

According to Hoed (2001,96) ad uses signification that comprises verbal and non verbal sign. In ad, Language is the verbal sign, and other components such as illustration, color, shape, etc are non verbal signs. Rayner (2001) explained that, recently ad shows more image or impression and association of a product than explaining important information about the product. It means that ad is not only promoted by words but also by image or impression of the product. it seems that image, picture, impression, color, illustration or shape are more useful in attracting the target.

From so many kinds of commercials, the writer uses Axe commercials as the topic of discussion. Axe is well known as man fragranced deodorant body spray that is owned by british/dutch company Unilever. This product was launched in France in 1983 by Unilever. Now, for more than 20 years later, Axe is already produced around the world, including Indonesia. The brand has also extended into other areas such as shower gels, aftershaves, and colognes, skin care, shampoo, and hairstyling products. Axe creates commercials that is close with a relation between man and woman. In every Axe commercials, it show that this product can create men confident to be loved by women.

The reason of choosing these commercials is because fragrance products often use image in describing the product than use words as the promotion tools in they commercials. Axe ad is an example of an ad that has not explaining the description about the smell or the composition of the product. It is because this kind of strategy cannot attract target to buy this kind of product effectively. The target understands the description and benefit of the product that is being promoted by seeing the image, the interpretation of the image is depend on individual it self.

In promoting a product, women and men image are often used to create an image of the product. This promoting strategy is used to create an impression of a product in ad. Axe commercials use relationship between man and woman as the strategy to attract their target (men) to buy the product. This strategy can be seen from Axe commercials both on printed and electronic commercials. In fact, this kind of strategy is really useful in promoting Axe, because it is in line with Axe aims to improve men confident to attract women. In order to analyse image on Axe commercials, the writer uses Axe TV commercials because non verbal sign will be seen on TV ad oftenly. Most of Axe TV commercials show a same pattern of plot where there is a man who looks like unconfident then uses Axe as his fragrance, then suddenly after using this product woman even women are attracted on him.

Axe commercials that are chosen for this research are TV version that has more duration than commercials on news paper or magazine, so it can be analyzed deeply. In this skripsi, there are four Axe commercials with different theme, and different duration; Axe Chocolate (58 second) , Axe TV Channel (31 second), Axe Pizza (62 second) , Axe Leather (41 second). In finding the process, the writer uses signification theory as the way to interpret each sign that is directed to show Swinging ideology on the commercials. Signs that are put on Axe TV commercials can be analysed by using Semiotics theory which uses sign as the object of the research.

Noth (1996) argued that ad is a research that derives from two different fields, economics and semiotics. In economics field, ad is a factor in a process of bartering things, and in semiotics field, ad is a factor in a process of bartering message. He also

added that ad is a sign of a product. This skripsi will use Semiotics theory that uses sign as the object of the observation. According to Merrel's essay cited in Cobley (2001:32), Semiotics is "the process of rendering signs meaningful". It means that semiotics can be used to find the meaning behind signs. Signs can be symbolized by text, color, picture, sound, movement. Semiotics model that will be used in this research is from Peirce, which has three important elements: Interpretant, Representament, and Object. The reason of choosing this semiotics model is because based on Sobur (2006, 97), Peirce theory is the ground theory in semiotics. Further, Sobur told that Peirce's idea in semiotics model is complete and has a structural description of all sign system.

I.2. Identification of the Problems

1. How do Axe TV Commercials persuade people to buy its product?
2. What are the meanings behind signs on Axe TV Commercials?
3. What is the meaning of Axe TV Commercials?

I.3. Problem Statement

The problem statement in this research is to find out what is the meaning of signs on Axe TV Commercials by using Peirce Semiotics Model.

I.4. Purpose of the study

This research is conducted to elaborate the meaning of signs on Axe TV Commercials by using Peirce Semiotics Model.

I.5. Scope of the Study

This research is focused on analyzing the deeper meaning of signs in order to analyse the Interpretation of Axe TV Commercials by using Peirce semiotics model.

I.6. Benefit of the Study

The result of this study is hoped to be useful for students of English Department who are attracted in doing Semiotics skripsi. This study is also hoped to open people's mind related to advertisement that uses swinging ideology as its strategy in persuading people to buy its product.