and uniqueness which is able to persuade people who see it. Here are the list of color and its impact to the viewer according to the convention of color symbolism in general culture:

1. White: punctiliousness, purity, cleanliness, innocent, sterile, and death.
2. Blue: technology, confidence, conservatism, security, command.
3. Red: strength, passion, love, danger, power, domination, aggression, danger, and warmth.
4. Gray: intellectuality, futuristic concept, stylish, sadness and damage.
5. Black: elegance, prestigious, sexuality, death, mystery, and fear.
6. Chocolate: trusted, comfy, sturdy.
7. Purple: spiritualistic, mystery, greatness, form change.
8. Green: natural, health, recycle.

2.3 T3 Magazine

T3 magazine is a UK-based technology magazine, which specializes in gadgets, gizmos, and other technology. Originally, T3 stood for Tomorrow's Technology Today, but this is not used anywhere in the magazine or on the website anymore. It is exclusively referred to as T3 or T3.com.

The magazine started off as a celebration of the best new technologies that were appearing, to explain how it all works, and how the technologies and products would impact the readers' lives, but evolved into a glossy entertainment magazine as well.

Many of the readers started buying the magazine specifically to read about items that were outrageously expensive and outlandish, and the magazine was quickly seen as a 'license to drool' over bleeding-edge technology. The first issue of the magazine featured the first DVD player to be imported into the UK.

Things started to become digital around 1996 - DECT telephones, digital cameras, PDAs, and later DVD and digital television technology. With most technology going digital and dropping in price, general interest for gadgets rose, as did sales of the magazine.

Ultimately, the magazine started moving away from pure technology coverage, and started writing about anything innovative. As the editor at the time said: "A slightly bigger TV, for example, wouldn't go in the magazine unless it was really sexy or had clever features". Around the same time, the magazine became less geeky in its approach to technology, and became much more of a magazine for design-conscious gadget-loving men. However, the addition of attractive models has drawn some limited suggestion that the publication still relies on a core readership of "sexually repressed nerds".

T3 is a franchise with has local versions in a whole series of countries. The localized versions vary from country to country: Some editions are completely new magazines, created by a local team of journalists and designers under the T3 brand.

Per October 2009, syndicated editions included Australia, China, Croatia, Czech Republic, Denmark, Dubai, Greece, Indonesia, Italy, Lebanon, Malaysia, Philippines, Poland, Portugal, Russia, Saudi Arabia, Serbia, Singapore, South Africa, Thailand, Turkey, Ukraine and United Arab Emirates.

Apart from separate magazines, T3's stories often appear in major newspapers, and the T3 staffs are frequently featured on Radio and Television as industry experts. Articles are also syndicated in the technology section of the O2 Active portal. (<http://www.t3.com/about-t3> Accessed at November 2nd 2013).

2.4 Smartphone

Firstly, according to Garry (2007, p. 44) smartphone is an internet enabled cellular phone which offer vast kind of feature of Personal Digital Assistant (PDA) such as: calendar, agenda, calculator, note, games, internet, Wi-Fi, GPS, dictionary, alarm, reminder, communication and social media.

Similarly, according to David Wood as the Chief President of Symbian OS via Garry, Thomas, and Misty (2007, p. 46), smartphone is the next generation cellular phone with an integrated operating system (software) and high technology hardware which provide the user with the feature of e-mail, web browsing, camera, music player, video player, dictionary, games, texting and phoning.

