

**THE REPRESENTATION OF YOUTH IDENTITY IN LEVI'S
STRAUSS ADVERTISEMENTS**



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ABSTRACT

TEGUH PURWANTO. 2012. *The Representation of Youth Identity in Levi's Strauss Advertisements*. English Department, Faculty of Languages and Arts, State University of Jakarta.

This thesis discusses how youth identity is represented in Levi's Strauss advertisements. *Roadwear* series. This thesis uses descriptive analytical interpretative method, which uses Roland Barthes' semiotic approach, Dick Hebdige's youth identity theory and theory representation by Stuart Hall to reveal how Levi's Strauss advertisements, *Roadwear* series, represent youth identity through headlines, pictures and colors in the advertisements. From this study, it can be concluded that Levi's Strauss advertisements, *Roadwear* series, have the distinctive and symbolic tangible choices and intangible elements of the theory of youth identity by Dick Hebdige. The tangible choices are clothing styles, hairstyles and footwear, while the intangible elements are interests, ideas, music genre and a place for gathering the member of the society.

Keywords: Youth Identity, Advertisement, Representation, Semiotics

ABSTRAK

TEGUH PURWANTO. 2012. *Representasi Identitas Anak Muda di dalam Iklan Levi's Strauss*. Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Skripsi ini membahas bagaimana identitas anak muda direpresentasikan di dalam iklan Levi's Strauss, seri *Roadwear*. Skripsi ini menggunakan metode deskriptif analisis yang menggunakan pendekatan semiotika Roland Barthes, teori identitas remaja Dick Hebdige serta teori representasi Stuart Hall untuk mengungkap bagaimana iklan Levi's Strauss, seri *Roadwear*, merepresentasikan identitas remaja melalui informasi utama, gambar serta warna yang ada di dalam iklan tersebut. Dari penelitian ini, didapatkan bahwa iklan Levi's Strauss, seri *Roadwear*, memiliki pilihan serta elemen yang khas dan simbolis, baik yang dapat dilihat maupun yang tidak, yang terdapat di dalam teori identitas remaja Dick Hebdige. Pilihan yang dapat dilihat adalah gaya berpakaian, gaya rambut dan sepatu, sedangkan elemen yang tidak terlihat adalah ketertarikan, ide, aliran musik serta tempat untuk berkumpul anggota kelompok.

Keywords: Identitas Remaja, Iklan, Representasi, Semiotika

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The writer is aware that this thesis is far from perfect. Constructive criticisms and suggestions are welcomed.

Jakarta, July 2012

Teguh Purwanto

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nowadays, in globalization era, communication is very important in human life. The fast and accurate information are needed in order to support human daily activities. Because of the demand of fast and accurate information, media grows rapidly and becomes the answer of the information. There are two kinds of media, printed and electronic (Romli, 2009). The use of media not only giving news, but also for propaganda, it could be movements or advertising products. Printed media is the most useful to deliver the message of propaganda. It is flexible and easy to access because almost all the news in our life is in printed media. It could be in a newspaper, magazine, or in website.

Advertisement according Oxford Advanced Learner's Dictionary is a notice, picture or film telling people about a product or a job. By advertising, the advertiser tries to persuade the audiences (viewers, readers or listeners) to buy or take some action upon products, ideas or services. This means that the use of media, to deliver message of propaganda, will successfully deliver to the audiences by advertisement. Advertisement is classified into some classification based on criteria such as its message or medium. Political, health, and sports advertisements are advertisement classification based on its message. According

to the medium that used, there are two kinds of advertisement, print and electronic media. (Bovee and Arens, 1986:102)

Almost all the products which are advertised or promoted through digital and physically advertisements are foods and clothes or fashion items. These products are well advertised in both digital and physically advertisements by using good pictures and words, it could be a slogan or a statement. As one of the products of fashion items, Levi's Strauss & Co. also have the advertisements in order to promote their products, and those advertisements also have pictures and words like the common advertisements in media. The writer takes Levi's Strauss & Co. advertisements from an online magazine, named POPSOP Brand Magazine Online. This magazine is a fashion magazine, from London, UK. POPSOP Brand Magazine Online was founded and owned by Popsop Ltd. since 2008. (<http://popsop.com/about>) Because this online magazine is the right place for all who are passionate about brands and design, and also this online magazine advertised Levi's Strauss & Co. advertisements, the writer chose this online magazine.

Levi's Strauss & Co. well advertised its products to the customer by using simple pictures and short sentence but full of meaning. It also has some messages which are delivered to the people who wear this brand. These messages are meant to represent some identities in our society. Levi's Strauss & Co. has a lot of series of jeans. Each series represent an identity in our society. If the series are represented as the exclusive class or businessman in the advertisement, so the people who wear these series will be identified as the exclusive class or

businessman. Chris Barker (2004: 94) noted that identity is an essence signified through signs of taste, beliefs, attitudes and lifestyles. The concept of identity became a central category of cultural studies during 1990s. (Barker, 2003: 93) Identity concerns with sameness and difference, the personal and the social.

In this study, Levi's Strauss & Co. advertisements in *Roadwear* series are used by the writer. There are five advertisements of Levi's Strauss that used as the corpora of this study. The writer is interested the advertisements from Popsop.com, *Levi's Roadwear: 'I Was Born for the Road Less Travelled'* because the advertisements are so provocative for the reader, especially young people. In the first sentence, the writer of the article says that "Levi's has launched another promotional project related to music, travelling, amateur documentary and pioneering youth spirit" (Rudenko, <http://popsop.com/42601>). It means these series are intended to the people who have a youth spirit. The youth spirit which means in this case is the young people and the young people have a relation with youth identity. Beside that, the function jeans itself has shifted from the first that it was invented. At the first time, jeans was made for workers, but today, jeans is one of fashion items of everyone, especially for young people. The people, who wear jeans believe that jeans represents who they are and of course what society they are. According to Chris Barker (2004:123), identity is never fixed but it is created by the society. The identity of young people is created by themselves as a society. Society which have the same thought and taste. Further explanation of young people or youth identity is discussed in Chapter II, literature review, employing Dick Hebdige's theory of identity of youth.

By analyzing all the signs, pictures, and texts in Levi's Strauss & Co. advertisements, the writer reveals the message and the meaning of Levi's Strauss & Co. advertisements in *Roadwear* series. To analyze the signs, pictures and words in Levi's Strauss & Co. advertisements, the writer uses semiotics of Roland Barthes. Roland Barthes has three steps in semiotic process, they are *denotation*, *connotation*, and *myth*. The writer analyzes the Levi's Strauss & Co. advertisements with these three steps, and relates the result of analysis with the youth identity which is explained before in Chapter II.

This topic of this study is similar with the theses found in English Department UNJ, which also discusses the area of Semiotic in analyzing advertisement. The theory employs in this study is using Barthes' theory which was also be the same with other theses. The difference between those theses and this study lies in the data. The issue of this study, youth identity, is not a brand new case for English Department of UNJ. Youth identity is a phenomenon in our life. Identity is never fixed as cited before by Barker, it could change anytime according to the society where the identity created. The media is one of the reasons why youth identity becomes a popular case. From media, young people get the new information, it could be from TV, newspaper or internet. That is the reason of youth identity could be a center or a focus of a semiotic research. With semiotic, all the signs in advertisements, in this case, could be analyzed and the meanings could be related with the theory of youth identity. The result of the study becomes a main part for further study about identity of youth in cultural studies.

1. 2 Research Question

Based on background of the study above, the writer construct the research question as:

How is youth identity represented in Levi's Strauss Advertisements?

1. 3 Purpose of the Study

The purpose of this study is to show the representation of youth identity in Levi's Strauss advertisements.

1. 4 Significance of the Study

This study will be beneficial to the students of English Department in analyzing print advertisement. Through this study, it can give knowledge to the students and the readers about how the identity, especially the identity of youth is represented in advertisements. It will also serve a future reference on subject of cultural studies, especially in youth identity and culture.

CHAPTER II

LITERATURE REVIEW

2.1 Semiotics

According to Abrams (1999: 279), Charles Sanders Peirce described a study that he called “semiotic” at the end of the nineteenth century, then Ferdinand de Saussure independently proposed a science that he called “semiology” in his *Course in General Linguistics* in 1915. Since then semiotics and semiology have become alternative names for the systematic study of signs, as these functions in all areas of human experience. Semiotics becomes a very enormous field of the study. Which Abrams already described about semiotics, the functions of semiotics have already spread to all aspect in human life. The study of body language, art forms, rhetorical discourse, visual communication, media, myths, narratives, language, artifacts, gesture, eye contact, clothing, advertising, cuisine, rituals - anything that is used, invented, or adopted by human beings to produce meaning (Danesi, 2004: 4) are some aspects that semiotics have already takes part. Andrew Edgar said that semiotic refers to the theory or the study of signs, which can explicate meanings and hidden messages through signs or objects (2007: 306). In short, semiotic is a study to interpret the relation between signs and meanings. As mention above, semiotics focuses on meaning and interpretation. To make the meaning of a sign, it based on our creation and interpretation.

Interpretation, the true subject of semiotics, begins with perceptual paradigms, which are abstractions from perceptual patterns. Abstraction is the process of defining a concept based on an observation, mental or perceptual, hence all abstractions are concepts. A sign is an association of a perceptual paradigm with another concept. This association is made through memory: two concepts are associated when they occur in the same thought experience; thinking of one will then cause the recall of the entire experience, in which the other concept is also present. Interpretation is the process of fitting observed percepts into recognized paradigms, thereby deriving meaning, which is nothing more than the association of concepts. Interpretation applies to all aspects of the perceptual realm. It is a means of constructing a personal version of the perceptual realm — an attempt to reconstruct the actual course of events in the world (<http://thestewardship.org/research/semiotics.htm>).

In brief, interpretation is a process to create a meaning of a sign based on the experience, educational background or social background of the interpreter and relate it with the concept of that sign in the real world. In interpreting a sign, an interpreter should pay attention on convention and association for him or her interpretations. According to Janet Murray, conventions are textual or social practices shared by members of a culture or subculture that make a communication or a particular action understandable (http://www.lcc.gatech.edu/~murray/6210_medium_notes2.html). In brief, convention is a control of meaning in a group. We interpret things as signs largely unconsciously by relating them to familiar systems of conventions (Chandler, 2007: 1). In the same book, Chandler also cited the statement of Socrates that convention plays a part in determining meaning (2007: 23). For example, brunette girls in any countries in Western countries believe that the brunette girls are cleverer than the blonde girls. This meaning comes from the society in the Western culture, but it has different meaning if it happens in Eastern culture. This shows that society or convention plays an important role in producing meaning of signs. Association, according to Oxford Advanced Learner Dictionary is an idea or a memory that is suggested by

somebody/something; a mental connection between ideas. In semiotic, association is an idea or memory that understands by people if a sign has a meaning. Like Chandler said in his book, even in the case of the 'arbitrary' colors of traffic lights, the original choice of red for 'stop' was not entirely arbitrary, since it already carried relevant associations with danger (2007: 27). At the first time, people believe that color red is danger, so they put red as a sign of stop to show the danger if they still moving while the red color in the traffic light.

According to Pierce and Saussure, semiotics has two main things: signifier and signifying, even their own focus are different. Pierce and Saussure are considered as founders of modern semiotics. They are the figures who relate semiotics with human life, they also reveal the implicit meaning behind things in human life. They inspired Charles Morris, Umberto Eco, Roland Barthes, Hjelmslev, Jakobson and many others.

2.1.1 Semiotics by Saussure

Ferdinand de Saussure is a Swiss linguist whose posthumously published book *Course in General Linguistics* (reconstructed from his notes by students) laid the basis for what became structural linguistics or semiotics, the 'science' of signs (Barker, 2004: 180). As cited by Barker in the same book, Saussure's work has developed the study (or 'science') of signs and signification as the pioneer of semiotics. Language is a system of signs that express ideas and the interrelationship of signs thus determines meaning. The expressive function of the sign is achieved through its components of signifier (as image or form) and

signified (as concept or idea). Peter Childs write in *The Routledge Dictionary of Literary Terms* that Saussure focused on linguistics, he only has one signifier and one signified. Saussure's famous statement (1916) that the relation of signifier and signified is arbitrary and conventional has formed an undisputed common sense in that form of linguistics (Cobley, 2001: 73). It means, there was no connection between the sign and its meaning. It is we as who active makers of the meanings itself.

2.1.2 Semiotics by Pierce

Charles Sanders Pierce (1839–1914), whose surname is pronounced 'purse', was a son of Benjamin Peirce, a Harvard professor of mathematics and astronomy and, at the time, America's foremost mathematician (Short, 2007: 1). For Pierce, he has three classes of signs: icon, index and symbol (Abrams, 1999: 280). Pierce offered a triadic model as cited by Short (2007):

- A sign or a representamen is something which stands to somebody for something in some respect or capacity and it is also the First which stands in such a genuine triadic relation to a Second,
- An object is to which a sign refers. It means by the interpretant, an object can be related with something else (an object) and make a sign.
- An Interpretant is a sense of an interpreter to a sign which has correlation with an object, and this is the Third or the last stands of triadic model of Pierce.

In short, these triadic models of Pierce have correlation. A sign was made by an interpretant or human mind with some factors, like educational background or social background, with interpreting the object in real condition.

2.1.3 Semiotics by Barthes

Semiotics began to become a major approach to cultural studies in the late 1960s, partly a result of the work of Roland Barthes. Roland Barthes (as cited in Abrams, 1999: 281) applying Saussurean principles and methods, has written semiotic analyses of the constituents and codes of the differential sign-systems in advertisements which describe and promote women's fashions, as well as analyses of many "bourgeois myths" about the world which, he claims, are exemplified in such social sign-systems as professional wrestling matches, children's toys, cookery, and the striptease.

According to Barthes' conceptualization, the denotative level is the first order structure, which relates to the linguistic or language structure. Denotation refers to the literal or explicit meanings of words and other phenomena. According to Allen (2003: 50) who cited the linguist Louis Hjelmslev (1899–1965) statement about denotation and connotation, a denotative statement is a first-order statement: a statement which concerns the literal (first-order) meaning of the words that make up that statement. Denotation or *denotative meaning* is literal or face-value meaning of a sign (Bronwen Martin et al, 2000: 49). In linguistic understanding, denotative meaning is what the meaning which is

provided by dictionary. At denotative level, there is a sign consists of a signifier and a signified.

The second order signification system occurs at the connotative level. It uses the denotative sign (the result of the correlation between signifier and signified in denotative level) as its signifier and there is an additional signified that is attached to it. Connotation or *connotative meaning* is all the social, cultural, and historical meanings that are added to a sign's literal meaning (Bronwen Martin et al, 2000: 42-43). It depends on the interpreter's class, age, gender, ethnicity, etc. In brief, 'Denotation is *what* is seen, connotation is *how* it is seen'.

The result of the second order signification, the correlation between the new signifier and signified create another sign, it is myth. Barthes notes that myth is related to connotation. Myth is a second-order semiological system (Habib, 2005: 639). Myth was the dominant ideologies, which are produced by combining the orders of signification called denotation and connotation, of our time. According to Barthes, the use of the word myth is therefore particularly telling in that what he designates by the term presents itself as natural and even timeless but is, in fact, an expression of a historically specific ideological vision of the world (Allen, 2003: 34).

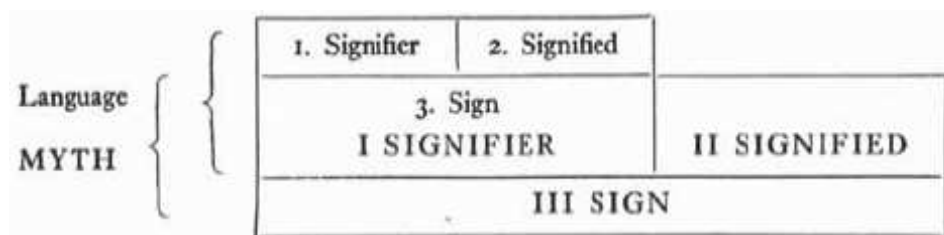


Figure 2.1. Primary and secondary signification

Barthes pointed out in his book, *Mythologies* (1991: 115): he was at a barber's and a copy of *Paris-Match* is offered to him. On the cover, a young Negro in a French uniform is saluting, with his eyes uplifted, probably fixed on a fold of the tricolors flag. This is the meaning of the picture Barthes said, in the denotation level. A young Negro in a French uniform saluting the flag is the signifier in denotation level. The signified is the concept of *French-ness* and *military-ness*. The combination of signifier and signified in denotation level create a signifier in connotation level. The signified on the level of connotation is the concept of imperialism by French to create a positive image towards society. In the second order of semiological system or myth is "French is a great Empire for all of her citizen, no racial issues and every citizen can serve the country.

Based on those theories of Semiotics which is explained before, the writer believes that Roland Barthes' theory of semiotics is a proper one to analyze the Levi's Strauss advertisements. As cited by Barker in his book, Thus Barthes and others from within the field of structuralism applied semiotic analysis to the practices of popular culture with an eye to showing how it generates meaning (2004: 182). It means that all cultural practices depend on meanings generated by signs all cultural practices are open to semiotic analysis. With the three steps of semiotic that Roland Barthes: *denotation, connotation and myth*, the writer will reveal the meaning of the advertisements and the result can be related with the theory of the identity of youth.

2.2 Identity

Identity is a quite complex term used to describe one's uniqueness among each others. Sometimes identity described as an object, a rightful for one and not for the others. Identity is literally what we really are, either it's physically or mentally. We may describe one's physical appearances like, "that blonde girl over there, who is wearing a t-shirt, hot pants, and chewing a gum..." And we may also describe one's mental condition like, "do you know that the old man is crazy?"

