

Chapter IV

Findings and Discussions

4.1 Lifestyles in Blackberry Bold 9900 Advertisement on September 9th

The advertisement features a central image of a Blackberry Bold 9900 smartphone. The phone's screen displays the date 'Fri, May 20', the time '12:21 PM', and the carrier 'XL'. The phone is set against a dark background with a wavy gold line at the top. Various elements are highlighted with red dashed boxes and numbered callouts:

- 1: A stylized logo in the top left corner.
- 2: The 'tvm' logo in the top right corner.
- 3: The headline text 'Be the first to touch the Bold & the Beautiful'.
- 4: The central image of the Blackberry Bold 9900 smartphone.
- 5: A circular callout containing the text 'Get Special Offer If You Order Now'.
- 6: A small rectangular box at the bottom left.
- 7: A small rectangular box at the bottom center.
- 8: The 'erafon®: erajaya' logo and the 'BlackBerry Bold' text at the bottom.
- 9: A large rectangular box at the bottom containing fine print.

1. Signature line: XL
2. Signature line: TAM
3. Headline
4. Illustration
5. Subhead line
6. Signature line
7. Signature line
8. Signature line
9. Warning
10. Black Background

4.1.1 Denotative Meaning

The first signifier is Illustration: first card of XL. It is an image of cellular operator; XL. The meaning of this signifiers is a persuading to the buyers to think to buy Blackberry along with XL operator card. Then, signature line: XL. It is one of distributor and seller of blackberry in Indonesia, directs viewers to place where people can buy blackberry.

The third, the `headline; it said; “be the first to touch the Bold and Beautiful.” The meaning of this message/ headline is persuading to touch Blackberry. Then, the illustration; Blackberry Bold 9900 half image. In the image, there are some features of blackberry 9900; such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, contacts, browser, media player, and calendar. It also has two shines at the top and the right of it. Obviously, this image describes the product visually.

The fifth signifier is the subhead line that states; “Get Special Offer If You Order Now”. It is a statement that the buyers will get a special offer when they buy it as soon as possible. Next, the signature line; Preorder website: www.xl.co.id/Bold9900. It is a website where people can get more information about this product. Then the seventh signifier are signature line; distributors

(Erafone and Erajaya) along with their logos. Their sizes are tiny. They are distributors and sellers of blackberry in Indonesia.

The eighth signifier is signature line; brand, written on the up right corner. It is written and along with its logo. This size is medium and has a white color. It also has a logo next to it. It has seven rounded dot liked. Signature line; the denotative meanings are it is used to differ with other products. One of many smartphones brand beside BlackBerry are Nokia, iPhone, Samsung, etc. while the logo is a a design/ symbol used by RIM to advertise its products.

Then, Warning is the ninth signifier. It states; “© 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world.” It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry. The last, is the background. This ad is dominated by black color. Black: the darkest color; it is like a color of coal or of a very dark night.

4.1.2 Connotative Meaning

Illustration: first card of XL is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included TAM, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Therefore, Blackberry has a potential to make a success and it reflects to the users. It is the first connotative meaning (association).

Then, signature line: TAM. This is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included TAM, are interested in having cooperation with RIM/Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association).

Next, Headline: be the first to touch the Bold and Beautiful Bold means courageous, brave; beautiful means very attractive; First means a person coming before all others in order, time, amount, quality or importance; and touch: to put hand or another part of body lightly onto and off something. The signification process starts from the values of Blackberry. It is brave to innovate and very attractive that can grab people's attention. "Be" indicates the buyer who touches blackberry. "Touch" means that he fell closer the bold and beautiful of this blackberry because he put his hand onto it. "First" describes a person who is the best, because nobody has not got it yet, except him. If the product is related to the buyer, it means that the buyer is the best man because he is the first who touch it and also has a good taste since blackberry is bold and beautiful. The buyer is the best man and has a good taste. It is the third connotative meaning (association).

Then, the forth; the Value meaning; this image describes what kind of blackberry it is. The features symbolize the advantages of this product. Those features on the desktop are the main advantages. That there are many features in this blackberry, shows that it supports the lifestyles of modern people who have many busyness. They can make people's life become easier and more practical. They can do many things only be helped by one gadget. Overall, Blackberry

supports the lifestyles of modern people who have much busyness. They can make people's life become easier and more practical (convention). Still in the same illustration, Shines: a surface which reflects light from itself because it is clean and has no carat. That Blackberry has two shines at the top and right of it describes Blackberry is shining, luxurious. The product's characters reflect the lifestyles of the users. It is the fourth connotative meaning (association).

Subhead line: "Get Special Offer If You Order Now." It is true that blackberry is expensive but to attract the buyers, TAM gives bonus then. Special: particularly great or important, or having an extra quality. Now: immediately. The meaning of "special" is particularly great or important, or having an extra quality. Beside the boldness and beautifulness blackberry has, the special offer out from blackberry is important too. Although the buyers are middle up class that have a lot of money and a high class taste, they still like bonus. It is the fifth connotative meaning (association).

Then, Signature line: Preorder website: www.xl.co.id/Bold9900. The viewers can visit this link if they want to know more about this product. Internet media was chosen because the buyers are familiar with it. The connotative meaning is the buyers are familiar with internet. It is the sixth connotative meaning (convention). Next, Signature line: Distributors (Erafone and Erajaya) along with their logos. This is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included Erafone and Erajaya, are interested in having cooperation with RIM/Blackberry. They are interest in its potential to help them succeeding attracting

client. Hence, Blackberry has a potential to make a success. And It also reflects to the users. It is the seventh connotative meaning (association).

The eighth signifier is Blackberry brand. Black is considered to be very formal, elegant, and prestigious color. The name of “blackberry” came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Therefore, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles (convention). While, the logo represents the blackberry brand' when people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard. It is the eighth connotative meaning (association).

Warning; it represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, the users are exclusive. It is the ninth connotative meaning (association). The last is Black background. Black is a neutral color that can be adhered by all colors. And this is a symbol of elegance.

Therefore, the black color has a meaning that blackberry is elegant. It reflects to the users. It is the last connotative meaning (association).

4.2 Lifestyles in BlackBerry Bold 9900 Advertisement on September 9th

The advertisement is a vertical banner for the BlackBerry Bold 9900. It features a central image of a hand holding the phone. The text is arranged in a top-to-bottom flow. On the right side, 15 red dashed lines with arrows point to specific elements, numbered 1 through 15. The elements are: 1. BlackBerry logo; 2. 'Be The First to Own & Experience it!' text; 3. '12 Months' badge; 4. 'Rp 5.999.000,- Free 1 Month Installment!' text; 5. 'Ballroom A - Hotel Indonesia Kempinski (Level 11) 12 September 2011, starting 10 am' text; 6. Three credit cards (Visa, Mastercard, BNI); 7. '0% CILIAN' logo; 8. 'The new touch BlackBerry Bold 9900' text; 9. 'The thinnest and most powerful smartphone featuring BlackBerry 7 OS' text; 10. 'COMTECH' logo; 11. 'SELUJUS BVM' logo; 12. The BlackBerry Bold 9900 phone; 13. 'Kartu Kredit' logo; 14. 'Kartu Kredit' logo; 15. 'Kartu Kredit' logo.

1. Signature line
2. Signature line
3. Illustration
4. Sub headline
5. Sub headline
6. Sub headline
7. Warning
8. Sub headline
9. Headline
10. Signature line
11. Signature line
12. Illustrator
13. Illustrator
14. Signature line
15. Slogan

4.2.1 Denotative Meaning

The first signifier is Signature line: BCA's brand symbol. It means The bank that gives installment payment in buying Blackberry. Next, Signature line: www.klikbca.com/creditcard. It is the website address where they can find information about BCA credit card. The third signifier, Illustration: BCA credit card images. They are examples of BCA credit card. The fourth signifier, Sub headlines: Ballroom A- Hotel Indonesia Kempinski (level 11) 12 September 2011, starting 10 a.m. It tells the malls which run this discount. Then, the fifth signifier, Sub headline: Be The First to Own & Experience it! 0 % 12 months cicilan BCA. Rp 5.999.000,-- Free 1 Month Installment!* it tells about the Advantages for the buyer who is a BCA credit Cardholders. While the sixth signifier is the Sub headline; written in a small size. They are terms and conditions that buyers have to consider if they want to achieve the promotions.

Next, the seventh signifier is a warning. It states; "© 2011 Research In Motion Limited." All rights reserves. BlackBerry®, RIM®, Research In Motion®, and related trademarks, names and logos are the property Research In

Motion Limited and are registered and/ or used in the U.S. and countries around the world.” It is white in color and very small in size. They are written in very small size. It is information not to copy related trademarks, names and logos of RIM and or BlackBerry.

And then, the eighth signifier is Sub headline: The new touch Blackberry Bold 9900, the thinnest and most powerful smartphone featuring Blackberry 7 OS. These sentences show the grandeur of blackberry. The ninth signifier is Headline: Touch. Type. Together. They are advantages of this product that it can be touched and typed together.

The tenth signifier is Signature line: the logos of the distributors; and, TAM. They are distributors and sellers of blackberry in Indonesia. Next, Signature line: id.blackberry.com/bold9790. It is a website where people can get more information about this product. Then, the twelfth signifier is Illustrator: Blackberry image. On the screen, exists some features of blackberry 9790. Such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, browser, blackberry messenger, Facebook, and four-square, etc. This image describes the product visually.

The thirteen signifier illustrator: the image of two palms operates Blackberry. The left hand touches the screen while the right hand types the QWERTY pad. This image supports the head line; touch. Type. Together. Next signifier, Signature line Brand: BlackBerry written on the up right corner. It is written and along with its logo. This size is medium and has a white color. The logo has seven rounded dot liked. There are many products (smartphones) exist in market. They have it to differ with other products. One of many smartphones

brand beside BlackBerry are Nokia, iPhone, Samsung, etc. and the logo means A design/ symbol used by RIM to advertise its products. The fifteen signifier; slogan: Kartu Kredit. A Smarter Way to Pay. A statement tells that Kartu Kredit is a smarter way to pay.

