

1. Lifestyles in Blackberry Bold 9900 Advertisement on September 9th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	Illustration: first card of XL	An image of cellular operator; XL. A persuading to the buyers to think to buy Blackberry along with XL operator card.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
2	Signature line: TAM	One of distributor and seller of blackberry in Indonesia. Directing viewers to place where people can buy blackberry.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
3	Headline: be the first to touch the Bold and Beautiful	Persuading to touch Blackberry.	The buyer is the best man and has a good taste.	Association: Bold: courageous, brave; Beautiful: very attractive; Be: used to say something about a person; First: 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.
4	<p>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.</p>	<p>This image describes the product visually.</p>	<p>-</p> <p>Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical.</p> <p>The users are practical/instant, simple, and prestigious.</p>	<p>Value: This image describes what kind of blackberry it is.</p> <p>Convention: 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.</p> <p>Association: 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 reflects the Lifestyles of the users.</p>
5	<p>Subhead line: Get Special Offer If You Order Now.</p>	<p>A statement that the buyers will get a special offer when they buy it as soon as possible.</p>	<p>The buyers like a bonus.</p>	<p>Association: 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.</p>
6	<p>Signature line: Preorder website: www.xl.co.id/Bold9900</p>	<p>A website where people can getting more information about this product.</p>	<p>The buyers are familiar with internet.</p>	<p>Convention: 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.</p>
7	<p>Signature line: Distributors (Erafone and</p>	<p>The distributors and sellers of blackberry in</p>	<p>Blackberry has a potential to make a</p>	<p>Association: This is a symbol of the mobile phone distributors in Indonesia. It</p>

	Erajaya) along with their logos. Their sizes are tiny.	Indonesia.	success. It reflects to the users.	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.
8	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. Logo: It has seven rounded dot liked.	Brand: 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. Logo: A design/ symbol used by RIM to advertise its products.	Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles. Logo: It shows about its uniqueness; QWERTY keyboard.	Convention: 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. Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.
9	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	An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.	The users are exclusive.	Association: It 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.

	small in size.			
10	Black 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	Blackberry is elegant. It reflects to the users.	Association: 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.

2. Lifestyles in Blackberry Bold 9900 Advertisement on September 9th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	Signature line: BCA's brand symbol	The bank that gives installment payment in buying Blackberry.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
2	Signature line: www.klikbca.com/creditcard	It is the website address where they can find information about BCA credit card.	The buyers are familiar with internet.	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.
3	Illustration: BCA credit card images.	The examples of BCA credit card.	Blackberry has a potential to make a success. It reflects to the users.	Association: These are the 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.
4	Sub headline: Ballroom A- Hotel Indonesia Kempinski (level 11) 12 September 2011, starting 10 am	The malls which run this discount.	The product reflects to the users. The user is famous and prestigious.	Association: 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.
5	Sub headline: Be The First to Own & Experience it! 0 % 12 months cicilan BCA. Rp 5.999.000,-- Free 1 Month Installment!*	Advantages for the buyer who is a BCA credit Cardholders.	The buyers like an affordable price and bonus.	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.

			<p>The credit card holders or Blackberry buyers are people like easiness, practicality, and instant.</p>	<p>“Rp 5.999.000,-- Free 1 Month Installment!* 0 % 12 months <i>cicilan</i> 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.</p> <p>Convention: 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.</p> <p>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.</p> <p>Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant.</p>
6	<p>Sub headline:</p> <ul style="list-style-type: none"> •max. 1 transaction per card •for first 1000 cardholders •first come, first serve, based on availability •cardholder must present valid ID to verify the transaction •for more info, call Halo BCA 500888 •terms and conditions apply <p>It is written in a small size.</p>	<p>The terms and conditions that buyers have to consider if they want to achieve the promotions.</p>	<p>The buyers cannot get the special price and other advantages easily; they have to work hard.</p>	<p>Convention: 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.</p>
7	Warning:	An information not to	The users are	Association:

	<p>© 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.</p>	<p>copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.</p>	<p>exclusive.</p>	<p>It 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.</p>
8	<p>Sub headline: The new touch Blackberry Bold 9900 The thinnest and most powerful smartphone featuring Blackberry 7 OS</p>	<p>These sentences show the grandeur of blackberry.</p>	<p>It shows the Lifestyles of the users; practical/instant and powerful.</p>	<p>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 troubled 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.</p>
9	<p>Headline: Touch. Type. Together.</p>	<p>The advantages of this product that it can be touched and typed together.</p>	<p>The product reflects the users; powerful and practical.</p>	<p>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</p>

				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.
10	Signature line: the logos of the distributors; and, TAM	The distributors and sellers of blackberry in Indonesia.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
11	Signature line: id.blackberry.com/bold9790	A website where people can getting more information about this product.	The buyers are familiar with internet.	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.
12	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.	Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical.	Value: This image describes what kind of blackberry it is. Convention: 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.
13	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.	-	-
14	Signature line Brand:	Brand: There are many products	Brand: Blackberry is elegant,	Convention: Black is considered to be very formal, elegant, and prestigious color.