For cultural studies, identity is a cultural construction because the discursive resources that form the material for identity formation are cultural in character (Barker, 2004: 93). Identity was made by the cultural background. Each people have their own cultural background, but some have the same, so their identity based on their culture. One example is Punks. They have their own cultural background, as a punker, so their identity is punks. The Punk identity is not only for one people, but for the whole people in its society.

The term 'youth' is ambiguous and not as easy to define because it is not as simple as a stage of physical and psychological development, rather it is a complex concept determined by some conditions. As stated by Barker, "Youth is not a universal category of biology. Rather, it is a changing social and cultural construct that appeared at a particular moment of time under definitive conditions" (Barker, 2003: 375). Nowadays, people judge the youths just from their ages, usually people who are under the age of 18 or 21. As mentioned before, the concept of youth itself cannot be judged from the aspect of age alone. For

example, there are kids who behave as if they are teenagers, like smoking or using harsh words and so on.

Hebdige, as quoted by Barker declares that youth has been constructed within and across the discourses of 'trouble' and/or 'fun'. The real life examples for this statement are street gangs and soccer hooligans who have been associated with crime and violence (Barker, 2003: 377).

Youth identity has a relation with youth subculture. Youth subculture offer participants an identity outside of that ascribed by social institutions such as family, work, home and school. A youth subculture is a youth-based subculture with distinct styles, behaviors, and interests. Hebdige (1979) argued that Subcultures are not 'cultural' in this sense, and the styles with which they are identified cannot be adequately or usefully described as 'art of a high degree'. Rather they manifest culture in the broader sense, as systems of communication, forms of expression and representation. Youth subcultures which are said as the countercultures or the cultures which against the mainstream represent the identity of young people by distinction the styles, behaviors and interests.

In Levi's Staruss & Co. advertisements, especially for *Roadwear* series, youth describes as a free people who enjoy and have fun for their own life even it will effects violence. The main point that Levi's Strauss & Co. wants to show the freedom for young people if they wear *Roadwear* series. This message connects the relation between styles of youth with their identity which is represented by their own styles that differ with the mainstream styles.

2.3 Representation

Representation is the production of meaning of the concepts in our minds through language (Hall, 2003: 17). By language, we can inform or tell the other about our concepts in our mind which enables us to refer to either the real world of objects, people or events, or indeed to imaginary worlds of fictional objects, people and events.

As Hall says that representation is decipherable in two things (Hall, 1997), they are: 1. describing something through the concept that someone has in his/her mind, for example is 'Leonardo da Vinci's picture represents (describe) a beautiful woman named Monalisa' and 2. symbolizing something over someone, a group of people or a thing, for example is 'In religion life, Al Qur'an represents the Moslems'. Representation process is an important process in forming culture because the culture itself comes from the meaning process toward something, for example is the values of a group of people's culture. One of the meanings consisted in word representation is 'to represent' or 'to stand in' (Hall, 2003: 15). Hall even describes that representation is a process which there is an articulated meaning in it gotten from the series of sign. Representation paste all the signs into meaning, and the meaning itself tends to be subjective, never fixed, always changed and moved (Hall, 2003: 24-25).

2.4 Advertisement

Albert Lasker, who has been called the father of modern advertising, said that advertising is "salesmanship in print" (Bovee and Arens, 1986: 5). According

to Guy Cook (1992: 5), advertising is “the promotion goods or services for sale through impersonal media. In short, advertising is used to promote a product which created by the producer to the consumer. Another explanation by Bovee and Arens in their book, *Contemporary Advertising*, advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media. Advertising is the way producer promote their products, services or ideas to the consumer and also persuade the consumer to use it. Advertising itself should be paid for the promoting through the media that it is used, could be printed or electronic media.

2.4.1 Types of Advertisement

According to some classification, Bovee and Arens in their book *Contemporary Advertising*, advertisement can be classified into function, target audience, geographic area covered, medium. According to the medium of advertisement, there are printed and electronic media (Bovee and Arens, 1986: 102).

2.4.1.1 Printed Advertisement

Traditionally *print media* refers to newspaper and magazines, but the term is used generally to describe any commercially published medium that sells advertising space to a variety of advertisers (Bovee and Arens, 1986: 102). The medium that is used by *printed media* are not only newspaper and magazines, but

it also getting various. The advertising can be advertised in pamphlet, leaflet, billboards, posters in the street, etc.

Newspaper and magazine almost fill the human life, even there have television and in recently, internet becomes one of the greatest challengers for newspaper and magazine. But, some people still like the old one, newspaper and magazine. These are the advantages of advertising in *printed media*:

1. The word is more acceptable.
2. The use of color can attract the reader.
3. The message is permanent as long as it is not damaged.
4. The information can be detail because written.
5. It is flexible, can be read in public or private.

2.4.1.2 Electronic Advertisement

Electronic advertisement is in *electronic media*. *Electronic media* of radio and television are frequently referred to as *broadcast media* (Bovee and Arens, 1986: 102). According to Bovee and Arens, Television has grown faster than any other advertising medium in history. (1986: 435) Every channel in Television all around the world has become the best medium to advertise products or services. Moving picture, “ear catchy” jingle and an attractive advertisement are some of the reasons why Television becomes the greatest medium of advertisement.

On the other hand, radio still has their own way to advertise products or services. We can deny that every morning, before we sleep or while driving a car, some of us listening to the radio, even for listening music or listening some stories

from the broadcasters. As Bovee and Arens said, with its unique ability to relax, inform and entertain, radio has become the daily companion of millions at work, at play and on the highway (1986: 454). Because of those reasons, some companies are still advertising their products or services in radio.

2.4.2 Typography in Advertisement

Typography is definable as the art technique of creating the object which will be published by using type (Kusrianto, 2007: 190). It includes the process of arranging type in order to get the impression which is intended by the creator. Type and typography is something which cannot be separated because it is interdependent. That is why type, which more often heard as font, is also important in the relation with album cover.

These are the classification of font based on the form characteristics which largely has been acknowledged by society (<http://psd-tutorial.com/klasifikasi-font/> retrieved on April 27th 2011):

1. Serif: the type which has a barb / *serif* in the top or bottom of the type. For example: Times New Roman, Garamond, and Georgia. The impression of this type is classic, elegant, supple, and feminine.
2. Sans serif: the type which has no barb / *serif* in the top or bottom of the type. For example: Arial, Calibri, Tahoma, and Verdana. This type gives the impression of modern, contemporary, and efficient.

3. Script: the type which is similar to human's handwriting. For instance: Edwardian Script, Snell Roundhand, etc. The effect which brings from this type is intimate and private.

4. Decorative: the type which has no classification as mentioned before, tends to be free of typing. Every Decorative Font has its own characteristics which is suitable with the designer of the font. For example: Flying Penguin, Strumpf, Bizzaro, and many others (especially nowadays).

2.4.3 Meaning of Color in Advertising

Color is also the important element of advertising. Each color has a strength that is able to give response for people who see it, psychologically.

Holzschal in her essay "*Creating Color Scheme*" via Kusrianto (2007: 47), made a list of the psychologically impact of colors to the viewers. These are some of the meaning below:

1. Red: strength, powerful, warmth, passion, love, aggression, danger.
2. Blue: confidence, conservation, security, technology, cleanliness, order.
3. Pink: caring, tenderness, self-worth, love, feminine, peaceful, calm.
4. Gray: intellect, futuristic, stylish, sadness, damage.
5. White: purity, clean, accuracy, innocent, sterile, death.
6. Black: power, sexuality, luxurious, death, mystery, fear, unhappiness, elegance.

Cameron Chapman, a professional web and graphic designer, wrote an article on January 28th 2010 in Smashing Magazine with the title *Color Theory for Designers, Part 1: The Meaning of Color* (<http://www.smashingmagazine.com/>)

2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/). She listed the meanings of colors in advertisement. Some of the meanings that she listed have the same with Holzschalg, but the rest are not explained by Holzschalg. These are the meanings of the colors according to her study:

1. Red: Passion, Love, Anger
2. Orange: Energy, Happiness, Vitality
3. Yellow: Happiness, Hope, Deceit
4. Green: New Beginnings, Abundance, Nature
5. Blue: Calm, Responsible, Sadness
6. Purple: Creativity, Royalty, Wealth
7. Black: Mystery, Elegance, Evil
8. Gray: Moody, Conservative, Formality
9. White: Purity, Cleanliness, Virtue
10. Brown: Nature, Wholesomeness, Dependability
11. Tan or Beige: Conservative, Piety, Dull
12. Cream or Ivory: Calm, Elegant, Purity

2.5 Parts of Advertisement

Based on <http://www.piag.org/members/SampleAds2.pdf> there are four parts of advertisements:

1. Headline

The headline is usually the second content the reader sees to understand what it is the advertisement is conveying to its reader. Headlines are usually clever, smart, funny and to the point. Sometimes a headline isn't needed if the visual strongly communicates the message. A headline is one of important aspect to persuade the customer to buy the product.

2. Visual or Image

A central visual is used to tie in the headline. We need to know what it is the company is communicating. In this ad the client prefers a product shot. In this part, the image of the product is served to a viewer. To attract the viewer some visual or image is taken "unusual" position or photo's angle. But, this is the interest aspect for the viewers.

3. Company Logo

The company logo should be inside the advertisement. The purpose is to give information to the viewers to know who is selling, could be a service or product.

4. Body Copy

Some advertisements have body copy and the others have a little. The content of body copy is information about the product or service which is advertised. It aims to see whether the advertisement has met the viewers'

requirement, satisfied their desire and stimulated themes to take action are the factors to judge a good advertisement.

2.6 Levi's Strauss & Co.

Levi's Strauss & Co. is one of the first jeans company in the world. Levi's Strauss & Co. was founded by Loeb Strauss, who at the first time lived in New York, but because of creating a wholesale business for supplying clothes for worker, he moved to San Francisco in 1853 (<http://www.newint.org/features/1998/06/05/blue/>). Then, Loeb Strauss changed his first name into Levis. This is the first time Levi's Strauss & Co. producing jeans.

At the first time, jeans were made for worker because of its strength and material. As time goes by, the uses of jeans not only for working, but for style. Jeans become a casual item in this era. Almost all the people in the world like to wear it. Simple and easy to move, that's what people feel while wearing this item.

Levi's Strauss & Co. has already created a lot of model of jeans and sold it all around the world. Each model represents the people who wear it. There are a lot of model of Levi's Strauss & Co. that represents the people who wear it. One of the model or type or series of Levi's Strauss & Co. that will be the corpus of this study is *Roadwear* series.

2.6.1 Roadwear Series

Roadwear series is one of the series from Levi's Strauss & Co. This series was created in 2011. As cited from Popsop Brand Magazine Online, in article *Levi's Roadwear: 'I Was Born for the Road Less Travelled'*, this series is related for music, travelling, amateur documentary and pioneering youth spirit. *Roadwear* series is supported by an interactive story which builds on a road trip by *Mermonkey* band, three mates who embarked on their first-ever tour across the country. The routes of *Mermonkey* are available in mapped on the website www.levisroadwear.com/my

2.6.2 Commuter Series

Commuter series is a series of Levi's in 2011, beside *Roadwear* series. This series was created for the urban cyclist (<http://www.levistrauss.com/news/press-releases/levis-brand-introduces-innovative-mens-commuter-cycling-products>). Erik Joule, senior vice president of Levi's® Men's Merchandising & Design says, "This product was born from innovation, classic American style and a personal passion for cycling – it's about designing product for people who ride bikes, by people who ride bikes."

2.7 POPSOP Magazine

Based on <http://popsop.com/about> "Popsop.com" is a website owned and operated since 2008 by Popsop Ltd, registered number 07397900, whose

registered office is at 1-3 floor, 124 Baker Street, London, United Kingdom, W1U 6TY.

In a nutshell, Popsop.com is the right place for all who are passionate about brands and design. Every morning, thousands of brand-nuts-readers go to Popsop to check the latest worldwide brand news, spiced up with most recent design and packaging makeovers and startups.

Founded in 2008, Popsop has managed to become a successful online daily brand magazine with 150,000+ visitors each month. Today, Popsop.com is a trusted source of the latest news on brands and trends in the worldwide FMCG & luxury markets. They have built a strong team of 36 world-renowned experts in the field who provide deeper insight into how people and emerging brands interact and influence each other.

2.8 Theoretical Framework

The advertisements of Levi's Strauss & Co. in *Roadwear* series have some meaning for the consumer, especially young people. The advertisement is constructed by signs system, like color, headline, model and words. In order to understand the meanings of the advertisements, the writer uses Roland Barthes semiotics analysis. The reason why the writer uses Roland Barthes' theory is because Roland Barthes' theory focuses on analyzing the signs of popular culture with his three steps in order to reveal meanings of an event or a phenomena and the writer believes it appropriates to analyze the data in this study.

After finding the meanings, the writer relates the result with the representation in youth identity. By using Stuart Hall's theory about representation and Dick Hebdige about youth identity, the result in semiotics analysis will be related with the theory about representation and youth identity.

CHAPTER III

RESEARCH METHODOLOGY

This chapter intended to discuss research methodology used to carry on this study. This chapter also intended to discuss the process of collecting the data and the techniques used in analyzing the data.

3.1 Research Method

The writer uses descriptive analytical interpretative study as the research methodology. Descriptive analytical study is a part of qualitative research. Qualitative research is a process of understanding the object of the research by the writer with using 4 main features of qualitative research, they are: a focus on natural settings, an interest in meanings, perspectives and understandings, an emphasis on process, and inductive analysis and grounded theory. In this kind of research, the writer's perspective becomes the main part to interpret meanings in order to gain understanding the object of the research (Woods, 1999: 2-3). Descriptive analytical study is a method in which to describe and analyze in order to provide an adequate understanding of the topic of a research (Ratna, 2006: 53). This study is also interpretative in a way that the writer will interpret the meaning connotatively to find the myth. After that, the writer will relate the analysis to find the portrayal of youth identity.

3.2 Data Sources

The sources of data in this study are the headlines, pictures and colors that are used in the five advertisements of Levi's Strauss & co.

3.3 Data Collecting Technique

1. Selecting the advertisements from Levi's Strauss & Co. advertisements, *Roadwear* series, taken from an online magazine, Popsop Brand Magazine Online.
2. Identifying the headlines, pictures and color which indicating the representation of youth identity.

3.4 Data Analysis Technique

1. Analyzing each data (headlines, pictures, and color) on denotative level.
2. Analyzing each data (headlines, pictures, and color) on connotative level and myth by using appropriate theory.
3. Analyzing the signification process in denotative level, connotative level and myth.
4. Interpreting data analysis result of each advertisement.
5. Relating the result with theory of representation of youth identity in Chapter II.
6. Drawing conclusion based on the analysis.

CHAPTER IV
DISCUSSIONS AND FINDINGS

This chapter provides the answer of the research question in the form of discussions and the states the findings.

4.1 Data Description

The data of this study are pictures and texts from five advertisements taken from Popsop magazine *Levi's Roadwear: 'I Was Born for the Road Less Travelled'*, in an article by Anna Rudenko on January 28th 2011. The data are the headlines, pictures and colors of Levi's Strauss & co. advertisements that will be analyzed by Roland Barthes' semiotics and relate the meanings with the representation in youth identity by using Stuart Hall and Dick Hebdige's theory.



Figure 4.1. Roadwear series advertisement

4.2 Data Discussions

4.2.1 First Advertisement



Figure 4.2. First advertisement of Roadwear series

This advertisement takes place in a river which surrounded with hill, green trees and river rocks, at afternoon while the sky is clear. There are three models, a girl, a boy and an unclear model because only a half of the body. The girl wears plaid white shirt with red line, mini blue jeans skirt, brown leather belt and silver bracelet on her left hand. She is a brunette girl. Her activities are smiling and splashing the water, looks that she is very enjoy. The second model also a brunette, but he is a boy. He wears maroon fedora, blue-jeans shirt and blue-jeans which rolling to his knee. His activity are squatting on a rock and looking

something. The unclear model wears white t-shirt and blue-jeans which also rolling to the knee.

In this advertisement, Levi's Strauss & Co. also puts the headline and the company logo. The headline is *I AM YOUR SLEEPING BAG, I AM YOUR ARMOR, I AM READY FOR WHATEVER YOU THROW AT ME*. The headline uses *OilBats* font, one type of Decorative font, with white color. The company logo uses red color and the position is on the right below the headline. In company logo, Levi's Strauss & Co. also put the link for the further information about *Roadwear* series.

In connotative meaning, Levi's Strauss & Co. tries to show the viewers about the travelling with *Roadwear* series. Only the clever one can feel the taste adventure of this series. From the headline, Levi's Strauss & Co. shows the sifted of using Jeans recently. With this series, the people who wear it can feel the taste of travelling. The Headline, *I AM YOUR SLEEPING BAG, I AM YOUR ARMOR, I AM READY FOR WHATEVER YOU THROW AT ME*, shows to the viewers that with this series, you can sleep wherever they like, doing outdoor activity and anything rough. This jeans is made for the travel-lovers.