4.2.2 Connotative meaning

The first is a symbol of BCA, describes that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. It is the first connotative meaning (association). The viewers can visit this link if they want to know more about this product. Internet media was chosen because the buyers are familiar with it. The buyers are familiar with internet. It is the next connotation meaning (association).

Images of BCA credit cards describe that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. It is the third connotation meaning (association). Then, hotel Indonesia is known as a famous and luxurious hotel in Jakarta, or even in Indonesia. The services are great there. Meanwhile, Blackberry is product that sold in Hotel Indonesia. Moreover, it is sold in Ballroom—the main access way for people who live and work in a hotel. This is such a potential spot to sell something because many people will see it. And of course the rent of this hot spot is expensive. Hence, it can be associated with it; Blackberry is famous,

prestigious, and expensive. The product reflects to the users. The user is famous and prestigious. It is the fourth connotation meaning (association).

It is true that blackberry is expensive but to attract the buyers, BCA gives a promotion then. Although the buyers are middle up class that have a lot of money, they still like an affordable price and bonus. Then, they do not really regret if they pay expensive for this product. “Rp 5.999.000,-- Free 1 Month Installment!* 0 % 12 months cicilan BCA. ” These are the bonus those be offered from BCA to the credit cardholders, while the main purpose to be a credit cardholder is the easiness, practicality and instant when they pay (In this context, the installments) products and services. The buyers like an affordable price and bonus. It is the fifth connotation meaning (association). Next meaning, but still the same signifier Paying with credit card is associated with lifestyles people can be—practical and instant. As we know that in this era, all things have to be done quickly because many things have to be done so people have to find ways to save their limited time. The credit cardholders do not have to be troubled in paying (installments) with cash money and may be the worst, they have to find banks those are not available in every spot. Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant. The credit card holders or Blackberry buyers are people like easiness, practicality, and instant (Convention).

Then, to get the special price and other advantages offered, the buyers have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers. The buyers cannot get the special price

and other advantages easily; they have to work hard. It is the sixth connotation meaning (convention). This warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, The users are exclusive. It is the seventh connotation meaning (association).

In using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the pad, and choose the icon. The thinness is needed in this era because the modern life is quick. People need a practical gadget to support them. A big gadget will trouble them. It is not practical to bring along. Meanwhile, power is needed to support its many features and grandeurs. If it is not powerful, the users cannot use it well. It does not use thin and powerful term, but “the thinnest and the most powerful.” They are superlative. It means that Blackberry is number one in thinness and power. In conclusion, It shows the lifestyles of the users; practical/instant and powerful. It is the eight connotation meaning (convention). Next, Touch is to put your hand or another part of your body lightly onto and off something or someone. In using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the pad and choose the icon. Blackberry has a QWERTY pad. It makes the users feel easier and faster to type texting, send e-mail, etc., rather than type using a conventional (keypad). Together means combined and at the same time. People who use this blackberry can touch and type together. It shows a power because the more it has specialty, the more it is powerful to support them. Of course, it also

shows a practical because it can touch and together in a same time. Overall, The product reflects the users; powerful and practical. It is the ninth connotation meaning (convention).

This is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included Comtech, Selular Shop TAM, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. It is the tenth connotation meaning (association). Then, the viewers can visit this link if they want to know more about this product. Internet media was chosen because the buyers are familiar with it. The buyers are familiar with internet. It is the eleventh connotation meaning (association).

This image describes what kind of blackberry it is. It is the twelfth connotation meaning (value). Then, other meaning but still same signifier; the features symbolize the advantages of this product. Those features on the desktop are the main advantages. That there are many features in this blackberry, shows that it supports the lifestyles of modern people who have many busyness. They can make people's life become easier and more practical. They can do many things only be helped by one gadget. Blackberry supports the lifestyles of modern people who have much busyness. They can make people's life become easier and more practical. There is not a connotative meaning in the thirteenth signifier.

Black is considered to be very formal, elegant, and prestigious color. The name of "blackberry" came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry.

However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles (convention). Then, the logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard. It is the fourteenth connotation meaning (association).

The last, this statement is a supporting argument for analysis number seven that beside it describes credit cardholders are people who like easiness, practicality, and instant (up-to-date people), they also like a smart way to pay. The lifestyle of the credit card holders or Blackberry buyers are people who like smart way to pay. It is the fifteenth connotative meaning (convention).

4.3 Lifestyles in BlackBerry Bold 9900 Advertisement on September 16th

1. BlackBerry logo

2. Touch. Type. Together. headline

3. The new touch BlackBerry Bold 9900. The thinnest and most powerful smartphone featuring BlackBerry 7 OS sub-headline

4. ad.blackberry.com/Bold9900 signature line

5. COMTECH SELULAR TAM logos

6. Hand touching the phone screen

7. Phone screen and keyboard

8. 0% Cicilan BCA. Get yours today! Rp 5.999.000,-. 12 Months* promotional offer

9. Available at Erafone, Global Teleshop, OkeShop & Selular Shop

10. Retailer logos (Erafone, Global Teleshop, OkeShop, Selular Shop)

11. Terms & conditions apply. www.klikbca.com/creditcard

12. © 2011 Research In Motion Limited. All rights reserved. BlackBerry, QWERT, Research In Motion and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. All other trademarks are the property of their respective owners. Product featured is a BlackBerry Bold 9900.

13. Kartu Kredit A Smarter Way to Pay. BCA logo

14. (Arrow pointing to the bottom left)

15. (Arrow pointing to the bottom left)

1. Signature line
2. Headline
3. Sub headline
4. Signature line

5. Signature line
6. Illustrator
7. Illustrator
8. Sub headline
9. Sub headline
10. Illustration
11. Signature line
12. Warning
13. Signature line
14. Sub headline
15. Slogan

4.3.1 Denotative Meaning

The first signifier is Signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products. The second; Headline: Touch. Type. Together. It is the advantages of this product that it can be touched and typed together. Next, Sub headline: The new touch Blackberry Bold 9900, the thinnest and most powerful smartphone featuring Blackberry 7 OS. These sentences show the grandeur of blackberry.

The forth, Signature line: id.blackberry.com/bold9900. It is the website address of this product. Then, the fifth signifier; signature line: the logos of the distributors. The denotative meaning is to tell the distributors and sellers of blackberry in Indonesia. Next, Illustrator: Blackberry image. On the screen exists some features of blackberry 9790; such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, browser, blackberry messenger, Facebook, and four-square, etc. This image wants to describe the product visually.

The seventh signifier is the Illustrator: The image of two palms operates Blackberry. The left hand touches the screen while the right hand types the QWERTY pad. This image supports the head line; touch. Type. Together. Next, Sub headline: 0 % 12 months cicilan BCA. Get yours today! Rp 5.999.000,-. They are the advantages for the buyer who is a BCA credit Cardholders. Next, Sub headline: Available at Erafone, Global Teleshop, OkeShop & selular Shop. It is the information to tell that this product can be bought at these distributors. Then, Illustration: BCA credit card images. They are the examples of BCA credit card. The eleventh signifier is Signature line: www.klikbca.com/creditcard. It is the website address where they can find information about BCA credit card.

The twelfth signifier, Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry. Then, Signature line: BCA's brand symbol. It is the bank that gives installment payment in buying Blackberry. Next, Sub headline: terms and conditions apply. It is a message that tells there are terms and conditions apply when the buyers want to get the promotions. The last signifier is Slogan: Kartu Kredit. A Smarter Way to Pay. It is statement tells that Kartu Kredit is a smarter way to pay.

4.3.2 Connotative Meaning

The signifier; black is considered to be very formal, elegant, and prestigious color. The name of "blackberry" came from strawberry because blackberry product has

tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles. It is the first connotative meaning (convention). Then, the logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association).

Then the second, Touch is to put your hand or another part of your body lightly onto and off something or someone. In using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the pad and choose the icon. Blackberry has a qwerty pad. It makes the users feel easier and faster to type texting, send e-mail, etc., rather than type using a conventional (keypad). Together means combined and at the same time. People who use this blackberry can touch and type together. It shows a power because the more it has specialty, the more it is powerful to support them. Of course, it also shows a practical because it can touch and together in a same time. Therefore, Blackberry is powerful and practical. It reflects to the users. It is the second connotative meaning (association). Next

connotative meaning; in using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the keyboard, and choose the icon. The thinness is needed in this era because the modern life is quick. People need a practical gadget to support them. A big gadget will trouble them. It is not practical to bring along. Meanwhile, power is needed to support its many features and grandeurs. If it is not powerful, the users cannot use it well. It does not use thin and powerful term, but “the thinnest and the most powerful.” They are superlative. It means that Blackberry is number one in thinness and power. In conclusion, It shows the Lifestyles of the users; practical/instant and powerful. It is the third connotative meaning (association).

The, the viewers can visit this link if they want to know more about this product. Internet media was chosen because the buyers are familiar with it (association). Next, this is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included Comtech, Selular Shop and, TAM, are interested in having cooperation with RIM/Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It is the fifth connotative meaning (association). Then, this image describes what kind of blackberry it is (value). The features symbolize the advantages of this product. Those features on the desktop are the main advantages. That there are many features in this blackberry, shows that it supports the Lifestyles of modern people who have many busyness. They can make people’s life become easier and more practical. They can do many things only be helped by one gadget. Blackberry supports the Lifestyles of modern people who have much busyness. They can make people’s

life become easier and more practical. It is the sixth connotative meaning (convention).

Then, it is true that blackberry is expensive but to attract the buyers, BCA gives a bonus then. “0 % 12 months cicilan BCA. Get yours today! Rp 5.999.000,-.” These are the bonus those be offered from BCA to the credit cardholders, while the main purpose to be a credit cardholder is the easiness, practicality and instant when they pay (In this context, the installments) products and services. Although the buyers are middle up class have a lot of money, they still like an affordable price and bonus. Then, they do not really regret if they pay expensive for this product. The buyers like an affordable price and bonus (association). Paying with credit card is associated with Lifestyles people can be—practical and instant. As we know that in this era, all things have to be done quickly because many things have to be done so people have to find ways to save their limited time. The credit cardholders do not have to be troubled in paying (installments) with cash money and may be the worst, they have to find banks those are not available in every spot. Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant. The credit card holders or Blackberry buyers are people like easiness, practicality, and instant. It is the eighth connotative meaning (convention).