	<p>BlackBerry written on the up right corner. It is written and along with its logo. This size is medium and has a white color.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>(smartphones) exist in market. They have it to differ with other products. One of many smartphones brand beside BlackBerry are Nokia, iPhone, Samsung, etc.</p> <p>Logo: A design/ symbol used by RIM to advertise its products</p>	<p>prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>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.</p> <p>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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p>
15	<p>Slogan: Kartu Kredit A Smarter Way to Pay</p>	<p>A statement tells that Kartu Kredit is a smarter way to pay.</p>	<p>The Lifestyles of the credit card holders or Blackberry buyers are people who like smart way to pay.</p>	<p>Convention: 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.</p>

3. Lifestyles in Blackberry Bold 9900 Advertisement on September 16th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	<p>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.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>Brand: 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.</p> <p>Logo: A design/ symbol used by RIM to advertise its products.</p>	<p>Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>Convention: 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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p>
2	<p>Headline: Touch. Type. Together.</p>	<p>The advantages of this product that it can be touched and typed together.</p>	<p>Blackberry is powerful and practical. It reflects to the users.</p>	<p>Association: 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,</p>

				it also shows a practical because it can touch and together in a same time.
3	<p>Sub headline: The new touch Blackberry Bold 9900</p> <p>The thinnest and most powerful smartphone featuring Blackberry 7 OS</p>	These sentences show the grandeur of blackberry.	It shows the Lifestyles of the users; practical/instant and powerful.	<p>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 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.</p>
4	Signature line: id.blackberry.com/bold9900	It is the website address of this product.	The buyers are familiar with internet.	<p>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.</p>
5	Signature line: the logos of the distributors;	The distributors and sellers of blackberry in Indonesia.	Blackberry has a potential to make a success.	<p>Association: 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.</p>
6	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,	This image describes the product visually.	Blackberry supports the Lifestyles of modern people who have much busyness. They can make	<p>Value: This image describes what kind of blackberry it is.</p> <p>Convention: 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</p>

	blackberry messenger, Facebook, and four-square, etc.		people's life become easier and more practical.	make people's life become easier and more practical. They can do many things only be helped by one gadget.
7	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.	-	-
8	Sub headline: 0 % 12 months cicilan BCA. Get yours today! Rp 5.999.000,-	Advantages for the buyer who is a BCA credit Cardholders.	The buyers like an affordable price and bonus. The credit card holders or Blackberry buyers are people like easiness, practicality, and instant.	Association: 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 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. Convention: 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.
9	Sub headline:	The information to tell	Blackberry is a	Association:

	Available at Erafone, Global Teleshop, OkeShop & selular Shop	that this product can be bought at these distributors.	practical product and also expanded because it is available in many distributors. It reflects to the users.	“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.
10	Illustration: BCA credit card images.	The examples of BCA credit card.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
11	Signature line: www.klikbca.com/creditcard	It is the website address where they can find information about BCA credit card.	The buyers are familiar with internet.	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.
12	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. They are written in very small size.	The users are exclusive.	Association: It 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.
13	Signature line: BCA’s brand symbol	The bank that gives installment payment in buying Blackberry.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.

14	Sub headline: terms and conditions apply	A message that tells there are terms and conditions apply when the buyers want to get the promotions.	The buyers cannot get the special price and other advantages easily; they have to work hard.	Convention: 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.
15	Slogan: Kartu Kredit A Smarter Way to Pay	A statement tells that Kartu Kredit is a smarter way to pay.	The Lifestyles of the credit card holders or Blackberry buyers are people who like smart way to pay.	Convention: 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.