T3 magazine as the most advance gadget magazine in the whole world has conducted a research regarding the most best-selling smartphone brand in the whole world. The most best-selling smartphone brands in the whole world are: Apple, Samsung, LG, and HTC. The first best-selling smartphone brand is Apple with its Iphone and Ipad. I phone has sold around 300 million of their product to world-wide with the steady increase of demand of 17,7 percent each year and the demand for the newer product is rising for about 30,7 percent which make Apple the king of Smartphone. The second best-selling smartphone brand is Samsung with its Samsung Galaxy Pocket, Samsung Galaxy Note and Samsung Galaxy Tab has sold around 250 million of their product with the steady increase of about 16,2 percent each year and the demand for the newer product is rising for about 30,5 percent. The third best-selling smartphone brand is HTC with its titan series has sold around 240 million of their product with the steady increase of about 15,8 percent each year and the demand of the new product increase of about 15,7 percent each year. The fourth bestselling smartphone brand is LG with its Optimus series has sold around 40 million of their product with the steady increase of about 7,78% each year and the demand for the new product is rising for about 8 percent each year. (Steiner, 2013, p. 78).

The selling of smartphone these day are absolutely crazy, smartphone itself has become a necessity that has to be fulfilled by people and the data above show that the demand for the new product is rising above all other human needs. Smartphone has become a basic human need which has to be fulfilled. Because of that, the writer

decided to analyze the printed advertisement of Apple, Samsung, LG, and HTC in order to know on how those advertisements persuade people.

2.5 Semiotic

Semiotic is the study of sign processes or signification and communication, signs and symbols, both individually and grouped into sign systems. It includes the study how meaning is constructed and understood. (Saussure, 1983, p. 127).

Similarly, Barthes in Chandler (2002, p. 22) stated that semiotics aims to find meaning behind signs, whether it is word in text, image, color, sounds, even gesture. When someone gives meanings to some signs, there are lots factors that need to be considered, such as the conditions where the signs take place.

Semiotic were formulated by American philosopher Charles Pierce in the nineteenth century and Swiss linguist Ferdinand de Saussure in the early twentieth century. According to Martin (2000, p. 1) Pierce's principle of semiotic is devoted to the development of sign categories such as making distinctions between icon, index and symbol. Language and thought is very important in the process of sign interpretation. Sign meaning lies in the interpretation of perception and subsequent action based on that perception. Meanwhile, Saussure thinks that linguistic is connected to the study of sign. According to Saussure a sign is made up of signifier

and signified. Signifier is a sound, image, or written word, while signified is understood as the concept that is evoked by those word or image (Sturken, 2001, p. 29). The two side of linguistic signs which consist of signified and signifier is called Dualistic notion of sign.

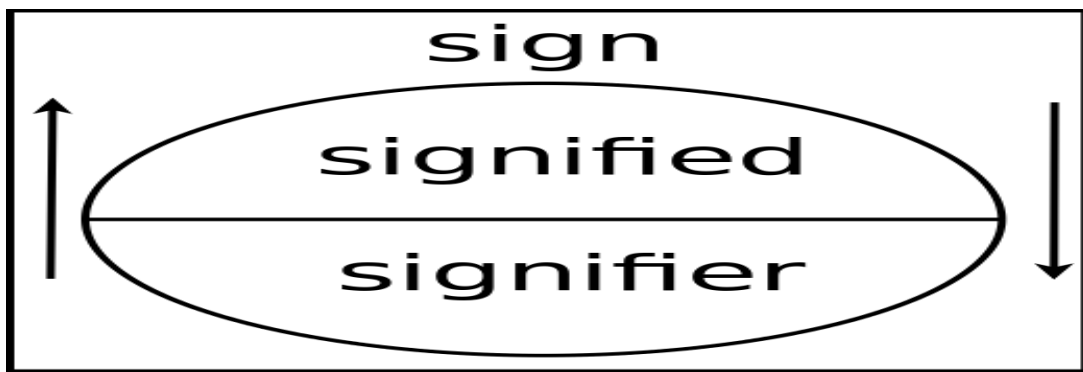


Figure 2.5 Saussure's Dualistic notions of signs

Sign consists of signifier and signified. The signifier is interpreted as the physical form of the sign which can be touched, seen, heard, smelt, and tasted. Meanwhile, the signified is the concept of the object in people's mind. The figure above represents the correlation between the signifier and signified. For example, the word "Fragile" in the cardboard box is a sign which consist of a signifier and a signified. The signifier: the visual written sign on the box which consist of the word Fragile and a signified: that the goods inside the cardboard box are easy to be broken, so people need to handle or lift the box gently.

