

4.1.1 Axe Chocolate

4.1.1.1 General Interpretant

In this first Axe ad, Axe used chocolate as the theme of the brand. Women, just like common people were also like chocolate, it is possible because of the sweet taste of chocolate. Anthony Auger, an assistant professor of psychology at UW-Madison studied that chocolate can decrease activity in the amygdala, a key emotional center in the brain. He said that “the amygdala not only regulates positive and negative emotions, but also sexual behavior and desire”. In line with Axe slogan “as Irresistible as Chocolate”, the chocolate man represented the sweetness of a man and it cannot be replaced by an ordinary man. The Representamen on this ad is Axe perfume and the object is the man who used Axe perfume (see figure 4.6). This ad also shows many activities that the man doing with women, but the smell and taste of the man still like chocolate. It explains that the fragrance of Axe chocolate is long lasting. In deeper interpretation, chocolate man on this ad may showed a sex icon that can be loved by women. Axe assumes that man who used Axe Chocolate perfume could be as sweet as chocolate and could raise woman desire. Since the effect of chocolate is powerful to women, it is possible for man to attract women easily.

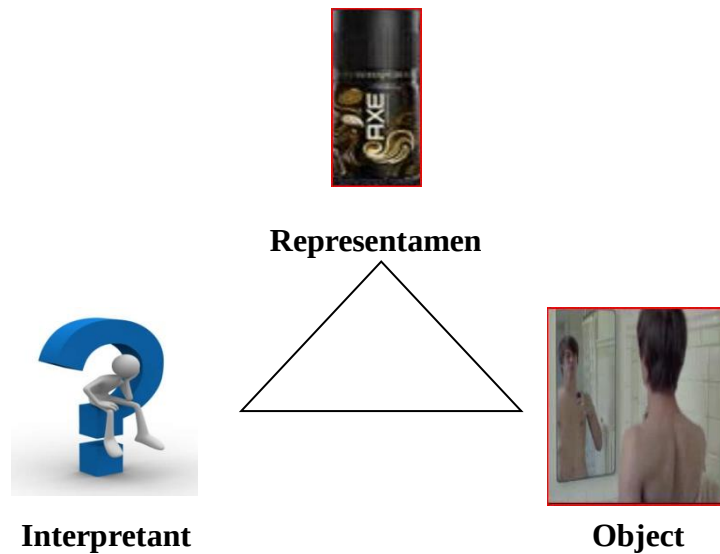


Figure 4.6 Axe Chocolate Semiotic in General

4.1.1.2 Specific Interpretant

The first sign is where the representamen is the man who used axe chocolate turns into a chocolate man (figure 4.1.2). Then when he is walking on the road , he gives his chocolate nose to two women (figure4.1.4). Then the Object are two women who was eating an ice cream, then they look shocked when they get the man chocolate nose spreaded as the topping of their ice cream (figure4.1.5). The relationship between Representamen and Object shows that a man who used Axe chocolate who turns into a chocolate man is willing to sacrifice his chocolate nose to women who are eating ice cream. The chocolate nose makes an example of a man's kindness and shares his own to women, although it is a "nose", an important part of human body.

The second sign is where the representamen is the chocolate man (figure4.1.2) and the Object is the womanwho is having fun with the man on the garden.

They are having a little picnic together and be very close then the woman is also dabbing a strawberry into his navel (figure 4.1.6). The relationship between Representamen and Object shows that a man who used Axe chocolate can be a romantic person and can make woman happy by having a romantic picnic with a woman on the garden. The woman also attracted with this man because of his chocolate body, so that the woman can dab the chocolate into her strawberry that will taste delicious for her.

The third sign is where the representamen is the chocolate man (figure 4.1.2) watched movie with two women (Object) in the theater then they are flirting each other. The situation become wild and those women seem like chocolate then they licking the chocolate man ears (figure 4.1.7). The chocolate on the man body gives a huge effect on women, it makes women become crazy and acting wild. The women are not ashamed to kissing and licking the man's body while the man seems like enjoy what the women is doing.