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

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	Signature line erajaya	One of distributor and seller of blackberry in Indonesia	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
2	Signature line erafone	One of distributor and seller of blackberry in Indonesia	Blackberry has a potential to make a success. It reflects to the users.	Association: This is 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.
3	Signature line TAM	One of distributor and seller of blackberry in Indonesia	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
4	Headline: Touch. Type. Together.	The advantages of this product that it can be touched and typed together.	Blackberry is powerful and practical. It reflects to the users.	Association: 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.
5	Sub headline:	These sentences show the	It shows the Lifestyles	Association:

	The new touch Blackberry Bold 9900	grandeur of blackberry.	of the users; practical/instant and powerful.	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.
6	Signature line: Peace of mind with TAM authorized Blackberry smartphone distributor (2 years warranty)	The authorized Blackberry smartphone distributor warrants up to 2 years.	The buyers like a powerful and long life product.	Association: 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.
7	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.	- Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical.	Value: This image describes what kind of blackberry it is. Convention: 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.
8	Sub headline: now available in Erafone stores	The information to tell that this product can be bought at these distributors.	-	-
9	Subhead line: Experience The New Blackberry® Bold™ 9900 smartphone and Get Free Shopping Voucher*	A statement that the buyers will get free shopping voucher.	The persons who buy this blackberry like shopping.	Association: 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.
10	Subhead line: venue: date	The malls which run this promotion.	Blackberry is big, famous, and expanded.	Association: These malls are big and famous in each city. Most of products and services

	<p>-trans studio Makassar: 21 – 25 September 2011</p> <p>-Mall PVJ Bandung: 21 – 25 September 2011</p> <p>-Cambridge city Square Medan: 21 – 25 September 2011</p> <p>-Foodcourt Mall TP 3 Surabaya: 21 – 25 September 2011</p> <p>-Coffee Bean Mal Puri Indah: 21 – 25 September 2011</p> <p>-Living World Alam Sutra: 22 – 25 September 2011</p> <p>-BEJ Walk in Center: 26 – 30 September 2011</p> <p>-Mall TP 3 Surabaya: 29 September – 02 October 2011</p> <p>-Surabaya Town Square: 29 September – 02 October 2011</p>		It reflects to the users.	<p>are expensive there.</p> <p>That these promotions not only exist in Jakarta, but other places outside Jakarta show that Erafone expands its power.</p> <p>Blackberry is product that sold in Erafone. Hence, it can be associated with them; Blackberry is big, famous, and expanded.</p>
11	Sub headline: terms and conditions apply	A message that tells there are terms and conditions apply when the buyers want to get the promotions.	The buyers cannot get the special price and other advantages easily; they have to work hard.	<p>Convention:</p> <p>To get the special price and other advantages offered, the buyers have to apply some terms and conditions.</p> <p>It means the buyers cannot get them easily.</p> <p>It is written in a small size indicates that the advertisers do not want this message is concerned with by the buyers.</p>
12	Illustration: the two images of Blackberry Torch 9810.	Illustration to describe the product.	-	-
13	Subhead line: introducing the new	A statement to introduce other Blackberry product;	The buyers have much money and like	<p>Convention:</p> <p>The word new means recently created. Besides having blackberry bold</p>

	Blackberry Torch 9810 smartphone.	Blackberry Torch 9810 smartphone	shopping.	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.
14	<p>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.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>Brand: 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.</p> <p>Logo: A design/ symbol used by RIM to advertise its products.</p>	<p>Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>Convention: 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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p>
15	<p>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.</p>	<p>An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.</p>	<p>The users are exclusive.</p>	<p>Association: It 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.</p>

16	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.	The buyers are familiar with telephone and internet.	Association: 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.
17	Subhead line: best deal, best serve, best product knowledge	The potential of buying in erafone.	The buyers like the best thing.	Association: erafone gives best deal, best serve, and best product knowledge. They are represents the buyers Lifestyles who like the best thing.
18	Signature line: www.erafone.com @erafonestore Erafone Artha Retallindo	It is the website address, Twitter, and Facebook where they can find information about Selular shop.	The buyers are familiar with internet and social media.	Association: 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.

5. Lifestyles in Blackberry Bold 9900 Advertisement on September 23rd and 30th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	Signature line TAM	One of distributor and seller of blackberry in Indonesia	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
2	Signature line erajaya	One of distributor and seller of blackberry in Indonesia	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
3	Headline: Touch. Type. Together.	The advantages of this product that it can be touched and typed together.	Blackberry is powerful and practical. It reflects to the users.	Association: 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.
4	Signature line: Peace of mind with TAM authorized Blackberry smartphone distributor	The authorized Blackberry smartphone distributor warrants up to 2 years.	The buyers like a powerful and long life product.	Convention: 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.

	(2 years warranty)			
5	Sub headline: The new touch Blackberry Bold 9900	These sentences show the grandeur of blackberry.	It shows the Lifestyles of the users; practical/instant and powerful.	Convention: 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.
6	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.	- Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical.	Value: These images describe what kind of blackberry it is. Convention: 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.
7	Subhead line blackberry bold 9900 smartphone Rp5.999.000	The price of blackberry bold 9900	-	-
8	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	A statement to introduce other Blackberry products.	The buyers have much money and like shopping.	Convention: 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.

