

2. *Know your product or service.* Inside and out. What is it? How is it made? What needs does it satisfy? How? What makes it better than the competition? Does it contain any special ingredients? Is it manufactured in an unusual way? Competent research should elicit dozens of such questions. Be sure to get specific answers to all of them.

3. *Know your competition.* What other products or services similar to yours are available? How are they made? What features are better or worse than those of your product? How? Why? Are they virtually the same, as are many cigarettes, beer, and gasoline? Your market and advertising research should explore their selling themes and performance claims.

3.2 Axe TV Commercials

Axe or Lynx is well known as man fragranced deodorant body spray that is owned by british/dutch company Unilever. Axe's lead product is a deodorant body spray. The brand also includes deodorant sticks, roll-ons, anti-perspirants, aftershaves and shower gels. This fragrant product has two different names, Axe and Lynx. Axe is well known in worldwide except Australia, New Zealand, Ireland, and the United Kingdom that calls this product as Lynx.

This product was launched in France in 1983 by Unilever, and now for more than 20 years later, Axe is already produced around the world, including Indonesia.

Based on survey in Unilever website, women also judge men by their physical appearance and their body fragrance. Axe is formulated by a special fragrance that is used to attract women. In

Indonesia, Axe accepted several good reputations including Cannes Lions. This product is also known as the most famous man grooming product in the world. It is also well known as a product that has creative commercials, and portrays various way that helped men to attract women.

Several Axe product are describe below:



Figure 2.1 Axe Product

There are four of Axe TV Commercials that are discussed in this skripsi: Axe Chocolate, Axe TV Channel, Axe Pizza and Axe Leather. The description of the story is described below:

1. Axe Chocolate

In this first axe TV advertisement, the theme of the ad is “Axe Chocolate” and has 58 seconds duration. The further image of the scenes can be found on Appendix 1. The story of the ad began from a man who was spraying Axe perfume into his body (figure 4.1.1), then suddenly he turned out to be a chocolate man (figure 4.1.2). When he was walking on the road, a woman smelled his perfume (figure4.1.3). Next, the man was cutting his chocolate nose (figure4.1.4) and gave it to women who were eating ice cream on the side of road (figure4.1.5). Another scene showed, the man was having a picnic day with a woman, then the woman was dabing a strawberry into his navel (figure4.1.6). Then the man was watching a movie on the cinema with two women and the woman were licking his ears (figure4.1.7). Next scene showed that the man was in a patient room, showing his hand placed on an open box (figure4.1.8), then a woman patient was laughed because of his act (figure4.1.9). Then the scene moved to a room where several woman were lifting they cup and waiting for a chocolate from the man (figure4.1.10), then the man was pouring a hot chocolate into women cup (figure4.1.11). On the next scene, the man was in a pub dancing with a woman (figure4.1.12). The setting moved to a bus, the man was standing inside the buss, then suddenly a woman back him was biting his chocolate bottom (figure4.1.13). Next, When he was walking in front of a fitness club, women aware attracted on him (figure4.1.14), then lots of women were standing up into the window and watching him (figure4.1.15). Suddenly, a woman on a car was pulling out his left hand (figure4.1.16), but he was just smiling and weaving his hand (figure4.1.18), then the ad ends with the

image of Axe perfume and the ad slogan “ As Irresistible As Chocolate, New Axe Dark Temptation ” (figure4.1.19).

2. Axe TV Channel

In the second Axe TV ad, the theme is “Axe TV” and has 31 seconds duration. The scenes of this Axe ad are can be seen in Appendix 2. The ad started when TV is turned on and played a scene about man and woman who are argueing about something (figure4.2.1). Then there was a man, walking on to his living room while spraying Axe perfume to his body (figure4.2.2). The woman on the movie (inside the TV) smelled the Axe fragrance (figure4.2.3) then suddenly she was crawling outside the TV box (figure4.2.4). The woman catched and kissed the man, and the man felt surprise (figure4.2.5). TV is switching into another chanel, it is a Pigeon contest called “Miss Galaxy” (figure4.2.6). In this contest there are three women who also felt the Axe fragrance. The man sprayed the Axe again (figure4.2.7), then the three women were also crawling outside TV box from his living room, and also kissed the man (figure4.2.8). Then there was an image of Axe perfume with “You Never Know Who You Might Turn On” slogan (figure4.2.9). The ad ended when the man watched his TV (figure4.2.10) and found out an old lady smiling and weaving her hand on him (figure4.2.11). But he annoyed and chose to turn off the TV (figure4.2.12).

