

CHAPTER IV

FINDING & DISCUSSION

4.1 Data Description

This research describes the modern lifestyles which are shown in smartphones printed advertisements in T3 magazine. The data of this research are images, texts, and colors of 12 smartphones printed advertisements which consist of each 3 printed advertisements of Apple, Samsung, LG, and HTC in T3 Magazine February 2010, T3 Magazine August 2012 and T3 Magazine January 2013 – T3 Magazine March 2013. In order to describe and reveal the modern lifestyles, the 12 advertisements' are analyzed based on images, texts, and color. The verbal and nonverbal sign which are examined in the 12 advertisements are:

1. Illustration (color, symbol, effect in the photograph).
2. Headline (color lettering, word meaning).
3. Body copy (color lettering, word meaning).
4. Signature line (color lettering, word meaning), effect in the photograph).
5. Slogan (color lettering, word meaning).
6. Background (color, location, effect in the photography).

4.2 Findings

Based on the analysis, almost all of the texts in the body copy and headline show about the advantage of using the smartphone and the newest must have product.

Most of the texts also show about why the potential buyer should have the product. The texts also implies about the advancement technology, versatility and problem solving solution that people need in this modern era. Moreover, most of the texts portray about the intellectual and prestigious status that the potential buyer will get by buying the smartphone.

Most of the pictures in the advertisements show about people who use smartphone as a device which acts as the most important device in their life. In order to fulfill the computing and communication demand of this era, people must learn and use it in order to get a well-deserved life. Some pictures even depict about a highly intellectual businessman who depends on its smartphone in order to run its business. There are also few pictures which portrays about the usage of smartphone when we are searching for a coffee shop nearby our location. Just by saying the word “coffee shop” the smartphone will pinpoint the location of the coffee shop nearby our location. All the pictures in the advertisements clearly depict that people in this era can only fulfill its communication needs by having a smartphone and that is an absolute need that needs to be fulfilled. Furthermore, the pictures also portray a prestigious and stylish looking device that will boost people social status and make their life easy.

Most of the colors used in 12 advertisements are black, gray, white, red, and blue. Those colors connote futuristic concept, technology advancement, domination,

power, punctiliousness, elegance and prestigious status. These colors act as the hidden supporting pillar in building the concept of modern lifestyle to the texts.

4.3 Discussion

The writer used this table in order to describe and reveal the modern lifestyles shown in the 12 advertisements.

No	Object/sign	Signifier	Signified	Interpretation based on signification process
		Denotation	Connotation	
1	Headline: Find Everything. (Gray lettering is used).	Informing Apple's potential buyers to search any information about every possible object. Especially, the information which they want to know. Find means to discover about somebody or something unexpectedly or by chance. Everything means all things, the situation now, and the most important thing. Gray means	The buyer of Apple's iphone 3G product will be provided by an ultimate search engine that the Apple's iphone 3G provide. It implies that the search engine that Apple's iphone 3G can find anything that you want with ease. Gray color connotes punctiliousness.	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. 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. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates

		the color of smoke or ashes.		<p>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 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.</p>
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Table 4.3 Example of the analysis table

4.3.1 Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine February 2010

1. Headline
2. Illustration
3. Body copy
4. Illustration
5. Black background
6. Illustration

7. Body copy

4.3.1.1 Denotative Meaning

The first signifier is the headline: “find everything (gray lettering is used)”. Find means to discover about somebody or something unexpectedly or by chance. Everything means all things, the situation now, and the most important thing. Gray means the color of smoke or ashes. The meaning of the first signifier is to inform Apple’s potential buyers to search any information about every possible object especially the information which they want to know.

The second signifier is illustration: ‘Apple’s search engine logo’. This is an icon of Apple’s search engine which is used to search for information by putting certain data into the search bar. The third signifier is Body copy: the all new faster, thinner iphone with 3G and Leopard’s wireless spotlight (White lettering is used). The all new means a product which recently invented with every latest aspect. Faster means able to do something quicker, able to do something in an instant. Thinner means having a smaller size and having a smaller distance between opposite sides or surface than other similar object or than normal. 3G means the new non cable networking service and hardware which is able to move data to and from the internet. 3G stands for third generation mobile phone network. Leopard’s wireless spotlight: the new non cable internet enabling feature which use local network as a means to enter internet. White means the color of fresh milk or snow. The third signifier is a

statement which informs Apple's potential buyer about the latest Apple's product which called iPhone 3G. iPhone 3G featured with a faster processor, slimmer size and feature with a new wireless feature called Leopard's wireless spotlight.

The fourth signifier is Black background. Black means having the darkest color, it is like a color of coal or of a very dark night. Background means the part of a picture, photograph, view behind the main object, people, etc.

The fifth signifier is illustration: 'iPhone 3GS and iPhone 3GS's homepage'. In this image 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. The fifth signifier describes the product visually.

The sixth signifier is the illustration of iPhone 3GS with an image of business man with a camera on his head and a white background. Also, in the image there are battery, bluetooth, signal indicator and iPhone's editing function such as finder, file, edit and view. This image describes the product visually.

The seventh signifier is body copy: finds and copy file to your iPhone, print your email wirelessly, chat with your friend using iChat Mobile (white lettering are used). The seventh signifier describes the advantages of using the product.

4.3.1.2 Connotative meaning

In analyzing the non-verbal connotative meaning, Holzschalg's color symbolism and impact to the viewer in general culture is used as a reference to interpret the color connotative meaning. Since this is a qualitative research, the other non-verbal and verbal connotative meaning such as: text and image are interpreted by using the writer's perspective as the reference to decipher the connotative meaning.

The first signifier; Headline: "find everything" is a statement which is used to persuade the customer to search for any information. The statement connotes that the buyer of Apple's iphone 3G product will be provided by an ultimate search engine that the Apple's iphone 3G provide. It implies that the search engine that Apple's iphone 3G can find anything that you want with ease. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. The signification process starts from the value of using Apple product. Apple is very innovative in the advancement of technology and the design of Apple product is very attractive. "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. Apple relates what people need and what kind of service that Apple's product offer. Apple provides the buyer of iphone 3G with ultimate search engine feature which can search about any information that the buyer needs with ease. 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. Gray lettering also implies that Apple’s iphone 3G smartphone is more futuristic, stylish and more intellect than other’s smartphone brand product. Just by using Apple’s iphone 3G, the buyer’s social status will be boosted because of the latest modern concept embedded in Apple’s iphone 3G.

The second signifier; illustration: ‘Apple’s search engine logo’, is an Apple searching feature which is used to search for information by typing information. Apple’s search engine image connotes that the buyer can search for the information they need, just by touching the search engine logo (association). This implies that Apple’s iphone 3G is very innovative with the icon creation and advancement of technology. Association: 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. So, just by touching the icon, the smartphone will execute a rigorous searching process of information which the buyer input.

The third signifier; body copy: “the all new faster, thinner iphone with 3G and Leopard’s wireless spotlight (white lettering is used)” connotes that 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 (convention). This makes people's life becomes easier, practical, stylish, prestigious and instant. 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. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Apple iphone 3G product is built to be as punctilious as a smartphone can be. Unlike other smartphone manufacturer, 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. The entire features above 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 an punctiliously accurate, up to date, 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. Value: The entire features beside symbolize the main advantage of this product. Those are the main advantage of using Apple's iphone 3G product.

The fourth signifier is black background. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, Apple's iPhone creates an elegant, prestigious and luxurious feeling to the buyer. 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.

The fifth signifier; illustration: 'iPhone 3GS and iPhone 3GS's Homepage' connotes that 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. The image connotes that Apple's iPhone 3G supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. Convention: 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. Apple provides the user with simplicity to control all the features from the homepage. Apple's emphasizes that the buyer of iPhone 3G can do a lot of thing with it. iPhone 3GS is a very versatile device.

The sixth signifier; illustration: 'iPhone 3GS with an image of business man with a camera on his head and a white background, battery, Bluetooth, signal

indicator and iphone's editing function such as finder, file, edit and view' connotes that Apple's iphone 3G 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. Association: Apple also supports all of the features which are needed by businessman to do their business such as live streaming meeting and High definition webcam. The battery full indicator battery image connotes that iphone 3GS is unlike any other smartphone which battery level drops easily. 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. Convention: According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Apple iphone 3G product is built to be as punctilious as a smartphone can be. Unlike other smartphone manufacturer, 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. The sentence depicts that 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.

The seventh signifier; body copy: "finds and copy file to your iphone, print your email wirelessly, chat with your friend using iChat Mobile (white lettering is used)" connotes that Apple's iphone 3G provides the buyer with the easiness in doing

any kind of digital activities (value). 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 offering a device which is very versatile, easy to use, practical, flexible, elegant, and prestigious. Apple implies that the user of apple product is a very prestigious person. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Apple iphone 3G product is built to be as punctilious as a smartphone can be. Unlike other smartphone manufacturer, 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.

The first advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the first advertisement. And the easiness leads to modern lifestyles.

4.3.2 Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine August 2012

1. Signature line
2. Black background
3. Illustration
4. Illustration
5. Head line
6. Body copy
7. Warning

4.3.2.1 Denotative Meaning

The first signifier is signature line: 'Apple's Iphone 3GS'. It is a smartphone manufacturer which has Apple fruit as the logo of the company. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Apple is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.

The second signifier is Black background. Black means having the darkest color, it is like a color of coal or of a very dark night. Background means the part of a picture, photograph, view behind the main object, people, etc.

The third signifier is illustration: Iphone 3GS and Iphone 3GS 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. This image

describes the product visually when the product is being used to text message or to search for info by touching the screen.

The fourth signifier is illustration: ‘a hand with the index finger touching Apple’s iphone screen’. This image describes the product visually when the product is being used to text message or to search for info by touching the screen, preferably with the index finger. The fifth signifier is headline: ‘touching is believing (white lettering is used)’. Touch means to put your hand or another part of your body onto somebody or something. Believe means to feel certain that something is true or somebody is telling you the truth. White means the color of fresh milk or snow. The sentence ‘touching is believing’ is used to inform Apple’s potential buyers that by touching the product, you trust the product.

The sixth signifier body copy: “the revolutionary new iphone is now available at Apple and AT&T retail store (white lettering is used)”. The sentence is used to inform the buyer about the availability of the new product of Apple smartphone which called iphone. White means the color of fresh milk or snow. The seventh signifier is the warning: C 2011 Apple Limited. All right reserves, Apple and related trademark, names and 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 warning information above is about Apple copyright policy. Apple copyright policy tells the buyer about Apple patented product.

4.3.2.2 Connotative Meaning

The first signifier; signature line: ‘Apple’s Iphone’ connotes that Apple’s smartphone is prestigious, elegant, futuristic and innovative. Value: 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. Apple offers the user with a prestigious communication device that will boost people social status.

The second signifier is black background. Convention: According to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, Apple’s iphone creates an elegant, prestigious and luxurious feeling to the buyer. 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.