	<p>12 -blackberry curve 3G smartphone. Rp224.917 x 12 -blackberry curve 8520 smartphone. Rp166.584 x 12</p>			
9	<p>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.</p>	<p>An information not to copy related trademarks, names and logos of RIM and or BlackBerry.</p>	<p>The users are exclusive.</p>	<p>Association: It 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.</p>
10	<p>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.</p>	<p>Brand: 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.</p>	<p>Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p>	<p>Convention: 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.</p>

12	Sub headline: now available in Erafone stores	The information to tell that this product can be bought at this distributor.	-	-
13	Illustration: BCA credit card images.	The examples of BCA credit card.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
14	Sub headline: terms and conditions apply	A message that tells there are terms and conditions apply when the buyers want to get the promotions.	The buyers cannot get the special price and other advantages easily; they have to work hard.	Convention: 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.
15	Slogan: kartu Kredit A smarter way to pay	A statement tells that Kartu Kredit is a smarter way to pay.	The Lifestyles of the credit card holders or Blackberry buyers are people who like smart way to pay.	Convention: 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.
16	Signature line: BCA's brand symbol	The bank that gives installment payment in buying Blackberry.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.

6. Lifestyles in Blackberry Bold 9900 Advertisement on September 30th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	<p>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.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>Brand: 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.</p> <p>Logo: A design/ symbol used by RIM to advertise its products.</p>	<p>Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>Convention: 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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p>
2	<p>Headline: Touch. Type. Together.</p>	<p>The advantages of this product that it can be touched and typed together.</p>	<p>Blackberry is powerful and practical. It reflects to the users.</p>	<p>Association: 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</p>

				course, it also shows a practical because it can touch and together in a same time.
3	Sub headline: The new touch Blackberry Bold 9900	These sentences show the grandeur of blackberry.	It shows the Lifestyles of the users; practical/instant and powerful.	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 keyboard, and choose the icon. In conclusion, It shows the Lifestyles of the users; practical/instant and powerful.
4	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™	Sentences to explain the advantages grandeur of this Blackberry.	The users are practical/instant and powerful.	Association: 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.
5	Signature line: id.blackberry.com/bold9900	It is the website address of this product.	The buyers are familiar with internet.	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.
6	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.	- Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical.	Value: This image describes what kind of blackberry it is. Convention: 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.
7	Subhead line: 0% interest rate for 12 months BCA: the brand and its symbol	Advantages for the buyer who is a BCA credit Cardholders.	The buyers like an affordable price and bonus. The credit card holders	Association: 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 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. Convention:

			<p>or Blackberry buyers are people like easiness, practicality, and instant.</p>	<p>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.</p> <p>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.</p> <p>Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant.</p>
8	<p>Signature line: the logos of the distributors; TAM</p>	<p>The distributors and sellers of blackberry in Indonesia.</p>	<p>Blackberry has a potential to make a success. It reflects to the users.</p>	<p>Association: 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.</p>
9	<p>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.</p>	<p>An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.</p>	<p>The users are exclusive.</p>	<p>Association: It 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.</p>

7. Lifestyles in Blackberry Bold 9900 Advertisement on October 27th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	Signature line Global Teleshop	One of distributor and seller of blackberry in Indonesia	Blackberry has a potential to make a success. It reflects to the users.	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.
2	Signature line Comtech	One of distributor and seller of blackberry in Indonesia	Blackberry has a potential to make a success. It reflects to the users.	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.
3	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.	The buyers like an affordable price and bonus.	Association: 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.

			<p>The Lifestyles of the credit card holders or Blackberry buyers are people who like easiness, practicality, and instant.</p>	<p>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.</p> <p>Therefore, it can be concluded that the Lifestyles of the credit card holders or Blackberry buyers are people who like easiness, practicality, and instant.</p>
4	<p>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.</p>	<p>This image describes the product visually.</p>	<p>Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical.</p>	<p>Value: This image describes what kind of blackberry it is.</p> <p>Convention: 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.</p>
5	<p>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</p>	<p>The bonus that can be achieved for the buyers.</p> <p>The requirements for the buyers</p>	<p>Blackberry has a potential to make a success. It reflects to the users.</p> <p>The Lifestyles of the buyers; like to communicate/ socialize via phone.</p> <p>The buyers cannot get bonus easily; they have to work hard.</p>	<p>Association: 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.</p> <p>Convention: 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).</p> <p>Convention: To get special bonus offered, the buyers have to apply some terms and conditions.</p>