Besides travelling, the aspects of youth spirit are also put in this advertisement. Levi's Strauss & Co. tries to provoke the viewers to against the rules, the mainstream and get your freedom. Long hairs for girls are normal, but for the boys are against the roles and the mainstream. In school or work place, long hair is prohibited. The norms of conventional society of boys in school or work place are short hairs. Then, models also show the viewers about the youth

spirit. She wears plaid white shirt with red line, mini blue-jeans skirt, silver bracelet and brown leather belt. Plaid shirt at the first time was worn by boys, but the time goes by, the girls wear it, and it shows that Levi's Strauss & Co. tries to breakdown the gender roles. The color white with red line shows about herself as an innocent girl with a great passion. Leather belt is symbolized as a rocker. The color of leather belt, brown, has a connotation with dependability. It means the girl still needs someone else, even she shows that she is strong with her appearance, because human is a social creature. Mini-jeans skirt and silver bracelet build an image of girly with freedom, while plaid shirt and leather belt are against with them. Levi's Strauss & Co. still builds a nature image of a girl with the mini-jeans skirt and silver bracelet even her plaid shirt reflects a tomboy side. With the blue color in mini-jeans skirt, it emphasizes the confidence side of the girl as herself and also she wants her freedom as a human to express what she likes. Her activity, smiling and splashing water, show that she enjoys and feels delight about her travelling and freedom. She looks so fun in this advertisement.

The boy and the other model also become the aspects of youth spirit in this advertisement. The boy wears jeans shirt, jeans pant which rolling up until his knee and fedora hat. It is a combination of freedom and coolness. Levi's Strauss & Co. tries to show the viewers the image of a rebel boy with a sense of coolness. It supports with color maroon and blue as elegance and confidence. His activity, squatting and rolling up his jeans until knee, show that he takes a little rest to think about the next move and he want his move freely by rolling up his jeans until knee. So, the image of the boy becomes strong as a freedom hunter and cool

boy. The other model also looks like the boy. With white t-shirt and blue jeans that rolling up to his knee, show that he enjoys his time and his freedom, and Levi's Strauss & Co. describes his as an innocent boy and he confidence about himself even he does not know many things in this world.

The other aspects in this advertisement support the message about travelling and youth spirit in *Roadwear* series. The river, the rocks and color of hill and trees strengthen the aspects that build by Levi's Strauss & Co. in this advertisement. The river connotes as the flow of human life. It shows that life is like the movement of the water, move from the higher place to lower place, while life moves from past, now and future. Both of them can not move back, or return to the higher place and previous time. Then the rocks symbolized strong desire and passion. With strong desire, passion and using life efficiently, those become a good spirit of youth.

With the colors of company logo and the headline, Levi's Strauss & Co. tries to show the viewers about their passion, especially for freedom, and the originality of the advertisement which is made by Levi's Strauss & Co. The typography of the headline is set as an informal situation, the purposes are to promote easily the products and deliver the messages to the viewers well.

4.2.2 Second Advertisement



Figure 4.2. Second advertisement of Roadwear series

The second advertisement takes place in an open-roof car, known as a convertible car, which moves in the middle of desert. It is surrounded by desert's trees and sand. The impact of moving car, it creates a blur vision around the car. The time is at the afternoon, while the sky is clear and looks blue. In this advertisement has three models, two boys and a girl, who sit in a car. The first boy is the driver who drives the car. He has a brunette-long hair. He wears black shirt, maroon fedora, orange and black bracelets. He enjoys driving the car. His left hand is on the steer while his right hand leans on the car's door. The second boy is a boy with a black-short hair. He wears blue-jeans shirt, black-jeans pant and a blue ring on his point finger. He stands between the driver and other passenger in the car, the girl or the third model. He closes his eyes and screams while his left

hand tries to touch the sky and his right hand holds his body by grabbing the windshield to balance his body so he can stand still. The last model is a brunette-long hair girl. She wears plaid white shirt with black line and a sunglasses to protect her eyes from bright sunlight. She just looks the boy who stands beside her without shows any expression.

Levi's Strauss & Co. also puts the headline and the company logo inside the second advertisement. *I WILL NOT SIT AT HOME COLLECTING DUST* is the headline of the second advertisement. *OilBats* font, one type of Decorative font, with white color, is used for the headline. The company logo uses red color and the position is on the right below the headline. In company logo, Levi's Strauss & Co. also put the link for the further information about *Roadwear* series.

In connotative meaning of second advertisement, Levi's Strauss & Co. still shows to the viewers the image of travelling. Like the first advertisement, Levi's Strauss & Co. implies only the people who are clever can feel the taste of travelling with the *Roadwear* series. The sense of travelling is also emphasized in the headline of this advertisement, *I WILL NOT SIT AT HOME COLLECTING DUST*. Levi's Strauss & Co. provokes the viewers that if they young enough, they should not be stay at their comfort zone, do something worth and new then they will get new experiences for their life. This headline implies that life only once, use it for something that will give advantages or benefits for the people.

The place, activities and models also emphasize the travelling sense and youth spirit. The place is in the middle of the desert, inside a white comfortable car and surrounded by the trees, at the afternoon. The advertisement shows the

moving car in a middle of the desert. It means that a freedom to move from something that suppose to be left. Car connotes a freedom, freedom to choose everything based on the call of the heart. The color of the trees also supports the aspect of youth spirit, the new beginning. The car colors creates image of positive mind, optimistic, and also live as a social creature, living together with the others, especially with society. The necklaces which hang on the car imply the relationship between the three models, that they can not live alone, they still need the others.

The three models in this advertisement also show about the youth spirit. From the long hair of the boys, the cloths, and the activities of them. Long hair for the boy is an usual thing. Boy in the norms conventional society should has short hair, because the long hair is commonly in girl. But, in this advertisement, Levi's Strauss & Co. tries to persuade the viewers to break the norms and also the gender roles. The cloths of the first boy shows that he breaks the roles of wearing shirt for the formal occasion. He wears it in a comfortable car, on the middle of the desert. He looks cool and elegance with his fedora hat, shows that he confidence about it. He drives the car, and he has the authority to choose where they will go. The second boy wears blue jeans-shirt, black jeans-pant and a ring. By wearing jeans, it shows that he wants his freedom, and a ring on his ring finger emphasizes that he wants break the gender roles. He stands and his hand wants to reach the sky, shows that he is optimistic and positive. Levi's Strauss & Co. provokes the viewers that if they do a great effort, they will get what they want, and also keep optimistic and positive. Like the second boy, the girl also wants to breaks the roles

and the norms. Wearing sunglasses in the middle of the desert is not an usual activity and wearing plaid shirt shows that she wants against the gender roles in society.

The colors of company logo and the headline, Levi's Strauss & Co. tries to show the viewers about their passion, especially for freedom, and the originality of the advertisement which is made by Levi's Strauss & Co. The typography of the headline is set as an informal situation, the purposes are to promote easily the products and deliver the messages to the viewers well.

4.2.3 Third Advertisement

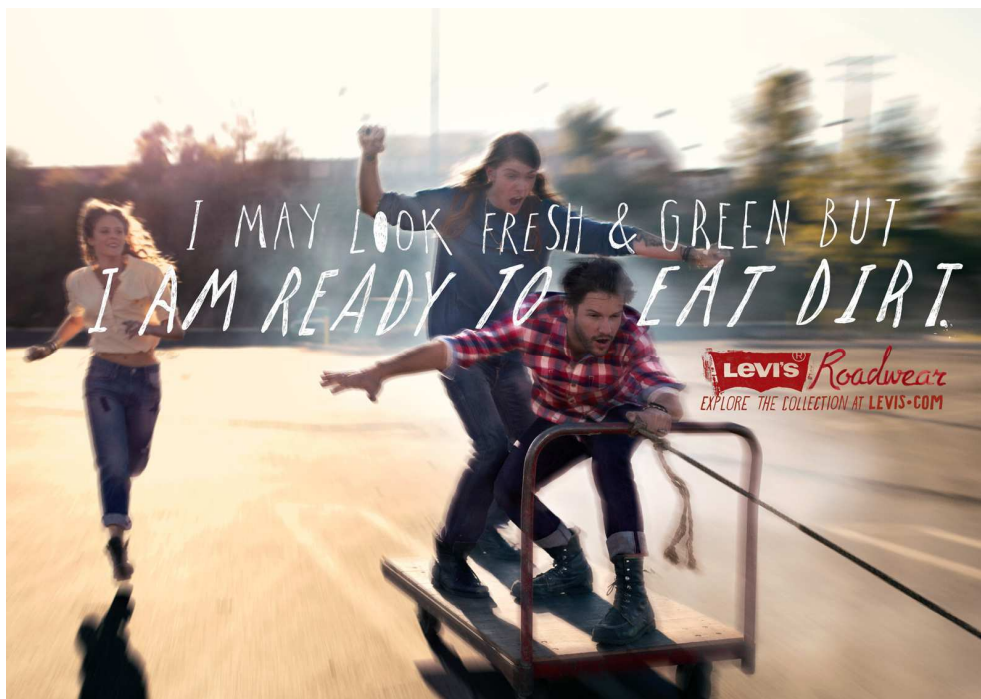


Figure 4.3. Third advertisement of Roadwear series

In the third advertisement, there also have three models. The advertisement itself takes place in a street surrounded by trees, buildings and

electricity poles, in the afternoon. The two of three models are on a cart which is pulled by a brown rope. Because of a moving cart, it creates a blur vision as an impact. The two models who on the cart are boys. The first boy stands in front of the cart. He has a black-short hair. His left hand holds onto the front of the cart while his right is opened wide to control his balance. He is very focus on looking forward. He wears red plaid shirt with black line and blue jeans pant which rolling to his calves, so viewers can see his black boots. The second boy stands behind the first boy. He is a brunette-long hair boy. Just like the first boy, he opens his arms wide, also for controlling his balance. His left hand is opened wide and his right is directed upward, to the sky. Both of his hands are fisted, and he also has tattoos on his right arm and left wrist. He wears blue-jeans shirt, blue-jeans pant, black boots and black-fabric bracelets. The girl, the third model who runs behind the boy and smiles, is a brunette-long hair girl. She wears cream shirt, blue-faded jeans pant and a pair black boots.

There also has a headline inside. The headline is *I MAY LOOK FRESH AND GREEN BUT I AM READY TO EAT DIRT* with *OilBats* font, one type of Decorative font, as the font of the headline and white color. The company logo and the link for further information of the *Roadwear* series are put right below the headline and with red color by Levi's Strauss & Co.

From the connotative level, the third advertisement still focuses on travelling and youth spirit. The sense of youth spirit shows in the headline of the advertisement, *I MAY LOOK FRESH AND GREEN BUT I AM READY TO EAT DIRT*. Levi's Strauss & Co. tries to persuade the viewers even they are young and

lacking of experiences, they are ready to face challenges. It means that learning by doing can also give a new experience for them.

The models, their activities and the place of this advertisement also imply the travelling and youth spirit. The models' cloths support the sense of youth spirit. The first boy wears red plaid shirt with black line, blue jeans pant, black boots, orange bracelet and a ring. His cloths show the sense of the freedom of norms conventional society, break the roles and the mainstream. His activities emphasize the act of being free and eager to get new experiences in his life. The Second boy does the same with the first boy. He wears blue-jeans shirt, blue-jeans pant, black boots and black-fabric bracelets. The different are the first boy has a short hair and does not have tattoo, the second boy has a long hair and tattoos on his body. Tattoo is a symbol for the people who want to express their feelings with a different way. This can be said against the mainstream. The girl, as the last models has an image of rebel. Jeans and boots show her rebel's side, but the cream shirt shows the girly side. Levi's Strauss & Co. implies that the girl has the same thoughts with the two boys, the sense of freedom and rebellion.

The cart emphasizes freedom, and the street connotes mainstream. Levi's Strauss & Co. provokes the viewers to ignore the mainstream by giving the blur effect and focus on reaching the freedom by showing a moving cart. The color of the trees also emphasizes the youth spirit, the new beginning and lacking experience.

The last is about the colors of company logo and the headline. In this advertisement, Levi's Strauss & Co. tries to show the viewers about their passion,

especially for freedom, and the originality of the advertisement which is made by Levi's Strauss & Co. The typography of the headline is set as an informal situation, the purposes are to promote easily the products and deliver the messages to the viewers well.

4.2.4 Fourth Advertisement



Figure 4.4. Fourth advertisement of Roadwear series

The advertisement takes place in a camp place, at the night and also with campfire and some rocks around it. There have three models, two boys and a girl. The first boy wears white t-shirt, blue-faded jeans pant which rolling to his calves, a pair black boots and black fabric bracelet. He jumps and while his right hand holds firework and his left hand with all the finger are directed upwards while his face is directed downwards. The firework is put in front of his head and it looks

like his head creates fire, actually the firework itself that creates the fire. The brunette girl, or the second model, wears white t-shirt, black shirt, blue-faded jeans pant, silver bracelets on her left wrist, and ring on her point finger. She sits on a white car's hood and holds a *banjo* which hangs in her body. The color of the *banjo*'s body is white color, and the rest is brown. The second boy wears blue faded-jacket jeans, black jeans pant and a pair black boots. He stands beside the girl, holds fireworks in his hands and looks straight to the first boy or the jump boy.

Similar with the advertisements before, this advertisement has a headline and company logo. The headline is *I AM STRONG ENOUGH IN WEATHER ANY STROM BRING ON THE GREAT UNKNOWN* with *OilBats* font, one type of Decorative font, as the font of the headline and white color. The company logo and the link for further information of the *Roadwear* series, like the three before, are put right below the headline and with red color by Levi's Strauss & Co.

Through this advertisement, Levi's Strauss & Co. presents the viewers about the image of travelling and also youth spirit. The headline of this advertisement, *I AM STRONG ENOUGH IN WEATHER ANY STROM BRING ON THE GREAT UNKNOWN* emphasizes about them. This headline sends a message to the viewers that a bad thing is not always be a bad, sometimes a bad thing can be a good teacher and experience for the future. It means that the people can avoid it, so they do not make the same mistake like the past. It also signifies that youth is strong, persistence and have self confidence in facing any bad conditions in life.

The advertisement is taken place in a camp, with campfire, suitcase, rocks and a car near the camp. Those are show about the freedom and the spirit of youth. Togetherness, having energy of freedom and strong desire and passion imply the youth spirit that is created by Levi's Strauss & Co. as the statement about *Roadwear* series.

The models also support the statement of Levi's Strauss & Co. The first model shows about the freedom and having great ambition. Levi's Strauss & Co. provokes the viewers to be the people who struggle for their ambitions, desires and passions, but they should keep humble. The girl also implies about freedom and anti-mainstream by holding Banjo, but she is described as a passive people who only receive something from the others. The second boy creates an image of a confidence boy who has positive and optimistic thoughts, also proud about himself.

The colors of company logo and the headline, Levi's Strauss & Co. tries to show the viewers about their passion, especially for freedom, and the originality of the advertisement which is made by Levi's Strauss & Co. The typography of the headline is set as an informal situation, the purposes are to promote easily the products and deliver the messages to the viewers well.

4.2.5 Fifth Advertisement



Figure 4.5. Fifth advertisement of Roadwear series

The last advertisement is about a mini-concert of a band, named Mermonkey. The members of the band are three young people, two boys and a girl. There also have crowds in front of the stage and lamps to make the stage look bright and colorful. The concert is held at the night that is why the stage uses lamps. The first boy is the vocalist. He holds a microphone in his left hand and his right hand holds a white guitar that hangs on his body by its black strap, screams and jumps. He wears black fedora, black-frame eyeglasses, white t-shirt, blue-faded jeans jacket, blue-faded jeans pant and a pair of black boots. The second boy, the brunette long hair boy, is the drummer. He stands behind his drum-set, holds drum-stick in his hand and looks the crowds with enthusiastic face. He also has tattoos on his left arm and right wrist. He wears grey t-shirt with LEVIS logo

in red color, blue-jeans pant and a necklace. The last model, the brunette long hair girl, is the keyboardist. She holds a white keyboard which hangs on her body by its blue-red strap. She wears white plaid shirt with blue line, blue-faded jeans pant, black fabric bracelets on her right wrist and silver ring on her ring finger.

In the last advertisement of Levi's Strauss & Co. also has a headline and company logo. The headline is *I AM 500 MILES SOUTH OF NORMAL AND I AM NOT TURNING BACK* with OilBats font, one type of Decorative font, as the font of the headline and white color. The position of the headline is on the top of the model. The company logo and the link for further information of the *Roadwear* series, like the advertisements before, are put right below the advertisement and with red color.

In connotative meaning of the last advertisement, it can be concluded that the theme of the advertisement is music. Like the previous advertisements, Levi's Strauss & Co. shows only the clever and the determine persons can feel the taste of the series. From the headline, *I AM 500 MILES SOUTH OF NORMAL AND I AM NOT TURNING BACK*, emphasizes about the determine persons. Never give up when doing something until finish, even there have obstacles. It is the obligation to finish what we start before. In this advertisement, it shows as a band which has a concert in front of their fans or crowds. This is the highest point of a band when they have their own show.

The advertisement also displays about youth spirit, the spirit of freedom, against the norms of the conventional society, the gender roles and also the mainstream. Music is a way to express the feeling. In this advertisement,

Mermonkey band becomes the object. Music rock connotes freedom, because it is against conformism. The musical instruments in this advertisement also show the side of youth spirit who is energetic, forceful, enthusiastic, flexible and also eager to be a leader for their society. The stage emphasizes the world of them. The world where they can express their own expressions, and the others, especially the crowds have the same feelings and expressions with them.

The three models inside this advertisement, the two boys and the girl are shown as the people who want a freedom, break the roles, and express their own expression. The clothes and their activities support the messages of the advertisement. The place and the circumstances blend together, and emphasize the messages of Levi's Strauss & Co. about this series.

With the colors of company logo and the headline, Levi's Strauss & Co. tries to show the viewers about their passion, especially for freedom, and the originality of the advertisement which is made by Levi's Strauss & Co. The typography of the headline is set as an informal situation, the purposes are to promote easily the products and deliver the messages to the viewers well.