The third signifier; illustration: ‘Iphone and Iphone homepage’ connotes Apple supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of iphone 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. Also the image portrays the

advancement of technology that Apple has made where the modern smartphone must be able to be commanded just by moving the small amount of human organ which is finger. 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. Just 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.

The fourth signifier; illustration: 'a hand with the index finger touching Apple's iphone screen' 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 (convention). Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information. The buyer can search for the information they need, just by touching the search engine logo. This implies that Apple is very innovative with the icon creation and advancement of technology. 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. Just by touching the screen and inputting information which the buyer needs to search, it will execute a searching process of certain information that the

buyer input. Apple's virtual keyboard also implies the advancement of technology that Apple has made. You can text message or search for information just by moving your finger. Just by touching the virtual keyboard, the smartphone will execute a rigorous searching process of information which the buyer input. Apple's emphasizes that the buyer of iphone is very easy to be used.

The fifth signifier; headline: "touching is believing (white lettering is used)" portrays the advancement of technology that Apple has made where the modern smartphone must be able to be commanded just by moving touching the screen (value). Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information. Besides providing the latest technology, Apple also offers a device which has prestigious and elegant embedded in it. 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 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. This sentence implies that by using the Apple's touch screen feature, the buyer will experience the pleasure of using latest technology invented by Apple. "Touch" indicates the easiness and the simplicity of using the product. The buyer can do a lot of thing just by touching the screen. "Believe" connotes the

prestigious and elegant feeling of using the product. 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 more innovation in using Apple's iPhone smartphone.

The sixth signifier; body copy: "the revolutionary new iPhone is now available at Apple and AT&T retail store (white lettering is used)" connotes that that Apple's iPhone provides the buyer with the easiness in doing any kind of digital activities. Apple also supports revolutionary concept of modern life by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. Apple persuades the user to buy the product by offering a revolutionary device which is very versatile, easy to use, practical, flexible, elegant, and prestigious which will increase the buyer's social status. Apple iPhone 3GS product is built to be as punctilious as a smartphone can be. Unlike other smartphone manufacturer, 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. 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 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. 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 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 product is offering the buyer with a very punctilious smartphone. The white lettering used in "the revolutionary new iPhone is now available at Apple and AT&T retail store." means that Apple offers a device which is very punctilious.

The seventh signifier; the warning: "Apple copyright warning" 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 the world. The copyrighted product makes Apple feature one of a kind. 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.

The second advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in, in this advertisement it's portrayed the smartphones as tool which able to help the businessman to do any kind of activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.3 Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine February 2013

1. Headline
2. Illustration
3. Illustration
4. Illustration
5. Illustration
6. Headline
7. Signature line

4.3.3.1 Denotative Meaning

The first signifier is the headline: “I could use a latte (gray lettering is used)”. In this sentence, ‘could’ means an expression which is used to ask someone or something to do something for you. Use means to do something with a drink, machine, a method, or an object. Latte means a drink made by adding a small amount of strong coffee to a glass. Gray means the color of smoke or ashes. The sentence is used to show the method on how to get to the nearest coffee shop by using Apple’s iphone 4S.

The second signifier is illustration: ‘the image of modern city edifice as background’. It is the image of 21th century edifice in a large and important town. The third signifier is Illustration: a hand holding iphone 4s. This image describes the product when being hold single handedly visually.

The fourth signifier is illustration: ‘Iphone 4s and Iphone 4s voice recognition searching result’. There is also battery, Bluetooth, signal indicator and an icon of voice recognition system. This image describes the product and when the product is finished searching for certain information that the buyer’s said. The signal indicator is at its fullest and Bluetooth function is enabled. Also, there is an icon of Apple’s voice recognition search engine which is used to search for information.

The fifth signifier is illustration: ‘the image of modern city Main Street’. The fifth signifier is about the image of 21th century Main Street in a large and important

town. The image of Main Street in modern city as background portrays that people who happens to need something urgent at the main street.

The sixth signifier is headline: “You speak, Siri helps, Say hello to the amazing iphone yet (gray lettering is used)”. 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. To use Siri, the buyer just need to say the information that they want to know and Iphone 4 is the latest Apple’s product that has voice recognition system

The seventh signifier is signature line: ‘Apple’s iphone 4s (gray lettering is used)’. There are many various smartphones brand in the market. One smartphone developer has to stand out and differentiate its product from the other. So, there exist a smartphone which called Apple and its logo has a symbol of an apple which has been bitten at one of its side.

4.3.3.2 Connotative Meaning

The first signifier; headline: “I could use a latte (gray lettering is used)” connote 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 (value). Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information. Convention: according to Holzschalg’s research about color symbolism in general

culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. “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. Apple is the most advance smartphone brand in term of technology advancement. Just by saying some information that the buyer’s want to know, iphone 4S will execute a rigorous searching process of information which the buyer input. Apple offers the user with a practical device with a lot of multifunction that can help the buyer in any aspect of their life. Apple’s iphone 4S makes people life become easier. Apple relates what people need and what kind of service that Apple’s product offer. Apple provides the buyer of iphone 4S with the ultimate voice recognition feature which can search about any information that the buyer needs in a short time. The gray lettering used in “I could use a latte” means that Apple offers a more modern and accurate in using Apple’s Iphone 4s smartphone. Gray lettering also implies that Apple’s iphone 4s smartphone is more futuristic than other’s smartphone brand product. Just by using Apple’s iphone 4s, the buyer’s social status will be boosted because of the latest modern concept embedded in Apple’s iphone 4s.

The second signifier is illustration: ‘the image of modern city edifice as background’ connotes 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 (association). This makes people's life becomes easier and more modern in other's people perception of view. The image of edifice in modern city as background portrays that people who lives in a modern city uses Apple's Iphone 4s in helping them to search for certain information. Apple provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now especially in this modern era.

The third signifier; illustration: 'a hand holding iphone 4s' connotes that Apple's iphone 4s 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. Apple relates what people need and what kind of service that Apple's product offer. Apple provides the buyer of iphone 3G with ultimate voice recognition search engine feature which can search about any information that the buyer needs with ease. Apple offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle.

The fourth signifier; illustration: "Iphone 4s and Iphone 4s voice recognition searching result, battery, Bluetooth, signal indicator and an icon of voice recognition system" connotes that Apple has create a new gadget with the latest technology which use voice recognition system as a means to find certain information by activating the 3G signal. Apple provides the user with the hi-tech device unlike other

smartphone which still use manual inputting system to search for information. 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. There is an icon of Apple's voice recognition search engine which is used to search for information. Just by saying information which the buyer needs to search, it will execute a searching process of certain information that the buyer input. Apple's search engine also implies the advancement of technology that Apple has made. You can search information just by saying a certain word just by touching the icon; the smartphone will execute a rigorous searching process of information which the buyer input. And the search result is very accurate.

The fifth signifier; illustration: "The image of modern city Main Street" connotes that people who happens to need something urgent at the main street can uses Apple's Iphone 4s in helping them to search for certain information. Apple provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life everywhere. Apple's iphone 4s provides the buyer with a smartphone which is very easy to use and, flexible to help them to do their activities. This makes people's life becomes easier and more modern in other's people perception of view.

The sixth signifier; headline: "you speak, Siri helps, Say hello to the amazing iphone yet (gray lettering is used)" connotes that that Apple has create a new gadget

with the latest technology which use voice recognition system as a means to find certain information by activating the 3G signal. Apple provides the user with the hi-tech device unlike other smartphone which still use manual inputting system to search for information. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. Apple's iphone 4S provides the information of all nearby coffee shop just by commanding the phone to find the nearby coffee shop by using the buyer's voice. Apple is the most advance smartphone brand in term of technology advancement. Just by saying some information that the buyer's want to know, iphone 4S will execute a rigorous searching process of information which the buyer input. Apple offers the user with a practical device with a lot of multifunction that can help the buyer in any aspect of their life. Apple's iphone 4S makes people life become easier. Apple relates what people need and what kind of service that Apple's product offer. Apple provides the buyer of iphone 4S with the ultimate voice recognition feature which can search about any information that the buyer needs in a short time. According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the lettering, it connotes that Apple's iphone 4s product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The gray lettering used in "I could use a latte" means that Apple offers a more modern and accurate in using Apple's Iphone 4s

smartphone. Gray lettering also implies that Apple's iPhone 4s smartphone is more futuristic than other's smartphone brand product. Just by using Apple's iPhone 4s, the buyer's social status will be boosted because of the latest modern concept embedded in Apple's iPhone 4s.

The seventh signifier; signature line: Apple's iPhone 4s (gray lettering is used) connotes that Apple is prestigious, elegant, futuristic and innovative. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. Apple is the most advanced smartphone brand in terms 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's life become easier. 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.

The second advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Besides that the advertisement depicts about the vastness ability that smartphone has to help people in any kind of activity they are in.

The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.4 Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine February 2013

1. Signature line
2. Illustration
3. Headline
4. Body copy
5. Signature line
6. Illustration
7. Illustration
8. Illustration
9. Illustration
10. Illustration
11. Signature line
12. Signature line

4.3.4.1 Denotative Meaning

The first signifier is signature line: 'Samsung brand and Samsung logo'. The brand and logo is written on the right corner. Samsung is one of the famous smartphones manufacturers which have Samsung sentence and blue circle as the logo of the company. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Samsung is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't. The second signifier is illustration: the image

of modern day lamp in modern day office as background. It is the image of the image of 21st lamp in modern day office.

The third signifier is headline: “always stay one call ahead of the rest (white lettering is used)”. Always means at all time, on every occasion. Stay means to continue to be in a particular place for a period of time without moving away. One call means a step Ahead of the rest means that Samsung is more advanced than other smartphone developer. White means the color of fresh milk or snow. 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

The fourth signifier is body copy: “make calls just like a mobile phone white lettering is used)”. The sentence is used to inform the buyer about Samsung technology advancement which makes phoning a lot easier with smartphone tab. White means the color of fresh milk or snow. The fifth signifier is signature line: Samsung Galaxy Tab (white lettering is used); One of the famous smartphones manufacturers which have Samsung Galaxy Tab sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Samsung is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don’t.

The sixth signifier is illustration: ‘Samsung Galaxy Tab and Samsung Galaxy Tab 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’. This image describes the product visually when being used. The seventh signifier is illustration: the image of modern day office as background. This image describes the image of 21th century modern office.

The eighth signifier is illustration: ‘the image of modern office desk and chair as background’. The image portrays the 21th century modern office desk and chair. The ninth signifier is illustration: a successful business man phones someone by using Samsung Galaxy Tab. There is also battery, Bluetooth, signal indicator and Samsung Galaxy Tab screen while phoning. This image describes the product visually. The tenth signifier is illustration: bar code. It is the website address that can be visited by taking a picture of the barcode.

The eleventh signifier is signature line: ‘www.samsung.com/my’. The sentence is the website address that can be visited by taking a picture of the barcode. The twelfth signifier is signature line: Samsung Center 1800-88-9999. It is the telephone number that can be phoned to ask for further information regarding the product or to order the product.