The fourth sign is where the chocolate man as the representamen, put his arm inside the box then shows it to a woman patient (figure 4.1.8). The woman patient as the object, is laughing because of his arm inside the box (figure 4.1.9). The chocolate man try to make the woman feel happy by doing funny thing. By doing this, it may make the women get well soon. The chocolate man shows his humor to attract women attention, and in this ad the man is success in making his goal.

The fifth sign is when the chocolate man was pouring a hot chocolate that was taken from his right arm to each woman on the room (figure 4.1.10). In a cold

season, the chocolate man know how to make women feel warm. All women are waiting and excited to get a cup of hot chocolate from the man (figure4.1.11). The Interpretation for this part is the man sacrifice by giving his melting chocolate hand. Women like hot chocolate because it is sweet and by drinking it, it feels warm inside the woman body. The man shows his kindness by giving his own arm to women in order to warming up the atmosphere.

The sixth sign is where the chocolate man as the representamen is dancing with a woman (object) on the dance club (figure4.1.12). The man looks confident so he can dance with the woman enjoyly. In this scene Axe shows that this perfume can raise man confident especially in front of woman.

The seventh sign is happened when the chocolate man as the representamen was standing inside a train (figure4.1.13) then behind him there is a woman as the object, biting the chocolate man's backside in front of people (figure4.1.13). The taste of chocolate make woman impatient to taste the chocolate on his body. The Axe chocolate makes woman become crazy and do stupid thing in front of people.

The eighth sign is where the chocolate man as the representamen was staring in front of a women fitness club window and lots of women on the club were watching on him (figure4.1.13 – 4.1.14). The chocolate on the man body can attract women desire and it can raise his sex appeal.

The ninth sign is where the chocolate man as the representamen is still standing in front of fitness center (figure4.1.15), but then a woman, who is riding a car,

is cut his right hand (figure 4.1.16, 4.1.18). But the man doesn't feel angry, he just smiling and waving his hand. This situation shows that the man has no anger and friendly to woman, although the woman is hurting him.

In order to make the specific interpretant easily to be understood, the table of specific interpretant of Axe Chocolate is described below.

Table 4.1 Specific Interpretant of Axe Chocolate

SIGN NUMBER	REPRESENTAMEN	OBJECT	INTERPRETANT
1	the man who used axe chocolate (figure 4.1.2)	two women who was eating an ice cream (figure 4.1.4)	The chocolate nose makes an example of a man's kindness and shares his own to women.
2	the man who used axe chocolate (figure 4.1.2)	the woman who is having fun with the man on the garden (figure 4.1.6).	a man who used Axe chocolate can be a romantic person and can make woman happy by having a romantic picnic with a woman on the garden
3	the man who used axe chocolate (figure 4.1.2)	two women in the theater (figure 4.1.7).	The chocolate on the man body gives a huge effect on women, it makes women become crazy and acting wild
4	the chocolate man put his arm inside the box (figure 4.1.8)	The woman patient (figure 4.1.9)	The chocolate man shows his humor to attract women attention

5	chocolate man was pouring a hot chocolate (figure4.1.10)	woman on the room (figure4.1.11).	The man shows his kindness by giving his own arm to women in order to warming up the atmosphere.
6	The man is dancing (figure4.1.12)	The woman on the dancing club (figure4.1.12)	The man looks confident so he can dance with the woman enjoyly
7	the chocolate man was standing inside a train (figure4.1.13)	Woman behind him (figure4.1.13)	The taste of chocolate makes woman impatient to taste the chocolate on his body and also makes them crazy and do stupid thing in front of people.
8	the chocolate man was staring in front of fitness club (figure4.1.14)	women on fitness club (figure 4.1.13)	The chocolate on the man body can attract women desire and it can raise his sex appeal.
9	the chocolate man was staring in front of fitness club (figure4.1.14)	a woman who is riding a car (figure4.1.18)	the man has no anger and friendly to woman, although the woman is hurting him

