

**SEMIO-PRAGMATIC ANALYSIS OF CELLPHONE
ADVERTISEMENTS**

A Thesis

**Submitted as a Partial Fulfilment of the Requirements for S1-
Degree**

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LAMPUNG**

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ABSTRACT

Semio-Pragmatic Analysis of Phone Advertisements

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The research was about Semio-Pragmatic Analysis of Cellphone Advertisements. Semiotic is a study of the functioning of sign systems. Pragmatic is a study of communication. Sign and language play an important role in advertisements, if they want to promote their products, they need words and language correctly. The purpose of this study is to find out the sign system and to find out the speech acts used on the cellphone advertisements.

This research was conducted using a descriptive qualitative method to describe and analyze this research using Peirce's semiotic theory about signs and Yule's pragmatic theory about speech acts. The objects of this research are Samsung and iPhone (Apple phone). The data were presented in the form of linguistic elements in cellphone printed advertisements.

The results of this research in semiotics found seven images in advertisements consisting of four icons, three indexes, and two symbols. In summary, the results show that Peirce's semiotic concept can be used to explain the meaning of signs that the speaker decided to show the product through the advertisement to the readers. The researcher also found that the language contained in Samsung and iPhone cellphone advertisements using pragmatic theory can be concluded that, in the seven printed advertisements obtained, found that there are 10 speech acts that were used in this research. The results found 10 speech acts consisting of nine representative and one declarative. It was found that there are indirect speech acts among two cellphone advertisements, namely Samsung advertisements and iPhone advertisements. The results showed that by using advertisements speakers can convey messages in accordance with the required functions.

Key words: *advertisement, linguistic, pragmatic, semiotic.*

DECLARATION

I declare that this thesis entitled “**Semio-Pragmatic Analysis of Cellphone Advertisements**” is completely my own work. I am fully aware that I have quoted some statement and theories from various sources and they are properly acknowledged in the next.

Bandar Lampung,
Declared by

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MOTTO

إِنْ تُبْدُوا شَيْئًا أَوْ تُخْفُوهُ فَإِنَّ اللَّهَ كَانَ بِكُلِّ شَيْءٍ عَلِيمًا

If you reveal something or conceal it, then surely Allah knows all things.

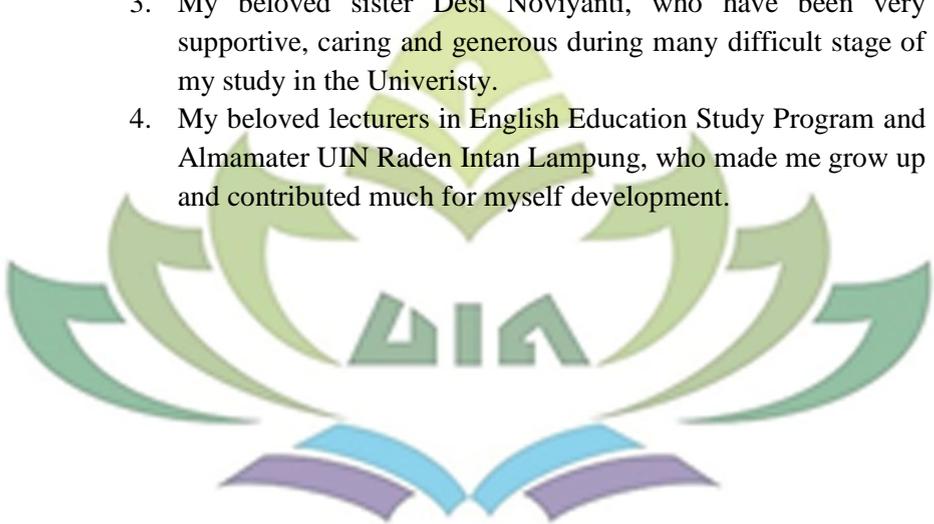
(Q.S. AL-Ahzab: 54)



DEDICATION

From the deep of my heart, this thesis is dedicated to every who cares and loves me. I would like to dedicated this thesis to:

1. Allah SWT who always loves and keeps me everywhere and every time.
2. My beloved father and mother, Mr. Riyanto and Mrs. Sri Umaiya, who always provided me with never ending, support, advice, love me and keep on praying for my life and success. Thanks for all motivation to study hard until now.
3. My beloved sister Desi Noviyanti, who have been very supportive, caring and generous during many difficult stage of my study in the Univeristy.
4. My beloved lecturers in English Education Study Program and Almamater UIN Raden Intan Lampung, who made me grow up and contributed much for myself development.