4.3.4.2 Connotative Meaning

The first signifier; signature line: 'Samsung logo is written on the right corner' connotes that Samsung's smartphone is elegant, easy to use, futuristic and innovative. These are the feature that Samsung offers to the buyer. Association: 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. From the simplicity logo which is used by Samsung. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

The second signifier; illustration: 'the image of modern day lamp in modern day office as background' connotes that Samsung provides the buyer with a smartphone which is very practical to support the buyer activities in the modern city (convention). This makes people's life becomes easier and more modern in other's people perception of view. The image of modern day lamp in 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. 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.

The third signifier; headline: "always stay one call ahead of the rest (white lettering is used)" connotes Samsung offers the most advance yet easy to use technology advancement. Value: 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. Samsung also provides the buyer with the easiness in doing any kind of digital activities. Samsung also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. "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. 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. 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. Samsung offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Samsung Galaxy Tab product is built to be as punctilious as a smartphone can be. Samsung 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.

The fourth signifier; body copy: "make calls just like a mobile phone (white lettering is used)" portrays that Samsung offers the most advance yet easy to use technology advancement. Value: 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. Samsung also provides the buyer

with the easiness in doing any kind of digital activities. Samsung also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. "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. "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. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone. Samsung offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white

color connotes punctiliousness. Samsung Galaxy Tab product is built to be as punctilious as a smartphone can be. Samsung 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. The white lettering used in “Always stay one call ahead of the rest.” means that Apple offers a more innovation in using Samsung smartphone.

The fifth signifier; signature line: ‘Samsung Galaxy Tab (white lettering is used)’ means that Samsung’s smartphone is very punctilious. These are the feature that Samsung offers to the buyer. Association: 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. From the simplicity logo which is used by Samsung. Samsung relates what people need and what kind of service that Samsung’s product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

The sixth signifier; Illustration: Samsung Galaxy Tab and Samsung Galaxy Tab homepage portrays Samsung Galaxy Tab supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. Association: there is a homepage image of Samsung Galaxy Tab which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system. The image Samsung Galaxy Tab Samsung Galaxy Tab homepage describe about the advantages of using Samsung Galaxy Tab. 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. Apple provides the user with simplicity to control all the features from the homepage. Apple's emphasizes that the buyer of Samsung Galaxy Tab can do a lot of thing with it. Samsung Galaxy Tab is a very versatile device.

The seventh signifier; illustration: "the image of modern day office as background" connotes Samsung provides the buyer with a smartphone which is very practical to support the buyer activities in the modern city especially for worker who needs a complete feature of telecommunication device (convention). This makes people's life becomes easier and more modern in other's people perception of view. The image of modern day office as background portrays that people who happens to need something urgent at the office can uses Samsung's smartphone in helping them to do that urgent activities and search for certain information which can help them to

solve the urgent activity. Samsung provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life everywhere.

The eighth signifier; illustration: “The image of modern office desk and chair as background” means 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. This makes people’s life becomes easier and more modern in other’s people perception of view. 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. 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.

The ninth signifier; illustration: “a successful business man phones someone by using Samsung Galaxy Tab” connotes that 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. Samsung Galaxy Tab also supports all of the features which are needed by businessman to do their business such as live streaming meeting and High definition webcam. The battery full indicator battery image connotes that Samsung Galaxy Tab is unlike any other smartphone which battery level drops easily. The full signal image denotes that

Samsung Galaxy Tab always gets a full signal anytime and anywhere regardless of any condition because of the new hardware invented by apple.

The tenth signifier; illustration: “bar code” connotes that the potential buyers are familiar with the new barcode function. 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.

The eleventh signifier; signature line: www.samsung.com/my, connotes that the potential buyers are familiar in using internet to search information. The buyer can visit the website to get more detailed information regarding the product. Samsung chose internet media to advertise because nowadays internet has become people daily need.

The twelfth signifier; signature line: “Samsung Center 1800-88-9999” connotes that the potential buyers are 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.

The fourth advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.5 Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine March 2013

1. Illustration
2. White Background
3. Illustration
4. Illustration
5. Signature line
6. Headline
7. Body copy
8. Body copy
9. Signature line
10. Slogan
11. Signature line
12. Signature line

4.3.5.1 Denotative meaning

The first signifier is illustration: ‘a person looking at Samsung’s smartphone as the background’. It is the image of a human face which focuses mainly at the human eyes looking at Samsung smartphone. The second signifier is white background. White means the color of fresh milk or snow. Background means the part of a picture, photograph, view behind the main object, people, etc.

The third signifier is illustration: ‘a scene in Hangover movie’. This scene is a part of a movie in which the action happens in one place in the Hangover movie. The fourth signifier is Illustration: Samsung wave and Hangover movie’s scene in Samsung wave screen. The Samsung wave illustration describes the product when used to watch movies. The hangover scene describes a part of a movie or film/movie in which the action happens in one place in the Hangover movie.

The fifth signifier is 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. The sixth signifier is headline: “lose yourself with the Samsung smartphone (gray lettering is used)”. The sentence shows the buyer about the advantages of using Samsung’s smartphone. Samsung smartphone is always one step ahead of another smartphone manufacturer. Samsung smartphone is very enjoyable. Samsung provides a smartphone which can make you very happy and forget about anything beside the phone itself. Gray means the color of smoke or ashes.

The seventh signifier is 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 screen. Available now (gray color is used). The sentence informs 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.

The eighth signifier is body copy: “welcome to more (gray color is used)”. The sentence is used to show the buyer about the advantages of using Samsung’s smartphone. Samsung smartphone is always one step ahead of another smartphone manufacturer.

The ninth signifier is signature line: brand: ‘Samsung logo is written on the right corner’. Samsung is a very famous smartphones manufacturer which has Samsung sentence and blue circle as the logo of the company. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Samsung is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don’t. The tenth signifier is slogan: turn on tomorrow. The slogan depicts the advancement of technology in Samsung smartphone. The eleventh signifier: is 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. The twelfth

signifier is signature line: Super Amoled. Amoled is the name of high definition screen which is used in Samsung wave smartphone.

4.3.5.2 Connotative meaning

The first signifier; illustration: ‘a person looking at Samsung’s smartphone as the background’ connotes that 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 (association). This makes people’s life becomes easier and more modern in other’s people perception of view. The image of human face looking at Samsung smartphone portrays that people who happens to need something urgent can uses Samsung’s smartphone in helping them to do that urgent activities and search for certain information which can help them to solve the urgent activity. Samsung provides the user with easy to use device with a lot of multifunction that can help the buyer in any aspect of their life everywhere.

The second signifier; ‘white background’ connotes punctiliousness. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Samsung Wave smartphone is built to be as punctilious as a smartphone can be. Samsung 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 background, it connotes that Samsung offers the buyer with device which has the latest innovation and technology advancement embedded in the product. Just by using Samsung smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in Samsung smartphone.

The third signifier; illustration: 'a scene in Hangover movie' connotes that Samsung smartphone supports the demand of modern lifestyle which is mostly about versatility and the simplicity of the smartphone usage (convention). The scene also connotes that the buyer can watch movie in a high definition image level just by using the Samsung smartphone. Samsung advancement of technology in the display aspect is very innovative. There is a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another smartphone activity while watching movie. The scene symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone. Unlike another smartphones, Samsung smartphone can streams and watch movies in high definition without lagging. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with

an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

The fourth signifier; illustration: 'Samsung wave and Hangover movie's scene in Samsung wave screen' connotes that Samsung smartphone supports the demand of modern lifestyle which is mostly about versatility and the simplicity of the smartphone usage (association). The scene also connotes that the buyer can watch movie in a high definition image level just by using the Samsung smartphone. Samsung advancement of technology in the display aspect is very innovative. There is a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main function can be controlled from the digital home page with ease. The buyer can access the entire main feature and do another smartphone activity while watching movie. The scene symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone. Unlike another smartphones, Samsung smartphone can

streams and watch movies in high definition without lagging. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

The fifth signifier; signature line: "The Hangover available now from Samsungmovies.com" connotes that 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 (value). By buying Samsung wave smartphone the buyer will get a bonus to download Hangover movie from Samsung website. It also connotes the potential buyers are familiar downloading movie from the internet by using Samsung's smartphone. Watching movie nowadays has become people daily need. Samsung provides a device which can be used to watch movie anytime and anywhere by using a small telecommunication device. By buying Samsung wave smartphone 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.

The sixth signifier; headline: "lose yourself with the Samsung smartphone (gray lettering is used)" connotes that Samsung provides the buyer with the easiness in doing any kind of digital activities. Value: Samsung also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. "Lose yourself" 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 wave smartphone embedded with a very versatile feature and comfort feeling in using the product. "With the Samsung smartphone" indicates the easiness on using

phone feature to fulfill the buyer's digital and telecommunication needs. This implies that Samsung smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone. Samsung offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. The gray lettering used in "Lose yourself with the Samsung smartphone" means that Samsung offers a more advanced and modern feature in using Samsung wave smartphone. Gray lettering also implies that Samsung wave smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using Samsung wave smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in Samsung wave smartphone.

The seventh signifier: 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 screen. Available now (gray color is used)" connotes that

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. Value: The sentence indicates that smartphone makes people's life becomes easier, practical, stylish, prestigious and instant. Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. 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. Samsung offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. The gray lettering used in "Lose yourself with the Samsung smartphone" means that Samsung offers a more advanced and modern feature in using Samsung wave smartphone. Gray lettering also implies that Samsung wave smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using Samsung wave smartphone, the buyer's

social status will be boosted because of the latest modern concept embedded in Samsung wave smartphone.

The eighth signifier; body copy: “welcome to more (gray color is used)” connotes that Samsung offers the most advance yet easy to use technology advancement. Value: The sentence connotes that 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. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. “Welcome to more” indicates that it is one step ahead more advance than the other. It implies innovation and creativity. The sentence symbolizes the main advantage of this product. The advancement of technology is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer’s social status will be boosted because of the latest modern concept embedded in Samsung smartphone. 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 ninth signifier; signature line: brand: ‘Samsung logo is written on the right corner’ connotes that Samsung’s smartphone is elegant, easy to use, futuristic and innovative (association). These are the feature that Samsung offers to the buyer.

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. From the simplicity logo which is used by Samsung. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

The tenth signifier; slogan: 'Turn on tomorrow' connotes the main advantages of this product that can help people do their daily life in this modern era (value). 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.

The eleventh signifier; signature line: "Samsung Movies.com" connotes 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. Association: By buying Samsung wave smartphone the buyer will get a bonus to download Hangover movie from Samsung website. It also connotes the potential buyers are familiar downloading movie from the internet by using Samsung's smartphone. Watching movie nowadays has become people daily need. Samsung provides a device which can be used to watch movie anytime and anywhere by using a small telecommunication device. By buying Samsung wave smartphone, the buyer will always get a very fast internet connection to download the 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.