4.1.2 Axe TV Channel

4.1.2.1 General Interpretant

The second Axe ad theme is about women inside the TV box. This ad shows an impossible situation, where women inside the TV box crawling outside and kisses the man who uses Axe parfume. The Repreentamen in this ad is Axe parfume and the

Object is the man who used Axe perfume (see figure 4.7). The man also have the power to switch the channel and choose which women that can crawl outside the TV and then kiss him. In line with the slogan of the Axe ad “You never know who you might turn on”, man who uses Axe probably don’t know what kind of women that will attracted on him, but because he uses Axe it is possible for him to choose any kind of women. In this ad most women that show up on his TV are attracted on him, even an old lady, but he has the TV remote so he can easily switch the channel to find another beautiful women or turn the TV off. Axe perfume fragrance is designed to attract women desire, so that by using Axe perfume it is possible for a man to get women attention.

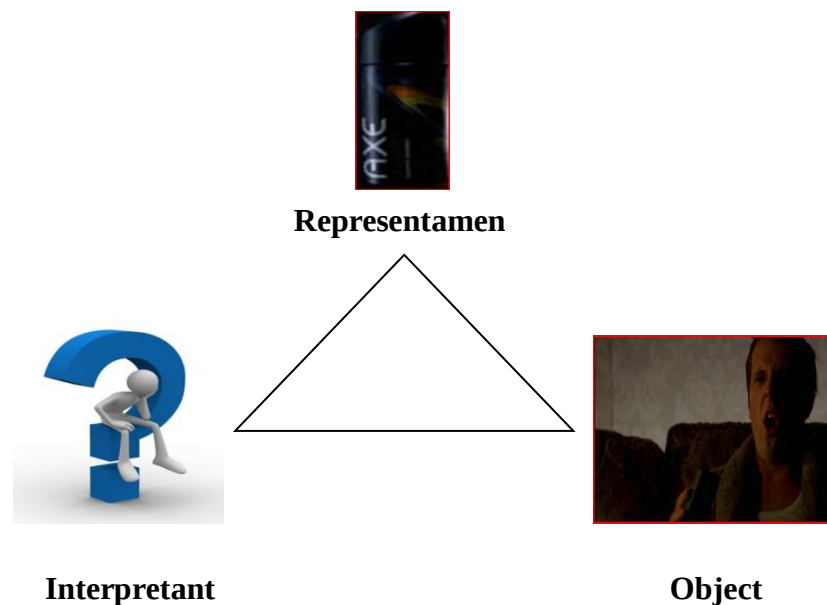


Figure 4.7 Axe TV Semiotic Model

4.1.2.2 Specific Interpretant

The first sign is where a man as the representamen was spraying Axe perfume to his body (figure 4.2.2) then a woman as the object who is acting a drama on Television suddenly feel the Axe fragrance (figure 4.2.3). Then she come out from TV, creeping out to him and kissing him (figure 4.2.4-4.2.5). In a real life, this situation is cannot be happened, but not in Axe world. The woman is tempted by the fragrance of Axe, then the impossible thing can happened. It is possible that the effect of Axe parfum can make a woman suddenly kissing a man that she never meet before.

The second sign is where the man see some women on Miss Galaxy competition (figure 4.2.6), because he knows the effect of Axe on the first woman he try to spray the Axe perfume again in order to attract another two women on TV (figure 4.2.7). Two women on the TV also felt the Axe fragrance, then they suddenly came out from the TV box and kissed the man (figure 4.2.8). Now, in his living room there are three women kiss him and trying to satisfy they desire. Again in this scene Axe shows the hugh effect of Axe fragrance that can attract women even women inside the TV box.

The third sign is where the man as the representamen turned on again the TV, then he sees an old lady on the screen (figure 4.2.10). Becasue the effect of Axe fragrance, the old lady is also attracted to him, she smiles and waves his hand to him. But he switch off the TV rushly, he seemed not expecting an old lady would come out from TV and kisses him (figure 4.2.12). This scene wants to prove that the man who uses Axe, can be a dominant by choosing his own perfect woman.

In order to make the specific interpretant easily to be understood, the table of specific interpretant of Axe Chocolate is described below.

