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Telah berhasil dipertahankan di hadapan Dewan Penguji, dan diterima sebagai persyaratan yang diperlukan untuk memperoleh gelar Sarjana pada Fakultas Bahasan Seni Universitas Negeri Jakarta.

Pembimbing

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ABSTRAK

Indah Aminy Zahra Namsa. 2012. **Makna Iklan Fedex di Majalah Time**. Skripsi: Jakarta, Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Dalam studinya, penulis menggunakan teori Semiotika yang diusulkan oleh Roland Barthes. Barthes menyatakan bahwa Semiotika adalah studi mengenai proses signifikasi. Penulis menggunakan dua belas iklan FedEx di majalah *Time* pada tahun yang berbeda-beda untuk dianalisis dengan menggunakan semiotika. Studi ini menggunakan metode analisis deksripsi melalui gambar, teks dan warna iklan fedex yang terdapat dalam majalah *Time*. Hasil studi menunjukkan bahwa Fedex merupakan perusahaan yang bergensi yang ditampilkan melalui warna putih, FedEx merupakan perusahaan pengiriman barang yang mendapatkan pengakuan dari pelanggannya yang disimbolkan pada warna ungu. Perusahaan FedEx merupakan salah satu perusahaan pengiriman barang terbaik dunia yang ditampilkan melalui warna hitam. Slogan '*we live to deliver*' bermakna bahwa perusahaan FedEx ada untuk melayani pelanggannya dalam jasa pengiriman barang. Slogan tersebut ditulis tanpa jarak yang memiliki makna bahwa barang yang dikirim dengan menggunakan jasa FedEx sampai dengan cepat. FedEx juga mengirim semua jenis paket pengiriman yang disimbolkan pada teks '*whatever it takes*'. '*FedEx Express*' memiliki makna bahwa perusahaan FedEx bekerja dengan cepat dalam melakukan pengiriman barang. Selain itu, FedEx memberikan pelayanan setiap saat dalam pengiriman barang yang disimbolkan pada warna oranye. Fedex juga menyediakan jasa pengiriman melalui jalur darat dan laut. Pengiriman melalui darat ditampilkan dengan gambar mobil yang terdapat dalam iklan. Gambar mobil juga mencerminkan bahwa pelanggan dapat melakukan pengiriman kapan pun. Pengiriman melalui jalur laut ditampilkan melalui gambar perahu. Warna hijau pada iklan juga menyimbolkan jasa pengiriman melalui darat. FedEx mengirim barang dengan cepat yang ditampilkan melalui gambar seorang lelaki yang lompat di tengah keramaian dan juga tim FedEx yang mengayuh perahu secara bersamaan. Karyawan FedEx adalah lelaki yang mencerminkan kuat membawa barang untuk dikirim ke pelanggannya. Hal ini ditunjukkan pada gambar lelaki yang ada di iklan. Tim FedEx berjuang menjaga paket pengiriman agar sampai ke pelanggannya yang ditampilkan melalui gambar naga pada iklan pengiriman melalui laut. FedEx mampu mengirim semua jenis paket untuk dikirim ke pelanggannya yang ditampilkan melalui gambar tangan yang menyimbolkan kekuatan. Pelanggan dapat mempercayai FedEx untuk mengirim paket mereka yang ditampilkan melalui warna biru.

Kata Kunci: semiotik, fedex, iklan, majalah *Time*

ABSTRACT

Indah Aminy Zahra Namsa. 2012. Meanings of Fedex Advertisements in Time Magazines.
Skripsi: Jakarta, English Department, Faculty of Language and Arts, State University of Jakarta.

In this study, the writer uses semiotics proposed by Roland Barthes. Barthes argued that semiotics is the study of process of signification. The writer uses 12 Fedex advertisements in *Time* magazines taken from different years to be analyzed by using semiotics. This study is using descriptive analytical method through pictures, texts and colors of fedex advertisements in *Time* magazines to find out the meanings. The result of the study shows that FedEx is a prestigious company which is symbolized by the use of white color, FedEx is a delivery service company who got recognition from their customers which is symbolized by the use of purple color. FedEx company is one of the best delivery service companies in the world which is shown by the use of black color. The slogan 'we live to deliver' means that FedEx company was built to service their customer in delivering packages. The slogan is written with no space which means that the packages which is sent by using FedEx service arrive in fastest way. FedEx also delivers all kind of packages which is symbolized by the text of 'whatever it takes'. 'FedEx Express' means that FedEx company works with fast in doing their job that is delivering packages. Besides, FedEx gives services all day long in delivering packages which is symbolized by the use of orange color. FedEx also provide delivery services through ground and sea. Delivering via ground is symbolized by the image of a car in the advertising. The image of a car is also represents that the customers are freely to order their delivery packages. Delivering through sea is shown in the image of ship. The green color of the ad is also symbolized delivery on the ground. FedEx delivers packages fast which is shown in the image of a jump-man among the crowded dan FedEx team are also paddling the ship together. The FedEx team are the men which is symbolized strong enough to carry the packages to be delivered to the customers. It shows in the image of a man in the advertising. FedEx team make struggle to keep the packages safe to the customers which is shown by the image of a dragon in the advertising through sea. FedEx is able to take over all delivery packages to their customers which is shown by the image of hand which represents power. Customers can rely on FedEx to deliver their packages which is symbolized by the use of blue color.