The twelfth signifier; signature line: 'Super Amoled' 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 (value). 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.

The fifth advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.6 Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine March 2013

1. Headline
2. Illustration
3. Illustration
4. Body copy
5. Body copy
6. Slogan
7. Signature line
8. Signature line
9. Signature line
10. Warning

4.3.6.1 Denotative Meaning

The first signifier is headline: "It doesn't take genius (white lettering is used)". The sentence "It doesn't take genius" implies that the buyer about on why

the buyer should by Samsung smartphone instead of Apple smartphone. There are lots of advantages that Samsung offers to the buyer. So, without thinking the buyer will obviously chooses Samsung smartphone. The second signifier is illustration: Iphone 5 with a black screen. The image of Iphone with a black screen describes the product visually when it is run out of battery.

The third signifier is illustration: ‘Samsung Galaxy S III and Samsung Galaxy S III homepage. In the Samsung Galaxy III Homepage 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’. This image describes the product visually when being used.

The fourth signifier is 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 weight, 1GB ram, siri, 16, 32, or 64 GB fixed internal storage, IOS 6.0 OS, A totally different plug (white lettering is used)”. The iPhone 5 specification above is created by the copywriter to inform the reader about the advantages of buying Apple’s latest product which called iPhone 5. 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, 16, 32, or 64 GB fixed internal storage, IOS 6.0 OS. White means the color of fresh milk or snow.

The fifth signifier is body copy: “Samsung Galaxy S III 4.8 screen, 4G LTE, HD super AMOLED display, 1280 x 720 HD resolution, Up to 790 hours standby time, Up to 11,4 hours talk time, Full HD 1080p video recording, 4.7 oz weight, 2GB Ram, S voice, 16 or 32 fixed + 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, Removable battery (white lettering is used)”. Samsung Galaxy S III specification above is created by the copywriter to inform the reader about the advantages of buying Samsung’s latest product which called Samsung Galaxy S III. Samsung Galaxy III is featured with 4.8 screen, 4G LTE, HD super AMOLED display, 1280 x 720 HD resolution, Up to 790 hours standby time, Up to 11,4 hours talk time, Full HD 1080p video recording, 4.7 oz weight, 2GB Ram, S voice, 16 or 32 fixed + up to 64GB micro SD storage, Android 4.0 OS, Standard micro USB plug, NFC, smart stay, S-Beam, Share shot, Group cast, Direct call, Smart alert, Tilt to zoom, Palm swipe capture, Palm touch mute pause, picture in picture, Turn over to mute, Shake to update and removable battery.

The sixth signifier is slogan: “The next big thing is already here”. This sentence depicts the advancement of technology in Samsung smartphone. The seventh signifier is signature line: Samsung Galaxy S III (white lettering is used) and logo: Samsung Galaxy S III has Samsung Galaxy S III sentence as its logo. One of the famous smartphones manufacturers which have Samsung Galaxy S III sentence

as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. Samsung is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't. The Logo itself is a design/symbol used by Samsung to advertise Samsung Galaxy S III product.

The eighth signifier is signature line: "www.facebook.com/SamsungMobileUSA". It is the website address that can be visited by using facebook. The ninth signifier is brand: Samsung logo is written on the right corner, logo: Samsung has Samsung sentence and blue circle as its logo. The Samsung logo means one of the famous smartphones manufacturers which have Samsung sentence and blue circle as the logo of the company. There exists 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.

The tenth signifier is warning: "Samsung Telecommunication America, LLC. Samsung and Galaxy S are registered trademark of Samsung Electronics Co. Ltd. Appearances of Phones may vary. Phone screen image are simulated. All above feature are representative, not inclusive". The warning is written to inform the potential buyer about the Samsung copyright policy.

4.3.6.2 Connotative Meaning

The first signifier; headline: “It doesn’t take genius (white lettering is used)” connotes that Samsung offers the most advance yet easy to use technology advancement. Value: the sentence depicts that 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. “It doesn’t take genius” indicates that the buyer who can read should buy Samsung smartphone because Samsung offer a more advance and complete feature instead of Apple smartphone. Samsung is one step ahead more advance than the other. It implies innovation and creativity. The sentence symbolizes the main advantage of this product. The advancement of technology is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer’s social status will be boosted because of the latest modern concept embedded in Samsung smartphone. 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 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. 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. The white lettering used in “It doesn’t take genius” means that Samsung offers a more advanced and modern

feature in using Samsung Galaxy S III smartphone. White lettering also implies that Samsung Galaxy S III is more futuristic, and more intellect than other's smartphone brand product. Just by using Samsung Galaxy S III, the buyer's social status will be boosted because of the latest modern concept embedded in it.

The second signifier; illustration: "iPhone 5 with a black screen" connotes Apple's iPhone 5 doesn't support the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. Association: The picture depicts that 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. The image of iPhone 5 with a black screen describes about the disadvantages of using Apple's iPhone 5. All of iPhone 5 feature cannot be accessed from the homepage. Apple doesn't provide the user with simplicity to control all the features from the homepage. Samsung emphasizes that the buyer of iPhone 5 cannot do a lot of thing with it. iPhone 5 is a very complex smartphone.

The third signifier; illustration: "Samsung Galaxy S III and Samsung Galaxy S III homepage. Association: In the Samsung Galaxy III Homepage 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" connotes that Samsung Galaxy S III supports the demand of modern lifestyle which is mostly about practicality and the

simplicity of the smartphone usage. There is a homepage image of Samsung 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. The image Samsung Galaxy III and Samsung Galaxy S III homepage describe about the advantages of using Samsung Galaxy S III. The feature on the homepage symbolizes the advantages of using Samsung Galaxy S III. All feature of Samsung Galaxy S III can be accessed from the homepage. Samsung provides the user with simplicity to control all the features from the homepage. 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.

The fourth signifier; 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 weight, 1GB ram, siri, 16, 32, or 64 GB fixed internal storage, IOS 6.0 OS, A totally different plug (white lettering is used)”. Value: The feature above indicates that 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. 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. 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. There are a lot of feature that Apple offers to the buyer but not as much as Samsung 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 5 makes people life become easier. 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. 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.

The fifth signifier; body copy: "Samsung Galaxy S III 4.8 screen, 4G LTE, HD super AMOLED display, 1280 x 720 HD resolution, Up to 790 hours standby

time, Up to 11,4 hours talk time, Full HD 1080p video recording, 4.7 oz weight, 2GB Ram, S voice, 16 or 32 fixed + 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, Removable battery (white lettering is used)”, connotes that Samsung provides the buyer with the easiness in doing any kind of digital activities. Value: The advantage above shows that samsung also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people’s life becomes easier, practical, stylish, prestigious and instant. Samsung persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer’s social status. The specification also connotes that the buyer can watch movie in a high definition image level just by using the Samsung smartphone. Samsung advancement of technology in the display aspect is very innovative. There is also a digital homepage menu if we touch the screen while watching the movie. The digital homepage menu portrays all of the main 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. The specification beside indicates the ability of Samsung’s smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, Samsung Galaxy S III is embedded with a very versatile feature and comfort feeling

in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that Samsung smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using Samsung product. Just by using Samsung smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in Samsung smartphone. Samsung offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. 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. The white lettering used in "It doesn't take genius" means that Samsung offers a more advanced and modern feature in using Samsung Galaxy S III smartphone. White lettering also implies that Samsung Galaxy S III is more futuristic and more intellect than other's smartphone brand product. Just by using Samsung Galaxy S III, the buyer's social status will be boosted because of the latest modern concept embedded in it.

The sixth signifier; slogan: “The next big thing is already here” connotes the advantages of this product that can help people do their daily life in this modern era. The advancement of technology is the main advantage of using Samsung product. Value: The slogan connotes that just by using Samsung smartphone, the buyer’s social status will be boosted because of the latest modern concept embedded in Samsung smartphone. 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. The white lettering used in “It doesn’t take genius” means that Samsung offers a more advanced and modern feature in using Samsung Galaxy S III smartphone. White lettering also implies that Samsung Galaxy S III is more futuristic and more intellect than other’s smartphone brand product. Just by using Samsung Galaxy S III, the buyer’s social status will be boosted because of the latest modern concept embedded in it.

The seventh signifier; signature line: “Samsung Galaxy S III (white lettering is used)” connotes that Samsung’s smartphone is elegant, easy to use, futuristic and innovative. These are the feature that Samsung offers to the buyer. Association: 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. From the simplicity logo which is used by Samsung. Samsung relates what people need and what kind of service that Samsung's product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. Value: 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. The white lettering used in "It doesn't take genius" means that Samsung offers a more advanced and modern feature in using Samsung Galaxy S III smartphone. White lettering also implies that Samsung Galaxy S III is more futuristic and more intellect than other's smartphone brand product. Just by using Samsung Galaxy S III, the buyer's social status will be boosted because of the latest modern concept embedded in it.

The eighth signifier; signature line:

“www.facebook.com/SamsungMobileUSA”, connotes that the potential buyers are familiar in using social engineering website in the internet to search information. Association: The website indicates that the buyer can visit the website to get more detailed information regarding the product. Samsung chose internet media to advertise because nowadays internet has become people daily need. The buyer can ask for detailed information by posting a comment in the Samsung facebook page. Samsung chose 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.

The ninth signifier; logo: ‘Samsung has Samsung sentence and blue circle as its logo’ connotes that Samsung’s smartphone is elegant, easy to use, futuristic and innovative (association). These are the feature that Samsung offers to the buyer. 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. From the simplicity logo which is used by Samsung. Samsung relates what people need and what kind of service that Samsung’s product offer. Samsung provides the buyer of Samsung smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. Samsung provides the user with a versatile, easy to

use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. Samsung makes people life become easier. Samsung offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

The tenth signifier; warning: “© Samsung Telecommunication America, LLC. Samsung and Galaxy S are registered trademark of Samsung Electronics Co. Ltd. Appearances of Phones may vary. Phone screen image are simulated. Association: All above feature are representative, not inclusive” 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 Samsung feature one of a kind. 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.

The sixth advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in.

The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.7 Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine February 2013

1. Gray background
2. Signature line
3. Slogan
4. Headline
5. Body copy
6. Illustration
7. Illustration
8. Illustration
9. Illustration
10. Illustration
11. Illustration
12. Illustration
13. Illustration
14. Signature line
15. Signature line
16. Warning
17. Signature line

4.3.7.1 Denotative meaning

The first signifier is gray background. Gray background means the part of a picture behind the main object which has the color of smoke or ashes. The second

signifier is brand: LG logo is written at the right corner. LG logo means one of the famous smartphones manufacturers which have LG sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. LG is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.

The third signifier is slogan: "Life's good (black lettering was used)". The sentence beside depicts the usage of LG smartphone in people's life. Black means having the darkest color, it is like a color of coal or of a very dark night. The fourth signifier is headline: The content you love. Now streamed from your phone to your device (black lettering is used). The sentence "the content you love. Now streamed from your phone to your device" depicts that LG persuades the buyer to buy the product by showing the advantage of using LG smartphone product.