Then, “Available at Erafone, Global Teleshop, OkeShop & selular Shop.” As the buyers who don’t know all things, this message explains where they can find the blackberry. There are many options place to get in. it makes the buyers practical to buy it. They don’t have to buy in one or two places, but more. They don’t have to take a faraway to get one or two places. Moreover, it is also

expanded. Blackberry is a practical product and also expanded because it is available in many distributors. It reflects to the users. It is the ninth connotative meaning (association). Next, these are BCA credit card images, describe that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. It is the tenth connotative meaning (association). The viewers can visit this link if they want to know more about this product. Internet media was chosen because the buyers are familiar with it. The buyers are familiar with internet. It is the eleventh connotative meaning (association).

Next, this warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, the users are exclusive. It is the twelfth connotative meaning (association). Next, this is a symbol of BCA, describes that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. It is the thirteenth connotative meaning (association). Then, to get the special price and other advantages offered, the buyers have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers. The buyers cannot get the special price and other advantages easily; they have to work hard. It is the fourteenth

connotative meaning (convention). The last; this statement is a supporting argument for analysis number seven that beside it describes credit cardholders are people who like easiness, practicality, and instant (up-to-date people), they also like a smart way to pay. It is the fifteenth connotative meaning (convention).

4.4 Lifestyles in Blackberry Bold 9900 Advertisement on September 22nd and 23rd

erafone

erajaya
Erajaya Group of Companies

Touch. Type Together.

tvm

The new touch BlackBerry Bold 9900

Now available in Erafone stores

Experience The New BlackBerry® Bold™ 9900 smartphone and Get Free Shopping Voucher*

Venue :	Date :
• Trans Studio Makasar	21 - 25 September 2011
• Mall PVJ Bandung	21 - 25 September 2011
• Cambridge City Square Medan	21 - 25 September 2011
• Foodcourt Mal TP 3 Surabaya	21 - 25 September 2011
• Coffee Bean Mal Puri Indah	22 - 25 September 2011
• Coffee Bean PIM 2	22 - 25 September 2011
• Living World Alam Sutera	22 - 25 September 2011
• BEJ Walk in Center	26 - 30 September 2011
• Mal TP 3 Surabaya	29 September - 02 October 2011
• Surabaya Town Square	29 September - 02 October 2011

*Terms and condition apply

Introducing The New BlackBerry® Torch™ 9810 smartphone

BlackBerry

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0807-1-111-888
call centre erafone®
customercare@erafone.com

BEST DEAL
Kawasan Terbaik

BEST SERVICE
Pelayanan Terbaik

BEST PRODUCT
Pengetahuan Produk Terbaik

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Erafone Artha Retailindo

1. Signature line
2. Signature line
3. Signature line
4. Head line
5. Subhead line
6. Signature line
7. Illustration
8. Subhead line
9. Subhead line
10. Subhead line
11. Subhead line
12. Illustration
13. Subhead line
14. Signature line
15. Warning
16. Signature line.
17. Subhead line
18. Signature line

4.3.1 Denotative Meaning

The first signifier is signature line: erajaya. It is one of distributor and seller of blackberry in Indonesia. Next, Signature line: erafone. It is one of distributor and seller of blackberry in Indonesia. Signature line: TAM. It is also one of distributor and seller of blackberry in Indonesia. The forth signifier; headline: Touch. Type. Together. The advantages of this product it can be touched and typed together. Then, Sub headline: The new touch Blackberry Bold 9900. These sentences show the grandeur of blackberry. Next, Signature line: Peace of mind with TAM, Authorized Blackberry smartphone distributor. (2 years warranty). The denotative meaning is the authorized Blackberry smartphone distributor warrants up to 2 years.

The seventh signifier; illustration: Blackberry Bold 9900 half image. In the image, there are some features of blackberry 9900; such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, contacts,

browser, media player, and calendar. It also has two shines at the top and the right of it. This image describes the product visually. Sub headline: now available in Erafone stores. It is information to tell that this product can be bought at these distributors. Subhead line: Experience The New Blackberry® Bold™ 9900 smartphone and Get Free Shopping Voucher*. It is a statement that the buyers will get free shopping voucher.

Subhead line: venue: date -trans studio Makassar: 21 – 25 September 2011 -Mall PVJ Bandung: 21 – 25 September 2011 -Cambridge city Square Medan: 21 – 25 September 2011 -Foodcourt Mall TP 3 Surabaya: 21 – 25 September 2011 -Coffee Bean Mal Puri Indah: 21 – 25 September 2011 -Living World Alam Sutra: 22 – 25 September 2011 -BEJ Walk in Center: 26 – 30 September 2011 -Mall TP 3 Surabaya: 29 September – 02 October 2011 -Surabaya Town Square: 29 September – 02 October 2011. It is the malls which run this promotion. Then, Sub headline: terms and conditions apply. It is a message that tells there are terms and conditions apply when the buyers want to get the promotions. Next, Illustration: the two images of Blackberry Torch 9810. It is an illustration to describe the product. The thirteenth signifier; subhead line: introducing the new Blackberry Torch 9810 smartphone. It is a statement to introduce other Blackberry product; Blackberry Torch 9810 smartphone.

The fourteenth signifier is Signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products. Then, the

fifteenth signifier, Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry. Then, Signature line: 0807-1-111-888. call center erafone. customercare@erafone.com. It is the call center and website address where they can find information about erafone. Subhead line: best deal, best serve, best product knowledge. The potential of buying in erafone. The last signifier; signature line: [@erafonestore](http://www.erafone.com). Erafone Artha Retallindo. It is the website address, Twitter, and Facebook where they can find information about Selular shop.

4.3.2 Connotative meaning

The first signifier is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included erajaya, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. It is the first connotative meaning (association). Next, a symbol of the mobile phone distributors in Indonesia; it describes that it cooperates with RIM/Blackberry. Many distributors, included erafone, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. Then, a symbol of the mobile phone distributors in Indonesia; it describes that it

cooperates with RIM/Blackberry. Many distributors, included TAM, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. It is the third connotative meaning (association).

Then, touch is to put your hand or another part of your body lightly onto and off something or someone. In using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the keyboard, and choose the icon. Blackberry has a QWERTY pad. It makes the users feel easier and faster to type texting, send e-mail, etc., rather than type using a conventional (keyboard). Together means combined and at the same time. People who use this blackberry can touch and type together. It shows a power because the more it has specialty, the more it is powerful to support them. Of course, it also shows a practical because it can touch and together in a same time. Therefore, Blackberry is powerful and practical. It reflects to the users. It is the fourth connotative meaning (association). Then, in using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the keyboard, and choose the icon. In conclusion, It shows the Lifestyles of the users; practical/instant and powerful. It is the fifth connotative meaning (association).

Then, two years is a long time as a warranty of smartphone. This long warranty shows that Blackberry is a powerful gadget because it can hold out up to two years minimum. This is a characteristic which offer to the buyers. It means the buyers like a powerful and long life product. It is the sixth connotative meaning (association). Next, this image describes what kind of blackberry it is

(value). While, the features symbolize the advantages of this product, those features on the desktop are the main advantages. That there are many features in this blackberry, shows that it supports the Lifestyles of modern people who have many busyness. They can make people's life become easier and more practical. They can do many things only be helped by one gadget. Therefore, Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical. It is the seventh connotative meaning (convention). Then, experience means to buy this new Blackberry, "get free shopping voucher": actually the advertiser can offer bonus to have free fitness or healthy things voucher. However, he offers shopping voucher because he targeted the buyers who like shopping. The connotative meaning of this signifier is the persons who buy this blackberry like shopping. It is the ninth connotative meaning (association). Next, these malls are big and famous in each city. Most of products and services are expensive there. That these promotions not only exist in Jakarta, but other places outside Jakarta show that Erafone expands its power. Blackberry is product that sold in Erafone. Hence, it can be associated with them; Blackberry is big, famous, and expanded. It reflects to the users. It is the tenth connotative meaning (association).

Then, to get the special price and other advantages offered, the buyers have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers. The buyers cannot get the special price and other advantages easily; they have to work hard. It is the eleventh connotative meaning (convention). Next, the word new means recently created. Besides

having blackberry bold 9900, people can have get blackberry torch 9810 if they have get more money, bored, want to collect some blackberries, or other reasons. It means that the buyers have much money and like shopping. It is the thirteenth connotative meaning (convention). Then, black is considered to be very formal, elegant, and prestigious color. The name of “blackberry” came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles. (conventional). Then, the logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard. It is the fourteenth connotative meaning (association).

This warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, the users are exclusive. It is the fifteenth connotative meaning (association). Then, the viewers can visit this link or call the call center if they want to know more about this product. Phone and Internet

media was chosen because the buyers are familiar with it. Hence, the buyers are familiar with telephone and internet. It is the sixteenth connotative meaning (association). Next, erafone gives best deal, best serve, and best product knowledge. They are represents the buyers Lifestyles who like the best thing. It is the seventeenth connotative meaning (association). The last, the viewers can visit this link, follow its twitter, or join its facebook if they want to know more about this product. Those media was chosen because the buyers are familiar with it. It means the buyers are familiar with internet and social media. It is the last connotative meaning (association).

4.5 Lifestyles in BlackBerry Bold 9900 Advertisement on September 23rd and 30th

The advertisement is a vertical poster for the BlackBerry Bold 9900. It features a dark blue background with white and yellow text. At the top left is the 'tvm' logo, and at the top right is the 'erajaya' logo. The main headline reads 'Touch. Type Together.' in green. Below this, it says 'The new touch BlackBerry Bold 9900' and shows two smartphones. The price for the Bold 9900 is listed as Rp. 5.999.000. A row of five other BlackBerry models is shown below, each with its name and price. At the bottom, there is a promotional offer for BCA credit cardholders, 'Special Privileges For BCA Credit Cardholders*', with a '12 Months' period. The offer is available at 'erafone' stores. The advertisement also includes the BlackBerry logo and the BCA logo.