				<p>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.</p>
6	<p>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</p>	<p>The malls which run this promotion.</p>	<p>Blackberry is big, famous, and expanded. It reflects to the users.</p>	<p>Association: 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 sold in Comtech. Hence, it can be associated with them; Blackberry is big, famous, and expanded.</p>
7	<p>Sub headline: terms and conditions apply</p>	<p>A message that tells there are terms and conditions apply when the buyers</p>	<p>The buyers cannot get the special price and other advantages easily;</p>	<p>Convention: To get the special price and other advantages offered, the buyers have to apply some terms and conditions.</p>

		want to get the promotions.	they have to work hard.	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.
8	Signature line: hotline: (021) 794-7888 sms: 081399970000 shop online: www.globalteleshop.com www.facebook.com/globalteleshop @globalteleshop	It is the call center and website address where they can find information about global teleshop.	The buyers are familiar with, phone, internet and social media.	Association: 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.
9	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. Logo: It has seven rounded dot liked.	Brand: 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. Logo: A design/ symbol used by RIM to advertise its products.	Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles. Logo: It shows about its uniqueness; QWERTY keyboard.	Convention: 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. Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.
10	Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names	An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.	The users are exclusive.	Association: It 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.

	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.			
11	Signature line: CIMB NIAGA's brand symbol	The bank that gives installment payment in buying Blackberry.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
12	Illustration: CIMB NIAGA credit card images.	The examples of CIMB NIAGA credit card.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.

8. Lifestyles in Blackberry Bold 9900 Advertisement on November 16th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	signature line: Mega Tronik	One of Mega Bank's divisions.	-	-
2	Signature line: bank mega icon	The bank that gives installment payment in buying Blackberry and bonuses.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
3	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 Pondol Indah Mall 2 Living World Alam Sutera (Ground floor)	The malls which run this promotion.	Blackberry is luxurious, big and famous. It reflects to the users.	Association: 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.
4	Signature line: living world icon the coffee bean and tea leaves icon	The icons of Coffee and tea shop which support this installment and promotion.	The users always use their blackberry, also in a break time.	Association: 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.
5	Head line: own the latest Blackberry bold 9900 smartphone	A statement to have this blackberry.	The Lifestyles of the buyers like something new; up-to-date.	Convention: The latest means the newest. It reflects the buyers who are up-to-date person.

6	<p>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.</p>	<p>An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.</p>	<p>The users are exclusive.</p>	<p>Association: It 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.</p>
7	<p>Subhead line: get free: -merchandise -coffee bean voucher -benetton travel bag for first 50 customers</p>	<p>These bonus are given for first 50 customers.</p>	<p>-</p>	<p>-</p>
8	<p>Sub headline: 19-25 September 2011 Rp. 5.999.000,- 0% for 12 months.</p>	<p>The dates when the promotions are given. Advantages for the buyer who is a BCA credit Cardholders.</p>	<p>- The buyers like an affordable price and bonus.</p>	<p>- Association: 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</p>

			<p>The credit card holders or Blackberry buyers are people like easiness, practicality, and instant.</p>	<p>if they pay expensive for this product.</p> <p>Convention: 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.</p> <p>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.</p> <p>Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant.</p>
9	<p>Illustration: BCA credit card images.</p>	<p>The examples of BCA credit card.</p>	<p>Blackberry has a potential to make a success. It reflects to the users.</p>	<p>Association: 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.</p>
10	<p>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.</p>	<p>This image describes the product visually.</p>	<p>-</p> <p>The users are practical/ instant, simple, and prestigious.</p>	<p>Value: These images describe what kind of blackberry it is.</p> <p>Association: 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.</p>
11	<p>Signature line: apply now Mega call 021.79175555 (terms and conditions apply)</p>	<p>It is the call center where they can find information about Blackberry Bold 9900.</p> <p>The terms and</p>	<p>The buyers are familiar with telephone.</p> <p>The buyers cannot get</p>	<p>Association: 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.</p> <p>Convention:</p>

		conditions that buyers have to consider if they want to achieve the promotions.	the special price and other advantages easily; they have to work hard.	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.
12	<p>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.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>Brand: 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.</p> <p>Logo: A design/ symbol used by RIM to advertise its products.</p>	<p>Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>Convention: 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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p>

9. Lifestyles in Blackberry Bold 9790 Advertisement on November 7th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	<p>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.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>Brand: 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.</p> <p>Logo: A design/ symbol used by RIM to advertise its products.</p>	<p>Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>Convention: 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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p>
2	<p>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.</p>	<p>This thinly BlackBerry substitutes the role of 1 and I.</p>	<p>The users are practical/ instant, simple, and prestigious.</p>	<p>Association: 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.</p> <p>Convention: 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.</p>