The fifth signifier is body copy: "experience your favorite content like never before with the new LG Optimus. The innovative "play to" feature allows wireless streaming of picture, music, and 720P hd movie (gray lettering used)". The sentence above means shows the buyer that about the advantages of using LG smartphone. LG smartphone is always one step ahead of another smartphone manufacturer. LG provides the buyer with a smartphone which is very versatile. Gray means the color of smoke or ashes.

The sixth signifier is illustration: 'A television and LG smartphone product are connecting each other'. It is the image of a television and LG smartphone linked and joined together by using LG's wireless remote feature. The seventh signifier is illustration: a portable electric fan. It is the image of a machine with blades that go round to create a current of air.

The eighth signifier is illustration: 'A pile of book which refers to Microsoft office system'. The picture of the pile of book shows the buyer about the advantages of using LG smartphone. LG Optimus smartphone is able to operate Microsoft office which is mainly use for creating document in the computer.

The ninth signifier is illustration: 'The image of LG LED TV and a biker driving in the off-road'. The picture as the ninth signifier means an 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.

The tenth signifier is illustration: 'White desk'. The picture above means a piece of furniture like a table which has the color of fresh milk or snow. The eleventh signifier is illustration: gray floor. Gray means the color of smoke or ashes. Floor means the surface of a room that you walk on.

The twelfth signifier is illustration: 'LG Optimus and LG Optimus's homepage with the 3D realistic image of stairway made of wooden crate which

usually used in motorcycle circus'. This image describes the product visually when the product is being used to text message or to search for info by touching the screen. 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.

The thirteenth signifier is illustration: 'White desk'. This image means a piece of furniture like a table which has the color of fresh milk or snow. The fourteenth signifier is Logo: 'LG Optimus'. The logo means one of the famous smartphones manufacturers which have LG Optimus sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. LG is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.

The fifteenth signifier is signature line: "www.LG.com". It is the website address that can be visited to get detailed information regarding LG Optimus smartphone. The sixteenth signifier Warning: C LG Telecommunication 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. The warning is the Information about the LG's copyright policy. The seventeenth signifier is signature line: Windows phone. The sentence beside informs the buyer about the Windows operating system which is used in HTC Titan phone.

4.3.7.2 Connotative meaning

The first signifier is gray background. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. Gray is the symbol of advanced technology. From the gray color used in the background, it connotes that LG smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The Gray background also implies that LG smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using LG smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in LG smartphone.

The second signifier; signature line: brand: 'LG logo is written at the right corner', connotes that LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer. Association: 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. 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. 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.

The third signifier; slogan: “Life’s good (black lettering was used)”, connotes the advantages of this product that can help people do their daily life in this modern era. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. Life means the ability to breathe, grow, reproduce, etc. which people, animals, and plant have before they die. Good means high quality or acceptable standard. Value: LG’s slogan “life’s good” means that LG is providing the user with a hand sized device with a lot of function which will help them in their life. Basically, versatility is the main advantage of using LG product. LG also supports modern life by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people’s life becomes easier, practical, stylish, prestigious and instant. 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.

The fourth signifier; headline: “the content you love, now streamed from your phone to your device (black lettering is used)”. Value: The sentences 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. 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. Convention:

according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. 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. LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone. 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.

The fifth signifier; body copy: "Experience your favorite content like never before with the new LG Optimus. The innovative "play to" feature allows wireless streaming of picture, music, and 720P hd movie (gray lettering used)", connotes that LG provides the buyer with the easiness in doing any kind of digital activities (Value). LG also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. LG persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. The 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. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. The specification beside indicates the ability of LG's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that LG smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using LG product. Just by using LG smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in LG smartphone. LG offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the LG smartphone screen or by connecting it in the television. LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone. So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer. 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.

The sixth signifier; illustration: 'A television and LG smartphone product are connecting each other', connotes shows that LG persuades the buyer to buy the product by showing the advantage of using HTC smartphone product (association). Association: 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. From the picture of a television and LG smartphone product are connected each other LG relates what people need and what kind of service that LG product offers. LG provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the LG smartphone screen or by connecting it in the television. LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.

The seventh signifier; illustration: 'a portable electric fan', connotes that LG's smartphone processor is heat resistant to overuse of the phone. Association: 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. 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.

The eighth signifier; illustration: 'A pile of book which refers to Microsoft office system', connotes that 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. Association: LG supports the portability to use Microsoft office while doing outdoor activities. 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. LG offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

The ninth signifier; illustration: 'The image of LG LED TV and a biker driving in the off-road', connotes that LG provides the buyer with the easiness in doing any kind of digital activities (convention). LG also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. LG persuades the user to buy the product by offering a

device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Convention: 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. 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. The image symbolizes the main advantage of this product. Innovation like no other is the main advantage of using LG product. Just by using LG smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in LG smartphone. LG offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the LG smartphone screen or by connecting it in the television. LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone. So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer.

The tenth signifier; illustration: 'white desk', connotes that LG smartphone offers the buyer with a lot of feature which able to be a pillar in supporting the buyer's life. 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. 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.

The eleventh signifier; illustration: 'gray floor', connotes intellectuality, futuristic concept, stylishness of the product. According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray is the symbol of advanced technology. Gray color correlates intimately with the concept of intellectuality, futuristic, and stylishness. From the gray color used in the floor, it connotes that LG smartphone product is offering the buyer with intellectuality,

futuristic concept and stylishness of using the product. The Gray floor also implies that LG smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using LG smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in LG smartphone.

The twelfth signifier; illustration: 'LG Optimus and LG Optimus's homepage with the 3D realistic image of stairway made of wooden crate which usually used in motorcycle circus', connotes that LG persuades the buyer to buy the product by showing the advantage of using HTC smartphone product. The specification also connotes that the buyer can watch movie in a high definition image level just by using the LG smartphone. LG advancement of technology in the display aspect is very innovative. From the picture LG Optimus and LG Optimus's homepage with the 3D realistic image of stairway made of wooden, LG relates what people need and what kind of service that LG product offers. LG provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the LG smartphone screen or by connecting it in the television. LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone. LG provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the LG smartphone screen or by connecting it in the television. LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone.

The thirteenth signifier; illustration: 'White desk', connotes that LG smartphone offers the buyer with a lot of feature which able to be a pillar in supporting the buyer's life. 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. 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.

The fourteenth signifier; signature line: "LG Optimus", connotes that LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer. 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. From the simplicity of the logo which is used by LG. LG relates what people need and what

kind of service that LG's product offer. LG provides the buyer of LG smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. LG provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle.

The fifteenth signifier; signature line: "www.LG.com", connotes that the potential buyers are familiar in using internet to search information. The buyer can visit the website to get more detailed information regarding the product. LG chose internet media to advertise because nowadays internet has become people daily need. The buyer can ask for detailed information by visiting LG official website. LG offers the simplest asking method to the buyer who wants to know detailed information of the product. The website address implies that LG smartphone is a product which is internationally known because the .com domain is an international website domain.

The sixteenth signifier; warning: "© LG Telecommunication 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", 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. 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.

The seventeenth signifier; signature line: “Windows phone”, depicts that that the user of the product would be considered as prestigious user because Windows operating system itself is originated in the USA which has the most advanced technology in the world (Association)). Since Windows is the most advanced operating system in the Computer, the user can experience the advanced and luxuriousness of the operating system in HTC smartphone. The sentence 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.

The seventh advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and

stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.8 Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine March 2013

1. Black background
2. Signature line
3. Signature line
4. Headline
5. Illustration
6. Illustration
7. Body copy
8. Signature line
9. Body copy

4.3.8.1 Denotative meaning

The first signifier is Black background. It means the part of a picture behind the main object which has the color of coal or a very dark night. The second signifier is signature line: logo: 'Verizon (red color is used)'. The logo means one of the famous telecommunication providers which have check list mark as the symbol of the product. 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 who has unique characteristic that other smartphone manufacturer don't.

The third signifier is signature line: "Verizon wireless (white and red lettering are used)". Verizon wireless is an American non-cable telecommunication provider. White means the color of fresh milk or snow. Red means having the color of blood or fire.

The fourth signifier is headline: "dare you to touch one (red and white lettering are used)". The sentence beside persuades the buyer to see the real life product as soon as they can. White means the color of fresh milk or snow. Red means having the color of blood or fire.

The fifth signifier is 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. There is also of black snake white stripes'. This image describes the product visually when being used. Snake means a poisonous reptile with a very long yet thin body without having leg. Black means having the darkest color, it is like a color of coal or of a very dark night.

The sixth signifier is 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.

The seventh signifier is body copy: "introducing the LG Dare (white lettering used)". The sentence informs the buyer about the availability of the new LG smartphone product which called LG Dare. White means the color of fresh milk or snow.

The eighth signifier is brand: 'LG logo is written at the right corner'. It is the one of the famous smartphones manufacturers which has LG sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. LG is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.

The ninth signifier is 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 phones you want, the network you want to be on .verizon/wireless/dare (white lettering used)". The specifications above show the buyer about the advantages of using LG smartphone. LG smartphone is always one step ahead of another

smartphone manufacturer. LG provides the buyer with a smartphone which is very versatile. White means the color of fresh milk or snow.

4.3.8.2 Connotative meaning

The first signifier is black background. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, LG's creates an elegant, prestigious and luxurious feeling to the buyer. 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.

The second signifier; signature line: Logo: 'Verizon (red color is used)' connotes that 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 (association). Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), red color connotes domination and power. The Verizon logo implies that LG provides the buyer with an up to date technology advancement which is different than any other smartphone and can dominate also all of the user needs easily. LG persuades the user to buy the product immediately, so that the buyer can experience the latest modern concept in it. 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. 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.

The third signifier; signature line: “Verizon wireless (white and red lettering are used)”, connotes that LG’s internet connection has been tested by using Verizon internet provider. Value: This implies that LG internet connection is very fast. The Verizon wireless logo depicts that LG Dare is able to surf internet with fast connection because Verizon wireless itself is the fastest internet provider which is mainly used in European continent. So besides giving the buyer a fast internet connection, LG also offers western identity which will increase the buyer social status. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. Red color connotes domination and power. The white lettering used in “Verizon.” means that LG offers more innovation in using LG smartphone. 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.

The fourth signifier; headline: “Dare you to touch one (red and white lettering are used)”, implies that LG Dare smartphone has a lot of unique feature that you need to prove it yourself. Value: the sentence implies that LG smartphone has many unique features. LG dare smartphone also has a very elegant design. Value: The word “dare” means a spoken sentence which is used to persuade someone to do

something dangerous, difficult so that they can show that they are not afraid. The word itself depicts about the advantages of the phone which has the latest modern concept embedded in it. So, by using LG smartphone, the user social status will increase. The sentence “dare you to touch one” depicts that LG smartphone has a lot of unique feature that the buyer need to check. It can be infer that LG smartphone is very versatile. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes LG’s product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in. Convention: 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.