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3. Head line
4. Signature line
5. Subhead line
6. Illustration
7. Subhead line
8. Illustration
9. Warning
10. Signature line
11. Subhead line
12. Subhead line
13. Illustration
14. Subhead line
15. Slogan
16. Signature line

4.5.1 Denotative Meaning

The first signifier. Signature line. TAM. One of distributor and seller of blackberry in Indonesia. Signature line: erajaya. One of distributor and seller of blackberry in Indonesia. Next, Headline: Touch. Type. Together. The advantages of this product that it can be touched and typed together. Signature line: Peace of mind with TAM. Authorized Blackberry smartphone distributor. (2 years warranty). The authorized Blackberry smartphone distributor warrants up to 2 years. Sub headline: The new touch Blackberry Bold 9900. These sentences show the grandeur of blackberry. Then, Illustration:

Blackberry Bold 9900 half image. In the image, there are some features of blackberry 9900. Such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, contacts, browser, media player, and calendar. This image describes the product visually. Next, Subhead line: blackberry bold 9900 smartphone. Rp5.999.000. it is the price of blackberry bold 9900. Illustration:

There are five blackberries. All of them face to the reader: -blackberry torch 9810smartphone. Rp5.399.000 -blackberry torch 9800 smartphone. Rp416.584 x 12 -blackberry bold 9780 smartphone. Rp349.917 x 12 -blackberry curve 3G smartphone. Rp224.917 x 12 -blackberry curve 8520 smartphone. Rp166.584 x 12. It is a statement to introduce other Blackberry products. Next, warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. An information not to copy related trademarks, names and logos of RIM and or BlackBerry. The next, Signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products.

Then, Sub headline: 0 % cicilan BCA 12 months + Special Privileges for BCA Credit cardholders at Selular Shop outlets*. The meaning is Blackberry is affordable Advantages for the buyer who is a Citibank credit Cardholders. Sub headline: now available in Erafone stores. The information to tell that this product can be bought at this distributor. Next, Illustration: BCA credit card images. It is the examples of BCA credit card. Then, Sub headline: terms and conditions apply. It is a message that tells there are terms and conditions apply when the buyers want to get the promotions. The fifteenth signifier. Slogan:kartu Kredit. A smarter way to pay. A statement tells that Kartu Kredit is a smarter way to pay. The last

signifier is Signature line: BCA's brand symbol. The bank that gives installment payment in buying Blackberry.

4.5.2 Connotative Meaning

The first signifier is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included TAM, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. It means Blackberry has a potential to make a success. It reflects to the users. Then, this is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included erajaya, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Therefore, Blackberry has a potential to make a success. It reflects to the users. It is the first connotative meaning (association). Next, this is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included erajaya, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. It is the second connotative meaning (association). Then, touch is to put your hand or another part of your body lightly onto and off something or someone. In using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the keyboard, and choose the icon. Blackberry has a qwerty pad. It makes the users feel easier and faster to type texting, send e-mail, etc., rather than type using a conventional (keyboard).

Together means combined and at the same time. People who use this blackberry can touch and type together. It shows a power because the more it has specialty, the more it is powerful to support them. Of course, it also shows a practical because it can touch and together in a same time. Blackberry is powerful and practical. It reflects to the users. It is the third connotative meaning (association).

Then, 2 years is a long time as a warranty of smartphone. This long warranty shows that Blackberry is a powerful gadget because it can hold out up to 2 years minimum. This is a characteristic which offer to the buyers. The buyers like a powerful and long life product. It is the fourth connotative meaning (convention). Next, in using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the keyboard, and choose the icon. In conclusion, It shows the Lifestyles of the users; practical/instant and powerful. It is the fifth connotative meaning (convention). Then, these images describe what kind of blackberry it is (value). The features symbolize the advantages of this product. Those features on the desktop are the main advantages. That there are many features in this blackberry, shows that it supports the Lifestyles of modern people who have many busyness. They can make people's life become easier and more practical. They can do many things only be helped by one gadget. Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical (convention).

Then, the word new means recently created. Besides having blackberry bold 9900, people can have get other blackberries type if they have get more money, bored, want to collect some blackberries, or other reasons. It means that

the buyers have much money and like shopping. Next, this warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, The users are exclusive (association). Then, The tenth signifier. Black is considered to be very formal, elegant, and prestigious color. The name of “blackberry” came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles. (conventional). Then, the logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association).

Then, it is true that blackberry is expensive but to attract the buyers, BCA gives a promotion then. 0 % cicilan BCA 12 months + Special Privileges for BCA Credit cardholders at Selular Shop outlets*” These are the bonus those be offered from BCA to their credit cardholders, while the main purpose to be a credit cardholder is the easiness, practicality and instant when they pay (In this context,

the installments) products and services. Although the buyers are middle up class that have a lot of money, they still like an affordable price and bonus. Then, they do not really regret if they pay expensive for this product. The buyers like an affordable price and bonus (association). Paying with credit card is associated with Lifestyles people can be—practical and instant. As we know that in this era, all things have to be done quickly because many things have to be done so people have to find ways to save their limited time. The credit cardholders do not have to be troubled in paying (installments) with cash money and may be the worst, they have to find banks those are not available in every spot. Therefore, it can be concluded that the Lifestyles of the credit card holders or Blackberry buyers are people who like easiness, practicality, and instant. The Lifestyles of the credit card holders or Blackberry buyers are people who like easiness, practicality, and instant (convention).

Then these are BCA credit card images, describe that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. Next, to get the special price and other advantages offered, the buyers have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers (convention). Then, this statement is a supporting argument for analysis number seven that beside it describes credit cardholders are people who like easiness, practicality, and instant (up-to-date people), they also like a smart way to pay. The last connotation; is a

symbol of BCA, describes that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association).

4.6 Lifestyles in Blackberry Bold 9900 Advertisement on September 30th

1 BlackBerry

2 Touch. Type. Together.

3 The new BlackBerry® Bold™ 9900.

4 The world's thinnest BlackBerry® smartphone also packs the richest features:

- Smoothest and fastest BlackBerry experience ever with BlackBerry® 7 OS
- Impressively fluid, responsive touch with Liquid Graphics™
- Faster, richer web browsing experience
- Stunning HD video recording
- New BlackBerry® Messenger for in-app chatting
- A world of possibilities with innovative apps in BlackBerry App World™

5 id.blackberry.com/Bold9900

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8 COMTECH SELULAR tvm

9 © 2011 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. All other trademarks are the property of their respective owners. Product featured is BlackBerry® Bold™ 9900.

Detailed description: This is a promotional advertisement for the BlackBerry Bold 9900. The background is dark with a subtle pattern. At the top is the BlackBerry logo. Below it is the slogan 'Touch. Type. Together.' in a large, teal font. The main headline reads 'The new BlackBerry® Bold™ 9900.' followed by a list of features. A URL is provided for more information. The central focus is an image of the phone, shown from both front and back views. To the left of the phone is a promotional offer for a 0% interest rate for 12 months, associated with BCA. At the bottom, there are logos for COMTECH, SELULAR, and tvm, along with a small copyright notice.

1. Signature line
2. Head line
3. Subhead line
4. Subhead line
5. Signature line
6. Illustration
7. Subhead line
8. Signature line
9. Warning

4.6.1 Denotative meaning

The first signifier is Signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products. Next, Headline: Touch. Type. Together. The advantages of this product it can be touched and typed together. Then, Sub headline: The new touch Blackberry Bold 9900. These sentences show the grandeur of blackberry. Subhead line: the world's thinnest Blackberry smartphone also packs the richest features: -Smoothest and fastest blackberry experience with blackberry 7 -Impressively fluid, responsive touch with Liquid Graphics™ -Faster, richer web browsing experience -Stunning HD video recording -New BlackBerry® Messenger for in-app chatting -A world of possibilities with innovative apps in Blackberry App World™. It is a sentence to explain the advantages grandeur of this Blackberry.

The fifth signifier; signature line: id.blackberry.com/bold9900. It is the website address of this product. Next, Illustration: Blackberry Bold 9900 half image. In the image, there are some features of blackberry 9900; such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status,

messaging, contacts, browser, media player, and calendar. This image describes the product visually. Then, Subhead line: 0% interest rate for 12 months. BCA: the brand and its symbol. They are advantages for the buyer who is a BCA credit Cardholders. The eighth signifier; signature line: the logos of the distributors; TAM. They are distributors and sellers of blackberry in Indonesia. The last signifier; warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry.

4.6.2 Connotative meaning

The first signifier; black is considered to be very formal, elegant, and prestigious color. The name of “blackberry” came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles (convention). Then, the logo represents the blackberry brand. When people see this logo, they will notice

that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association). Next, touch is to put your hand or another part of your body lightly onto and off something or someone. In using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the keyboard, and choose the icon. Blackberry has a QWERTY pad. It makes the users feel easier and faster to type texting, send e-mail, etc., rather than type using a conventional (keyboard). Together means combined and at the same time. People who use this blackberry can touch and type together. It shows a power because the more it has specialty, the more it is powerful to support them. Of course, it also shows a practical because it can touch and together in a same time. Therefore, Blackberry is powerful and practical. It reflects to the users (association).

Then, in using a smartphone, touch way makes the users feel practical to use it. They can easily choose icon on the LCD by touching it, instead type the keyboard, and choose the icon. In conclusion, It shows the Lifestyles of the users; practical/instant and powerful (association). Next, World's thinnest: This Blackberry need a thinness to help the users practical and easy to use with a small palm. The "world's" tells that there is no other thin smartphone can beat the thinness of this blackberry. Therefore, it is not a common thin, but extra-thin. "Richest features". It is same like above that, it is not a common rich, but it is very rich because it is superlative. Meanwhile, features are something that be operated to use this smartphone. "Richest features" gives a practical in using it because they can do many things; texting, calling, social networking, browsing, listening to the music, watching videos, and operating other features that cannot be

mentioned one by one in one smartphone. In addition, below this statement, there are the richest features explained: -Smoothest and fastest blackberry experience with blackberry 7 -Impressively fluid, responsive touch with Liquid Graphics™ -Faster, richer web browsing experience -Stunning HD video recording -New BlackBerry® Messenger for in-app chatting -A world of possibilities with innovative apps in Blackberry App World™. Without an incredible power—battery, operating system, etc., this richest features cannot be enjoyed. The product represents the users. Therefore, the users are practical/ instant and powerful (association).