4.3 Mythological Connotative Meaning (Myth)

According to Roland Barthes, myth is related with the connotative level. Myth is a second-order semiological system (Habib, 2005: 639). As mentioned before in the Chapter II, myth is the dominant ideologies, which are produced by combining the orders of signification called denotation and connotation, of our

time. Myth is an expression of a historically specific ideological vision of the world. It means that a convention in society takes part to decide the meaning in the second-order semiological system, or myth.

From the five advertisements of Levi's Strauss & Co. *Roadwear* series which are analyzed before in denotative and connotative level, here is the myth level about the series. In the denotative level of the five advertisements of *Roadwear* series, Levi's Strauss & Co. shows that this series is can be wear for outdoor activities, like travelling, camping, etc. It also can be worn for having fun with friends or relations, and music activities, like concert or watch a concert, this series will be accompanied the people who wear it. The concept of amateur documentary is showed in all the advertisements. The documentation aspects in the five advertisements of Levi's Strauss & Co., *Roadwear* series are not well conceptualized. It shows where the advertisements are just taken without any preparation, looks like it is done by amateur. In the connotative level, Levi's Strauss sends messages for the viewers about this series, *Roadwear* series. Overall, the five advertisements emphasizes about freedom from the norms of conventional society, the anti-mainstream activities, breaking down the gender roles, relaxing, great passions and desires, great efforts, the positive and optimistic thoughts, being confidence, relationship, new experiences, informality, showing expressions, anti-establishment, and anti-conformism. These are the connotative level of the *Roadwear* series' advertisements.

As mentioned before, the combination orders between denotative level and connotative level create the new order of semiological system, that is myth. The

combination between outdoor activities, like travelling, camping, having fun, music activities and freedom from the norms of conventional society, the anti-mainstream activities, breaking down the gender roles, relaxing, great passions and desires, great efforts, the positive and optimistic thoughts, being confidence, relationship, new experiences, informality, showing expressions, anti-establishment, anti-conformism, emphasize that this series is for the people who love something different with the others. The people who are pride and confidence being themselves.

From this point, it can take a conclusion that Levi's Strauss & Co. was made as a medium for freedom, for the people who want to be themselves, and for the people who want to enjoy their life. Levi's Strauss & Co. also shows that the function of jeans has shifted. With this series, Levi's Strauss & Co. emphasizes that jeans, especially it can be received in society as a part of human life, as the partner to pass through all the conditions. According to the convention in Western and Eastern, now jeans becomes a dominant fashion item in all occasions, neither formal or informal, jeans almost becomes the part of it. Thus, jeans no longer as the "prohibited" items like happened before, but it becomes the great partner of human's fashion. The sense of freedom still exists in the jeans itself, and it will never disappear because it always becomes the symbol of freedom.

4.4 Findings

From the analyzing in denotative level, connotative level and myth in the advertisements of Levi's Strauss & Co. *Roadwear* series, there are some categories of youth identity in the advertisements as explained by Dick Hebdige in his theory about the identity of youth.

The first assignment shows about three models who wear jeans to express their freedom, a long-hair boy and a girl who wears plaid shirt that breakdown the gender roles and the mainstream, a boy who wears t-shirt and the activities of the girl, smiles and splashes the water, show the enjoyment of having fun and enjoy. The boy squats in a rock, and rolls up his jeans to his knee show that he wants to move free. Then, the meaning of the headline *I AM YOUR SLEEPING BAG, I AM YOUR ARMOR, I AM READY FOR WHATEVER YOU THROW AT ME* shows that the shifted of function of jeans itself. At the first time, jeans was made for the workers, but now it becomes an fashion items, and of course it relates with style. The element of style also emphasizes in fedora hat. It brings coolness for the wearer. The place and circumstances of the advertisement also show the strong desire, new beginning and life cycle.

Jeans, plaid shirt, fedora hat, leather belt and brunette hair, according to Hebdige, are the tangible choices, especially for clothing, fashion items and hairstyle. As Hebdige stated in his book that members of a subculture often signal their membership by making distinctive and symbolic tangible and intangible choices and elements. As explained before in Chapter II, youth identity has a

relation with youth subculture. The members or the participants of youth subculture are offered an identity of their group or society, outside of that ascribed by social institutions such as family, work, home and school. Then, the other tangible and intangible elements in this advertisement that relate with youth subculture are the fashion, gender, behaviors and interests. The fashion choices in this advertisement show that they are the member of youth, when they wear unusual cloths during travelling in the river. The plaid shirt that is worn by the girl also implies the choice of fashion, gender and interests. Like the jeans pant which shows the same interest of the models in this advertisement, the freedom from the norms of conventional society, plaid shirt also creates the interest of breaking down the gender roles. It also implies in the long hair of the boy. The leisure, having fun and travelling emphasize the intangible elements of interests.

Then, with the second advertisement Levi's Strauss & Co. emphasizes about freedom with the comfortable car, the jeans that worn by the models, and the headline *I WILL NOT SIT AT HOME COLLECTING DUST*. From the headline, it can be concluded that this advertisement provokes the viewers to not stay on the comfort zone, get so many experiences as they can, because life is only once. The blur effect in this advertisement focuses on the moving car, implies the freedom itself. Then the long hair of the boy, the sunglasses and plaid shirt of the girl emphasize the act of against the mainstream and breakdown the gender roles. The fedora hat and shirt in this advertisement creates an image of formal and coolness for the boy.

Like the first advertisement, the second advertisement still showing the tangible choices of the members of youth subculture, especially in clothing and hairstyles. Wearing jeans, shirt, fedora hat, long hair for the boy and the brunette hair are the tangible choices in the second advertisement. The different from the first advertisement is in the second advertisement, there is a model who has black short hair. Sharing about the same fashion, interests and behavior between the models still become the focus. Wearing unusual cloths in the middle of the desert imply the choice of fashion. The interests and ideas are still the freedom from the norms conventional society (implied by jeans and car), breaking down the gender roles (the girl wears plaid shirt and the boy wears a ring on his finger), leisure and having fun (the girl wears sunglasses), travelling (moving in the comfortable can on the middle of desert) and ideas, as the group expressions by the boy who stands, closes his eyes and tries to reach the sky which express optimistic-positive thought and show a tremendous effort.

In the third advertisement, the aspects of freedom form the norms of conventional society, breaking down the gender roles, and the act against the mainstream still become the center meanings. Then, the headline *I MAY LOOK FRESH AND GREEN BUT I AM READY TO EAT DIRT* shows that Levi's Strauss & Co. wants to provoke the viewers that even they are young, lacking of experiences, they can still do something difficult. It means that learning by doing can also give a new experience for them. Jeans, plaid shirt that is worn by the boy, black boots, ring that is worn by the boy, jeans-shirt and shirt are the cloths that are worn by the models. There also the model who has tattoos on his hand, and he

has a long hair. The boys stand on a moving cart, and the girl runs with a smile behind them.

The distinctive and symbolic tangible choices in the third advertisement are clothing styles, hairstyle and footwear. Jeans, plaid shirt, jeans-shirt, shirt and a black boots are the clothing styles of the subculture. Long hair for the boy, the short hair for the other boy and black boots are the tangible choices, too. The intangible elements in the third advertisement are the interests and the ideas. The interests are the freedom from the norms conventional society (implied by jeans and cart), breaking down the gender roles (the boy wears a ring on his finger), leisure and having fun (the girl smiles). The ideas are optimistic and positive thoughts (standing on a cart), confidence (the headline) and the action against mainstream (moving in the street with blur effect and tattoo).

The fourth advertisement shows the theme of travelling and camping. The headline of this advertisement, *I AM STRONG ENOUGH IN WEATHER ANY STROM BRING ON THE GREAT UNKNOWN* emphasizes about a bad thing not always be a bad, sometimes a bad thing can be a good teacher and experience for the future. It means that the people can avoid it, so they do not make the same mistake like the past. The models wear t-shirt, shirt, jeans jacket, faded jeans pants and boots. The aspects of freedom form the norms of conventional society, breaking down the gender roles, the act against the mainstream and conformism are described in this advertisement.

In the next advertisement, the distinctive interests and ideas are similar with the advertisements before. The interests are the freedom from the norms

conventional society (implied by jeans and car), leisure and having fun (t-shirt and smiling girl), and the ideas are optimistic and positive thoughts (standing boy), confidence (the headline and the firework) and the action against mainstream (holding Banjo). Then the tangible choices are clothing styles, hairstyles and footwear (jeans pants, shirt, jeans jacket, t-shirt, long hair for the boy and black boots). This advertisement also shows the gathering place for the member of this subculture, doing their favorites activities together. The gathering place is a camp.

The theme of the last advertisement is music. It emphasizes with the music stage and the name of the band, *Mermonkey* band. *Mermonkey* is a rock band. From the headline, *I AM 500 MILES SOUTH OF NORMAL AND I AM NOT TURNING BACK*, emphasizes about the determination's idea. The aspects of freedom from the norms of conventional society, breaking down the gender roles, and the act against the mainstream also put in the last advertisement. Music becomes the center of the advertisement, as its theme. There are microphone, guitar, keyboard, drum-set, drum-stick, microphone stand and amplifiers. The cloths of the models are t-shirt, shirt, faded jeans jacket, faded jeans pants, boots, fedora, eyeglasses and necklace.

For the last advertisement, it shares almost the same with the previous advertisements about the distinctive and symbolic tangible choices and intangible elements. The distinctive and symbolic tangible choices are the clothing styles (jeans, t-shirt, jeans-jacket, jeans pants, plaid shirt and fedora hat), the hairstyles (long hair and short hair for the boys) and footwear (boots). Then, the intangible elements also share the same with the four advertisements before. The interests

and the ideas are also identical with the previous. The interests to be free from the norms of conventional society (jeans pant and jeans jacket), to breakdown the gender roles (long hair for the boy and the girl wears plaid shirt) and leisure and having fun (the boy wears t-shirt). Next, the ideas optimistic and positive thoughts (standing behind the drum-set), confidence (the expression of the boy who stands behind the drum-set) and the action against mainstream (the boy wears eyeglasses and the tattoo). In this advertisement, it emphasizes the music genre and the place for gathering. Music genre is the intangible element of youth subculture, and rock is the genre became the part of subculture in 1970s, when it stood together with reggae at that time. The concert is showed as the gathering place for the members who share the same interests and ideas.

According to Stuart Hall, the concept of representation is the production of meaning of the concepts in our minds through language (Hall, 2003: 17). Language can be the medium to tell about our concepts in our minds which enables us to refer to either the real world of objects, people or events, or indeed to imaginary worlds of fictional objects, people and events. In the other words, representation is the mirrors of the real world with the world inside our mind. As Hall says that representation is decipherable in two things (Hall, 1997), they are: 1. describing something through the concept that someone has in his/her mind, for example is 'Leonardo da Vinci's picture represents (describe) a beautiful woman named Monalisa' and 2. symbolizing something over someone, a group of people or a thing, for example is 'In religion life, Al Qur'an represents the Moslems'.

Based on the theory of youth identity in Chapter II and the meaning of analyzing the advertisements of *Roadwear* series, it shows the relation between the youth identity in Levi's Strauss & Co. *Roadwear* series with the theory of youth identity by Dick Hebdige. According the five advertisements of *Roadwear* series, these advertisements describe the concept of youth identity by Dick Hebdige, by showing tangible choices and intangible elements of the identity of youth. Then, the implicit and explicit meanings of the advertisements also symbolize jeans as the representation of youth, and of course the all signs inside the advertisements. These advertisements show that they are the mirror of the concept of the real world toward the imaginary world inside our mind.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the data presentations, the analyzing and the findings in the previous chapter, the advertisements of Levi's Strauss & Co. *Roadwear* series show the representation of youth identity. From the first advertisement until the last advertisement, Levi's Strauss & Co. imitates the concept of youth identity into their advertisements, especially in *Roadwear* series.

The distinctive and symbolic tangible choices and intangible elements that mentioned by Dick Hebdige as the signal that the member of a subculture do, are shared in the five advertisements of Levi's Strauss & Co. *Roadwear* series. The distinctive and symbolic tangible choices that showed in the advertisements are clothing styles, hairstyles and footwear. The clothing styles include jeans pant, shirt, plaid shirt, jeans shirt, t-shirt, boots, ring, and fedora hat. Then the hairstyles are brunette long-hair and black short-hair. Short-hair for boys relates with the mods according to Dick Hebdige's theory. The mods is a subculture which is associated with scooter, in the United Kingdom in 1960s. The other one, long-hair for boys correlates with heavy-metal, a music genre which was appeared in 1970s as a part of rock music.

The distinctive and symbolic intangible elements are interests, ideas, music genre and a place for gathering the member of the society. The interests and ideas can be seen in the meaning behind the activities, the cloths and everything inside the advertisements. The freedom from the norms of conventional society, breakdown the gender roles, the anti-mainstream actions, anti-conformism, rebellion, confidence, and determination are the meaning behind Levi's Strauss & Co. *Roadwear* series advertisements.

The way Levi's Strauss & Co. represents the youth identity in *Roadwear* series by putting the implicit meanings or the hidden messages behind the advertisements. To know whether the advertisements represent the identity of youth or not, the viewers should break the structures of the advertisements with semiotic process, from denotative level into connotative level, and it will brings to the second-order semiological system which is dominated by ideology, myth.

5.2 Suggestions

This research use Barthes's semiotics as the main theory and Levi's Strauss & Co. *Roadwear* series advertisements as the corpora. The researcher regards Barthes' semiotics model as the comprehensible way in analyzing the signs for semiotics concern about producing meaning from anything taken as signs. As could as possible, avoid the subjective interpretation by making sure from any related theories or anything deals with the research analysis or the corpus.

For the readers or fellow students, who are interested in studying semiotics and cultural studies, particularly the students of English Department, it is expected that this study could make a significant contribution in the related studies in the future.

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APPENDIXES

1. First Advertisement

Parts of Advertisement	Signifier	The Meaning in Denotative Level (Signifier)	The Meaning in Connotative Level	Interpretations
Visual / Image	<p>- Three models in the first advertisement: a brunette girl with long hair, a brunette boy also with long hair and a half-body model.</p>	<p>- “Brunette” is known for people who have brown-hair, and it is the opposite of blonde.</p> <p>- “Long hair” is measuring or covering a great length or distance, or a greater length or distance than usual of fine threads growing especially on the head.</p>	<p>- A blond-girl is perceived as a girl who has no intelligence, otherwise, the brunette is considered cleverer than the blonde.</p> <p>- “Long hair” connotes freedom or anti-mainstream.</p>	<p>- According to convention of stereotype of hair color in Western culture, a blond-girl is perceived as a girl who has no intelligence. Otherwise, the brunette is considered cleverer than the blonde. By this advertisement, Levi’s & Co. tries to show to the viewers that only a clever one who can feels the taste of this series, in this advertisement taste of travelling.</p> <p>- For girls, long hair is a common condition that every people have seen today, but for boys, it is associated with freedom or anti-mainstream. For applying job or studying in school, the boys should obey the rules and follow the mainstream, short hair, for those cases. But, by this advertisement, it against all the disciplines and the mainstream of a hair for boys.</p>
	<p>- The girl is wearing plaid shirt, mini jeans skirt, leather belt and silver bracelet on her left wrist. She is smiling and splashing the water.</p>	<p>- “Plaid shirt” is a shirt which has a pattern of lines and squares of different colors and widths.</p> <p>- “Mini jeans-skirt” is a very short skirt made by</p>	<p>- “Plaid shirt” connotes tomboy girl, because plaid shirt usually wears by boys, and it connotes masculine flamboyance</p> <p>- “Mini jeans-skirt” connotes sexy.</p>	<p>- At the first time, plaid shirt was worn by boys, but the time goes by, the girls wear it, and according to the convention of fashion in Western culture, it shows that Levi’s Strauss & Co. tries to breakdown the gender roles.</p> <p>- Mini-jeans skirt is associated with an image of sexy, and of course for the</p>

		<p>strong cotton.</p> <ul style="list-style-type: none"> - “Leather belt” is a long narrow piece of leather that wear around the waist. - “Silver bracelet” is a piece of jewelry worn around the wrist or arm which made by a greyish-white precious metal. - “Smiling” means to say or express something with smile. - “Splashing” means to move through water making drops fly everywhere. 	<ul style="list-style-type: none"> - “Leather belt” has a relation with rock n’ roll, it is one of the accessories that wore by a rocker. - “Silver bracelet” connotes girly. - “Smiling” connotes delight. - “Splashing” connotes enjoy. 	<p>girl in this advertisement. It emphasizes the girly-image of the girl with the aspect of freedom.</p> <ul style="list-style-type: none"> - Leather belt is an accessory for music addict. According to the convention of fashion in Western culture, leather belt is worn by a rock-star. - Silver bracelet is girl stuff. It is associated with an image of girly, like the mini-jeans skirt does. - The girl are smiling and splashing the water inside this advertisement. It is associated with feeling delight and enjoy of her travelling. Besides the travelling, Levi’s Strauss & Co. also tries to show the viewers that their products, especially Roadwear series is good enough for the viewers who love travelling.
	<p>- The boy is wearing fedora, jeans shirt and jeans pant which rolling to his knees. He is squatting on a rock and looking at something.</p>	<p>- “Fedora” is a low soft hat with a curled.-</p> <p>“Jeans shirt” is a shirt which the material is made by strong cotton.</p> <p>- “Jeans” is trousers/pants</p>	<p>- “Fedora” connotes cool image.</p> <p>- “Jeans shirt” connotes freedom.</p> <p>- “Jeans” connotes</p>	<p>- According to the convention of Western culture, a boy looks cool while he wears fedora. This image was created in Western culture. Michael Jackson is one the people who created cool image for fedora’s wearer. Good dancer and singer on a stage with cool appearance, especially his fedora.</p> <p>- Like the image which creates by jeans pant, jeans shirt also connotes freedom.</p> <p>- Jeans is a symbol of freedom,</p>