The fifth signifier; 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. There is also of black snake white stripes. Association: It connotes that LG Dare supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of LG Dare which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system. The picture of snake implies that LG is a very powerful and dangerous phone. According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, LG Dare creates an elegant, prestigious and luxurious feeling to the buyer. The image LG Dare and LG Dare homepage describe about the advantages of using LG Dare.

The sixth signifier; 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. Association: It connotes that LG Dare supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of LG Dare which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system. All feature of LG Dare can be accessed from the homepage.

LG provides the user with simplicity to control all the features from the homepage. LG emphasizes that the buyer of LG Dare can do a lot of thing with it. LG Dare is a very easy to use and versatile device.

The seventh signifier; body copy: “introducing the LG dare (white lettering used)”, infers that LG smartphone has recently release a new kind of smartphone which embedded which the latest hardware and software. Value: The sentence shows that LG relates what people need and what kind of service that LG’s product offer. LG provides the buyer with the all new product which has a lot of feature and futuristic design in it. LG offers the buyer with a never before innovation concept. This never before innovation concept will increase the buyer social status. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes LG’s product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in.

The eighth signifier; signature line: brand: “LG logo is written at the right corner” connotes that LG smartphone is elegant, easy to use, futuristic and

innovative. These are the feature that LG offers to the buyer. Association: 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. 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. 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.

The ninth signifier; 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 phones you want, the network you want to be on .verizon/wireless/dare (white lettering used)", connotes that LG provides the buyer with the easiness in doing any kind of digital activities. LG also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. LG persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Value: 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. The specification beside indicates the ability of LG's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that LG smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using LG product. Just by using LG smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in LG smartphone. LG offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the LG smartphone screen or by connecting it in the television. LG has a unique and easy to use wireless remote feature which can connects television and LG smartphone. LG also offers a very fast 3G internet connection which makes the buyer can surf the internet fast without experiencing any connection lag. So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes

punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes LG's product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering implies that LG offers more innovation in using LG smartphone. The white lettering used in the specification beside means that LG offers more innovation in using LG smartphone.

The eight advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.9 Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine April 2013

1. Black background

2. Headline
3. Illustration
4. Body copy
5. Signature line

4.3.9.1 Denotative meaning

The first signifier is black background. It is the part of a picture behind the main object which has the color of coal or a very dark night. Black means having the darkest color, it is like a color of coal or of a very dark night.

The second signifier is headline: now you won't have to wait until you get home to google your date. The sentence "now you won't have to wait until you get home to google your date" shows the buyer about the advantages of using LG smartphone. LG smartphone is always one step ahead of another smartphone manufacturer. LG provides the buyer with a smartphone which is has a very fast internet connection.

The third signifier is illustration: 'LG Dare and LG Dare homepage'. In the LG Dare's homepage there is a picture of google search engine. The illustration describes the product visually when being used to search information in google search engine. The fourth signifier is body copy: "Surf and browse the web at 3G speed. The new LG Dare touch phone" (white lettering used). The sentence "surf and browse the web at 3G speed, the new LG Dare touch phone" shows the buyer about the advantages of using LG smartphone. LG smartphone is always one step

ahead of another smartphone manufacturer. LG provides the buyer with a smartphone which has a very fast internet connection. It also informs the buyer about the availability of the new LG smartphone product which called LG Dare. White means the color of fresh milk or snow.

The fifth signifier is signature line: brand: “LG logo is written at the right corner”. The logo means one of the famous smartphones manufacturers which has LG sentence as the symbol of their product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. LG is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don’t.

4.3.9.2 Connotative meaning

The first signifier is black background. Convention: according to Holzschal’s research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegant, prestigious, and luxuriousness of the product. Therefore, LG’s creates an elegant, prestigious and luxurious feeling to the buyer.

The second signifier: headline: “now you won’t have to wait until you get home to google your date”, connotes that LG provides the buyer with the easiness in doing any kind of digital activities. (value). 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. LG internet connection is very fast. This makes people’s life

becomes easier, practical, stylish, prestigious and instant. LG persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. The 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. The specification beside indicates the ability of LG's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, LG smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that LG smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using LG product. Just by using LG smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in LG smartphone. LG offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. LG makes people life become easier. LG also offers a very fast 3G internet connection which makes the buyer can surf the internet fast without experiencing any connection lag. So, LG offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle to the buyer.

The third signifier; illustration: “LG Dare and LG Dare homepage, in the LG Dare’s homepage there is a picture of google search engine”, connotes that LG Dare supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. Association: 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. The image LG Dare and LG Dare homepage describe about the advantages of using LG Dare. 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. The feature on the homepage symbolizes the advantages of using LG Dare. All feature of LG Dare can be accessed from the homepage. LG provides the user with simplicity to control all the features from the homepage. LG emphasizes that the buyer of LG Dare can do a lot of thing with it. LG Dare is a very easy to use and versatile device.

The fourth signifier; body copy: “Surf and browse the web at 3G speed. The new LG Dare touch phone (white lettering used)”, connotes that 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. Value: The unique name infers that LG smartphone has unique feature and design. 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. The sentence shows that LG relates what people need and what kind of service that LG's product offer. LG provides the buyer with the all new product which has a lot of feature and futuristic design in it. LG offers the buyer with a never before innovation concept. This never before innovation concept will increase the buyer social status. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. LG Dare is built to be as punctilious as a smartphone can be. LG prioritizes the punctiliousness of smartphone and this means that LG is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color used in the lettering, it connotes LG's product is offering the buyer with innovation, technology advancement, and order of using the product. It also means that LG is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering 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.

The fifth signifier; brand: "LG logo is written at the right corner", connotes that LG smartphone is elegant, easy to use, futuristic and innovative. These are the feature that LG offers to the buyer. Association: 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. 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. 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.

The ninth advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.10 Modern Lifestyle in HTC's Smartphone Printed Advertisement in T3 Magazine January 2013

1. Gray background
2. Illustration
3. Body copy
4. Illustration
5. Illustration

6. Headline
7. Body copy
8. Signature line
9. Illustration
10. Signature line
11. Slogan
12. Signature line
13. Body copy
14. Body copy
15. Illustration
16. Illustration

4.3.10.1 Denotative meaning

The first signifier is gray background. Gray means the color of smoke or ashes. Background means the part of a picture, photograph, view behind the main object, people, etc. The second signifier is illustration: a page in the notebook which has the image of a person sitting in the chair while operating HTC smartphone. There is also an image of human hand drawing the image of a person sitting in the chair while holding HTC smartphone and a white background. The image of the notebook is created by the advertiser to inform HTC's potential buyers about the new notebook feature in HTC smartphone. White means the color of fresh milk or snow.

The third signifier is body copy: "HTC notes 3/24 (black lettering is used)". The sentence beside means that 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. Black means having the darkest color, it is like a color

of coal or of a very dark night. Background means the part of a picture, photograph, view behind the main object, people, etc.

The fourth signifier is illustration: ‘a left hand writes and draws something on the note’. It is a picture of a human hand making a letter and picture on the surface of the document by using a pen.

The fifth signifier is illustration: ‘the image of a male college student using HTC smartphone with the sentence “you” using black color’. This image describes the product visually when it is being used. Black means having the darkest color, it is like a color of coal or of a very dark night.

The sixth signifier is headline: “You’ve inspired our devices. Now let them inspire you (gray lettering is used)”. The sentence above shows the buyer about the advantages of using HTC smartphone. HTC smartphone is always one step ahead of another smartphone manufacturer. HTC smartphone is very useful. HTC provides a smartphone which can bring inspiration or smart idea to your mind. Gray means the color of smoke or ashes.

The seventh signifier is body copy: “Dual 5MP Camera. So he can take TRUE 3D photos”. The sentence above depicts the buyer about the advantages of using HTC 3D EVO. HTC provides a smartphone which has a high definition camera feature. The eighth signifier is signature line: HTC EVO 3D (gray lettering is used). The sentence “HTC EVO 3D “means 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 that other smartphone manufacturer don't.

The ninth signifier is 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 and Bluetooth'. This image describes the product visually when being used.

The tenth signifier is brand: 'HTC logo is written at the bottom of the right corner'. HTC logo means one of the famous smartphones manufacturers which have HTC sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. HTC is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't.

The eleventh signifier is slogan: "Quietly brilliant (black lettering was used)". This sentence depicts the advancement of technology in HTC smartphone. Black means having the darkest color, it is like a color of coal or of a very dark night. The twelfth signifier is 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 thirteenth signifier is body copy: “Give him, everything that is new (black lettering is used)”. The sentence shows 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. The fourteenth signifier is body copy: must have power to do it all at once (black lettering is used). The sentence above shows the buyer about the versatility of HTC smartphone. The fifteenth signifier is illustration: unique digital clock. Clock is an instrument which is used to measure time. The sixteenth signifier is illustration: glasses free 3D. The “glasses free 3D” is created by the advertiser to inform about the bonus that the buyer will get by buying HTC EVO 3D.

4.3.10.2 Connotative meaning

The first signifier is gray background. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, and the stylishness of the product. Therefore, from the gray color used in the background, it connotes that HTC smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The Gray background also implies that HTC

smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC smartphone.

The second signifier; illustration: 'a page in the 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' connotes that HTC provides the buyer with the easiness in doing any kind of digital activities (association). HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. The specification also connotes that the buyer can watch movie in a high definition image level just by using the HTC smartphone. HTC advancement of technology in the display aspect is very innovative. The specification beside indicates the ability of HTC's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, HTC smartphone is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that HTC smartphone is easy to

be used. Value: The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. 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 used in the lettering, it connotes HTC EVO 3D is offering the buyer with innovation, technology advancement, and order of using the product. It also means that HTC is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering implies that HTC offers more innovation in using HTC smartphone. White background also implies that HTC EVO 3D smartphone is more futuristic and more intellect than other's smartphone brand product. Just by using HTC EVO 3D smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in it.

The third signifier; body copy: “HTC notes 3/24 (black lettering is used)” connotes that HTC smartphone has a very huge internal phone memory which makes the user can freely create a lot of notes without being afraid running out of space in the phone. HTC smartphone can also note a huge amount of file, music, video and other media in a note. Value: This connotes that HTC smartphone has an innovation in terms of Note feature. 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. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. 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. 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.

The fourth signifier; illustration: ‘a left hand writes and draws something on the note’, connotes that HTC persuades the buyer to buy the product by showing the advantage of using HTC smartphone product (association). 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. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer’s social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC’s advancement of technology is very rigorous. HTC create technology advancement in every aspect of the smartphone and HTC’s technology advancement not only in hardware function but also in the software function of the smartphone. HTC also simplified the interface. So the buyer can create anything they want with ease.

The fifth signifier; illustration: ‘The image of a male college student using HTC smartphone with the sentence “you” using black color’, connotes that 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. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the

product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. The illustration beside symbolizes the main advantage of this product. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC EVO 3D makes people life become easier. HTC EVO 3D offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle. 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.

