

CHAPTER I

INTRODUCTION

I.1. Background

Naturally people is a social creature, that have to interact with others to fill up their life. In order to make a good interaction, people use communication as the way to send message or information. Communication is a process of giving information by using tool between one person to another in a society (Ruben: 1998, 16). Based on Ruben's opinion, in a process of communication, it comprises an activity of giving and taking information. In creating a good communication, at least sender, receiver and message are needed.

Advertisement (Ad) is an example of communication form. The medium of Ad is on Television, news papers, magazines, poster or other media. Advertisement has a main purpose to persuade its target audience to respond in some way to do something or to believe something (webserver.govst.edu). Relevant to discussion, Cook (1999) told that the function of advertisement is not only to persuade their target, but also to amuse, inform, worry or warn people. In making a good ad, Farbey (1997) argued that in making an ad, it needs knowledge, imagination, and creative ability, including ability to design words and picture or image. Moreover, Ad is a factor in shaping and reflecting our daily life (Williamson, 1985). He also argued that ad is not only have to show quality of a product, but also to give a particular meaning to the target.

CHAPTER 2

LITERATURE REVIEW

2.1. TV Commercial

A television advertisement or television commercial is a span of television programming produced and paid for by an organization that conveys a message. A commercial is usually written by one or two members of the agency creative department. But it often takes 10, 20, or even more advertiser and agency people to get the copywriter and art director to the point where they have enough information to create an effective commercial. In fact, the writing of a radio or TV spot is the last step in a long creative process that requires the participation of many specialists and can consume a great amount of time. In making a good commercial, it should contains several points:

1. Describes the product in real and perceived terms
2. Defines the target customer
3. Defines the competition and what it is saying to the target customer
4. States the one competitive benefit that the product offers the target customer
5. States the support for that benefit
6. Describes the tone of the advertising that will create the brand image of the product

In designing a good commercial, the creator should consider several points:

1. *Know your customers and prospects.* Who buys your kind of product? Who uses your services? Where? How often? Why? Put yourself in your customers' shoes. Get to know what need might trigger a desire for your product. Is the need emotional? Is the desire practical? Again, ask many questions in your consumer research.

CHAPTER 3

METHODOLOGY

3.1 Research Methodology

The methodology that is used in this research is Content Analysis. Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language.

3.2 Source of the Data

The sources of the data in this research are Axe TV Commercials (International) that are downloaded from www.youtube.com. There are several types of Axe TV commercials, but in this research will be discussed four types only. Axe TV commercials sometimes expose sexuality too much, in order to keep the research based on norm, so that the writer choose four commercials that have less pornography content on them.

3.3 Data Collecting Procedures

1. Finding and downloading the Axe TV Commercials from **www.youtube.com**.
2. Randomly choosing Axe TV Commercials that will be chosen as the data.

CHAPTER 4

FINDING AND DISCUSSION

4.1 Finding

In this finding section, there are four kinds of Axe TV Commercials that are analyzed with Peirce Semiotic; Axe Chocolate (figure 4.1), Axe TV Channel (figure 4.2), Axe Pizza (figure 4.3) and Axe Leather (figure 4.4). Each ad is separated into several scenes, then they are interpreted based on Semiotics theory by Peirce, that has three important elements: Representamen, Object, and Interpretant. In order to find the meaning deeply, interpretation is divided into two parts, general and specific interpretant.



Figure 4.1 Axe Chocolate



Figure 4.2 Axe TV Chanel



Figure 4.3 Axe Pizza



Figure 4.4 Axe Leather