		<p>made of strong cotton, especially denim.</p> <p>- “Squatting” to sit on heels with knees bent up close to your body.</p> <p>- “Rolling to” means to fold the edge of a piece of clothing over and over on itself to make it shorter.</p>	<p>freedom</p> <p>- “Squatting connotes a little rest.</p> <p>- “Rolling to” connotes an action of someone who looking for free-moving.</p>	<p>according to the convention of Western culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel free to move.</p> <p>- Squatting on a rock shows that the boy takes a rest for a while. He thinks for the next move. It shows to the viewers that always think before do the action.</p> <p>- With rolling jeans up to his knee, the boy wants to move free and easy, without getting wet. Like the symbol of jeans, freedom, the boys wants to move free and get his freedom by doing what he likes.</p>
	<p>- The other model is wearing t-shirt and jeans pant which also rolling to knees. The movement is unclear.</p>	<p>- “T-shirt” is an informal shirt with short sleeves and no buttons, or just a few buttons at the top.</p> <p>- “Jeans” is trousers/pants made of strong cotton, especially denim.</p>	<p>- “T-shirt” connotes with relax.</p> <p>- “Jeans” connotes freedom</p>	<p>- According to the association of fashion items, T-shirt is an informal cloth. People wear it in their leisure time. With a light material, it supports the leisure time, especially for relaxing.</p> <p>- Jeans is a symbol of freedom, according to the convention of Western culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel free to move.</p>

		- “Rolling to” means to fold the edge of a piece of clothing over and over on itself to make it shorter.	- “Rolling to” connotes an action of someone who looking for free-moving.	- With rolling jeans up to his knee, the boy wants to move free and easy, without getting wet. Like the symbol of jeans, freedom, the boys wants to move free and get his freedom by doing what he likes.
	- The place: in a river which is surrounded by hill, trees, and also with the river-rocks. - Time: at the afternoon.	- “River” is a natural flow of water that continues in a long line across land to the sea/ocean. - “Rock” is the hard solid material that forms part of the surface of the earth and some other planets.	- “River” connoted as the flow of human life. - “Rock” connoted as the strong desire and passion.	- River is associated with human life. The water is like time in human life. It moves forward, from the higher place to lower place, while time moves from past, now and future. Both of them can not move back, or return to the higher place and previous time. - Rock inside this advertisement is associated with strong desire and passion. It sends message to the viewers that if you have a desire and passion, believe that you can make it true, because with a good will, everything can be realized.
Headline	<i>I AM YOUR SLEEPING BAG I AM YOUR ARMOR I AM READY FOR WHATEVER YOU THROW AT ME.</i>	- “SLEEPING BAG” is a thick warm bag that use for sleeping in, especially in a camping. - “ARMOR” is special metal clothing that soldiers wore in the past to protect their bodies while fighting. - “READY FOR WHATEVER YOU THROW AT ME” means	- “SLEEPING BAG” connotes that you can sleep wherever you like, not only at your home. - “ARMOR” connotes protection from attack. - “READY FOR WHATEVER YOU THROW AT ME”	This headline tries to show to the viewers that the function of jeans has sifted. Levi’s Strauss & Co. shows that the <i>Roadwear</i> series is not ordinary jeans. With this series, the people who wear it can feel the taste of travelling, sleeping wherever they like, doing outdoor activity and anything rough. This jeans is made for the travel-lovers.

		fully prepared for anything what you will throw.	connotes strong.	
Company Logo	LEVI'S <i>Roadwear</i> <i>EXPLORE THE</i> <i>COLLECTION AT</i> LEVIS.COM	The company logo in this advertisement is to inform that this advertisement is made by Levi's Strauss & Co.	The company logo inside the advertisement connotes the originality, not copycat the others.	Levi's Strauss & Co. put the company logo not only for informing the viewers about whose product that be advertised, but it shows how the company, in this case Levi's Strauss & Co. shows the originality of everything inside the advertisement, not as a copycat of other brands as the company competitor.
Typography	The headline using <i>OilBats</i> font.	<i>OilBats</i> font is one of Decorative font. It is Drawn with a STABILO-OHPen 842 universal writing instrument and was founded by Dibujado in 2003. (http://www.1001fonts.com/font_details.html?font_id=2296)	The font lettering used, connotes the informality.	The use of the font for the headline shows that informal way is the best way to introduce and promote <i>Roadwear</i> series to the public, and also the messages behind the advertisement are well delivered to the viewers.
Color	- The girl: plaid white shirt with red line, mini blue-jeans skirt, brown leather belt.	- "White" means having the color of fresh snow or milk. - "Red" means having the color of blood or fire. - "Blue" means having the color of a clear sky or the sea/ocean on a clear day. - "Brown" means having the color of earth or coffee.	- "White" connotes innocent. - "Red" connotes passion. - "Blue" connotes confidence. - "Brown" connotes dependability.	- The girl wears plaid white shirt with red line, mini blue-jeans skirt, and brown leather belt. It shows that the girl in this advertisement is innocent, as a girl with the white shirt, and red line shows about her passion. With blue color for he skirt, it shows how confidence she is with herself, and the color brown of her leather belt states that even she confidence of herself and her passion, she still needs someone else in her life, because human is a social creature.

- The boy: maroon fedora, blue-jeans shirt and blue-jeans pant which rolling up until his knee.	- “Maroon” means dark brownish-red. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day.	- “Maroon” connotes elegance. - “Blue” connotes confidence.	- The boy wears maroon fedora, blue-jeans shirt and blue-jeans pant which rolling up until his knee. These means the boy is confidence as himself. The color of maroon makes an image of elegance as a boy.
- The other model: white t-shirt and blue-jeans pant that rolling up until knee.	- “White” means having the color of fresh snow or milk. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day.	- “White” connotes innocent. - “Blue” connotes confidence.	- The other model wears white t-shirt and blue-jeans pant that rolling up until knee. The boy is innocent the color of his t-shirt and he is confidence about himself with the color of his jeans.
- Headline: white color.	- “White” means having the color of fresh snow or milk.	- “White” connotes purity.	- Headline uses the white lettering that emphasizes the originality of <i>Roadwear</i> series’ headline as the convention of color symbolism in general culture stated that white connotes purity.
- Company logo: red color.	- “Red” means having the color of blood or fire.	- “Red” connotes passion.	- The red color in company logo creates an image of great passion of Levi’s Strauss & Co.
- The hill and trees: green color.	- “Green” means having the color of grass or the leaves of most plants and trees.	- “Green” connotes new beginning.	- The color of hill and trees emphasizes the image of youth spirit as new beginning.
- The river rocks: grey color.	- “Grey” means having the color of ashes or smoke.	- “Grey” connotes futuristic.	- The color of river rock makes an image of a futuristic or modern advertisement.
- The sky: white color.	- “White” means having the color of fresh snow or milk.	- “White” connotes purity.	- The white color in sky creates an image of pure freedom. Freedom without intervenes from the others, pure from their heart.

*Source for the meaning in denotative level is taken from Oxford Advanced Learner Dictionary (2003).

2. Second Advertisement

Parts of Advertisement	Signifier	The Meaning in Denotative Level (Signifier)	The Meaning in Connotative Level	Interpretations
<p>Visual / Image</p>	<p>- Three models in the second advertisement: a brunette long-hair boy, a black short-hair boy and a brunette long-hair girl.</p> <p>- The first boy is wearing shirt,</p>	<p>- “Brunette” is known for people who have brown-hair, and it is the opposite of blonde.</p> <p>- “Long hair” is measuring or covering a great length or distance, or a greater length or distance than usual of the substance that looks like a mass of fine threads growing especially on the head.</p> <p>- “Short hair” is measuring or covering a small length or distance, or a smaller length or distance than usual of fine threads growing especially on the head.</p> <p>- “Shirt” is a piece of</p>	<p>- A blond-girl is perceived as a girl who has no intelligence, otherwise, the brunette is considered cleverer than the blonde</p> <p>- “Long hair” connotes freedom or anti-mainstream.</p> <p>- “Short hair” connotes a gentleman.</p> <p>- “Shirt” connotes looking</p>	<p>- According to convention of stereotype of hair color in Western culture, a blond-girl is perceived as a girl who has no intelligence. Otherwise, the brunette is considered cleverer than the blonde. By this advertisement, Levi’s & Co. tries to show to the viewers that only a clever one who can feels the taste of this series, in this advertisement taste of travelling.</p> <p>- For girls, long hair is a common condition that every people have seen today, but for boys, it is associated with freedom or anti-mainstream. For applying job or studying in school, the boys should obey the rules and follow the mainstream, short hair, for those cases. But, by this advertisement, it against all the disciplines and the mainstream of a hair for boys.</p> <p>- For boys, a short hair is associated with a gentleman. It creates an image of mature. That is why some of our leaders have short hair, and in this advertisement, the front man or the leader has the short hair.</p> <p>- The shirt is associated with an image</p>

	<p>fedora and rubber bracelets on his right wrist. He is driving the car, while his left hand is on the steer and the right hand is leaning on the car's door.</p>	<p>clothing worn on the upper part of the body, especially by men, made of light fabric, with sleeves, a collar, and buttons down the front.</p> <ul style="list-style-type: none"> - "Fedora" is a low soft hat with a curled. - "Rubber bracelets" is a piece of jewelry worn around the wrist or arm made by rubber. - "Driving" means to operate a vehicle so that it goes in a particular direction. - "Leaning on" is to rest on something. 	<p>neat.</p> <ul style="list-style-type: none"> - "Fedora" connotes cool image. - "Rubber bracelets" connotes sporty. - "Driving" connotes controlling the path or the way. - "Leaning on" connotes rest in relax. 	<p>of a neat boy, but the circumstance against it. The circumstance where the boy is on a desert, a rough place, and it contradicts between the cloth and the place.</p> <ul style="list-style-type: none"> - A boy looks cool while he wears fedora. This image was created in Western culture. Michael Jackson is one the people who created cool image for fedora's wearer. Good dancer and singer on a stage with cool appearance, especially his fedora. - Rubber bracelet is associated the sporty side of the girl. Rubber bracelet is a famous item that worn by athletes recently. - According to social convention, the people who drives a car, he or she will take the lead and the control where the car will go. He or she also has the authorization to choose the way which will be passed. - Leaning on the car door creates an image that even doing a serious thing, we still need a little rest and relax to refresh our mind, that is what Levi's Strauss & Co tries to show.
	<ul style="list-style-type: none"> - The second boy is wearing jeans shirt, jeans pant and a ring on his point finger. He is standing between the first boy and the girl, closing his eyes 	<ul style="list-style-type: none"> - "Jeans shirt" is a shirt which the material is made by strong cotton. - "Jeans" is trousers/pants made of strong cotton, 	<ul style="list-style-type: none"> - "Jeans shirt" connotes freedom. - "Jeans" connotes freedom. 	<ul style="list-style-type: none"> - Like the image which creates by jeans pant, jeans shirt also connotes freedom. - Jeans is a symbol of freedom, according to the convention of Western

	<p>and screaming while his left hand is trying to touch the sky and his right hand is holding his body on the windshield.</p>	<p>especially denim.</p> <ul style="list-style-type: none"> - “Ring” is a piece of jewelry that wear on finger, consisting of circular band of gold, silver, etc. - “Plaid shirt” is a shirt which has a pattern of lines and squares of different colors and widths. - “Standing” means to be on feet. - “Closing eyes” means to move eyes together so that it is no longer open. - “Screaming” means to give loud, high cry, because hurt, frightened, excited, etc. 	<ul style="list-style-type: none"> - “Ring” connotes the resistance of mainstream, while the usual situation is the girls who wear ring, not boys. - “Plaid shirt” connotes tomboy girl, because plaid shirt usually wears by boys, and it connotes masculine flamboyance. - “Standing” connotes the positive and optimistic thoughts. - “Closing eyes” connotes thinking and avoid any distractions. - “Screaming” connotes with saying a deepest expression in heart. 	<p>culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel free to move.</p> <ul style="list-style-type: none"> - For boys, wearing ring on his finger is not a usual situation. As a movement of anti-mainstream, some of boys now are wearing a ring on their finger. - According to the convention of fashion in Western culture, a boy who wears plaid shirt has an image of masculine flamboyance. - According to the convention of body language in general culture, with standing position, Levi’s Strauss & Co. tries to persuade the viewers that they should have positive mind and always be an optimist person. - According to the convention of body language in general culture, the boy closes his eyes because he wants to think about how he maximizes his travelling. - According to the convention of body language in general culture, the boy screams show the expression of the boy. He describes as the one who wants the better one, and it has relation with
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		<ul style="list-style-type: none"> - “Trying to touch the sky” means to make an effort to put hands or fingers onto the space above the earth that can see when look up, where clouds, and the sun, the moon and the stars appear. - “Holding” means to take and keep something in your hand or arms. 	<ul style="list-style-type: none"> - “Trying to touch the sky” connotes tremendous effort. - “Holding” connotes needs something or someone else to help. 	<p>the circumstances.</p> <ul style="list-style-type: none"> - It is impossible to touch the sky, but the activity that the boy does, shows how hard he does. Levi’s Strauss & Co. tries to show the viewers that believe in what they do, and do the hardest they can, so the result will be the best, according to the convention of body language in general culture. - Holding in the windshield is associated that everyone needs something or someone to depend on. Help from the others always be needed, even doing a simple thing.
	<ul style="list-style-type: none"> - The girl is wearing plaid shirt and a sun glasses. Her activity is looking the standing boy. 	<ul style="list-style-type: none"> - “Sun glasses” is a pair of glasses with dark glass in them that wear to protect eyes from bright sunlight. - “Plaid shirt” is a shirt which has a pattern of lines and squares of different colors and widths. 	<ul style="list-style-type: none"> - “Sun glasses” connotes leisure. - “Plaid shirt” connotes tomboy girl, because plaid shirt usually wears by boys, and it connotes masculine flamboyance. 	<ul style="list-style-type: none"> - Sun glasses always wear for the vacation, especially in a ship or beach. According to the convention of fashion in general culture, sun glasses symbolizes the leisure because it has relations with holiday and vacation. - At the first time, plaid shirt was worn by boys, but the time goes by, the girls wear it, and according to the convention of fashion in Western culture, it shows that Levi’s Strauss & Co. tries to breakdown the gender roles.
	<ul style="list-style-type: none"> - The place: in a comfortable car (an open-roof car) with some necklaces as the accessories hanging on rear-view mirror and a guitar case on the back seat. The car is 	<ul style="list-style-type: none"> - “Comfortable car” is a car which its roof opens so the people feel comfort inside the car. - “Accessories” is an extra piece of equipment that is 	<ul style="list-style-type: none"> - “Comfortable car” while car connotes freedom. - “Accessories” connotes the complement of the 	<ul style="list-style-type: none"> - According to convention of symbolism in Western culture, car signifies freedom. It is related with the meaning of the headline.

	<p>moving on a road in the middle of desert and surrounded by cactuses and creating a blur vision as an impact of moving car.</p> <p>- Time: at the afternoon.</p>	<p>useful but not essential or that can be added to something else as decoration.</p> <p>- “Necklace” is a piece of jewelry consisting of chain, string of beads, etc. worn around the neck.</p> <p>- “Desert” is a large area of land that has very little water and very few plants growing on it.</p> <p>- “Blur” is a shape that cannot see clearly.</p>	<p>relationship.</p> <p>- “Necklace” connotes the relationship.</p> <p>- “Desert” connotes something that should be left, and find a better one.</p> <p>- “Blur” effect causes lacking of focus.</p>	<p>- Accessories and necklace become one unity. According to the convention in general culture, when necklace connotes as a relationship, accessories show that every relationship needs compliment and that is why accessories and necklace stand together.</p> <p>- Desert is associated as a bad one, it could be a bad situation or bad activity, and the advertisement persuades the viewers to left all the bad behind, and find or get the better one, the one that they want.</p> <p>- The blur effect in the background of the advertisement shows that Levi’s Strauss & Co. wants the viewers focus on the car and the models as the object, and also their activities which relate with travelling and youth spirit.</p>
Headline	<p><i>I WILL NOT SIT AT HOME COLLECTING DUST.</i></p>	<p>- “SIT” is to rest your weight on your bottom with your back upright.</p> <p>- “HOME” is the house or flat/apartment that you live in, especially with your family.</p> <p>- “COLLECTING” is to gradually increase in amount in a place.</p>	<p>- “SIT” connotes stay or not move.</p> <p>- “HOME” connotes comfort zone.</p> <p>- “COLLECTING” connotes doing something.</p>	<p>Levi’s Strauss & Co. tries to provoke the viewers that if they wear <i>Roadwear</i> series, it means that they are ready to do something worth and also something new, so they will get new experiences in their life. In this advertisement, it showed by travelling in a car, from the desert place to somewhere else. This series is made for the travelers.</p>