The sixth signifier; headline: “You’ve inspired our devices. Now let them inspire you (gray lettering is used)”, connotes that HTC provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people’s life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer’s social status. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. 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 embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer’s digital and telecommunication needs. This implies that HTC smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer’s social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. 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, 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.

The seventh signifier; body copy: “dual 5MP Camera, so he can takes TRUE 3D photos”, connotes that the buyer can take a picture in a high definition image level just by using the HTC 3D EVO smartphone (value). HTC advancement of technology in the display aspect is very innovative. 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.

The eighth signifier; signature line: “HTC EVO 3D (gray lettering is used) and logo: HTC EVO 3D”, connotes HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer. 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. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. 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.

The ninth signifier; 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 and Bluetooth", connotes that HTC EVO 3D supports the demand of modern lifestyle which is mostly about practicality and the simplicity of the smartphone usage. There is a homepage image of HTC EVO 3D which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system. The image HTC EVO 3D and HTC EVO 3D homepage describe about the advantages of using HTC EVO 3D. The feature on the homepage symbolizes the advantages of using HTC EVO 3D. All feature of HTC EVO 3D can be accessed from the homepage. HTC provides the user with simplicity to control all the features from the homepage. HTC emphasizes that the buyer of HTC EVO 3D can do a lot of thing with it. HTC EVO 3D is a very easy to use and versatile device.

The tenth signifier; brand: "HTC logo which is written at the bottom of the right corner" connotes that HTC smartphone is elegant, easy to use, futuristic and

innovative. These are the feature that HTC offers to the buyer. 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. 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.

The eleventh signifier; slogan: "Quietly brilliant (black lettering was used)" connotes that the advantages of this product that can help people do their daily life in this modern era. According to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. 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. 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.

The twelfth signifier; signature line: “Pre-register today for your HTC EVO 3D at htc.com” connotes that the potential buyers are familiar in using internet to search information. 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.

The thirteenth signifier; body copy: “Give him, everything that is new (black lettering is used)”, connotes that HTC provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people’s life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer’s social status. According to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer. 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. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. 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.

The fourteenth signifier; body copy: "Must have power to do it all at once (black lettering is used)" connotes that HTC provides the buyer with the easiness in doing any kind of digital activities. HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile,

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

The fifteenth signifier; illustration: 'Unique digital clock' 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. The image depicts that HTC smartphone is a very versatile device which full of innovation. The sixteenth signifier; illustration: "Glasses free 3D" connotes that the buyer can watch movie in a high definition image level by using the HTC smartphone. HTC advancement of technology in the display aspect is very innovative. 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.

The tenth advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.

4.3.11 Modern lifestyles in HTC's smartphone printed advertisement in T3 magazine February 2013

1. Gray background
2. Illustration
3. Body copy
4. Illustration
5. Headline
6. Illustration
7. Illustration
8. Illustration
9. Signature line
10. Signature line
11. Body copy
12. Body copy
13. Illustration
14. Body copy
15. Illustration
16. Illustration
17. Signature line
18. Slogan
19. Signature line

4.3.11.1 Denotative Meaning

The first signifier is gray background. Gray background means the part of a picture behind the main object which has the color of smoke or ashes. The second signifier is illustration: "a page in the notebook which has the image of a person standing on the ground while operating HTC smartphone. There is also an image of human hand drawing the image of a person sitting in the chair while holding HTC smartphone and a white background". The picture of notebook is created by the

copywriter to Inform HTC's potential buyers about the new notebook feature in HTC smartphone. White means the color of fresh milk or snow. Background means the part of a picture, photograph, view behind the main object, people, etc.

The third signifier is body copy: "HTC notes 11/15 (black lettering is used)". The sentence means a note dated at 24th November which has information written on it. It can also means a short piece of writing to help the buyer remember the thing that they plan to do at 24th November. Black means having the darkest color, it is like a color of coal or of a very dark night. The fourth signifier is illustration: the image of a male racer using HTC smartphone with the sentence "you" using black color. This image describes the product visually when it is being used. Black means having the darkest color, it is like a color of coal or of a very dark night.

The fifth signifier is headline: "it's not from the future; it's just acts that way (gray lettering is used)". This sentence depicts the advancement of technology in HTC smartphone. Gray means the color of smoke or ashes. The sixth signifier is illustration: black Lightning bolt. It means the image of a flash caused by electricity. The seventh signifier is illustration: A left hand writes and draws something on the note. The picture as the seventh signifier means an image of a human hand making a letter and picture on the surface of the document by using a pen.

The eighth signifier is illustration: 'an image of a television and HTC smartphone linked and joined together by using HTC's wireless remote feature'. It's the image of a television and HTC smartphone products are connecting each other. The ninth signifier is signature line: HTC ThunderBolt logo (gray lettering is used). The logo means one of the famous smartphones manufacturers which have HTC ThunderBolt sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. HTC is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't. Gray means the color of smoke or ashes.

The tenth signifier is signature line: 'Htc.com'. The sentence beside implies that it is the website address that can be visited to get detailed information regarding HTC ThunderBolt smartphone. The eleventh signifier is body copy: beam HD movies from phone to TV (black lettering is used). The sentence "beam HD movies from phone to TV" shows 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.

The twelfth signifier is body copy: "give him bragging right (black lettering is used)". The sentence "give him bragging right" shows the buyer about the

versatility of HTC smartphone. Black means having the darkest color, it is like a color of coal or of a very dark night.

The thirteenth signifier is illustration: 'HTC ThunderBolt and HTC ThunderBolt homepage with the background of lightning bolt'. This image describes the product visually.

The fourteenth signifier is body copy: "4G Fast". The sentence "4G Fast" shows the buyer about the advantages of using HTC smartphone. HTC's internet connection is faster than other smartphone. 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.

The fifteenth signifier is illustration: 'unique digital clock'. The image means an instrument which is used to measure time. The sixteenth signifier is illustration: 'bullet Train'. Bullet train means a Japanese train that carries passengers at high speed.

The seventeenth signifier is brand: 'HTC logo is written at the bottom of the right corner'. It is the logo of a smartphone manufacturer which has HTC sentence as the representative branding symbol of its product.

The eighteenth signifier is slogan: Quietly brilliant (black lettering was used). This sentence depicts the advancement of technology in HTC smartphone. Black means having the darkest color, it is like a color of coal or of a very dark

night. The nineteenth signifier is signature line: Available at Verizon and best buy. The sentence informs the buyer about the availability of the new product of HTC smartphone which called HTC ThunderBolt.

4.3.11.2 Connotative meaning

The first signifier is gray background. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes that intellectuality, futuristic concept, stylishness of the product. Gray color is the symbol technology advancement. From the gray color used in the background, it connotes that HTC smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The Gray background also implies that HTC smartphone is more futuristic, stylish and more intellect than other's smartphone brand product. Just by using HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC smartphone.

The second signifier; illustration: 'a page in the notebook which has the image of a person standing on the ground while operating HTC smartphone in a white room', connotes that HTC provides the buyer with the easiness in doing any kind of digital activities (association). HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish,

prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. The 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. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), white color connotes punctiliousness. HTC Thunderbolt is built to be as punctilious as a smartphone can be. HTC prioritizes the punctiliousness of smartphone and this means that HTC is offering the buyer a smartphone which has the latest innovation, technology advancement, and operating system embedded in it. From the white color

used in the background, it connotes HTC Thunderbolt is offering the buyer with innovation, technology advancement, and order of using the product. It also means that HTC is highly modern smartphone which is able to help the user in any kind of situation they are in. The white lettering implies that HTC offers more innovation in using HTC smartphone. White background also implies that HTC ThunderBolt smartphone is more futuristic and more intellect than other's smartphone brand product. Just by using HTC ThunderBolt smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in it.

The third signifier; body copy: "HTC notes 11/15 (black lettering is used)", connotes that HTC smartphone has a very huge internal phone memory which makes the user can freely create a lot of notes without being afraid running out of space in the phone. HTC smartphone can also note a huge amount of file, music, video, and other media in a note. Value: This connotes that HTC smartphone has an innovation in terms of Note feature. 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. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. 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. 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.

The fourth signifier; illustration: ‘the image of a male racer using HTC smartphone with the sentence “you” using black color’ connotes that HTC ThunderBolt provides the buyer with the easiness in doing any kind of digital activities (association). 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. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. The image symbolizes the main advantage of this product. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now.

HTC ThunderBolt makes people life become easier. HTC ThunderBolt offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle. 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.

The fifth signifier; headline: “It’s not from the future, it’s just acts that way”, connotes the advantages of this product that can help people do their daily life in this modern era (value). Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. 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. The gray lettering used in “It’s not from the future, It’s just acts that way” means that HTC offers a more advanced and modern feature in using HTC ThunderBolt. Gray lettering also implies that HTC ThunderBolt smartphone is more futuristic, stylish and more intellect than other’s smartphone brand product. Just by using HTC ThunderBolt, the buyer’s social status will be boosted because of the latest modern concept embedded in HTC ThunderBolt.

The sixth signifier; illustration: 'black Lightning bolt', connotes that HTC new product is featured with a faster processor. The lightning bolt depicts the message that HTC smartphone product can help doing any kind of the buyer activities instantly without having to wait (association). Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. The illustration beside symbolizes the main advantage of this product. HTC smartphone is faster than any other smartphone available at the market. HTC ThunderBolt offers a practical, instant flexible, versatile mobile device and all in one modern hand size device lifestyle. 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.

The seventh signifier; illustration: 'a left hand writes and draws something on the note', connotes that HTC persuades the buyer to buy the product by showing the advantage of using HTC smartphone product (association). 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. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and

unique innovation which embedded in HTC smartphone. HTC's advancement of technology is very rigorous. HTC create technology advancement in every aspect of the smartphone and HTC's technology advancement not only in hardware function but also in the software function of the smartphone. HTC also simplified the interface. So the buyer can create anything they want with ease.

The eight signifier; illustration: 'a television and HTC smartphone product are connecting each other', shows that HTC persuades the buyer to buy the product by showing the advantage of using HTC smartphone product. Value: 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. The illustration indicates that HTC relates what people need and what kind of service that HTC product offers. HTC provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the HTC smartphone screen or by connecting it in the television. HTC has a unique and easy to use wireless remote feature which can connects television and HTC smartphone.

The ninth signifier; signature line: "HTC ThunderBolt logo (gray lettering is used)", connotes that HTC smartphone is elegant, easy to use, futuristic and innovative (association). These are the feature that HTC offers to the buyer. From the simplicity logo which is used by HTC. HTC relates what people need and what kind of service that HTC's product offer. HTC provides the buyer of HTC

smartphone with an elegant, easy to use and futuristic communication device that will help people in any kind of condition they are in. HTC provides the user with a versatile, easy to use, elegant, easy to use, futuristic and innovative device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. Convention: 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. So, HTC provides and packs their smartphone product with a futuristic and stylish design which will give modern status to the user.