The fifth signifier; the viewers can visit this link if they want to know more about this product. Internet media was chosen because the buyers are familiar with it. Hence, the buyers are familiar with internet (association). Then, this image describes what kind of blackberry it is (value). The features symbolize the advantages of this product. Those features on the desktop are the main advantages. That there are many features in this blackberry, shows that it supports the Lifestyles of modern people who have many busyness. They can make people's life become easier and more practical. They can do many things only be helped by one gadget. Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical (convention). The seventh connotation; it is true that blackberry is expensive but to attract the buyers, BCA gives a promotion then. "0% interest rate for 12 months" These are the bonus those be offered from BCA to the credit cardholders, while the main purpose to be a credit cardholder is the easiness, practicality and instant when they pay (In this context, the interest rate) products

and services. Although the buyers are middle up class have a lot of money, they still like an affordable price and bonus. Then, they do not really regret if they pay expensive for this product. Hence, the buyers like an affordable price and bonus (association). Paying with credit card is associated with Lifestyles people can be—practical and instant. As we know that in this era, all things have to be done quickly because many things have to be done so people have to find ways to save their limited time. The credit cardholders do not have to be troubled in paying (installments) with cash money and may be the worst, they have to find banks those are not available in every spot. Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant (convention).

Next, a symbol of the mobile phone distributors in Indonesia; it describes that it cooperates with RIM/Blackberry. Many distributors, included Comtech, Selular Shop and, TAM, are interested in having cooperation with RIM/Blackberry. They are interest in its potential to help them succeeding attracting client (association). The last, this warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, The users are exclusive (association).

4.7 Lifestyles in BlackBerry Bold 9900 Advertisement on October 27th

COMTECH

GLOBAL TELESHP

Special Offers
Up to 12 months
Free BlackBerry Internet Bundle for 6 months
 Exclusively for all CIMB Niaga Credit Cards*
 27 - 31 October 2011

BlackBerry Bold™ 9900 smartphone

indosat mobile

- Free Call 1000 minutes to Indosat's numbers
- Free Call 100 minutes to other operators
- Free 1000 sms
- Free Internet 30 Mb

*only valid at Indosat's stand in Global Teleshop

• MKG 2 • Cibubur Junction • MKG 1 • Margo City • Artha Gading • Mall Taman Anggrek • Citraland • Central Park • Pondok Indah Mall • Karawaci • Plaza Indonesia • Bintaro • Plaza Semanggi • Gandaria City • Wisma Perkasa (Wisper) • Ambasadior • Bekasi Metropolitan • Emporium Pluit • M.OJ • Pluit Village • BIP Bandung • GTS Cirebon • Citraland Semarang • GTS Semarang • Grand Mall Solo • GTS Yogyakarta • Gubeng Surabaya • Plaza Marina Surabaya • WTC 1 Surabaya • Tunjungan Plaza 2 • Galaxxy Mall Surabaya • Supermall Surabaya • MOG Malang • Hartono Darmo Surabaya • GTC Malang • WTC Surabaya

Hotline : (021) 794-7888
 SMS : 0813 999 70000
 Shop Online : www.globalteleshop.com
 www.facebook.com/globalteleshop
 @globalteleshop

BlackBerry

CREDIT CARD

CIMB NIAGA

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1. Signature line
2. Signature line
3. Subhead line
4. Illustration
5. Subhead line
6. Subhead line
7. Subhead line
8. Signature line
9. Signature line
10. Warning
11. Signature line
12. Illustration

4.7.1 Denotative Meaning

The first signifier. Signature line: Global Teleshop. One of distributor and seller of blackberry in Indonesia. Next, Signature line: Comtech. One of distributor and seller of blackberry in Indonesia. Then, Subhead line: special offers. 0% up to 12 months. free blackberry internet bundle for 6 months. exclusively for all CIMB Niaga Credit Cards*. 27-31 November 2011. Blackberry is affordable. Advantages for the buyer who is a Citibank credit Cardholders. Next, Illustration: Blackberry Bold 9900 image. In the image, there are some features of blackberry 9900. Such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, contacts, browser, media player, and calendar. This image describes the product visually. Then, Illustration and Subhead line: indosat mobile -free call 1000 minutes to indosat numbers -free call 100 minutes to other operators -free 1000 sms *) only valid at Indosat's stand in Global Teleshop. The bonus that can be achieved for the buyers and requirements for the buyers.

The sixth signifier. Subhead line: -MKG 2- Cibubur Junction – MKG 1 – Margo City – Artha Gading – Mall Taman Anggrek – Citra Land – Central Park – Pondok Indah Mall – Karawaci – Plaza Indonesia – bintaro – Plaza Semanggi –

Gandaria City – Wisma Perkasa (Wisper) – Ambassador – Bekasi Metropolitan – Emporium Pluit – M. O. I. – Pluit Village – BIP Bandung – GTS Cirebon – Citraland Semarang – GTS Semarang – Grand Mall Solo – GTS Yogyakarta – Gubeng Surabaya – Plaza Marina Surabaya – WTC 1 Surabaya – Tunjungan Plaza 2 – Galaxy Mall Surabaya – Supermall Surabaya – MOG Malang – Hartono Darmo Surabaya – GTC Malang – WTC Surabaya. They are the malls which run this promotion. Then, Sub headline: terms and conditions apply. A message that tells there are terms and conditions apply when the buyers want to get the promotions. Next, Signature line: hotline: (021) 794-7888 sms: 081399970000 shop online: www.globalteleshop.com [@globalteleshop](https://www.facebook.com/globalteleshop). It is the call center and website address where they can find information about global teleshop. The ninth signifier. Signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products.

The tenth signifier, Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry. Then, Signature line: CIMB NIAGA's brand symbol. The meaning is the bank that gives

installment payment in buying Blackberry. The last signifier is Illustration: CIMB NIAGA credit card images. They are the examples of CIMB NIAGA credit card.

4.7.2 Connotative Meaning

The first signifier; this is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included Global Teleshop, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Hence, Blackberry has a potential to make a success. It reflects to the users (association). Next, Association: this is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included Global Teleshop, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). Then, it is true that blackberry is expensive but to attract the buyers, CIMB Niaga gives a bonus then. “special offers. 0% up to 12 months. free blackberry internet bundle for 6 months. exclusively for all CIMB Niaga Credit Cards*” These are the bonus those be offered from CIMB Niaga to their credit cardholders, while the main purpose to be a credit cardholder is the easiness, practicality and instant when they pay (In this context, the installments) products and internet bundle. Although the buyers are middle up class that have a lot of money, they still like an affordable price and bonus. Then, they do not really regret if they pay expensive for this product. Paying with credit card is associated with Lifestyles people can be—practical and instant (convention). The credit cardholders do not have to be troubled in paying (installments) with cash money and may be the worst, they

have to find banks those are not available in every spot. Therefore, it can be concluded that the Lifestyles of the credit card holders or Blackberry buyers are people who like easiness, practicality, and instant (convention).

The fifth signifier; this is a symbol of Indosat mobile, describes that it cooperates with RIM/Blackberry. Many cellular cards, included Indosat Mobile, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). The bonus is quite much. It makes the buyers can communicate for a long time. It shows that the buyers like to communicate/ socialize to their relatives via phone; call and texting (sms). The Lifestyles of the buyers; like to communicate/ socialize via phone (convention). To get special bonus offered, the buyers have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers. The buyers cannot get bonus easily; they have to work hard (convention). Then, these malls are big and famous in each city. Most of products and services are expensive there. That these promotions not only exist in Jakarta, but other places outside Jakarta show that Comtech expands its power. Blackberry is product that so ld in Comtech. Hence, it can be associated with them; Blackberry is big, famous, and expanded. Blackberry is big, famous, and expanded. It reflects to the users (association).

Then, to get the special price and other advantages offered, the buyers have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is

concerned with by the buyers. Hence, the buyers cannot get the special price and other advantages easily; they have to work hard (convention). Next, the viewers can phone this hotline, visit this link, follow its twitter, or join its facebook if they want to know more about this product. Those media was chosen because the buyers are familiar with it. The buyers are familiar with, phone, internet and social media (association). The ninth signifier; black is considered to be very formal, elegant, and prestigious color. The name of "blackberry" came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles. (convention). The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association). Then, this warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, The users are exclusive (association).

Next, this is a symbol of CIMB NIAGA, describes that it cooperates with RIM/Blackberry. Many banks, included CIMB NIAGA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). Then, these are CIMB Niaga credit card images, describes that it cooperates with RIM/Blackberry. Many banks, included CIMB NIAGA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association).

4.8 Lifestyles in BlackBerry Bold 9900 Advertisement on November 16th

BlackBerry

own the latest
BlackBerry® Bold™ 9900
smartphone

19 - 25 September 2011

Rp 5.999.000,-
0% for 12 months

Get Free : - Merchandise
- Coffee Bean Voucher
- Benetton Travel Bag
For First 50 Customers

Available at Coffee Bean & Tea Leaf:
19 - 21 Sep 2011 Pacific Place
Mall Kelapa Gading
Plaza Indonesia

22 - 25 Sep 2011 Mall Puri Indah
Pondok Indah Mall 2
Living World Alam Sutera
(Ground Floor)

MEGA
Ironik

living world

MEGA
Mega Travel Week

APPLY NOW! Miga Call 021.7917.5555 | Terms and Conditions Apply

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1. signature line
2. signature line
3. Subhead line
4. Signature line
5. Head line
6. Warning
7. Subhead line
8. Subhead line
9. Illustration
10. Illustration
11. Signature line
12. Signature line

4.8.1 Denotative meaning

The first signifier is signature line: Mega Tronik; one of Mega Bank's divisions. Then, Signature line: bank mega icon. The meaning is the bank that gives installment payment in buying Blackberry and bonuses. Next, Subhead line: available at coffee bean and tea leaf: 19-21 Sep 2011 Pacific Place mall kelapa Gading, Plaza Indonesia. 22-25 Sep 2011 Mall puri Indah Pondok Indah Mall 2 Living World Alam Sutera (Ground floor). They are the malls which run this promotion. Then, Signature line: living world icon. The coffee bean and tea leaves icon. They are the icons of Coffee and tea shop which support this installment and promotion. The fifth signifier is Head line: own the latest Blackberry bold 9900 smartphone. It is a statement to have this blackberry. Next, Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion®, and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative

meaning is it is information not to copy related trademarks, names, and logos of RIM and or BlackBerry.