		- “DUST” is a fine powder that consists of very small pieces of sand, earth, etc.	- “DUST” connotes worthless.	
Company Logo	LEVI’S <i>Roadwear</i> <i>EXPLORE THE COLLECTION</i> AT LEVIS.COM	The company logo in this advertisement is to inform that this advertisement is made by Levi’s Strauss & Co.	The company logo inside the advertisement connotes the originality, not copycat the others.	Levi’s Strauss & Co. put the company logo not only for informing the viewers about whose product that be advertised, but it shows how the company, in this case Levi’s Strauss & Co. shows the originality of everything inside the advertisement, not as a copycat of other brands as the company competitor.
Typography	The headline using <i>OilBats</i> font.	<i>OilBats</i> font is one of Decorative font. It is Drawn with a STABILO-OHPen 842 universal writing instrument and was founded by Dibujado in 2003. (http://www.1001fonts.com/font_details.html?font_id=2296)	The font lettering used, connotes the informality.	The use of the font for the headline shows that informal way is the best way to introduce and promote <i>Roadwear</i> series to the public, and also the messages behind the advertisement are well delivered to the viewers.
Color	- The first boy: black shirt, maroon fedora, orange and black bracelets.	- “Black” means having the very darkest color. - “Maroon” means dark brownish-red. - “Orange” means a bright reddish-yellow color.	- “Black” connotes elegance and luxurious. - “Maroon” connotes elegance. - “Orange” connotes happiness.	- The first boy wears black shirt, maroon fedora, orange and black bracelets. The colors of black and maroon build the image of elegance for him. Image sporty as a boy is also created by his bracelets.
	- The second boy: blue-jeans shirt, black-jeans pant and blue ring on her point finger.	- “Blue” means having the color of a clear sky or the sea/ocean on a clear day. - “Black” means having	- “Blue” connotes confidence. - “Black” connotes	- The second boy wears blue-jeans shirt, black-jeans pant and blue ring on her point finger. From the colors of his cloths, Levi’s Strauss tries to show that

		the very darkest color.	elegance and luxurious.	the boy is confidence with himself and also looks elegance for his image.
- The girl: plaid white shirt with black line.	- "White" means having the color of fresh snow or milk. - "Black" means having the very darkest color.	- "White" connotes innocent. - "Black" connotes elegance.	- The girl's image is created as an innocent girl with an elegance touch from the colors of her plaid shirt.	
- Headline: white color.	- "White" means having the color of fresh snow or milk.	- "White" connotes purity.	- Headline uses the white lettering that emphasizes the originality of <i>Roadwear</i> series' headline as the convention of color symbolism in general culture stated that white connotes purity.	
- Company logo: red color.	- "Red" means having the color of blood or fire.	- "Red" connotes passion.	- The red color in company logo creates an image of great passion of Levi's Strauss & Co.	
- The car: white color, the car seat is brown, and black for the windshield, the rearview mirror and the roof.	- "White" means having the color of fresh snow or milk. - "Brown" means having the color of earth or coffee. - "Black" means having the very darkest color.	- "White" connotes purity. - "Brown" connotes dependability. - "Black" connotes elegance and luxurious.	- The dominant color of the car is white, shows the positive and optimistic. Brown color of the seat describes that to be positive and optimistic should have someone else, and the black color builds an image of elegance as the appearance.	
- The guitar case: brown.	- "Brown" means having the color of earth or coffee.	- "Brown" connotes dependability.	- The guitar case shows the dependability of someone else to do something, in this case playing music with guitar.	
- The trees: green color.	- "Green" means having the color of grass or the leaves of most plants and trees.	- "Green" connotes new beginning.	- The youth spirit's image emphasizes with the color of the tree as the new beginning.	
- The desert: brown color.	- "Brown" means having the color of earth or coffee.	- "Brown" connotes dependability.	- The image that creates by the brown color of desert shows that to leave from the worse to a better one, everyone	

				needs the others, because no one can do anything by themselves, still need someone's help.
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*Source for the meaning in denotative level is taken from Oxford Advanced Learner Dictionary (2003).

3. Third Advertisement

Parts of Advertisement	Signifier	The Meaning in Denotative Level (Signifier)	The Meaning in Connotative Level	Interpretations
Visual / Image	- There are three models: two boys and a girl. A boy black-short hair, a boy brunette-long hair and a girl brunette-long hair.	<p>- "Brunette" is known for people who have brown-hair, and it is the opposite of blonde.</p> <p>- "Long hair" is measuring or covering a great length or distance, or a greater length or distance than usual of the substance that looks like a mass of fine threads growing especially on the head.</p> <p>- "Short hair" is measuring or covering a small length or distance, or a smaller</p>	<p>- A blond-girl is perceived as a girl who has no intelligence, otherwise, the brunette is considered cleverer than the blonde.</p> <p>- "Long hair" connotes freedom or anti-mainstream.</p> <p>- "Short hair" connotes a gentleman.</p>	<p>- According to convention of stereotype of hair color in Western culture, a blond-girl is perceived as a girl who has no intelligence. Otherwise, the brunette is considered cleverer than the blonde. By this advertisement, Levi's & Co. tries to show to the viewers that only a clever one who can feel the taste of this series, in this advertisement taste of travelling.</p> <p>- For girls, long hair is a common condition that every people have seen today, but for boys, it is associated with freedom or anti-mainstream. For applying job or studying in school, the boys should obey the rules and follow the mainstream, short hair, for those cases. But, by this advertisement, it against all the disciplines and the mainstream of a hair for boys.</p> <p>- For boys, a short hair is associated with a gentleman. It creates an image of mature. That is why some of our</p>

		<p>length or distance than usual of fine threads growing especially on the head.- “Plaid shirt” is a shirt which has a pattern of lines and squares of different colors and widths.</p>		<p>leaders have short hair, and in this advertisement, the front man or the leader has the short hair.</p>
	<p>- The first boy is wearing plaid shirt which rolling to his elbows, jeans pant which rolling to his calves, a pair of boots, fabric bracelet on his left wrist and ring on his ring finger. He is standing on cart, holding onto the front of the cart with his left hand and his right is opened wide to control his balance. His eyes are very focus on looking forward.</p>	<p>- “Plaid shirt” is a shirt which has a pattern of lines and squares of different colors and widths.</p> <p>- “Jeans” is trousers/pants made of strong cotton, especially denim.</p> <p>- “Boots” is a strong shoe that covers the foot and ankle and often the lower part of the leg.</p> <p>- “Fabric bracelet” is a piece of jewelry worn around the wrist or arm made by fabric.</p>	<p>- “Plaid shirt” connotes tomboy girl, because plaid shirt usually wears by boys, and it connotes masculine flamboyance.</p> <p>- “Jeans” connotes freedom.</p> <p>- “Boots” connotes hard-worker or rockers.</p> <p>- “Fabric bracelet” connotes artistic.</p>	<p>- According to the convention of fashion in Western culture, a boy who wears plaid shirt has an image of masculine flamboyance.</p> <p>- Jeans is a symbol of freedom, according to the convention of Western culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel free to move.</p> <p>- Boots at the first time was worn by cowboy. It has strong material. That is why, it uses for hard work. Recently, musicians, especially rocker, wear this as their attribute. Then, it associated with an image of rocker today.</p> <p>- Fabric bracelet is like a common bracelet. The different, fabric bracelet is handmade, because to connect one fabric to the other uses manual method. That is why it is associated with an image of artistic.</p>

		<p>- “Ring” is a piece of jewelry that wear on finger, consisting of circular band of gold, silver, etc.</p> <p>- “Rolling to” means to fold the egde of a piece of clothing over and over on itself to make it shorter.</p> <p>- “Standing” means to be on feet.</p> <p>- “Holding onto” means to keep something that it is an advantage for the people.</p> <p>- “Hand open wide” means the hands spreads out or unfold could be both to left and to right side or only one side.</p> <p>- “Looking forward” means to turn eyes toward a place or position that is in front.</p>	<p>- “Ring” connotes the resistance of mainstream, while the usual situation is the girls who wear ring, not boys.</p> <p>- “Rolling to” connotes an action of someone who looking for free-moving.</p> <p>- “Standing” connotes the positive and optimistic thoughts.</p> <p>- “Holding onto” connotes that everyone needs help, no one can not do something by themselves.</p> <p>- “Hand open wide” connotes that ready to receive everything, especially the new one.</p> <p>- “Looking forward” connotes focus on the future.</p>	<p>- For boys, wearing ring on his finger is not a usual situation. It is associated with a movement of anti-mainstream, some of boys now are wearing a ring on their finger.</p> <p>- In this advertisement, the three models are rolling up their jeans to their calves. It shows that they want to break the usual habit of wearing jeans. Such a break the mainstream.</p> <p>- According to the convention of body language in general culture, with standing position, Levi’s Strauss & Co. tries to persuade the viewers that they should have positive mind and always be an optimist person.</p> <p>- Levi’s Strauss & Co. shows to the viewers that as human, we are a social creature, a creature that can live alone, but need the others, especially our society.</p> <p>- According to the convention of body language in general culture, the model in this advertisement emphasizes the youth spirit who always eager to get new experiences.</p> <p>- According to the convention of body language in general culture, Levi’s Strauss & Co. tries to give a suggestion for the viewers about planning the future well, because life is only once, do not waste it.</p>
	- The second boy is wearing	- “Jeans shirt” is a shirt	- “Jeans shirt” connotes	- Like the image which creates by jeans

	<p>jeans shirt, jeans pant, a pair of boots and fabric bracelet on his left wrist. He have tattoos also on his left arm and his right wrist. He is standing behind the first boy, his left hand is opened wide and his right is directed upward, to the sky. Both of his hands are fist.</p>	<p>which the material is made by strong cotton</p> <ul style="list-style-type: none"> - “Jeans” is trousers/pants made of strong cotton, especially denim. - “Boots” is a strong shoe that covers the foot and ankle and often the lower part of the leg. - “Fabric bracelet” is a piece of jewelry worn around the wrist or arm made by fabric. - “Tattoos” is a picture or design that is marked permanently on a person’s skin by making small holes in skin with a needle and filling them with colored ink. - “Standing” means to be on feet. 	<p>freedom.</p> <ul style="list-style-type: none"> - “Jeans” connotes freedom. - “Boots” connotes hard-worker or rockers. - “Fabric bracelet” connotes artistic. - “Tattoo” connotes with marking or branding body. - “Standing” connotes the positive and optimistic thoughts. 	<p>pant, jeans shirt also connotes freedom.</p> <ul style="list-style-type: none"> - Jeans is a symbol of freedom, according to the convention of Western culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel free to move. - Boots at the first time was worn by cowboy. It has strong material. That is why, it uses for hard work. Recently, musicians, especially rocker, wear this as their attribute. Then, it is associated with an image of rocker today. - Fabric bracelet is like a common bracelet. The different, fabric bracelet is handmade, because to connect one fabric to the other uses manual method. That is why it is associated with an image of artistic. - As cited by Cirlot, people do marking or branding body because they wish to express their own individuality (1971: 32). - According to the convention of body language in general culture, with standing position, Levi’s Strauss & Co.
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		<ul style="list-style-type: none"> - “Hand open wide” means the hands spreads out or unfold could be both to left and to right side or only one side. - “His right directed upward” means the right hand pointing towards or facing a higher place. - “Fist” is a hand when it is tightly closed with the fingers bent in to the palm. 	<ul style="list-style-type: none"> - “Hand open wide” connotes that ready to receive everything, especially the new one. - “His right directed upward” connotes life freely. - “Fist” connotes strong passion and desire. 	<p>tries to persuade the viewers that they should have positive mind and always be an optimist person.</p> <ul style="list-style-type: none"> - According to the convention of body language in general culture, the model in this advertisement emphasizes the youth spirit who always eager to get new experiences. - The man points right to the sky, the place where the birds fly. Birds in Western culture connote a life free. - With strong passion and desire, life will more worth to do.
	<ul style="list-style-type: none"> - The girl is wearing shirt, jeans pant which rolling to her calves, a pair of boots, necklace and silver bracelet on her right wrist. She is running behind the boys and smiling. 	<ul style="list-style-type: none"> - “Shirt” is a piece of clothing worn on the upper part of the body, especially by men, made of light fabric, with sleeves, a collar, and buttons down the front. - “Jeans” is trousers/pants made of strong cotton, especially denim. - “Boots” is a strong shoe that covers the foot and 	<ul style="list-style-type: none"> - “Shirt” connotes looking neat. - “Jeans” connotes freedom. - “Boots” connotes hard-worker or rockers. 	<ul style="list-style-type: none"> - The shirt is associated with an image of a neat, but the circumstance against it. The circumstance where the girl is on a street, having fun with her friends and it contradicts between the cloth and the place. - Jeans is a symbol of freedom, according to the convention of Western culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel free to move. - Boots at the first time was worn by cowboy. It has strong material. That is

	<p>ankle and often the lower part of the leg.</p> <ul style="list-style-type: none"> - “Necklace” is a piece of jewelry consisting of chain, string of beads, etc. worn around the neck. - “Silver bracelet” is a piece of jewelry worn around the wrist or arm which made by a greyish-white precious metal. - “Running” means to move using legs, going faster than when walking. - “Smiling” means to say or express something with smile. 	<ul style="list-style-type: none"> - “Necklace” connotes the relationship. - “Silver bracelet” connotes girly. - “Running” connotes chasing desire. - “Smiling” connotes delight. 	<p>why, it uses for hard work. Recently, musicians, especially rocker, wear this as their attribute. Then, it is associated with an image of rocker today.</p> <ul style="list-style-type: none"> - Levi’s Strauss & Co. wants to prove that with a good relationship with friends, life will be beautiful. - Silver bracelet is girl stuff. It is associated with an image of girly, like the mini-jeans skirt does. - According to the convention of body language in general culture, running connotes chasing your desire, do not follow the mainstream if you have the others and believe that it is good for you. - The girl smiles associated that she feels so delight enjoying her time with her friends, playing on the street with cart.
<ul style="list-style-type: none"> - The place: on a cart which pulling by a rope in a street, surrounded by trees, buildings and electricity poles. Because of the cart movement and the running model, it is creating a blur vision. - Time: at the afternoon 	<ul style="list-style-type: none"> - “Cart” is a light vehicle with wheels that pull or push by hand. - “Pulling” means to hold something firmly and use force in order to move it or try to move it toward. - “Rope” is very strong thick strings made by 	<ul style="list-style-type: none"> - “Cart” like car, it connotes freedom. - “Pulling” connotes influence. - “Rope” connotes a strong believe. 	<ul style="list-style-type: none"> - According to convention of symbolism in Western culture, car signifies freedom. It is related with the headline. - The purpose of this advertisement is to influence the viewers to buy Levi’s Strauss & Co.’s products, especially <i>Roadwear</i> series. - The key to success in life and future is strong belief. It is the message that

		<p>twisting thinner strings, wires, etc. together.</p> <p>- “Street” is a road in a city, town or village which has buildings that are usually close together along one or both sides</p> <p>- “Blur” is a shape that you cannot see clearly.</p>	<p>- “Street” connotes mainstream.</p> <p>- “Blur” effect causes lacking of focus.</p>	<p>Levi’s Strauss & Co. wants to show to the viewers.</p> <p>- Street is associated with a place where people walk or go. In this advertisement, street connotes mainstream, and with blur effect, Levi’s Strauss & Co. wants the viewer ignore the mainstream, and do something different with the mainstream people.</p>
Headline	<p><i>I MAY LOOK FRESH AND GREEN BUT I AM READY TO EAT DIRT</i></p>	<p>- “FRESH” is looking clear, bright and attractive.</p> <p>- “GREEN” is young and lacking experience.</p> <p>- “EAT” means to put food in your mouth, chew it and swallow it.</p> <p>- “DIRT” is unpleasant or harmful information about somebody that could be used to damage their reputation.</p>	<p>- “FRESH” connotes young.</p> <p>- “GREEN” connotes new beginning.</p> <p>- “EAT” connotes receive or doing something.</p> <p>- “DIRT” connotes difficult.</p>	<p>Levi’s Strauss & Co. makes an image even you are young and new beginning, you can still doing something difficult. It shows by standing on a moving chart. It is not easy to stand on it, but you can still stand on it with some tricks, like your hand hangs on the cart, or you can open your leg wide to control your balance.</p>
Company Logo	<p>LEVI’S <i>Roadwear</i> EXPLORE THE COLLECTION AT LEVIS.COM</p>	<p>The company logo in this advertisement is to inform that this advertisement is made by Levi’s Strauss & Co.</p>	<p>The company logo inside the advertisement connotes the originality, not copycat the others.</p>	<p>Levi’s Strauss & Co. put the company logo not only for informing the viewers about whose product that be advertised, but it shows how the company, in this case Levi’s Strauss & Co. shows the originality of everything inside the advertisement, not as a copycat of other brands as the company competitor.</p>

Typography	The headline using <i>OilBats</i> font.	<i>OilBats</i> font is one of Decorative font. It is Drawn with a STABILO-OHPen 842 universal writing instrument and was founded by Dibujado in 2003. (http://www.1001fonts.com/font_details.html?font_id=2296)	The font lettering used, connotes the informality.	The use of the font for the headline shows that informal way is the best way to introduce and promote <i>Roadwear</i> series to the public, and also the messages behind the advertisement are well delivered to the viewers.
Color	- The first boy: red plaid shirt with black line, blue jeans pant, black boots.	- “Red” means having the color of blood or fire. - “Black” means having the very darkest color. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day.	- “Red” connotes passion. - “Black” connotes elegance. - “Blue” connotes confidence.	- The cloths that worn by the first boy shows the passion of the boys, and combine with elegance and confidence as being himself.
	- The second boy: blue-jeans shirt, blue-jeans pant, black boots and black-fabric bracelets.	- “Blue” means having the color of a clear sky or the sea/ocean on a clear day. - “Black” means having the very darkest color.	- “Blue” connotes confidence. - “Black” connotes elegance.	- The second boy is described as an elegance and confidence boy.
	- The girl: cream shirt, blue-faded jeans pant and black boots.	- “Cream” means a pale yellowish-white color. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day. - “Black” means having the very darkest color.	- “Cream” connotes calm. - “Blue” connotes confidence. - “Black” connotes elegance.	- The color of the shirt creates an image calm of the girl, and the combination of blue and black show that the girl is elegance and confidence.
	- Headline: white color.	- “White” means having the color of fresh snow or	- “White” connotes purity.	- Headline uses the white lettering that emphasizes the originality of <i>Roadwear</i>

		milk.		series' headline as the convention of color symbolism in general culture stated that white connotes purity.
	- Company logo: red color.	- "Red" means having the color of blood or fire.	- "Red" connotes passion.	- The red color in company logo creates an image of great passion of Levi's Strauss & Co.
	- The asphalt: grey color.	- "Grey" means having the color of ashes or smoke.	- "Grey" connotes futuristic.	- The color of asphalt makes an image of a futuristic or modern advertisement.
	- The cart: red color.	- "Red" means having the color of blood or fire.	- "Red" connotes aggression.	- With color of red, the cart as a symbol of freedom is connoted as an aggressive freedom.
	- The rope: brown color.	- "Brown" means having the color of earth or coffee.	- "Brown" connotes dependability.	- The color of the rope implies that everyone can not stand alone to do something, they need others to help and finish it.
	- The trees: green color	- "Green" means having the color of grass or the leaves of most plants and trees.	- "Green" connotes new beginning.	- The color of trees emphasizes the image of youth spirit as new beginning.
	- The sky: white color.	- "White" means having the color of fresh snow or milk.	- "White" connotes purity.	- The white color in sky creates an image of pure freedom. Freedom without intervenes from the others, pure from their heart.