3. Axe Pizza

The third ad of Axe theme is “Axe Pizza” that has 62 seconds duration. The complete scenes of the ad were placed in Appedix 3. The ad started when they were two Pizza maker argued about who is the person that can make Pizza better. The ad showed the duel between Mario (figure4.3.1) and Giorgio (figure4.3.2) in making the best Pizza. Giorgio and Mario started to refine the flour, and that made all women on their store become crazy, and screamed on them (figure4.3.3-4.3). The Pizza makers also played some attraction in making the Pizza, in order to attracted the women (figure4.3.9-4.3.12). They also held the flour on their sweat armpit and showed other attraction (figure4.3.13-4.3.14). When women at Giorgio’s tasted a slice of his Pizza, the Pizza was not crispy (figure4.3.15). On the other hand, the women on Mario’s store tasted his Pizza, it tasted more delicious and crispy than Giorgio’s (figure4.3.16). Because of that, the women on Giorgio’s Pizza store moved outside to go to Mario’s Pizza store (figure4.3.17). Mario felt proud of his Pizza because it can attracted women consumers (figure4.3.18). As the opposite, Giorgio felt sad and then smelled his armpit, and it smelled bad (figure4.3.19). Then Mario is dancing and showing his parfume, Axe. The ad ends with Axe image and Axe slogan “Antitrspirant” (figure4.3.20). Based on denotative interpreation, this Axe ad showed men / Pizza makers who made his own Pizza and doing some attraction while they were making the Pizza so they can attract women consumers. The result of the Pizza were different because only one man that can make a delicious and crispy Pizza and that man was using Axe parfume.

4. Axe Leather

The last Axe TV ad that will be interpreted as the denotative meaning is “Axe Leather”. This ad has 41 seconds duration and described as primeval people cartoon version. The complete scenes on the ad are displayed in Appendixes 4. The ad started when there were three women picking up fruits (figure4.4.1). Then they met with three men, who are sleeping. The three men was awaking and ashamed with their naked body, and trying to find something to cover their body (figure4.4.2). But then the third man found a perfume behind the broken rock (figure4.4.4), then he sprayed it to his body (figure4.4.5). The three women were attracted to the fragrance of this perfume (figure4.4.6). Then the third man turned into a clean man with nice hair, fine clothes and riding a giant animal (figure4.4.7-4.4.8). Even a woman pushed a man besides him, and prefer to choose the man who used Axe (figure4.4.9). The third man, who used Axe was riding a giant animal and loved by many women (figure 4.4.10). The ad closed with the picture of Axe with the slogan “The Power of Leather”.

3.3 Semiotics

Semiotics comes from Greek Language “semeion” or “sign”. Chandler (2001) said that the shortest meaning of Semiotics is a study of sign. He also argued that sign can be found in everyday life, such as road signs, pub signs, and star signs. Signs also can be placed in color, shape, gesture, even in human itself. Sign and Semiotics cannot be separated, because sign is the main object of Semiotics observation. According to Merrel’s essay cited in Copley 2001:32), Semiotics is “the process of rendering signs meaningful”. Based on those definitions Semiotics is the study which analyses or

discusses the meaning and the use behind signs and symbols. The study of Semiotics is called Semiology.

In the earlier of 19th century, there are two famous names in the development of Semiotics, Ferdinand de Saussure (1857-1913) and Charles Sanders Peirce (1834-1914). Saussure argued that 'semiology' was 'a science which studies the role of signs as part of social life', for the philosopher Charles Peirce 'semiotic' was the 'formal doctrine of signs' which was closely related to Logic. Another modern Semiotics is Roland Barthes (1915-1980), he argued that Semiology as the study of Semiotics aims in any system of signs, whatever their substance and limits, for example are images, gestures, musical sounds, object.

Saussure has a two part model of the sign, a signifier and a signified. A signifier can be translated as the form which the sign takes, and a signified is the concept it represent. Based on him written in Chandler (2001), The relationship between the signifier and the signified is reffered to as "signification", and this is represented in the Saussurean diagram by the arrow.



Figure 2.2 Saussure Semiotics model

Barthes wrote a famous Semiotics book called *Mythology*. *Mythology* is a text that contains fifty-four short journalistic articles on a variety of subjects. *Mythology* is a work about the myths that circulate in everyday life which construct a world for us and our place in it. Peirce is also offered another model of Semiotics, that has three elements, Representamen, Object and Interpretant. This research uses Semiotics model by Peirce that is trusted as the ground of signification (Sobur, 2006). Peirce model is also more analytic and complete in analysing signs, because it has specific theory about each part of elements in his Semiotics model. It can restrain a researcher to be subjective in finding the meaning of signs.