Keywords: semiotics, fedex, advertising, *Time* magazines

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TABLE OF CONTENTS

LEMBAR PERNYATAAN.....	i
LEMBAR PERNYATAAN PUBLIKASI.....	ii
LEMBAR PENGESAHAN	iii
ABSTRAK.....	iv
ABSTRACT.....	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xi
LIST OF TABLES	xii
CHAPTER I	1
INTRODUCTION.....	1
1.1. Background of the Study.....	1
1.2. Research Question.....	4
1.3. Scope of the Study	4
1.4. Purpose of the Study	4
1.5. Significance of the Study	4
1.6. Theoretical Framework	4
CHAPTER II	6
LITERATURE REVIEW	6
2.1. Advertising	6
2.1.1. Parts of Advertising	6

2.1.2. Symbol in Advertising	8
2.2. Semiotic Theory	9
2.2.1. Theory of Color	10
2.3. Semiotics by Roland Barthes	11
2.3.1. Denotation Meaning	12
2.3.2. Connotation Meaning	13
2.5. FedEx Company Profile	15
2.5.1. History	15
2.5.2. Some of FedEx’s best-known ad campaigns	16
2.6. <i>Time</i> Magazine	17
CHAPTER III	19
RESEARCH METHODOLOGY	19
3.1. Approach of The Study	19
3.2. Source of the Data	19
3.3. Data Collecting Procedures	20
3.4. Data Analysis Techniques	20
CHAPTER IV	21
DISCUSSION AND FINDINGS	21
4.1 Fedex Ads join in APEC’s Summit	21
4.2 Is It Us Or Are These Contagious	24
4.3 FedEx : Whatever It Takes	27

4.4	FedEx : Asia. Whatever It Takes.....	31
4.5	FedEx : Europe. Whatever It Takes	34
4.6	FedEx: China? The FedEx Team Delivers	38
4.7	FedEx : China? The FedEx Team Delivers	42
4.8	China Theme; Xuzhou. Suzhou	44
4.9	FedEx Express in China	46
4.10	FedEx Team in China; Shanghai.....	49
4.11	FedEx Express : Markets Are Expanding. So Are The Way You Can Reach Them.	51
4.12.	FedEx : We've Put The World Inside The Box.....	55
 CHAPTER V		58
CONCLUSION AND SUGGESTION		58
5.1.	Conclusion	58
5.2.	Suggestion	65
 REFERENCES		66
APPENDIX		68

List of Figures

Fedex Ad join in APEC's Summit	21
Is It Us Or Are These Contagious	24
FedEx : Whatever It Takes	27
FedEx : Asia. Whatever It Takes.....	31
FedEx : Europe. Whatever It Takes	34
FedEx: China? The FedEx Team Delivers	39
FedEx : China? The FedEx Team Delivers	42
China Theme; Xuzhou. Suzhou	44
FedEx Express in China	47
FedEx Team in China; Shanghai.....	49
FedEx Express : Markets Are Expanding. So Are The Way You Can Reach Them.	51
FedEx : We've Put The World Inside The Box	55

List of Tables

Table 1 FedEx Ad Join in APEC Summit	68
Table 2 Is It Us or Are These Contagious	70
Table 3 FedEx; Whatever It Takes	71
Table 4 FedEx; Asia. Whatever It Takes	73
Table 5 FedEx; Europe. Whatever It Takes	76
Table 6 FedEx; China? FedEx Team Delivers	78
Table 7 FedEx; China? FedEx Team Delivers	80
Table 8 China Theme; Xuzhou. Suzhou	82
Table 9 FedEx Express in China	84
Table 10 FedEx Team in China; Shanghai	85
Table 11 FedEx Express; Markets are expanding. So are the way you can reach them	87
Table 12 FedEx: We've Put The World Inside The Box	89