*Source for the meaning in denotative level is taken from Oxford Advanced Learners Dictionary (2003).

4. Fourth Advertisement

Parts of Advertisement	Signifier	The Meaning in Denotative Level (Signifier)	The Meaning in Connotative Level	Interpretations
Visual / Image	- There are three models: two	- "Brunette" is known for	- A blond-girl is perceived as a girl who has no	- According to convention of stereotype of hair color in Western culture, a

	<p>boys and a girl. A boy black-short hair, a boy brunette-long hair and a girl brunette-long hair.</p>	<p>people who have brown-hair, and it is the opposite of blonde.</p> <p>- “Long hair” is measuring or covering a great length or distance, or a greater length or distance than usual of fine threads growing especially on the head.</p> <p>- “Short hair” is measuring or covering a small length or distance, or a smaller length or distance than usual of fine threads growing especially on the head.</p>	<p>intelligence, otherwise, the brunette is considered cleverer than the blonde.</p> <p>- “Long hair” connotes freedom or anti-mainstream.</p> <p>- “Short hair” connotes a gentleman.</p>	<p>blond-girl is perceived as a girl who has no intelligence. Otherwise, the brunette is considered cleverer than the blonde. By this advertisement, Levi’s & Co. tries to show to the viewers that only a clever one who can feel the taste of this series, in this advertisement taste of travelling.</p> <p>- For girls, long hair is a common condition that every people have seen today, but for boys, it is associated with freedom or anti-mainstream. For applying job or studying in school, the boys should obey the rules and follow the mainstream, short hair, for those cases. But, by this advertisement, it against all the disciplines and the mainstream of a hair for boys.</p> <p>- For boys, a short hair connotes a gentleman. It creates an image of mature. That is why some of our leaders have short hair, and in this advertisement, the front man or the leader has the short hair.</p>
	<p>- The first boy is wearing t-shirt, jeans pant which rolling to his calves, a pair of boots and fabric bracelet on his left wrist. He is jumping while his right hand holding firework and his left hand with all the</p>	<p>- “T-shirt” is an informal shirt with short sleeves and no buttons, or just a few buttons at the top.</p> <p>- “Jeans” is trousers/pants made of strong cotton,</p>	<p>- “T-shirt” connotes with relax.</p> <p>- “Jeans” connotes freedom.</p>	<p>- According to the association of fashion items, T-shirt is an informal cloth. People wear it in their leisure time. With a light material, it supports the leisure time, especially for relaxing.</p> <p>- Jeans is a symbol of freedom, according to the convention of Western</p>

	<p>fingers are directed upwards while his face is directed downwards. The firework is put in front of his head, looks like his head is creating fire.</p>	<p>especially denim.</p> <ul style="list-style-type: none"> - “Boots” is a strong shoe that covers the foot and ankle and often the lower part of the leg. - “Fabric bracelet” is a piece of jewelry worn around the wrist or arm made by fabric. - “Jumping” means to move quickly off the ground or away from surface by pushing with legs and feet. - “Holding” means to have something in arms. - “Firework” is a small device containing powder that burns or explodes and produces bright colored lights and loud noises, used especially at celebrations. 	<ul style="list-style-type: none"> - “Boots” connotes hard-worker or rocker. - “Fabric bracelet” connotes artistic. - “Jumping” connotes effort. - “Holding” connotes having something in yours. - “Firework” connotes pride. 	<p>culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel free to move.</p> <ul style="list-style-type: none"> - Boots at the first time was worn by cowboy. It has strong material. That is why, it uses for hard work. Recently, musicians, especially rocker, wear this as their attribute. Then, it is associated with an image of rocker today. - Fabric bracelet is like a common bracelet. The different, fabric bracelet is handmade, because to connect one fabric to the other uses manual method. That is why it is associated with an image of artistic. - According to the convention of body language in general culture, with a great effort, we can reach our dream, that is what Levi’s Strauss & Co. wants to show to the viewers. - Holding here is associated with having something in yours that the others maybe do not have it. - Firework is associated with colorful and light, and the people who has it, can show everything about themselves through the colors and light.
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		<ul style="list-style-type: none"> - “Fingers directed upward” means the fingers pointing towards or facing a higher place. - “Face directed downward” means the fingers pointing towards the ground or facing the lower level. - “Creating fire” means to make the flames, light and heat. 	<ul style="list-style-type: none"> - “Fingers directed upward” connotes high ambitions - “Face directed downward” connotes humble. - “Creating fire” connotes against dark. 	<ul style="list-style-type: none"> - Levi’s Strauss & Co. shows to the viewers that even they have high ambition, they should be humble person to respect the others. - Levi’s Strauss & Co. implies that with light in our life, it will more easy to face all the problems.
	<ul style="list-style-type: none"> - The girl is wearing t-shirt, shirt, jeans pant, a pair of boots, silver bracelets on her left wrist, and ring on her point finger. She is sitting on car’s hood and holding a banjo while it is hanging on her body with the strap. 	<ul style="list-style-type: none"> - “T-shirt” is an informal shirt with short sleeves and no buttons, or just a few buttons at the top. - “Jeans” is trousers/pants made of strong cotton, especially denim. - “Boots” is a strong shoe that covers the foot and ankle and often the lower part of the leg. - “Silver bracelet” is a 	<ul style="list-style-type: none"> - “T-shirt” connotes with relax. - “Jeans” connotes freedom. - “Boots” connotes hard-worker or rocker. - “Silver bracelet” 	<ul style="list-style-type: none"> - According to the association of fashion items, T-shirt is an informal cloth. People wear it in their leisure time. With a light material, it supports the leisure time, especially for relaxing. - Jeans is a symbol of freedom, according to the convention of Western culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel free to move. - Boots at the first time was worn by cowboy. It has strong material. That is why, it uses for hard work. Recently, musicians, especially rocker, wear this as their attribute. Then, it is associated with an image of rocker today.

		<p>piece of jewelry worn around the wrist or arm which made by a greyish-white precious metal.</p> <p>- “Ring” is a piece of jewelry that wear on finger, consisting of circular band of gold, silver, etc.</p> <p>- “Sitting” means to rest weight on bottom with back upright.</p> <p>- “Holding” means to have something in arms.</p> <p>- “Banjo” is a musical instrument like a guitar, with a long neck, a round body and four or more strings.</p>	<p>connotes girly.</p> <p>- “Ring” connotes the resistance of mainstream, while common situations, the girls are who wear ring, not boys.</p> <p>- “Sitting” connotes passive activity.</p> <p>- “Holding” connotes having authority of him or herself.</p> <p>- “Banjo” connotes hillbilly.</p>	<p>- Silver bracelet and ring are girl stuffs. They are associated with an image of girly, like the mini-jeans skirt does.</p> <p>- In this advertisement, sitting position is associated as the passive activity of the girl to receive all the things in life, especially the entertainment in this advertisement.</p> <p>- Holding in here is associated with taking control of him or herself to do something that he or she wants or likes.</p> <p>- Banjo is a traditional musical instrument. Banjo is not an establishment things, it plays by hillbillies. It shows that Levi’s Strauss & Co. persuades the viewers to against the establishment or becomes anti-establishment.</p>
	<p>- The second boy is wearing jeans jacket, jeans pant. He is standing and holding fireworks on his hands which are opened wide. He is also looking to the boy with serious expression.</p>	<p>- “Jeans-jacket” is a jacket made of strong cotton, especially denim.</p> <p>- “Jeans” is trousers/pants made of strong cotton, especially denim.</p>	<p>- “Jeans-jacket” connotes freedom.</p> <p>- “Jeans” connotes freedom.</p>	<p>- Like the image which creates by jeans pant, jacket-jeans also connotes freedom.</p> <p>- Jeans is a symbol of freedom, according to the convention of Western culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of</p>

		<ul style="list-style-type: none"> - “Standing” means to be on feet. - “Holding” means to have something in arms. - “Firework” is a small device containing powder that burns or explodes and produces bright colored lights and loud noises, used especially at celebrations. - “Hands opened wide” means the hands spreads out or unfold could be both to left and to right side or only one side. - “Serious expression” is an expression of focus on something, and it is added by the sharp gaze. 	<ul style="list-style-type: none"> - “Standing” connotes the positive and optimistic thoughts. - “Holding” connotes having something in yours. - “Firework” connotes pride. - “Hands opened wide” connotes that ready to receive everything, especially the new one. - “Serious expression” connotes firmness, strength and confidence. 	<p>jeans itself. The material supports the people who wear it can easy and feel free to move.</p> <ul style="list-style-type: none"> - According to the convention of body language in general culture, with standing position, Levi’s Strauss & Co. tries to persuade the viewers that they should have positive mind and always be an optimist person. - Holding here is associated with having something in yours that the others maybe do not have it. - Firework is associated with colorful and light, and the people who has it, can show everything about themselves through the colors and light. - According to the convention fo body language in general culture, the model in this advertisement emphasizes the youth spirit who always eager to get new experiences. - According to convention of body language in general culture, the facial expression and sharp gaze reflect the firmness, strength and confidence.
	<ul style="list-style-type: none"> - The place: in a camp place with campfire. There also have a car, a suitcase and rocks. - The time: at the night. 	<ul style="list-style-type: none"> - “Camp” is a place where young people go on holiday/vacation and take part in various activities or a particular activity. - “Campfire” is an outdoor 	<ul style="list-style-type: none"> - “Camp” connotes having fun together. - “Campfire” connotes 	<ul style="list-style-type: none"> - Camp is associated with togetherness doing some fun. The people actually have the same taste, so they will enjoy their camp activity. - Campfire is associated with energy.

		<p>fire made by people who are sleeping outside or living in a tent.</p> <p>- “Car” is a road vehicle with an engine and four wheels that can carry a small number of passengers.</p> <p>- “Suitcase” is a case with flat sides and a handle, used for carrying clothes.</p> <p>- “Rock” is the hard solid material that forms part of the surface of the earth and some other planets.</p>	<p>energy.</p> <p>- “Car” connotes freedom.</p> <p>- “Suitcase” connotes ready to make a move.</p> <p>- “Rock” connoted as the strong desire and passion.</p>	<p>Levi’s Strauss & Co. emphasizes that with the energy, we can reach everything what we want in our life, especially our ambition. And, this relates with the youth spirit.</p> <p>- According to convention of symbolism in Western culture, car signifies freedom. It is related with the meaning of the headline.</p> <p>- Suitcase is portable equipment that able to accommodate cloths and other supplies, and in this advertisement, Levi’s Strauss & Co. describes suitcase as a preparation for movement.</p> <p>- Rock inside this advertisement is associated with strong desire and passion. It sends message to the viewers that if you have a desire and passion, believe that you can make it true, because with a good will, everything can be realized.</p>
Headline	<i>I AM STRONG ENOUGH IN WEATHER ANY STORM BRING ON THE GREAT UNKNOWN</i>	<p>- “STRONG” is having a lot of physical power so that you can lift heavy weights, do hard physical work, etc.</p> <p>- “WEATHER” is the condition of the atmosphere at a particular place and time, such as the temperature, if there is</p>	<p>- “STRONG” connotes well-prepared.</p> <p>- “WEATHER” connotes going through.</p>	<p>- In this headline, Levi’s Strauss & Co. delivers a message to the viewers that if they are well prepared for something bad, and they can pass it through, it will be a big experience in their life. It means, a bad thing not always be bad, it can be a good one for the future, especially as a reminder to not do the same like in the past.</p>

		<p>wind, rain, sun, etc.</p> <ul style="list-style-type: none"> - “STORM” is very bad weather with strong winds and rain, and often thunder and lightning. - “BRING ON” means to make something happen. - “GREAT” is very large, much bigger than average in size or quantity. - “UNKNOWN” is not known or identified. 	<ul style="list-style-type: none"> - “STORM” connotes bad things. - “BRING ON” connotes producing or creating. - “GREAT” connotes big. - “UNKNOWN” connotes experiences. 	
Company Logo	<p>LEVI’S <i>Roadwear</i> EXPLORE THE COLLECTION AT LEVIS.COM</p>	<p>The company logo in this advertisement is to inform that this advertisement is made by Levi’s Strauss & Co.</p>	<p>The company logo inside the advertisement connotes the originality, not copycat the others.</p>	<p>Levi’s Strauss & Co. put the company logo not only for informing the viewers about whose product that be advertised, but it shows how the company, in this case Levi’s Strauss & Co. shows the originality of everything inside the advertisement, not as a copycat of other brands as the company competitor.</p>
Typography	<p>The headline using <i>OilBats</i> font.</p>	<p><i>OilBats</i> font is one of Decorative font. It is Drawn with a STABILO-OHPen 842 universal writing instrument and was founded by Dibujado in 2003. (http://www.1001fonts.com/font_</p>	<p>The font lettering used, connotes the informality.</p>	<p>The use of the font for the headline shows that informal way is the best way to introduce and promote <i>Roadwear</i> series to the public, and also the messages behind the advertisement are well delivered to the viewers.</p>

		details.html?font_id=2296)		
Color	- The first boy: white t-shirt, blue-faded jeans pant, black boots and black fabric bracelet.	- “White” means having the color of fresh snow or milk. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day. - “Black” means having the very darkest color.	- “White” connotes innocent. - “Blue” connotes confidence. - “Black” connotes elegance.	- The first boy’s image is innocent, confidence being himself and he also looks elegance with all the colors of his cloths.
	- The girl: white t-shirt, black shirt and blue-faded jeans pant.	- “White” means having the color of fresh snow or milk. - “Black” means having the very darkest color. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day.	- “White” connotes innocent. - “Black” connotes elegance. - “Blue” connotes confidence.	- For the girl, Levi’s Strauss & Co. shows that even she knowledge about life is not good enough, but she is confidence about herself, and also she looks elegance.
	- The second boy: blue faded-jacket jeans, black jeans pant and black boots.	- “Blue” means having the color of a clear sky or the sea/ocean on a clear day. - “Black” means having the very darkest color.	- “Blue” connotes confidence. - “Black” connotes elegance.	- The second boy’s image are confidence and elegance. It is showed by the colors of blue and black for his cloths.
	- Headline: white color.	- “White” means having the color of fresh snow or milk.	- “White” connotes purity.	- Headline uses the white lettering that emphasizes the originality of <i>Roadwear</i> series’ headline as the convention of color symbolism in general culture stated that white connotes purity.
	- Company logo: red color.	- “Red” means having the color of blood or fire.	- “Red” connotes passion.	- The red color in company logo creates an image of great passion of Levi’s Strauss & Co.
	- Banjo: white color in the body, and brown color for the rest.	- “White” means having the color of fresh snow or milk.	- “White” connotes virtue. - “Brown” connotes	- With the colors of the Banjo and its strap, Levi’s Strauss & Co. shows that Banjo is a good medium to conduct

	- Banjo strap: red and blue colors.	- “Brown” means having the color of earth or coffee. - “Red” means having the color of blood or fire. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day.	dependability. - “Red” connotes passion. - “Blue” connotes confidence.	passion. Beside that, Banjo can not play by itself, it needs someone to play it, and play with confidence so the enjoyment will be reached.
	- The car: white color.	- “White” means having the color of fresh snow or milk.	- “White” connotes virtue.	- The color of the car shows that it is a good vehicle to get freedom.
	- The rocks: grey color.	- “Grey” means having the color of ashes or smoke.	- “Grey” connotes futuristic.	- The color of rock makes an image of a futuristic or modern advertisement.
	- The sky: black color.	- “Black” means having the very darkest color.	- “Black” in this advertisement brings focus to the activities of the models, as the main objects of the advertisement.	- The color of the sky brings a focus the advertisement, the models, their activities and everything around them.

*Source for the meaning in denotative level is taken from Oxford Advanced Learners Dictionary (2003).