Table 4.2 Specific Interpretat of Axe TV Channel

SIGN NUMBER	REPRESENTAMEN	OBJECT	INTERPRETANT
1	man was spraying Axe parfume to his body (figure 4.2.2)	a woman who is acting a drama on Television	the effect of Axe parfum can make a woman suddenly kissing a man that she never meet before.
2	man was spraying Axe parfume to his body (figure 4.2.2)	some women on Miss Galaxy competition (figure 4.2.6)	Axe shows the hugh effect of Axe fragrance that can attract women even women inside the TV box
3	man was spraying Axe parfume to his body (figure 4.2.2)	an old lady on the screen (figure 4.2.10)	This scene wants to prove that the man who uses Axe, can be a dominant by choosing his own perfect woman.

4.1.3 Axe Pizza

4.1.3.1 General Interpretant

The next Axe TV ad is an Axe Pizza version, the whole story is related to the step of making Pizza and the taste of Pizza for women consumers. The Representamen on this ad is Axe parfume and the Object is the man who used Axe parfume (see figure 4.8). The general interpretant for this ad is that Axe as a man parfume can improve man

confident, because Axe can prevent an over sweat. There are two competitors of Pizza maker, Giorgio and Mario. Their steps in makin Pizza are the same but the Pizza that is made by Mario who uses Axe is more delicious and crispy. In one of their steps, Mario and Giorgio have to hold the flour of Pizza into their sweet armpit as their attraction. The ad shows that the armpit of a man who used Axe as his fragrance has better impact, in this case is for women. The Slogan of this ad “Antiprespirant” describes the benefit of using Axe as a product that will keep man body from bad smell that is caused by sweat. The image of crispy Pizza that is made by Mario symbolized a manhood. Axe try to describe a man who uses Axe perfume will have good confident, so he can get women attention.

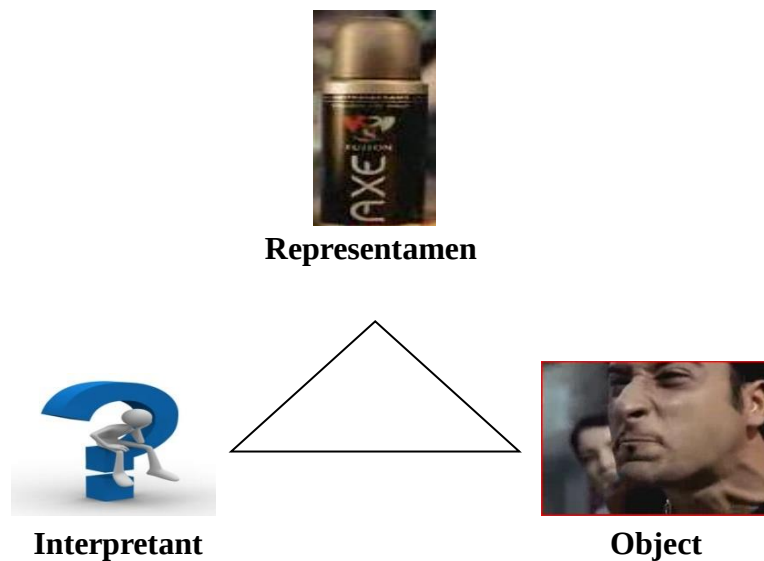


Figure 4.8 Pizza Axe Semiotics Model

4.1.3.2 Specific Interpretant

The first sign is where There first Pizza maker called Giorgio as the representamen, he made Pizza with his own hands (figure4.3.3, 4.3.7, 4.3.11) then women as the object who watched him was acting silly and every moved of Giorgio raised women desire (figure4.3.4, 4.3.8, 4.3.16). This scene shows that women can be attracted by a man who is a hard worker, although he is only a Pizza maker. While the man making the Pizza, he shows his skills in making a delicious Pizza. In the process, Giorgio do several attraction in order to gain women attention.