The seventh signifier: subhead line: get free: -merchandise -coffee bean voucher -benetton travel bag for first 50 customers. These bonuses are given for first 50 customers. Next, Sub headline: 19-25 September 2011 Rp. 5.999.000,- 0% for 12 months. They are dates when the promotions are given. Next, advantages for the buyer who is a BCA credit Cardholders, then, Illustration: BCA credit card images. They are examples of BCA credit card. The tenth signifier: illustration: three images of Blackberries. The first image faces to the left. It shows from its side. The second, it faces to the readers. On the screen can be seen the internet browsing application. The third image faces its back, shows the icon of Blackberry. This image describes the product visually. Then, Signature line: apply now Mega call 021.79175555 (terms and conditions apply). It is the call center where they can find information about Blackberry Bold 9900. They are terms and conditions that buyers have to consider if they want to achieve the promotions.

The last, Signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products.

4.8.2 Connotative meaning

The first signifier; this is a symbol of Mega Bank, describes that it cooperates with RIM/Blackberry. Many banks, included Mega Bank, are interested in having

cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). Then, these malls are big and famous. Most of products and services are luxurious there. Hence, it can be associated with them; Blackberry is luxurious, big, and famous. It reflects to the users (association). Next, they are living world, the coffee bean and tea leaves icon. They offer an alternative Lifestyles to drink coffee and or tea. The blackberry users can drink coffee or tea while they use their blackberry. Drinking them represents a relax session because they are often drunk in a break session; coffee or tea break. It reflects to the buyers (association). The forth signifier; the latest means the newest. It reflects the buyers who are up-to-date person. Next, this warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, the users are exclusive (association).

Then, it is true that blackberry is expensive but to attract the buyers, Mega Bank gives bonus then. “ Rp. 5.999.000,- 0% for 12 months” These are the bonus those be offered from Mega Bank to the credit cardholders, while the main purpose to be a credit cardholder is the easiness, practicality and instant when they pay (In this context, the installments) products and services. Although the buyers are middle up class that have a lot of money, they still like an affordable price and bonus. Then, they do not really regret if they pay expensive for this product. The buyers like an affordable price and bonus (association). Next signifier analysis but still in the same signifier; paying with credit card is associated with Lifestyles

people can be—practical and instant. As we know that in this era, all things have to be done quickly because many things have to be done so people have to find ways to save their limited time. The credit cardholders do not have to be troubled in paying (installments) with cash money and may be the worst, they have to find banks those are not available in every spot. Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant. The credit card holders or Blackberry buyers are people like easiness, practicality, and instant (convention).

Next, these are BCA credit card images, describe that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). Then, these images describe what kind of blackberry it is (value). The next meaning but still in the same signifier; the thinness of this BlackBerry represent that this is an easy and practical gadget. Therefore, when people remember about this blackberry, they will remember about its thinness, simple, and practical to use. The product reflects the Lifestyles of the users. Then, the viewers can call the call center if they want to know more about this product. Phone media was chosen because the buyers are familiar with it. The buyers are familiar with telephone (association). Still in the same signifier, to get the special price and other advantages offered, the buyers have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers. The buyers cannot get the special price and other

advantages easily; they have to work hard (convention). The last signifier; Black is considered to be very formal, elegant, and prestigious color. The name of “blackberry” came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles (convention). Then, the logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association).

4.9 Lifestyles in Blackberry Bold 9790 Advertisement on November 7th



1. Signature line
2. Headline
3. Subhead line
4. Warning
5. Illustration
6. Red and black background
7. The size of the ad

4.9.1 Denotative meaning

The first signifier is Signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products. Then, Illustration of

BlackBerry image: It is thin since this silver and black smartphone showed from the side. It also has a reflection at the below. The meaning is this thinly BlackBerry substitutes the role of 1 and I. Next, Headline: Coming 1st to Indonesia: the 1 number and I letter does not appear, but their role substituted by the thin BlackBerry. It is an information message to the readers that one BlackBerry products will come in Indonesia firstly. The image in this message explains in BlackBerry image.

The forth signifier; subhead line: “25-11-2011” It is white in color and small in size, but smaller than the size of BlackBerry brand. This date explain that this BlackBerry would come in Indonesia on 25-11-2011. This size is a supported message of the headline. Next, Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry. Then, Red and black background; this ad is dominated by red more than black and blurred in the middle. Red: A color which resembles of the blood or the ruby. Black: the darkest color; it is like a color of coal or of a very dark night. The last is the size of the ad. It is a half of one Kompas Newspaper page.

4.9.2 Connotative meaning

The first signifier; black is considered to be very formal, elegant, and prestigious color. The name of “blackberry” came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds

on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles (convention). Then, the logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association). Next, the thinness of this BlackBerry represent that this is an easy and practical gadget. Moreover, this thinness substitutes the role of 1 number and I letter. It shows that it is really thin. Therefore, when people remember about this blackberry, they will remember about its thinness, simple, and practical to use. The product reflects the Lifestyles of the users (association). The silver and black color on its body represent that it is an elegant gadget. Black is considered to be very formal, elegant, and prestigious color. Meanwhile, silver represent the luxurious jewelry like gold and pearl (Convention). The users are practical/ instant, simple, and prestigious.

Then, this warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, the users are exclusive (association). Next, red is a strong and attractive color. The meaning itself is brave. It is related/

synonymous to the type of this blackberry; blackberry bold. The users become brave when they use this blackberry. Black is a symbol of elegance. Therefore, the red and black colors has a meaning that blackberry is brave and elegant. It reflects to the buyers (convention). The last signifier; this large size can compete to other news and ads column and attract the Kompas newspaper readers. Only a big and rich company can spend its money to put this large ad in a popular newspaper since its price is expensive. Therefore, readers will notice blackberry is produced by a big and rich company and it also reflects to the users (association).

4.10 Lifestyles in BlackBerry Bold 9790 Advertisement on November 26th

The advertisement is a vertical poster with a dark red background. At the top right is the 'SELULAR shop' logo. The central focus is a BlackBerry Bold 9790 smartphone, shown from the front and side. The screen displays a social media-style interface with three photos of people. To the left of the phone is a circular logo that says 'I ♥ SS'. Below the phone, the text reads: 'Introducing the stylish and powerful BlackBerry® Bold™ 9790 smartphone with touch and type.' Below this is the BlackBerry logo. A large blue banner features a '0%' interest rate icon, the text '+ Special Privileges For BCA Credit Cardholders', and '12 Months at Selular Shop outlets*'. Below the banner is a promotional event: 'Go & Get Ready for Festive in TELKOMSEL BlackBerry® SUNSET Festival Kuta Beach, November 27th 2011'. At the bottom, there is a row of social media icons, a 'Kartu Kredit A Smarter Way to Pay' logo, and the BCA logo. A 'www.klikbca.com/creditcard' link is also present.

1. SELULAR shop

2. BlackBerry Bold 9790 smartphone

3. I ♥ SS

4. Introducing the stylish and powerful BlackBerry® Bold™ 9790 smartphone with touch and type.

5. BlackBerry

6. BlackBerry

7. + Special Privileges For BCA Credit Cardholders

8. SUNSET Festival

9. Call Center: 021-56961234 | www.selularshop.co.id | FB Page: Selular Shop | Twitter ID: @SelularShop_id

10. APPLY NOW!

11. www.klikbca.com/creditcard

12. Kartu Kredit A Smarter Way to Pay

13. BCA

- 1. Signature line
- 2. Headline

3. Subhead line
4. Slogan
5. Signature line
6. Illustrator
7. Barcode
8. Signature line
9. Warning
10. Red and black background

4.10.1 Denotative meaning

The first signifier is signature line: Selular Shop; one of distributor and seller of blackberry in Indonesia. Next, Illustration: two Blackberry images, the first blackberry image. On the screen, there is a photo of three people smile broadly and also some features of blackberry 9790. Such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, browser, blackberry messenger, Facebook, and four-square. The second Blackberry image is a side view of it. This image describes the product visually. Then, Signature line: I ♥ SS. a statement that "I" love SS (Selular Shop). The fourth signifier is headline: introducing the stylish and powerful Blackberry® Bold™ 9790 smartphone with touch and type. This sentence depicts the general characters of BlackBerry Bold 9790; those are stylish, powerful, and can be touched and typed. Next, Signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products.

Then, warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry. The seventh signifier is sub headline: 0 % cicilan BCA 12 months + Special Privileges for BCA Credit cardholders at Selular Shop outlets*. The meaning is Blackberry is expensive, but still affordable. Then, sub headline: Lingual: go and get ready for festive in TELKOMSEL BlackBerry SUNSET FESTIVAL. Kuta Beach, November 27th 2011. Presenting BlackBerry Bold 9790 smartphone. Image: the images of coconut trees and sun sets. Their colors are orange.

The ninth signifier: Signature line: Call Center: 021-56961234 | www.selularshop.co.id | FB page: Selular Shop | Twitter ID: @SelularShop_id. It is the call center, website address, Facebook, and Twitter where they can find information about Selular shop. Next, Illustration: the images of BCA Credit cards. The examples of BCA credit card. Then, Signature line: APPLY NOW! www.klikbca.com/creditcard. It is the website address where they can find information about BCA credit card. The twelfth signifier; signature line: *Jakarta: Mal Kelapa Gading 3, Mal Taman Anggrek, Mal Pondok Indah Yogyakarta: Plaza Ambarukmo Surabaya: Tunjungan Plaza. Terms and condition apply. The malls which run this discount. The thirteenth signifier; slogan: Kartu Kredit. A Smarter Way to Pay. A statement tells that Kartu Kredit is a smarter way to pay.