				Meanwhile, silver represent the luxurious jewelry like gold and pearl.
3	<p>Headline: Coming 1st to Indonesia: the 1 number and I letter does not appear, but their role substituted by the thin BlackBerry.</p>	<p>It is an information message to the readers that one BlackBerry products will come in Indonesia firstly.</p> <p>The image in this message explains in BlackBerry image.</p>	-	-
4	<p>Subhead line: “25-11-2011” It is white in color and small in size, but smaller than the size of BlackBerry brand</p>	<p>This date explain that this BlackBerry would come in Indonesia on 25-11-2011. This size is a supported message of the headline.</p>	- \	-
5	<p>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.</p>	<p>An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.</p>	The users are exclusive.	<p>Association: It 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.</p>
6	Red and black background.	Red: A color which resembles	The users are brave and elegant.	Convention: Red is a strong and attractive color. The meaning itself is brave. It is

	This ad is dominated by red more than black and blurred in the middle.	<p>of the blood or the ruby.</p> <p>Black: the darkest color; it is like a color of coal or of a very dark night</p>		<p>related/ synonymous to the type of this blackberry; blackberry bold.</p> <p>The users become brave when they use this blackberry.</p> <p>Black is a symbol of elegance.</p> <p>Therefore, the red and black colors has a meaning that blackberry is brave and elegant.</p> <p>It reflects to the buyers.</p>
7	The size of the ad	It is a half of one Kompas Newspaper page.	This brand is not a common product. It also reflects to the users.	<p>Association:</p> <p>Visually, this large size which printed in red and black color can compete to other news and ads column to attract the Kompas newspaper readers.</p> <p>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.</p>

10.Lifestyles in Blackberry Bold 9790 Advertisement on November 26th

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	Signature line: Selular Shop	One of distributor and seller of blackberry in Indonesia.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
2	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.	- It is happy if people have blackberry. Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical.	Value: This image describes what kind of blackberry it is. Association: 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. Convention: 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.
3	Signature line: I ♥ SS	a statement that "I" love SS (Selular Shop)	-	-
4	Headline: introducing the stylish and powerful Blackberry® Bold™ 9790 smartphone with touch and	This sentence depicts the general characters of BlackBerry Bold 9790; those are stylish,	Values that offered by the advertiser to fulfill the consumers' desire.	Association: 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.

	type	powerful, and can be touched and typed.		<p>Powerful: having a lot of power. Power needs to run all the features (advantages of this product).</p> <p>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.</p> <p>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.</p>
5	<p>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.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>Brand: 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.</p> <p>Logo: A design/ symbol used by RIM to advertise its products.</p>	<p>Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>Convention: 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.</p> <p>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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p>
6	<p>Warning: © 2011 Research In Motion Limited. All rights reserves. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property</p>	<p>An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.</p>	<p>The users are exclusive.</p>	<p>Association: It 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.</p>

	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.			
7	Sub headline: 0 % cicilan BCA 12 months + Special Privileges for BCA Credit cardholders at Selular Shop outlets*	Blackberry is expensive, but still affordable. Advantages for the buyer who is a Citibank credit Cardholders.	The buyers like an affordable price and bonus. The Lifestyles of the credit card holders or Blackberry buyers are people who like easiness, practicality, and instant.	Association: 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 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. Convention: 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.
8	Sub headline:	Information that	The expensive	Convention:

	<p>a. Lingual: go and get ready for festive in TELKOMSEL BlackBerry SUNSET FESTIVAL. Kuta Beach, November 27th 2011. Presenting BlackBerry Bold 9790 smartphone.</p> <p>b. Image: the images of coconut trees and sun sets. Their colors are orange.</p>	Blackberry persuades people to join the Blackberry sunset festival.	Blackberry is worth it to buy because it delivers many advantages.	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.
9	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.	The buyers are familiar with phone, internet and social media.	Association: 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.
10	Illustration: the images of BCA Credit cards.	The examples of BCA credit card.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
11	Signature line: APPLY NOW! www.klikbca.com/creditcard	It is the website address where they can find information about BCA credit card.	The buyers are familiar with internet.	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.
12	Signature line: *Jakarta: Mal Kelapa Gading 3, Mal Taman Anggrek, Mal Pondok Indah Yogyakarta: Plaza Ambarukmo Surabaya: Tunjungan Plaza.	The malls which run this discount.	Blackberry is famous and expanded. It reflects to the users.	Association: 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.