The second sign is where there is a second Pizza maker called Mario as the representamen, who made Pizza with his own hands (figure4.3.5, 4.3.9) then Women as the object who watched him were also acting silly and every moved of Mario raised women desire (figure4.3.6, 4.3.10). Same with the first sign, the process of makin Pizza shows man skills. The women are also attracted with a Pizza maker.

The third sign is where Giorgio as the representamen didn't use Axe as his parfume, then he put the pizzaflour on his armpit (figure 4.3.13). When the women as the object taste Giorgio's Pizza, but they feel unsatisfied because the Pizza is not crispy (figure 4.3.15). As the result, Giorgio who doesn't use Axe as his parfume make an uncrispy Pizza. He failed in making a delicious Pizza, and he also makes all the women feel disappointed. This scene describes the failure of a Pizza maker only because he is not using Axe as his parfume. The Axe have a contribution in making a relationship between man and woman. It seems that, if a man doesn't use Axe they will have a failure in relationship. When man doesn't use Axe, it can cause man in chasing his goal.

Axe describes to men to use Axe as their perfume, or else they will have failure like Giorgio.

The fourth sign is where Mario as the representamen used Axe as his perfume, he also put the pizza flour on his armpit (figure4.3.14). when the women taste Mario's Pizza and they feel satisfy because the Pizza was crispy and well cooked.(figure 4.3.16). Mario who uses Axe as his perfume can make a delicious Pizza and make all women satisfy. Axe trying to explain that by using Axe perfume, it can improve man confident and help him to make a good relationship with women.

In order to make the specific interpretant easily to be understood, the table of specific interpretant of Axe Chocolate is described below.

Table 4.3 Specific Interpretat of Axe Pizza

SIGN NUMBER	REPRESENTAMEN	OBJECT	INTERPRETANT
1	Pizza maker called Giorgio made Pizza with his own hands (figure4.3.3, 4.3.7, 4,3.11)	women who watched Giorgio (figure4.3.4, 4.3.8, 4.3.16).	every moved of Giorgio raised women desire
2	Pizza maker called Mario made Pizza with his own hands (figure4.3.5, 4.3.9)	Women who watched Mario (figure4.3.6, 4.3.10)	every moved of Mario raised women desire
3	Giorgio as the representamen didn't use Axe as his perfume then he put the pizza flour on his armpit (figure 4.3.13)	the women taste Giorgio's Pizza, but they feel unsatisfied because the Pizza is not crispy (figure 4.3.15).	failure of a Pizza maker only because he is not using Axe as his perfume and if a man doesn't use Axe they will have a failure in relationship
4	Mario used Axe as his perfume, he also put the pizza flour on his armpit (figure4.3.14).	the women taste Mario's Pizza and they feel satisfy because the Pizza was	Axe perfume, it can improve man confident and help him to make a good

		crispy and well cooked.(figure 4.3.16).	relationship with women.
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4.1.4 Axe Leather

4.1.4.1 General Interpretant

Axe leather is an Axe tv ad that is setting up on the ancient life. The Representamen in this ad is Axe perfume and the object is man who used Axe perfume (see figure 4.9). Axe uses leather as their theme in this ad because leather is fine and can make person who use it looks fancy and cool. In ancient life, leather can be something that can be a standart as a fine man. By using leather theme, Axe describe its product as a fine and expensive brand that can make the person who use it feels outstanding. In this ad, the man who uses Axe is transformed into a better person especially in physical appearance. Axe shows that if a man uses Axe perfume, he can raise his confident and will be adored by many women.