The fourteenth signifier is Signature line: “BCA” and its brand image. it is the bank that gives installment payment + special privilege in buying Blackberry. Next, Red and black background; this ad is dominated by red and black color. Red: A color which resembles of the blood or the ruby. Black: the darkest color; it is like a color of coal or of a very dark night. The last in this ad, background: it is dominated by white and blue color. Blue: A color which resembles the sky. White: A color which resembles the bone or the snow.

4.10.2 Connotative meaning

The first signifier; this is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included Selular Shop, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. The second connotation; this image describes what kind of blackberry it is (value). The image of three people smile broadly associates the people who relate to blackberry—the most possible thing is the people are blackberry users. They smile when they use blackberry bold 9790. This smile is not a common smile, but broad. It means that they are very happy and satisfied to be blackberry users. It is happy if people have blackberry (association). Next signifier but still in the same signifier; the features symbolize the advantages of this product. Those features on the desktop are the main advantages. That there are many features in this blackberry, shows that it supports the Lifestyles of modern people who have many busyness. They can make people’s life become easier and more practical. They can do many things only be helped by one gadget. Blackberry supports the Lifestyles of modern

people who have much busyness. They can make people's life become easier and more practical (convention).

Next, the third signifier; stylish: high quality in appearance and design. A common modern and up to date people are stylish. They like to be looked nice with their outer look. Powerful: having a lot of power. Power needs to run all the features (advantages of this product). The stylish and powerful of this product represent the people who are going to buy this product; stylish in front of their community and powerful to face some problems. So, when people want to be stylish and powerful, they can buy this product. Although, not all the people need stylish and powerful that offered by this blackberry. It is the third connotative meaning (association). Then, black is considered to be very formal, elegant, and prestigious color. The name of "blackberry" came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles (convention). Then, the logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association).

Then, this warning represents RIM Company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, the users are exclusive (association). Next signifier, it is true that blackberry is expensive but to attract the buyers, BCA gives a bonus then. 0 % cicilan BCA 12 months + Special Privileges for BCA Credit cardholders at Selular Shop outlets*” These are the bonus those be offered from BCA to their credit cardholders, while the main purpose to be a credit cardholder is the easiness, practicality and instant when they pay (In this context, the installments) products and services. Although the buyers are middle up class have a lot of money, they still like an affordable price and bonus. Then, they do not really regret if they pay expensive for this product. The buyers like an affordable price and bonus (association). Then still in the same signifier; paying with credit card is associated with Lifestyles people can be—practical and instant. As we know that in this era, all things have to be done quickly because many things have to be done so people have to find ways to save their limited time. The credit cardholders do not have to be troubled in paying (installments) with cash money and may be the worst, they have to find banks those are not available in every spot. Therefore, it can be concluded that the Lifestyles of the credit card holders or Blackberry buyers are people who like easiness, practicality, and instant. The Lifestyles of the credit card holders or Blackberry buyers are people who like easiness, practicality, and instant (convention).

The eighth signifier; beside installment payment, special privilege and advantages from Blackberry itself, the owners of Blackberry 9790 have another

bonus; they can join TELKOMSEL BlackBerry SUNSET FESTIVAL at Kuta beach. Most of local and international tourists who visit Bali motivated to see the sun set at kuta beach because the view is very gorgeous. This bonus is not a common bonus after all. This bonus strengthen the arguments from the analysis number seven that Blackberry is worth it to be bought, even though it is expensive. The expensive Blackberry is worth it to buy because it delivers many advantages (convention). Then, the viewers can call the call center, visit this link, follow its twitter, or join its facebook if they want to know more about this product. Those media was chosen because the buyers are familiar with it. The buyers are familiar with phone, internet, and social media (association). Then, these are six images of BCA credit cards, describes that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association).

The eleventh signifier; the viewers can visit this link if they want to know more about this product. Internet media was chosen because the buyers are familiar with it. The buyers are familiar with internet (association). Next, Pondok Indah, Kelapa Gading 3, Taman Anggrek Mall in Jakarta, Ambarukmo Plaza in Yogyakarta, and Tunjungan Plaza in Surabaya are famous in each city. Most of products and services are expensive there. That Erafone not only exists in Jakarta, but other places presents that Erafone expands its power. Blackberry is product that sold in Erafone. Hence, it can be associated with them; Blackberry is famous and expanded. To get the special price and other advantages offered, the buyers

have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers. It has a meaning that blackberry is famous and expanded. It reflects to the users. The thirteenth signifier; this statement is a supporting argument for analysis number seven that beside it describes credit cardholders are people who like easiness, practicality, and instant (up-to-date people), they also like a smart way to pay (convention).

The fourteenth signifier; this is a symbol of BCA, describes that it cooperates with RIM/Blackberry. Many banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users. The fifteenth connotation; red is a strong and attractive color. The meaning itself is brave. It is related/ synonymous to the type of this blackberry; blackberry bold. The users become brave when they use this blackberry. Black is a symbol of elegance. Therefore, the red and black colors has a meaning that blackberry is brave and elegant. It reflects to the buyers. Then, the final connotation; It's commonly used for a company's color branding to convey their reliability and trustworthiness. White is associated with successful. Therefore, BCA, the bank that cooperates with Blackberry is reliable, trustworthy, and success. It reflects to the users (convention).

4.11 Lifestyles in Blackberry Bold 9790 Advertisement on December 8th



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1. Signature line
2. Headline
3. Subhead line
4. Illustration
5. Barcode
6. Slogan
7. Signature line
8. Signature line
9. Warning
10. Red and black background.

4.11.1 Denotative meaning

The first signifier; signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products. Next, Headline: Indonesia first in the world. Information tells that Indonesia is the first in the world which launched BlackBerry Bold 9790. Then, Subhead line: Introducing the stylish and powerful BlackBerry® Bold™ 9790 with touch and type. This sentence depicts the general characters of BlackBerry Bold 9790; those are stylish, powerful, and can be touched and typed.

The forth signifier, Illustration: Blackberry image. On the screen, there is a photo of three people smile broadly and also some features of blackberry 9790. Such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, browser, blackberry messenger, Facebook, and four-square. This image describes the product visually. Next, Barcode: An image barcode with a sentence below it; “Scan now for top Apps in Indonesia on Blackberry App world®. It is information if the blackberry users want to download applications for their blackberry, they can scan this barcode. Then, Slogan: A faster, smoother, and more powerful Blackberry® experience. All in the palm of your hand. This sentence depicts more specific characters of BlackBerry Bold 9790. The seventh signifier; signature line: id.blackberry.com/bold9790. It is the website address of this product.

The eighth signifier; signature line: Distributors and their logos. Their sizes are tiny. They are distributors and sellers of blackberry in Indonesia. Next, Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry. The last is Red and black background. This ad is dominated by red more than black and blurred in the middle. Red: A color which resembles of the blood or the ruby. Black: the darkest color; it is like a color of coal or of a very dark night.

4.11.2 Connotative meaning

The first signifier; black is considered to be very formal, elegant, and prestigious color. The name of “blackberry” came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles (convention). Then, the logo represents the blackberry brand. When people see this logo, they will notice

that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association). Then, the second; “First” term means a pioneer. In this world that priorities a result than process, people or something can be called as a successful man or product if they get a good and quick result. It associates people or something success, great, or the best. So, Indonesia as a success, great and the best nation, given the honor to launch the special blackberry bold 9790. This headline intends to show that this product is the best and Indonesia has an honor to be a nation where this BlackBerry firstly launched.

The third signifier; stylish: high quality in appearance and design. A common modern and up to date people are stylish. They like to be looked nice with their outer look. Powerful: having a lot of power. Power needs to run all the features (advantages of this product). The stylish and powerful of this product represent the people who are going to buy this product; stylish in front of their community and powerful to face some problems. So, when people want to be stylish and powerful, they can buy this product. Although, not all the people need stylish and powerful that offered by this blackberry. Values that offered by the advertiser to fulfill the consumers’ desire (association). Next, this image describes what kind of blackberry it is (value). Then, still in the same signifier; the image of three people smile broadly associates the people who relate to blackberry— the most possible thing is the people are blackberry users. They smile when they use blackberry bold 9790. This smile is not a common smile, but broad. It means that they are very happy and satisfied to be blackberry users (association). Still in the same signifier; the features symbolize the advantages of this product. Those features on the desktop are the main advantages. That there are many features in

this blackberry, shows that it supports the Lifestyles of modern people who have many busyness. They can make people's life become easier and more practical. They can do many things only be helped by one gadget. In conclusion, Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical (convention).

The fifth signifier; only blackberry has this kind of technology. It makes blackberry to have another plus from its rivals. Blackberry is more technological than other competitors. The product reflects the users; high-tech. Next, the sixth connotation; faster: people can operate this product faster. Fast is an important thing in this modern era since there are many duties that people have to do. Smoother: beside fast, smoothness is also supported this complicated era. So when people use it, they will be hard to find any troubles and could do all their activities. More powerful: the fast and smoothness cannot be reached if the product is not supported with power; like battery and operating system. So, this product is helpful for the users. Palm is part of people's body that usually used to grab something they belong to. So, people can get/grab easily all the three advantages if the buy this product. These are advantages of this product that can solve common people to face this modern era (association). Then, the viewers can visit this link if they want to know more about this product. Internet media was chosen because the buyers are familiar with it. The buyers are familiar with internet (association).

The eighth signifier; this is a symbol of the mobile phone distributors in Indonesia. It describes that it cooperates with RIM/Blackberry. Many distributors, included Comtech, Selular Shop, and TAM, are interested in having cooperation

with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). Then, warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, The users are exclusive (association). The last, red is a strong and attractive color. The meaning itself is brave. It is related/ synonymous to the type of this blackberry; blackberry bold. The users become brave when they use this blackberry. Black is a symbol of elegance. Therefore, the red and black colors has a meaning that blackberry is brave and elegant. It reflects to the buyers (convention).

4.12 Lifestyles in Blackberry Bold 9790 Advertisement on December 22nd

Indonesia. First in the World.

Introducing the stylish and powerful BlackBerry® Bold™ 9790 smartphone with touch and type featuring BlackBerry® 7 OS

Make your bold choice.