	Terms and condition apply.		The buyers cannot get the special price and other advantages easily; they have to work hard.	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.
13	Slogan: <i>Kartu Kredit</i> A Smarter Way to Pay	A statement tells that Kartu Kredit is a smarter way to pay.	The Lifestyles of the credit card holders or Blackberry buyers are people who like smart way to pay.	Convention: 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.
14	Signature line: "BCA" and its brand image.	The bank that gives installment payment + special privilege in buying Blackberry.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
15	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 users are brave and elegant.	Convention: 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.
16	Background: it is dominated by white and blue color	Blue: A color which resembles the sky.	Blackberry is reliable, trustworthy, and success. It reflects to the users.	Convention: It's commonly used for a company's color branding to convey their reliability and trustworthiness.

		White: A color which resembles the bone or the snow.		White is associated with successful. Therefore, BCA, the bank that cooperates with Blackberry is reliable, trustworthy, and success.
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11.Lifestyles in Blackberry Bold 9790 Advertisement on December 8th and 22nd

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	<p>Signature line Brand: BlackBerry bold written on the up right corner. It is written and along with its logo. This size is medium and has a white color.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>Brand: 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.</p> <p>Logo: A design/ symbol used by RIM to advertise its products.</p>	<p>Brand: Blackberry is elegant, prestigious, brave and practical. These things are looked for by the buyers who want to get those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>Convention: 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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p> <p>Conventional: Bold means brave. It reflects the users that is brave to choose blackberry bold as their gadget.</p>
2	<p>Headline: Indonesia first in the world</p>	<p>Information tells that Indonesia is the first in the world which launched BlackBerry Bold 9790.</p>	<p>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.</p>	<p>Association: “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.</p>
3	<p>Subhead line: Introducing the stylish and</p>	<p>This sentence depicts the general characters of</p>	<p>Values that offered by the advertiser to fulfill</p>	<p>Association: Stylish: high quality in appearance and design. A common modern and</p>

	powerful BlackBerry® Bold™ 9790 with touch and type	BlackBerry Bold 9790; those are stylish, powerful, and can be touched and typed.	the consumers' desire.	<p>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).</p> <p>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.</p>
4	<p>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.</p>	This image describes the product visually.	<p>It is happy if people have blackberry.</p> <p>Blackberry supports the Lifestyles of modern people who have much busyness. They can make people's life become easier and more practical</p>	<p>Value: This image describes what kind of blackberry it is.</p> <p>Association: 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.</p> <p>Convention: 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.</p>
5	<p>Barcode: An image barcode with a sentence below it; "Scan now for top Apps in Indonesia on Blackberry App world®"</p>	Information if the blackberry users want to download applications for their blackberry, they can scan this barcode.	Blackberry is more technological than other competitors. The product reflects the users. Therefore, they are high-tech.	<p>Association: Only blackberry which has this kind of technology. It makes blackberry to have another plus from its rivals.</p>

6	<p>Slogan: A faster, smoother, and more powerful BlackBerry® experience. All in the palm of your hand.</p>	<p>This sentence depicts more specific characters of BlackBerry Bold 9790</p>	<p>Advantages of this product that can solve common people to face this modern era.</p>	<p>Association; 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.</p> <p>Association: 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 they buy this product.</p>
7	<p>Signature line: id.blackberry.com/bold9790</p>	<p>It is the website address of this product.</p>	<p>The buyers are familiar with internet.</p>	<p>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.</p>
8	<p>Signature line: Distributors and their logos. Their sizes are tiny.</p>	<p>The distributors and sellers of blackberry in Indonesia.</p>	<p>Blackberry has a potential to make a success. It reflects to the users.</p>	<p>Association: 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.</p>
9	<p>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</p>	<p>An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.</p>	<p>The users are exclusive.</p>	<p>Association: It 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.</p>

	countries around the world.			
10	Red and black background. This ad is dominated by red more than black and blurred in the middle.	<p>Red: A color which resembles of the blood or the ruby.</p> <p>Black: the darkest color; it is like a color of coal or of a very dark night</p>	The users are brave and elegant.	<p>Convention: 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.</p>

12.Lifestyles in Blackberry Bold 9790 Advertisement on December 22nd

No	Signifier	Signified	Connotation	Signification process
		Denotation		
1	Head line: Indonesia. First in the World.	Information tells that Indonesia is the first in the world which launched 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: “First” term means a pioneer. In this world that priories 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.
2	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 has a Blackberry 7 OS.	Values that offered by the advertiser to fulfill the consumers’ desire. The buyers are stylish and powerful.	Association: 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.
3	Slogan: Make your bold choice. The color of this sentence is white.	A statement to the buyers that they can have a bold choice.	The viewers have to buy this product if they want to have a bold choice.	Association: Bold means brave, not fearing danger. This statement. This statement encourages the viewers to buy this product so that they will get a bold choice, they will satisfy with their choice.
4	Illustration: Three Blackberries Bold 9790. The first (left) one faces to the left	This image describes the product visually.	-	Value: This image describes what kind of blackberry it is.