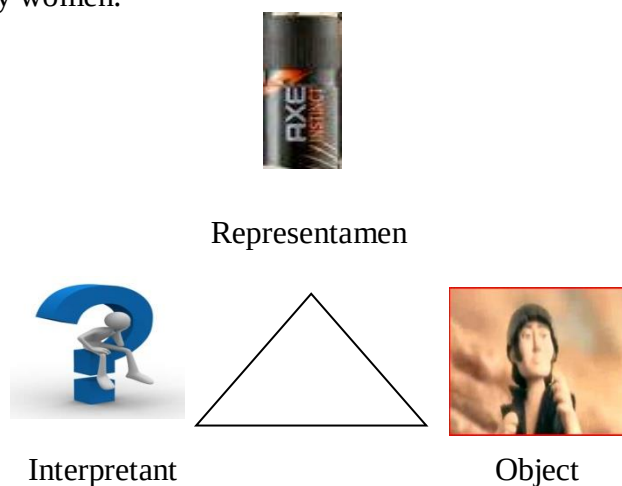


Figure 4.9 Axe Pizza Semiotics Model

4.1.4.2 Specific Interpretant

The first sign is where there were three men where two of them were almost naked, but the last man wore an animal feather as his clothes (representamen) (figure 4.4.2) meet with women. They are looking at them, and shocked by what they are wearing (figure 4.4.1). The women are not attracted with them because they are not confident and not clean. This scene shows that women like a clean and tidy man, not only their clothes but also the smell. Axe shows giving a good impression at the first time to women can help them in making a good relationship.

The second sign is where the Axe perfume which was saved inside a rock (figure 4.4.4) was found by the third man. Suddenly he was sprayed by Axe perfume that was taken from inside a rock. Then the man as the representamen turned into a handsome man, with full of confidence and wear a nice as his clothes (figure 4.4.5). The three women as the object saw the third man transformation and turned to like him (figure 4.4.6). In this scene, Axe describes that an ordinary man who uses Axe fragrance can raise women's desire, in another word Axe helps man in taking women's attention.

The third sign is where the man (representamen) after used Axe perfume, he is riding a big animal with a high confidence (figure 4.4.8). Women on the place are attracted with the man's appearance and started to love him (figure 4.4.9, 4.4.11). A giant animal shows manhood, and the man who is riding the animal looks handsome and make all women on that place surround him and adore him. This scene shows that Axe can transform a man into a better physical appearance by raising his confidence.

In order to make the specific interpretant easily to be understood, the table of specific interpretant of Axe Chocolate is described below.

Table 4.4 Specific Interpretat of Axe TV Leather

SIGN NUMBER	REPRESENTAMEN	OBJECT	INTERPRETANT
1	The third man wear an animal feather as his clothes (figure4.4.2)	The women are looking at him (figure 4.4.1).	Axe shows giving a good impression at the first time to women can help them in making a good relationship.
2	The man was sprayed by Axe parfume that was came from inside a rock (figure 4.4.5)	The three woman saw the third man transformation and turned to like him (figure 4.4.6).	Axe describes that an ordinary man who uses Axe fragrance can raise women desire, in another word Axe helps man in taking women attention.
3	the man is riding a big animal with a high confident (figure 4.4.8).	Women on the place are attracted with the man appereance (figure4.4.9, 4.4.11).	Axe can transform a man into a better physical appearance by raising his confident.

4.2 Discussion

In this section, this skripsi discussed the relationship between Axe TV commercials, Semiotics and Swinging ideology. From the finding section above, it can be seen that four Axe TV commercials often use same way of story, where a man who is using Axe perfume will turns into a new man that can attract woman or even women. It seems that Axe wants to emphasize on the effect of Axe especially in gaining women attention.

The analysis of Axe commercials is focused on sign that is gotten from each scenes. Signs on Axe TV commercials are divided into three parts, Representamen, Object and Interpretant. As the general, all of the four Axe TV commercials that is analyzed previously have Axe parfum as the Representamen, mentioned as Qualisign. It is a sign that adhered into something and it cannot be classify as a sign until it is adhered something. Axe Parfum as the representamen have deeper meaning beause it is represented as a parfum that has strong effect to man. Meanwhile, the object is a man which its type can be classified as index. It is a sign that is classified based on the relationship between representamen and object or on cause and effect situation. Man as the object have deeper meaning because he uses Axe parfum and as the reward, he can attract women.

The last part of Peirce semiotics model is Interpretant that is analyzed as Argument. It is an argumentation or statement expressly designed to lead to a given belief and can be concluded as a mind set. The interpretation of the relationship between Representamen and Object can be analyzed as a mind set because the Axe TV

commercials show a man that uses Axe parfum can get the effect of the product by getting women attention.