NOW AVAILABLE AT PIM 2

WE BlackBerry® smartphone Terms and Conditions apply

Enjoy EazyPay 0% for 6 & 12 months and FREE XL BlackBerry® Internet Service for 12 months* exclusively for Citibank Credit Cardholders at Pondok Indah Mall 2. Also available at Erafone Megastore Mall of Indonesia.

erafone Enjoy **Mall PONDOK INDAH**

citibank

*only for 300 first customers

www.telatama.com 90014400 citibank.com/indonesia

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BlackBerry

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1. Head line
2. Subhead line
3. Slogan
4. Illustration
5. Subhead line
6. Illustration
7. Slogan
8. Subhead line
9. Subhead Line
10. Signature line
11. Illustration
12. Signature line
13. Signature line
14. Signature line
15. Subhead line
16. Warning
17. Illustration
18. Red and black background

4.12.1 Denotative meaning

The first signifier is head line: Indonesia. First in the World; it is and information tells that Indonesia is the first in the world which launched BlackBerry Bold 9790. Then, Subhead line: introducing the stylish and powerful Blackberry Bold 9790 smartphone with touch and type featuring Blackberry 7 OS. This sentence depicts the general characters of BlackBerry Bold 9790; those are stylish, powerful, can be touched and typed, and have a Blackberry 7 OS. Next, Slogan: Make your bold choice. The color of this sentence is white. It is a statement to the buyers that they can have a bold choice. The forth signifier, Illustration: Three Blackberries Bold 9790. The first (left) one faces to the left diagonally, the second (middle) faces to the front and has “XL” brand symbol on the screen, and the last (right) faces to the right. In the first and second image there are some features of blackberry 9790; such as battery status, date, digital clock, signal status (3G), Wi-Fi and Bluetooth status, messaging, contacts, browser, media player, and calendar. This image

describes the product visually. Then, Subhead line: now available at PIM 2. This subhead line has a star background. The sentence's color is white and the star background is gold. It is information to tell that people can get this product at PIM 2 (Pondok Indah Mall).

Next, Illustration: first card of XL; an image of cellular operator; XL. It is persuading to the buyers to think to buy Blackberry along with XL operator card. The seventh signifier; slogan: the slogan from TAM, the distributor. It says: "We Blackberry smartphone. It is a statement that we (the readers), TAM, and Blackberry smartphones have a relation. Next, Subhead line: Terms and Conditions applied. The meanings of this subhead line are terms and conditions if consumers want to get the promotions from this product. Then, Subhead line: Enjoy EazyPay 0% for 6 & 12 months and FREE XL BlackBerry Internet Service for 12 months* exclusively for Citibank credit Cardholders at Pondok Indah Mall 2. Also available at Erafone Megastore Mall of Indonesia. There are three meanings. The first is Blackberry is affordable. Second, they are advantages for the buyer who is a Citibank credit Cardholders. Third, directing to the place where people can buy blackberry beside PIM. In addition, Blackberry is a prestigious and luxurious product.

The tenth signifier; signature line: Erafone. Mall Pondok Indah. They are shops and malls which runs this discount. They are erafone and Pondok Indah. Then, Illustration: the discount. It is the image of the Eazy Pay. Blackberry is affordable. Next, Signature line: Citibank. The meaning is to tell the bank that gives installment payment in buying Blackberry. Then, Signature line: www.teletama.com @BBTAM_id Facebook.com/ teletama. It is the website

address, Twitter, and Facebook where they can find information about the product. The fourteenth signifier; signature line: the blackberry brand and logo. The brand is written on the up right corner. This size is medium-small and has a white color. While, the logo has seven rounded dot liked. The meaning of the brand is to differ with other products because there are many smartphones that are exist in the market. The logo is used by RIM to advertise its products. Next, Subhead line: *only for 300 customers. They are supporting details. Then, Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property Research In Motion Limited and are registered and/ or used in the U.S. and countries around the world. It is white in color and very small in size. The denotative meaning is it is information not to copy related trademarks, names and logos of RIM and or BlackBerry.

The seventh signifier is the Illustration: Citibank credit card images. they are the examples of Citibank credit card. The last signifier, red and black background; this ad is dominated by red more than black and blurred in the middle. Red: A color which resembles of the blood or the ruby. Black: the darkest color; it is like a color of coal or of a very dark night

4.12.2 Connotative meaning

The first signifier; “First” term means a pioneer. In this world that priorities a result than process, people or something can be called as a successful man or product if they get a good and quick result. It associates people or something success, great, or the best. So, Indonesia as a success, great and the best nation, given the honor to launch the special blackberry bold 9790. This headline intends to show that this

product is the best and Indonesia has an honor to be a nation where this BlackBerry firstly launched (association). Then, stylish: high quality in appearance and design. A common modern and up to date people are stylish. They like to be looked nice with their outer look. Powerful: having a lot of power. Power needs to run all the features (advantages of this product). The stylish and powerful of this product represent the people who are going to buy this product; stylish in front of their community and powerful to face some problems. Those style and power can be afford from the 7 OS (Operating System). So, when people want to be stylish and powerful, they can buy this product. Although, not all the people need stylish and powerful that offered by this blackberry. Values that offered by the advertiser to fulfill the consumers' desire. The buyers are stylish and powerful (Association).

Next, bold means brave, not fearing danger. This statement encourages the viewers to buy this product so that they will get a bold choice, they will satisfy with their choice. The viewers have to buy this product if they want to have a bold choice (association). Then, this image describes what kind of blackberry it is (value). The features symbolize the advantages of this product. Those features on the desktop are the main advantages. That there are many features in this blackberry, shows that it supports the Lifestyles of modern people who have many busyness. They can make people's life become easier and more practical. They can do many things only be helped by one gadget. Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical (convention). Still in the same; signifier this is a symbol of BCA, describes that it cooperates with RIM/Blackberry. Many

banks, included BCA, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). The third image, the product faces to the right. So, the viewers see it from its side. It is clear it looks prestigious with its color; black and silver. It also looks thin. This kind of character is needed in this era because people like a simple and practice thing. Therefore, this third image represents a prestigious and practice Blackberry. It represents a prestigious and practice Blackberry. And also reflects the users (association).

The fifth signifier; that PIM 2 exists here, describes that it cooperates with RIM/Blackberry. Many malls, included PIM 2, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting visitors. Blackberry has a potential to make a success. It reflects to the users (association). Then, this is a symbol of first card of XL, describes that it cooperates with RIM/Blackberry. Many cellular cards, included XL, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). The seventh signifier; the main idea is about Blackberry. Blackberry is connected to the symbol of TAM (one of big official distributor of Blackberry in Indonesia); we Blackberry Smartphones. The most logical meaning of the symbol is “we” love Blackberry smartphones. This term is copied like in Sony Ericson jargon. Hence, the meaning is “we” (the readers) love Blackberry, related to TAM. When people

love a product, they can buy it. They can buy it from TAM. In conclusion, it is directing viewers to place where they can buy blackberry (association).

The eighth signifier; to get the special price and other advantages offered, the buyers have to apply some terms and conditions. It means the buyers cannot get them easily. It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers. The buyers cannot get the special price and other advantages easily; they have to work hard (convention). Then, it is true that blackberry is expensive but to attract the buyers, Citibank gives a promotion then. "...and FREE XL BlackBerry Internet Service for 12 months* exclusively for Citibank credit Cardholders at Pondok Indah Mall 2." These are the bonus those be offered from Citibank to the credit cardholders, while the main purpose to be a credit cardholder is the easiness, practicality and instant when they pay (In this context, the installments) products and services. Although the buyers are middle up class have a lot of money, they still like an affordable price and bonus. Then, they do not really regret if they pay expensive for this product. The buyers like an affordable price and bonus (association). Still in the same signifier, paying with credit card is associated with Lifestyles people can be—practical and instant. As we know that in this era, all things have to be done quickly because many things have to be done so people have to find ways to save their limited time. The term "EazyPay" itself also obviously explains that credit card is an easy, practical, and instant tool to pay (installments). The credit cardholders do not have to be troubled in paying (installments) with cash money and may be the worst, they have to find banks those are not available in every

spot. Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant (convention).

The tenth signifier; Erafone is a famous mobile phone distributor and Pondok Indah Mall is also a famous and high class mall in Jakarta, most of products and services are expensive there. Blackberry is product that sold in Erafone. Hence, it can be associated with them; Blackberry is famous and high class. Blackberry is famous and high class. Then, it reflects the buyers (association). Then, this is a symbol of Citibank, describes that it cooperates with RIM/Blackberry. Many banks, included Citibank, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association).

Next, the viewers can visit this link, follow its twitter, or join its facebook if they want to know more about this product. Those media was chosen because the buyers are familiar with it. The buyers are familiar with internet and social media (association). Then, Black is considered to be very formal, elegant, and prestigious color. The name of "blackberry" came from strawberry because blackberry product has tiny keys. When people see the tiny keys, they are reminded of seeds on a strawberry. However, the term "Strawberry" wasn't a macho enough name for Mr. Lazaridis (CEO of RIM), and he opted for BlackBerry. And the reason that RIM produces the tiny keys in 2006; it wanted to design and patent the now QWERTY keyboard. The design allows the blackberry users to type doubling or tripling up and it is a part of the formula that makes the BlackBerry so popular. This keyboard also helped the users to type faster than the

conventional keyboard. Overall, Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of lifestyles (convention). Then, the logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand. It shows about its uniqueness; QWERTY keyboard (association).

Then, not all customers can get this bonus. They are limited only for 300 customers because these customers have to apply particular requirements. So this users are exclusive (convention). Next, this warning represents RIM company as a big company which is serious in law, while not every products state this kind of warning. They are serious in making the users to be exclusive; not many persons who have this kind of symbol and brand in their gadget. Hence, the users are exclusive (association). Then, these are Citibank credit card images, describe that it cooperates with RIM/Blackberry. Many banks, included Citibank, are interested in having cooperation with RIM/ Blackberry. They are interest in its potential to help them succeeding attracting client. Blackberry has a potential to make a success. It reflects to the users (association). The last signifier; red is a strong and attractive color. The meaning itself is brave. It is related/ synonymous to the type of this blackberry; blackberry bold. The users become brave when they use this blackberry. Black is a symbol of elegance. Therefore, the red and black colors has a meaning that blackberry is brave and elegant. It reflects to the buyers (convention).