5. Fifth Advertisement

Parts of Advertisement	Signifier	The Meaning in Denotative Level (Signifier)	The Meaning in Connotative Level	Interpretations
Visual / Image	- There are three models: two boys and a girl. A boy black-short hair, a boy brunette-long hair and a girl brunette-long hair.	- “Brunette” is known for people who have brown-hair, and it is the opposite of blonde.	- A blond-girl is perceived as a girl who has no intelligence, otherwise, the brunette is considered cleverer than the blonde.	- According to convention of stereotype of hair color in Western culture, a blond-girl is perceived as a girl who has no intelligence. Otherwise, the brunette is considered cleverer than the blonde. By this advertisement, Levi’s & Co. tries to show to the viewers that

		<p>- “Long hair” is measuring or covering a great length or distance, or a greater length or distance than usual of fine threads growing especially on the head.</p> <p>- “Short hair” is measuring or covering a small length or distance, or a smaller length or distance than usual of fine threads growing especially on the head.</p>	<p>- “Long hair” connotes freedom or anti-mainstream.</p> <p>-“Short hair” connotes a gentleman.</p>	<p>only a clever one who can feel the taste of this series, in this advertisement taste of travelling.</p> <p>- For girls, long hair is a common condition that every people have seen today, but for boys, it associated with freedom or anti-mainstream. For applying job or studying in school, the boys should obey the rules and follow the mainstream, short hair, for those cases. But, by this advertisement, it against all the disciplines and the mainstream of a hair for boys.</p> <p>- For boys, a short hair connotes a gentleman. It creates an image of mature. That is why some of our leaders have short hair, and in this advertisement, the front man or the leader has the short hair.</p>
	<p>- The first boy is wearing t-shirt, faded-jeans jacket, faded-jeans pant, a pair of boots, fedora and eyeglasses. He is holding a microphone in his left hand and his right hand holding a guitar that hanging on his body by its strap, screaming and jumping, looks like a vocalist.</p>	<p>- “T-shirt” is an informal shirt with short sleeves and no buttons, or just a few buttons at the top.</p> <p>- “Faded-jeans jacket” is a jacket made of strong cotton, especially denim, and the color becomes paler or less bright as an impact of washing.</p> <p>- “Faded-jeans” is trousers/pants made of</p>	<p>- “T-shirt” connotes with relax.</p> <p>- “Faded-jeans jacket” connotes freedom and hard-worker, like jeans pant does.</p> <p>- “Faded-jeans” connotes freedom.</p>	<p>- According to the association of fashion items, T-shirt is an informal cloth. People wear it in their leisure time. With a light material, it supports the leisure time, especially for relaxing.</p> <p>- Faded-jeans jacket has same case of faded-jeans pant. Both of them are associated with the unusual cloth in society, because they look so dirty.</p> <p>- Different from the common jeans, faded-jeans not only associated with</p>

		<p>strong cotton, especially denim, and the color becomes paler or less bright as an impact of washing.</p> <p>- “Boots” is a strong shoe that covers the foot and ankle and often the lower part of the leg.</p> <p>- “Fedora” is a low soft hat with a curled.</p> <p>- “Eyeglasses” is lens for eyes used to help see more clearly.</p> <p>- “Microphone” is a device that is used for making voice louder when speaking or singing to an audience.</p> <p>- “Guitar” is a musical instrument that usually has</p>	<p>- “Boots” connotes hard-worker or rockers.</p> <p>- “Fedora” connotes cool image.</p> <p>- “Eyeglasses” connotes nerd.</p> <p>- “Microphone” connotes power and authority.</p> <p>- “Guitar” connotes rock music, especially electric</p>	<p>the freedom, it is also associated with the hard-worker for the people, because of rough activities or working hard, the first color of the jeans is faded.</p> <p>- Boots at the first time was worn by cowboy. It has strong material. That is why, it uses for hard work. Recently, musicians, especially rocker, wear this as their attribute. Then, it is associated with an image of rocker today.</p> <p>- A boy looks cool while he wears fedora. This image was created in Western culture. Michael Jackson is one the people who created cool image for fedora’s wearer. Good dancer and singer on a stage with cool appearance, especially his fedora.</p> <p>- According to the convention of fashion in general culture, the image of eyeglasses is nerd, but with this advertisement, Levi’s Strauss & Co. tries to break that stigma by showing eyeglasses still look cool and stylish for the vocalist.</p> <p>- By using microphone, someone who uses it has a power and authority and authority over audiences/ followers that are willing to listen on the receiving end. A microphone gives credibility to that person.</p> <p>- Guitar is always associated with rock music, especially electric guitar. Rock</p>
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		<p>six strings, that you play with your fingers or a pick.</p> <p>- “Screaming” means to give loud, high cry, because hurt, frightened, excited, etc.</p> <p>- “Jumping” means to move quickly off the ground or away from surface by pushing yourself with legs and feet.</p> <p>- “Vocalist” is a singer, especially in a band.</p>	<p>guitar.</p> <p>- “Screaming” connotes with saying a deepest expression in heart</p> <p>- “Jumping” connotes an effort to reach something high.</p> <p>- “Vocalist” connotes front man or the leader.</p>	<p>music, at the first time, is a medium for the people who against conformism. It is happened when Bob Dylan and Elvis Presley found it in the middle of 1950’s (http://www.scaruffi.com/history/cpt1.html).</p> <p>- According to the convention of body language in general culture, the boy scream shows the expression of the boy. He enjoys his activity and the circumstances, where the crowds are so loud and fantastic.</p> <p>- Levi’s Strauss & Co. shows that to reach something high, especially dream and ambition, we should make an effort to make it happen.</p> <p>- Every group should have a leader, in this advertisement, Levi’s Strauss & Co. puts the vocalist as the leader and the main object.</p>
	<p>- The second boy is wearing t-shirt with LEVIS logo in front of it, jeans pant and necklace. He is standing behind the drum-set, holding drum-stick in his right hand and looking to the crowd with serious expression. He also has tattoos on his left arm and right wrist.</p>	<p>- “T-shirt” is an informal shirt with short sleeves and no buttons, or just a few buttons at the top.</p> <p>- “Jeans” is trousers/pants made of strong cotton, especially denim.</p>	<p>- “T-shirt” connotes with relax.</p> <p>- “Jeans” connotes freedom.</p>	<p>- According to the association of fashion items, T-shirt is an informal cloth. People wear it in their leisure time. With a light material, it supports the leisure time, especially for relaxing.</p> <p>- Jeans is a symbol of freedom, according to the convention of Western culture. Freedom in this case not only for freedom from the norms of conventional society, the symbol of jeans before, but also the material of jeans itself. The material supports the people who wear it can easy and feel</p>

		<ul style="list-style-type: none"> - “Necklace” is a piece of jewelry consisting of chain, string of beads, etc. worn around the neck. - “Standing” means to be on feet. - “Drum-set” is a set of musical instrument made of a hollow round frame with plastic or skin stretched tightly across one or both ends, play with by hitting it with sticks or hands. - “Drum-stick” is a stick uses for playing a drum. - “Serious expression” is an expression of focus on something, and it is added by the sharp gaze. - “Tattoos” is a picture or design that is marked permanently on a person’s skin by making small holes in skin with a needle and filling them with colored 	<ul style="list-style-type: none"> - “Necklace” connotes the relationship. - “Standing” connotes the positive and optimistic thoughts. - “Drum-set” connotes dynamism. - “Drum-stick” connotes control. - “Serious expression” connotes firmness, strength and confidence. - “Tattoo” connotes with marking or branding body. 	<ul style="list-style-type: none"> free to move. - Levi’s Strauss & Co. wants to prove that with a good relationship with friends, life will be beautiful. - According to the convention of body language in general culture, with standing position, Levi’s Strauss & Co. tries to persuade the viewers that they should have positive mind and always be an optimist person. - Drum is always associated with energetic, forceful, enthusiasm and also having a lot of ideas. In this advertisement, Levi’s Strauss & Co. shows the spirit of young people, according that they tagline of the series. - With a good control, energy, power, enthusiast and a lot of ideas will be very useful for the people who has them all. - According to convention of body language in general culture, the facial expression and sharp gaze reflect the firmness, strength and confidence. - As cited by Cirlot, people do marking or branding body because they wish to express their own individuality (1971: 32).
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	<p>- The girl is wearing plaid shirt, faded-jeans pant, fabric bracelet on her right wrist and silver ring on her ring finger. She is holding keyboard which is hanging on her body by its strap.</p>	<p>ink.</p> <p>- “Plaid shirt” is a shirt which has a pattern of lines and squares of different colors and widths.</p> <p>- “Faded-jeans” is trousers/pants made of strong cotton, especially denim, and the color becomes paler or less bright as an impact of washing.</p> <p>- “Fabric bracelet” is a piece of jewelry worn around the wrist or arm made by fabric.</p> <p>- “Ring” is a piece of jewelry that wear on finger, consisting of circular band of gold, silver, etc.</p> <p>- “Keyboard” is an electronic musical instrument that has keys like a piano and can be made to play in different styles or to sound like different instruments.</p>	<p>- “Plaid shirt” connotes tomboy girl, because plaid shirt usually wears by boys, and it connotes masculine flamboyance.</p> <p>- “Faded-jeans” connotes freedom.</p> <p>- “Fabric Bracelet” connotes artistic.</p> <p>- “Ring” connotes the resistance of mainstream, while common situation, the girls are who wear ring, not boys.</p> <p>- “Keyboard” connotes flexibility.</p>	<p>- At the first time, plaid shirt was worn by boys, but the time goes by, the girls wear it, and according to the convention of fashion in Western culture, it shows that Levi’s Strauss & Co. tries to breakdown the gender roles.</p> <p>- Different from the common jeans, faded-jeans not only connotes the freedom, it also connotes the hard-worker for the people, because of rough activities or working hard, the first color of the jeans is faded.</p> <p>- Fabric bracelet is like a common bracelet. The different, fabric bracelet is handmade, because to connect one fabric to the other uses manual method. That is why it builds an image of artistic.</p> <p>- Ring in this advertisement is girl stuff. It is associated with an image of girly, like the silver bracelet and mini-jeans skirt do.</p> <p>- Because of keyboard can imitate another instrument, it is associated with flexibility. Levi’s Strauss & Co. tries to show that the series can do like the keyboard. It can follow the wearers to do everything they do.</p>
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	<p>- The place: in a mini stage, like a mini concert. There also have the crowds, the amplifiers, the drum-set, microphone stand, backdrop with the logo of “Mermonkey” band and surrounded by lamps.</p> <p>- The time: at the night.</p>	<p>- “Stage” is a raised area.</p> <p>- “Concert” is a public performance of music.</p> <p>- “Crowds” is a large number of people gathered together in a public place.</p> <p>- “Amplifiers” is an electrical device or piece of equipment that makes sounds or radio signals louder.</p> <p>- “Microphone stand” is a piece of equipment that uses for holding a microphone.</p> <p>- “Backdrop” is a painted piece of fabric that is hung behind the stage.</p>	<p>- “Stage” connotes a miniature of a world.</p> <p>- “Concert” connotes community gathering.</p> <p>- “Crowds” connotes followers.</p> <p>- “Amplifiers” connotes spreading the messages.</p> <p>- “Microphone stand” connotes support.</p> <p>- “Backdrop” connotes the ideology of the show.</p>	<p>- Stage is always associated with a world, especially in drama. In music stage, it also associated with world, where the members of the band act with their own expressions like they live in their own world, and the audiences can not against them, just accepting what they do.</p> <p>- The people who wants to come to the concert who the people who has the same taste of music, it means, there will be a gathering of the homogeneous group or society.</p> <p>- Without any followers, there will be no group, society or community.</p> <p>- In music, amplifiers use as the tools to spread the music and the messages of it. In this advertisement, the rock music has a message of freedom, and amplifiers become the tools to spread the freedom of rock music.</p> <p>- Microphone can not stand alone, it needs hands or the microphone stand. In this advertisement, to take a power and authority, as the symbol of microphone, the people need support, especially from the others.</p> <p>- In this advertisement, the connotation of the backdrop is to emphasize the ideology of Mermonkey band, the ideology of rock music, anti-conformism.</p>
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		<p>- “Mermonkey” is a rock band which sponsored and supported by Levis Roadwear series as the main part of the campaign of this series. (http://popsop.com/42601/)</p>	<p>- “Mermonkey” connotes band of anti-conformism.</p>	<p>- At the first time, Rock music is a medium for the people who against conformism. It is happened when Bob Dylan and Elvis Presley found it in the middle of 1950’s.</p>
Headline	<p><i>I AM 500 MILES SOUTH OF NORMAL AND I AM NOT TURNING BACK</i></p>	<p>- “MILES” is a unit for measuring distance equal to 1 609 meters or 1 760 yards.</p> <p>- “SOUTH” is the direction that is on your right when you watch the sun rise, one of the four main points of compass.</p> <p>- “NORMAL” is the usual or average state, level or standard.</p> <p>- “TURNING BACK” is to return the way you have come.</p>	<p>- “MILES” connotes already doing something.</p> <p>- “SOUTH” connotes against something, while the north follow or agree with something.</p> <p>- “NORMAL” connotes ordinary or mainstream.</p> <p>- “TURNING BACK” connotes never stop.</p>	<p>With the headline, Levi’s Strauss & Co. tries to persuade the viewers that if they do something which against the mainstream, do it seriously and never stop until reaching the final step of it. Like, when making a band, in this advertisement, rock band, do it seriously, making a song, an album, and never stop doing it before get a show on a stage in front of the crowds or the fans.</p>
Company Logo	<p>LEVI’S <i>Roadwear</i> <i>EXPLORE THE COLLECTION AT LEVIS.COM</i></p>	<p>The company logo in this advertisement is to inform that this advertisement is made by Levi’s Strauss & Co.</p>	<p>The company logo inside the advertisement connotes the originality, not copycat the others.</p>	<p>Levi’s Strauss & Co. put the company logo not only for informing the viewers about whose product that be advertised, but it shows how the company, in this case Levi’s Strauss & Co. shows the originality of everything inside the advertisement, not as a copycat of other brands as the company competitor.</p>

Typography	The headline using <i>OilBats</i> font.	<i>OilBats</i> font is one of Decorative font. It is Drawn with a STABILO-OHPen 842 universal writing instrument and was founded by Dibujado in 2003. (http://www.1001fonts.com/font_details.html?font_id=2296)	The font lettering used, connotes informality.	The use of the font for the headline shows that informal way is the best way to introduce and promote <i>Roadwear</i> series to the public, and also the messages behind the advertisement are well delivered to the viewers.
Color	- The first boy: black fedora, black-frame eyeglasses, white t-shirt, blue-faded jeans jacket, blue-faded jeans pant and black boots.	- “Black” means having the very darkest color. - “White” means having the color of fresh snow or milk. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day.	- “Black” color connotes elegance. - “White” connotes innocent. - “Blue” connotes confidence.	- The color of the cloths of the first boy shows that he is an elegance boy, and he is confidence being himself as a young man.
	- The second boy: grey t-shirt with LEVIS logo in red color and blue-jeans pant.	- “Grey” means having the color of ashes or smoke. - “Red” means having the color of blood or fire. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day.	- “Grey” connotes stylish. - “Red” connotes passion. - “Blue” connotes confidence.	- The second boy, the drummer, is imaged by Levi’s Strauss & Co. as a stylish boy and also he is confidence being himself.
	- The girl: white plaid shirt with blue line, blue-faded jeans pant, and black fabric bracelet.	- “White” means having the color of fresh snow or milk. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day. - “Black” means having the very darkest color.	- “White” connotes innocent. - “Blue” connotes confidence. - “Black” color connotes elegance.	- The girl’s image is created that she is innocent and confidence about herself, and also she looks elegance with the combination of the colors of her cloths.

- The microphone stand: black color.	- “Black” means having the very darkest color.	- “Black” color connotes elegance.	- The microphone stand emphasizes the elegance side of the vocalist.
- The guitar: white color. - The guitar strap: black color.	- “White” means having the color of fresh snow or milk. - “Black” means having the very darkest color.	- “White” connotes virtue. - “Black” color connotes evil.	- With colors black and white, the guitar looks so great, the combination of good and evil.
- The keyboard: white color. - The keyboard strap: black in the edge and red color in the middle.	- “White” means having the color of fresh snow or milk. - “Black” means having the very darkest color. - “Red” means having the color of blood or fire.	- “White” connotes purity. - “Black” color connotes elegance. - “Red” connotes passion.	- The combination of the colors of keyboard and its strap show the great passion and pure intention to entertain and show the elegance of the stuff, the keyboard.
- The amplifiers: black color. - The drum-set: black color. - The logo band: black color.	- “Black” means having the very darkest color.	- “Black” color connotes elegance.	- The color of the amplifiers, drum-set and logo band create an image of elegance advertisement, and also it shows the image of the <i>Roadwear</i> series.
- The backdrop: white color	- “White” means having the color of fresh snow or milk.	- “White” connotes purity.	- The white color of the backdrop implies the purpose of the concert. It is pure to entertain the crowds.
- The lamps: red, blue, green and yellow colors.	- “Red” means having the color of blood or fire. - “Blue” means having the color of a clear sky or the sea/ocean on a clear day. - “Green” means having the color of grass or the leaves of most plants and trees - “Yellow” means having the color of lemons or	- “Red” connotes passion. - “Blue” connotes confidence. - “Green” connotes new beginning. - “Yellow” connotes happiness.	- With the colors of the lamps, Levi’s Strauss & Co. builds an image of great passion, being confidence, happiness and new beginning as the symbols of <i>Roadwear</i> series.

		butter.		
	- Headline: white color.	- “White” means having the color of fresh snow or milk.	- “White” connotes purity.	- Headline uses the white lettering that emphasizes the originality of <i>Roadwear</i> series’ headline as the convention of color symbolism in general culture stated that white connotes purity.
	- Company logo: red color.	- “Red” means having the color of blood or fire.	- “Red” connotes passion.	- The red color in company logo creates an image of great passion of Levi’s Strauss & Co.
	- The sky: black color.	- “Black” means having the very darkest color.	- “Black” color in this advertisement brings focus to the stage and the models, as the main objects of the advertisement.	- The color of the sky brings a focus the stage, the models and their activities.

*Source for the meaning in denotative level is taken from Oxford Advanced Learners Dictionary (2003).