There are lots of things that can be raised as a semiotics problem. According to Krisyantono (2006, p. 44) current social issue, people, and cultural issues can be considered as signs. Current social issue, romance, or cultural issues can be seen through some cases or media, such as lifestyle, fashion, advertisement art design, demonstration, theaters.

2.5.1 Roland Barthes' Semiotic Theory

According to Barthes in Chandler (1967, p. 9), Semiology is a study which aims to take any system of signs, whatever their substance and limits; images, gesture, musical sounds, object, and the complex association which form the content of ritual, convention and public entertainment.

Furthermore, according to Barthes in Barker (2006, p. 72) when people talk about semiotic, people can talk about two level of meaning: denotative meaning and connotative meaning. Denotative meaning or denotation is a literal meaning of a sign. Connotative meaning is the second order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches in an additional signified. To make it simple, Denotative meaning or denotation is the meaning which is provided in the dictionary. Meanwhile, connotative meaning or connotation is the historical, social, and cultural meanings which are embedded to the literal meaning.

Similarly, According to Cobley (2001, p. 174) connotation is a putative 'second order meaning', often a 'cultural' one, complementing denotation. The term "connotation" is used to refer to the socio cultural and personal associations like ideological and emotional of the signs (Chandler, 2002, p. 140). Wilden (1987, p. 224) described connotation as suggestive meaning that is derived from the sign and has more than referential meaning and be argued than signs more open to interpretation. To sum up, he also regarded connotations as an analogue code of language.

Denotation is the phenomenon of pure meaning, theoretically devoid of the culture influence (Cobley, 2001, p. 178). Chandler (2002, p. 143) adds the denotation meaning of a sign would be generally agreed upon by members of the same culture. Therefore, a sign of something in some respect of culture would only be understood by the member of the culture itself or another culture would be interpreting the sign differently.

Barthes (Chandler 2002. P. 142) explains that Connotation and denotation are often described in terms of level of representation or levels of meaning and there are two orders of signification. The first order of signification is denotation level. At this level, there is a sign consist of a signifier (words, images) and a signified (meaning). The second order of signification is connotation which takes denotative sign as its signifier that produce a new signified.

1. Signifier	2. Signified	
3. Sign I. SIGNIFIER		II. SIGNIFIED
III. SIGN		

Figure 2.5.1 Order of Signification

There are three models of sign which are convention, value, and association. Convention is a model of sign which indicates the correlation between the signifier and the signified. Convention meaning depends on the social, ethnic, and culture. So people have to learn it to know the meaning of the sign, for example: arithmetic number, code, alphabet letter and punctuation. Value is a model of sign which has a clear correlation between sign and other sign, for example: metaphors, portraits, and sound effect. Association is a model of sign where people can realize the correlation between signifier and signified by seeing, hearing, touching, smelling or tasting something, for example: smoke, fire, thunder, screaming, odor, video and song (Chandler, 2008).

2.6 Theoretical Framework

The researcher focused on analyzing image, text and color in 12 smartphones printed advertisements which consist of each 3 printed advertisements of Apple, Samsung, LG, and HTC in T3 Magazine to know more on how did those advertisement portrayed modern lifestyles.

In order to reveal on how did modern lifestyles are portrayed in smartphones printed advertisements in T3 Magazine, the writer uses Roland Barthes' semiotic theory as an approach to analyze each 3 advertisements of Apple, Samsung, LG, and HTC. The researcher analyzes the signifier, and signified (connotative and denotative meaning) of signs which are founded in the data. From the analyzed signified meaning, the researcher unveils the modern lifestyles which are portrayed in 12 smartphones printed advertisements which consist of each 3 printed advertisements of Apple, Samsung, LG, and HTC in T3 Magazine.