3.4 Peirce Semiotics Model

Stated in Cobley (2001), Peirce is an American scientist, historian of science, logician, mathematician and philosopher of international fame. Peirce's most findings in Linguistics are Semiotics and Pragmatics. In his Semiotics model, Peirce argued that Semiotics has three important elements: Representamen, Object and Interpretant. The definition of the three elements is discussed further.

Based on Peirce (1976) cited in Cobley (2001).

Representamen is a correlate in a triadic relation with an object and interpretant it determines (Cobley, 250).

Object is anything that is represented in a sign (Cobley, 230).

Interpretant used to assume the same triadic relation to its Object in which it stands it self to the same object (Cobley, 250).

Based on Chandler (2002) in his book *Semiotic, the Basic*:

Representament is the form which the sign takes (not necessarily material).

Interpretant is not an interpreter but rather the sense made of the sign.

Object is to which the sign refers.

In a simple description, Representamen is the place or the form of the sign. Object is anything that refers to the sign. Interpretant is the sense behind the relation between Representamen and Object. One example of this semiotics model is a rose. This flower has special meaning if it is given by men to women. The representament is the Rose, the object is the women and the interpretant might be something special behind the rose. If man gives rose to the woman, it means that the man loves the woman, because rose is not only interpreted as a simple flower but also for passion and love. The relation of three elements is Peirce's Semiotics model is shown in this figure below:

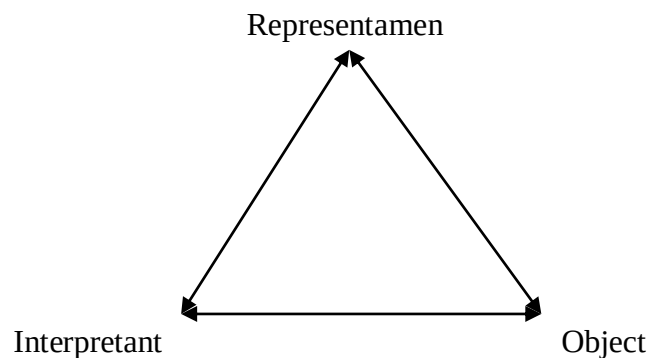


Figure 2.3 Peirce Semiotic Model

Representamen is divided into three categories, Qualisign, Sinsign, and legisign. The definition of those three categories is explained below:

- a. Qualisign, it is a phenomenon that has a potential element to be called as a sign, but has not a relation with external factors. Example for this category is “Red”, this color has a potential element to be called as a sign without any connection with the external factor.
- b. Sinsign, it is a phenomenon that has a relation with external and fact factor.
- c. Legisign, It is a phenomenon that is called as a sign based on general constitution and convention. Example of this category is traffic and language signs.

Peirce also divided object into three categories, Icon, Index and Symbol.

- a. Icon, it is a relationship of Representamen and object based on their similarity. For example are picture and painting.
- b. Index, it is a relationship of Representamen and Object based on the cause and effect relationship. For example is smoke and fire.
- c. Symbol, it is a relationship of Representament and Object based on general law or constitution. For example is red and white color on Indonesia’s flag.

Peirce divided Interpretant into three categories, Rheme, proposition, and Argument.

- a. Rheme, it is a sign that can be interpreted for several interpretations, for example people who have red eyes can be interpreted as a person who has eyes problem, or just have been cried.
- b. Discent, it is a statement that can be proved by seeing the external factor. Example for this category is a statement of a “hot day”. This statement can be proved by seeing today’s weather.
- c. Argument, it is a sign of the truth of the conclusion and can be callasified as a mind set.

2.5 Theoritical Framework

Signs on Axe TV Commercials is analyzed by Peirce Semiotics model and categorized by Representamen, Object, and Interpretant. The Representamen is taken from the form which the sign takes in. The sign is not necessarily material, it can be color or human. Then all of the Representamens on this commercials is discussed further based on the Representamen type: Qualisign, Sinsign, or Legisign. Same like the Representamen, the Object is found based on anything that is represented in a sign and it is not necessarily a thing or material. Then all of the Objects found on Axe TV commercials is discussed based on the type of Object: icon, Index, Symbol. The last part of Peirce Semiotics is The Interpretant, this part is found by the relation between Representamen and Object. Then all of the Interpretant is discussed based on its type: Argument, Discent and Rheme.