	<p>diagonally, the second (middle) faces to the front and has “XL” brand symbol on the screen, and the last (right) faces to the right.</p> <p>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.</p>		<p>Blackberry supports the Lifestyles of modern people who have much busyness. They can make people’s life become easier and more practical.</p> <p>Blackberry has a potential to make a success. It reflects to the users.</p> <p>It represents a prestigious and practice Blackberry. And also reflects the users.</p>	<p>Convention: 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.</p> <p>Association: 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.</p> <p>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.</p>
5	<p>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.</p>	<p>Information to tell that people can get this product at PIM 2 (Pondok Indah Mall).</p>	<p>Blackberry has a potential to make a success. It reflects to the users.</p>	<p>Association: 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.</p>
6	<p>Illustration: first card of XL</p>	<p>An image of cellular operator; XL. A persuading to the buyers to think to buy Blackberry along with XL operator card.</p>	<p>Blackberry has a potential to make a success. It reflects to the users.</p>	<p>Association: 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.</p>
7	<p>Slogan: the slogan from</p>	<p>A statement that we (the</p>	<p>Directing viewers to</p>	<p>Association:</p>

	TAM, the distributor. It says: "We Blackberry smartphone.	readers), TAM, and Blackberry smartphones have a relation.	place where they can buy blackberry.	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.
8	Subhead line: Terms and Conditions applied	There are terms and conditions if consumers want to get the promotions from this product.	The buyers cannot get the special price and other advantages easily; they have to work hard.	Convention: 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.
9	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.	Blackberry is affordable. Advantages for the buyer who is a Citibank credit Cardholders. Directing to the place where people can buy blackberry beside PIM. In addition, Blackberry is a prestigious and luxurious product.	The buyers like an affordable price and bonus. The credit card holders or Blackberry buyers are people like easiness, practicality, and instant.	Association: 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 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. Convention: 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.

				<p>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.</p> <p>Therefore, it can be concluded that the credit card holders or Blackberry buyers are people like easiness, practicality, and instant.</p>
10	Signature line: Erafone Mall Pondok Indah	The shop and the mall which runs this discount. They are erafone and Pondok Indah.	Blackberry is famous and high class. Then, it reflects the buyers.	Association: 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.
11	Illustration: the discount	The image of the Eazy Pay. Blackberry is affordable.	-	-
12	Signature line: Citibank	The bank that gives installment payment in buying Blackberry.	Blackberry has a potential to make a success. It reflects to the users.	Association: 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.
13	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 buyers are familiar with internet and social media.	Association: 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.
14	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	Brand: There are many products (smartphones) exist in market. They have it to differ with other products. One of many	Brand: Blackberry is elegant, prestigious, and practical. These things are looked for by the buyers who want to get	Convention: 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

	<p>color.</p> <p>Logo: It has seven rounded dot liked.</p>	<p>smartphones brand beside BlackBerry are Nokia, iPhone, Samsung, etc.</p> <p>Logo: A design/ symbol used by RIM to advertise its products.</p>	<p>those kinds of Lifestyles.</p> <p>Logo: It shows about its uniqueness; QWERTY keyboard.</p>	<p>opted for BlackBerry.</p> <p>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.</p> <p>Association: The logo represents the blackberry brand. When people see this logo, they will notice that it is the representative of the blackberry brand.</p>
15	<p>Subhead line: *only for 300 customers</p>	<p>Supporting details.</p>	<p>This users are exclusive.</p>	<p>Convention: 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.</p>
16	<p>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.</p>	<p>An information not to copy related trademarks, names and logos of RIM and or BlackBerry. They are written in very small size.</p>	<p>The users are exclusive.</p>	<p>Association: It 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.</p>
17	<p>Illustration: Citibank credit card images.</p>	<p>The examples of Citibank credit card.</p>	<p>Blackberry has a potential to make a success. It reflects to the users.</p>	<p>Association: 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.</p>

18	<p>Red and black background. This ad is dominated by red more than black and blurred in the middle.</p>	<p>Red: A color which resembles of the blood or the ruby.</p> <p>Black: the darkest color; it is like a color of coal or of a very dark night</p>	<p>The users are brave and elegant.</p>	<p>Convention: 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.</p>
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