The tenth signifier; signature line: "Htc.com", depicts that the potential buyer 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.

The eleventh signifier; body copy: "Beam HD movies from phone to TV (black lettering is used)", depicts that HTC persuades the buyer to buy the product by showing the advantage of using HTC smartphone product. Value: 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. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. The sentence shows that HTC relates what people need and what kind of service that HTC product offers. HTC provides the buyer with a high definition screen which enables the buyer to watch movie at the finest quality in the HTC smartphone screen or by connecting it in the television. HTC has a unique and easy to use wireless remote feature which can connects television and HTC smartphone. From the black color used in the lettering, it connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product.

The twelfth signifier; body copy: "Give him bragging right (black lettering is used)", connotes that 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. Value: 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. Convention:

according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer. The sentence "Give him bragging right." indicates the ability of HTC's smartphone to provide and help the buyers in any kind of activity they are in. Unlike any other smartphone, HTC ThunderBolt is embedded with a very versatile feature and comfort feeling in using the product. It also indicates the easiness on using phone feature to fulfill the buyer's digital and telecommunication needs. This implies that HTC smartphone is easy to be used. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. The black lettering connotes that HTC product is offering the buyer with elegant, prestigious and luxurious product that will give intellectual status to the buyer.

The thirteenth signifier; illustration: 'HTC ThunderBolt and HTC ThunderBolt homepage with the background of lightning bolt', connotes that HTC

ThunderBolt supports the demand of modern lifestyle which is mostly about fast process, practicality and the simplicity of the smartphone usage. HTC new product is featured with a faster processor. Association: the lightning bolt depict the message that HTC smartphone product can help doing any kind of the buyer activities instantly without having to wait. The image HTC ThunderBolt and HTC ThunderBolt homepage describe about the advantages of using HTC ThunderBolt. 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. 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.

The fourteenth signifier; body copy: “4G Fast”, connotes that HTC ThunderBolt smartphone has fast internet connection and phone network. So, there will be no more pending message or lag while surfing the internet. Association: 4G 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.

The fifteenth signifier; illustration: ‘unique digital clock’, 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. Association: It implies that HTC smartphone is a very versatile device which full of innovation.

The sixteenth signifier; illustration: ‘Bullet Train’, connotes that 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). 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.

The seventeenth signifier; brand: “HTC logo is written at the bottom of the right corner”, connotes that HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer. Association: 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. 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.

The eighteenth signifier; slogan: “Quietly brilliant (black lettering was used)”, shows the advantages of this product that can help people do their daily life in this modern era. Convention: according to Holzschalg’s research about color

symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. 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.

The nineteenth signifier; signature line: "Available at Verizon and best buy", connotes that just by using the brand new HTC smartphone, the buyer's social status will be boosted because of the latest modern concept embedded in HTC smartphone. Value: from the sentence it implies that HTC provides the buyer with an up to date technology advancement which is different than any other smartphone. HTC persuades the user to buy the product immediately, so that the buyer can experience the latest modern concept in it.

The eleventh advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in. The simplicity and easiness in using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyle

4.3.12 Modern Lifestyles in HTC's smartphone printed advertisement in T3 magazine March 2013

1. Gray background
2. Illustration
3. Signature line
4. Headline
5. Body copy
6. Body copy
7. Signature line
8. Illustration
9. Signature line
10. Slogan
11. Signature line
12. Signature line

4.3.12.1 Denotative meaning

The first signifier is gray background. Gray background means the part of a picture behind the main object which has the color of smoke or ashes. The second signifier is illustration: 'HTC Titan and HTC Titan's homepage'. In the HTC Titan's homepage there are some features of HTC Titan 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.

The third signifier is signature line: 'HTC Titan logo (gray lettering is used)'. The sentence means one of the famous smartphones manufacturers which

have HTC Titan sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. HTC is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don't. Gray means the color of smoke or ashes.

The fourth signifier is headline: "a little office for your big presentation (black lettering is used)". The sentence above shows 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.

The fifth signifier is body copy: "open, edit and save with Microsoft office (black lettering is used)". The sentence "open, edit and save with Microsoft office" shows the buyer about the advantages of using HTC smartphone. HTC Titan smartphone is able to operate Microsoft office which is mainly use for creating document in the computer. Black means having the darkest color, it is like a color of coal or of a very dark night. The sixth signifier is body copy: in the right hands, amazing thing happens. The sentence "in the right hands, amazing thing happens" shows 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.

The seventh signifier is signature line: “Watch David’s presentation at htc.com/titan”. The sentence above persuades 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 eighth signifier is illustration: ‘the palm of hand which has drawn by Microsoft office presentation diagram and there are sentences “show & tell” (black lettering used)’. The illustration shows the buyer about the advantages of using HTC smartphone. HTC smartphone is designed to meet all demand of digital activities. Black means having the darkest color, it is like a color of coal or of a very dark night.

The ninth signifier is brand: ‘HTC logo is written at the bottom of the right corner’. The HTC logo means one of the famous smartphones manufacturers which have HTC sentence as the logo of the product. There are various smartphones brand in the market. One of smartphones developer has to stand out and differentiate its product from the other. HTC is one of the smartphone developers who has unique characteristic that other smartphone manufacturer don’t.

The tenth signifier is slogan: “Quietly brilliant (black lettering was used)”. This sentence depicts the advancement of technology in HTC smartphone. Black means having the darkest color, it is like a color of coal or of a very dark night. The eleventh signifier is signature line: windows Phone. The sentence “windows phone”

informs the buyer about the Windows operating system which is used in HTC Titan phone. The twelfth signifier is signature line: product Guru David Bruce. The sentence “product guru” informs the buyer about the designer of HTC Titan smartphone.

4.3.12.2 Connotative meaning

The first signifier is gray background. Convention: according to Holzschalch’s research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, and the stylishness of the product. From the gray color used in the background, it connotes that HTC smartphone product is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. The Gray background also implies that HTC smartphone is more futuristic, stylish and more intellect than other’s smartphone brand product. Just by using HTC smartphone, the buyer’s social status will be boosted because of the latest modern concept embedded in HTC smartphone.

The second signifier; illustration: ‘HTC Titan and HTC Titan’s homepage’. In the HTC Titan’s homepage there are some features of HTC Titan such as: map, calendar, camera, file viewer, calculator, digital clock, signal status (3G), Wi-Fi, messaging, contacts, media player, social engineering and Bluetooth”, connotes that HTC Titan supports the demand of modern lifestyle which is mostly about

practicality and the simplicity of the smartphone usage. Association: There is a homepage image of HTC Titan which portrays all of the main function can be controlled from the home page with ease. The buyer can access the entire main feature without going deep further into the system. The image HTC Titan and HTC Titan homepage describe about the advantages of using HTC Titan. The feature on the homepage symbolizes the advantages of using HTC Titan. All feature of HTC Titan can be accessed from the homepage. HTC provides the user with simplicity to control all the features from the homepage. 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.

The third signifier; signature line: 'HTC Titan logo (gray lettering is used)', connotes that HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer. Association: 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. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), gray color connotes intellectuality, futuristic concept, stylishness of the product. 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. 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.

The fourth signifier; headline: “a little office for your big presentation (black lettering is used)”, connotes that HTC provides the buyer with the easiness in doing any kind of digital activities (value). HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people’s life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer’s social status. Convention: according to Holzschalg’s research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer. 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. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. 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.

The fifth signifier; body copy: "open, edit and save with Microsoft office (black lettering is used)", connotes that 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 (value). HTC supports the portability to use Microsoft office while doing outdoor activities. Association: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the

buyer. Being able to operate Microsoft office smoothly with HTC smartphone is the main advantage of the smartphone. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique feature which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. 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

The sixth signifier; body copy: "in the right hands, amazing thing happens (black lettering used)", implies the message that 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 (value). This makes people's life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes

elegance, prestige, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious to the buyer. 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. The sentence symbolizes the main advantage of this product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer’s social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. 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.

The seventh signifier; signature line: “Watch David’s presentation at htc.com/titan”, connotes that the potential buyers are familiar in using internet to search information. Value: 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's daily need. The buyer can ask for detailed information by visiting HTC's official website. HTC offers the simplest asking method to the buyer who wants to know detailed information of the product.

The eighth signifier; illustration: 'the palm of hand which has drawn by Microsoft office presentation diagram and there are sentences "show & tell" (black lettering used)', connotes that HTC provides the buyer with the easiness in doing any kind of digital activities (association). HTC also supports outdoor activities by providing the user with mobile yet versatile device which will help the buyer in any condition they are in. This makes people's life becomes easier, practical, stylish, prestigious and instant. HTC persuades the user to buy the product by offering a device which is very innovative in term of technology advancement, very versatile, easy to use, practical, flexible, and elegant which will increase the buyer's social status. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC constructs an elegant, prestigious and luxurious status to the buyer. 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 product. Innovation like no other is the main advantage of using HTC product. Just by using HTC smartphone, the buyer's social status will be boosted because of one of a kind and unique innovation which embedded in HTC smartphone. HTC offers the user with a versatile, easy to use, practical, flexible, elegant, and prestigious device with a lot of multifunction that can help the buyer in any aspect of their life regardless of who the buyer are, what profession is he doing now. HTC makes people life become easier. HTC offers a practical, instant, flexible, versatile mobile device and all in one modern hand size device lifestyle. 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.

The ninth signifier; brand: "HTC logo is written at the bottom of the right corner", connotes that HTC smartphone is elegant, easy to use, futuristic and innovative. These are the feature that HTC offers to the buyer. Association: 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. 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. 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.

The tenth signifier; slogan: "Quietly brilliant (black lettering was used)", shows the advantages of this product that can help people do their daily life in this modern era. Convention: according to Holzschalg's research about color symbolism in general culture via Kusrianto (2007, p. 47), black color connotes elegance, prestige, and luxuriousness of the product. Therefore, HTC creates an elegant, prestigious and luxurious feeling to the buyer. 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. 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.

The eleventh signifier; signature line: "Windows phone", connotes that the user of the product would be considered as prestigious user because Windows operating system itself is originated in the USA which has the most advanced technology in the world (convention). Since Windows is the most advanced

operating system in the Computer, the user can experience the advanced and luxuriousness of the operating system in HTC smartphone. The sentence 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.

The twelfth signifier; signature line: “product Guru David Bruce”, depicts the exclusiveness of a highly advanced smartphone which is designed by a master technology named David Bruce. Association: 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.

The twelfth advertisement mostly depicts advancement technology, versatility and all in one problem solving device that people need in this modern era. The advertisement is offering the buyer with intellectuality, futuristic concept and stylishness of using the product. Beside that the advertisement depict about the vastness ability that smartphone has to help people in any kind activity they are in, in this advertisement it’s portrayed the smartphones as tool which able to help the businessman to do any kind of activity they are in. The simplicity and easiness in

using smartphone to help people's life really are portrayed massively in the second advertisement and the easiness leads to modern lifestyles.