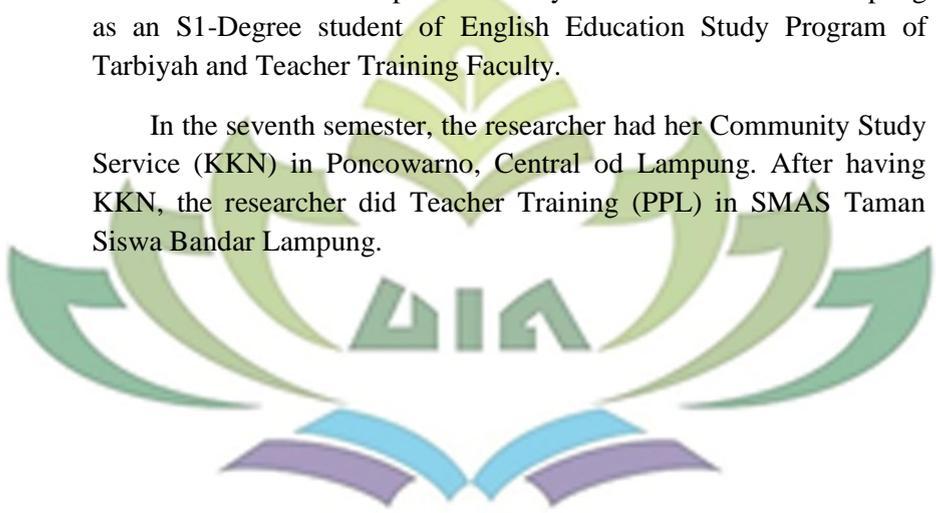


CURRICULUM VITAE

The name of the researcher is Helen Lela Ulfarida. She was born in Pringsewu, on May 28, 2001. She is the first of two children of Mr. Riyanto and Mrs. Sri Umayyah. She has one sister, her name is Desi Noviyanti.

In her academic background, she started her study at elementary school of SDN 1 Poncowarno. After finishing her study at elementary school, she continued her study at SMPN 1 Kalirejo. After graduating, she continued in SMAN 1 Kalirejo and graduated in 2019. After that, in 2019 she decided to expand her study in UIN Raden Intan Lampung as an S1-Degree student of English Education Study Program of Tarbiyah and Teacher Training Faculty.

In the seventh semester, the researcher had her Community Study Service (KKN) in Poncowarno, Central od Lampung. After having KKN, the researcher did Teacher Training (PPL) in SMAS Taman Siswa Bandar Lampung.



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First of all, I would like to express my sincerest praise to the God Allah Ta'ala, who has lent me His blessing and mercy for the completion of my study at the State Islamic University of RadenIntan Lampung. I also would like to send my best prayer and salutation to the prophet Muhammad (Peace Be upon Him).The best lover of the God Allah, who was sent to us to enlighten the path humanity and divine salvation.

Secondly, my study in my study in RadenIntan State Islamic University ofLampung is not and individual journey. I have received invaluablehelp and support from various individuals, whose numbers areimpossible to mention one by one here, due to space limits. The primary aim of writing this thesis to fulfill a part of students' task as partial fulfillment of the requirement to obtain S1-degree. This thesis entitled "Semio-Pragmatic Analysis of Cellphone Advertisements".

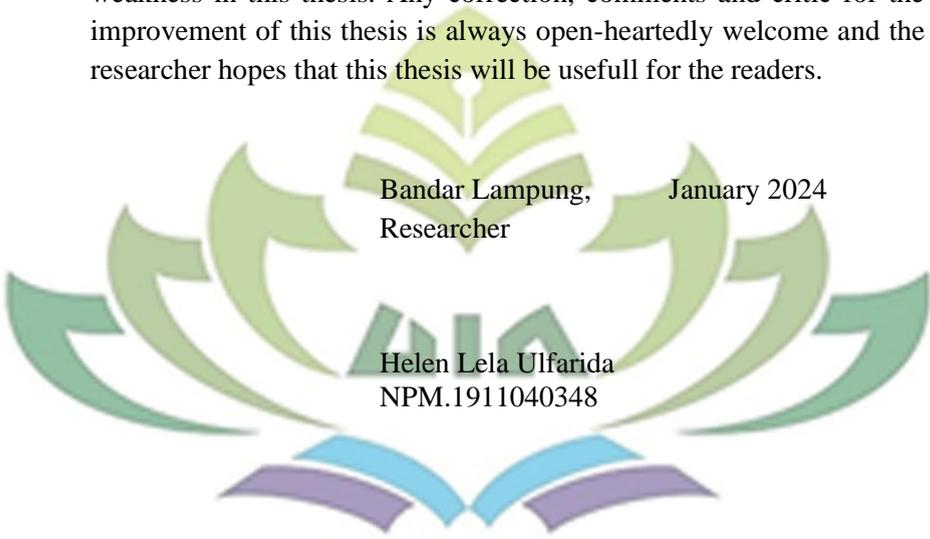
When finishing this thesis, the researcher has obtained so many helps, assistances, aid, support and many valuable things from various sides. Therefore, the researcher would sincerely thank:

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Finally, the researcher is fully aware that there are still a lot of weakness in this thesis. Any correction, comments and critic for the improvement of this thesis is always open-heartedly welcome and the researcher hopes that this thesis will be usefull for the readers.



Bandar Lampung,
Researcher

January 2024

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CHAPTER I INTRODUCTION

A. Title Confirmation

As the first step in understanding the name of this research, and to avoid misunderstanding, the researcher would explain the name of this research. Research under the title “**Semio-Pragmatic Analysis of Cellphone Advertisements.**” Here are description of understanding some of the terms contained in the title of this proposal as follows:

Semiotics is a scientific study that talks about signs. The sign itself is divided into several types, such as symbols, signals, icons, images, and so on. Human life also can not be separated from the term sign, because the sign is a guide for life. Studying the study of signs is not only to recognize the sign itself, but also to explore the meaning behind the sign. Semiotics is generally considered to be the theory of meaning generation and interpretation.

Pragmatics is a branch of linguistics that is the study of language. This is a study of the use of linguistic signs, words, and sentences in actual situations. Therefore, without the pragmatic's function, there would be very little understanding of intention and the meaning of words. Pragmatics focuses on the implicature of conversation, which is the process by which the speaker implies, and the listener concludes. Simply, pragmatics studies language that is not spoken directly.

Advertisement is one of the communication tools used by advertisers to promote or inform a product or a service. It is also a type of marketing communication.¹ Advertisement usually used to sell and promote the product or service that offered. Advertisement has a unique and brief language and also additionally advertisement has a sign that needed to be

¹Moriarty, S. *Advertising* (Jakarta: Kencana, 2011), p.6

deciphered. In advertisement the sign that contained need to motivate, persuade and attract the people to try or buy the product.

B. Background of the Problem

Advertisement means communication, which attempts to influence someone or advising someone of a certain product, job, or service, and it can take the shape of notice, image, textual content, film, track, or mixture of all. Advertisement is a persuasive communication media designed to produce a response and help to achieve objectivity or marketing purposes. Advertisement usually used to sell and promote the product or service that offered. Advertisement is one of marketing strategy to promote or introduce certain product and service that people used in daily need. Advertisement has a unique and brief language and also additionally advertisement has a sign that can be interpreted. In advertisement the sign that contained need to motivate, persuade and attract the people to try or buy the product. At the present time, the advertisement has a great development. Nearly, many advertisements can be found anywhere. For instance, when people want to go somewhere they will see the advertising on the billboard all along the road. Indeed, when people watch television, usually advertisement appears on commercial break. Besides, when they read the newspaper or the magazine they will find advertisement easily. It can be said that the advertisements exist mostly in every human activity.

Signs and language play important roles advertisements, if the people want to promote their products, they need words and language correctly. For instance, by using advertisements that contain images of products, the messages contained in the advertisements, and the language contained in the advertisements are concise and clear language so the readers can understand and are interested in trying the product, and the message conveyed is not just for one or two or in a while group, but can be seen in a national and even international context. The sign has the goals to influence the people who interested in the advertisement of the

product. The producer of advertisement should be creative to make the people interested with the product in advertisement. Good advertisement depends on clear text and creative visual. Verbal sign in the form of written. Meanwhile visual sign in the form of image and gestures or without saying a word in advertisement. Sign carries meaning which help the reader to understand the messages that contained in the advertisement. According to Leech meaning means of word is complex, which they have such component such are an idea, a quality, a relationship, personal feeling and association.² The advertisement is using verbal and visual signs to deliver the meaning.

The goal of media messages is to persuade or indulge consumers to believe or do something. In the advertisement variety of techniques is used to get our attention, to establish credibility or trust to motivate us to the act of buying the product, vote for the right political party or invest money into the particular service. However, the problem is that many people do not understand the content contained in the advertisement and what language is in the advertisement, because basically advertising is a tool of communication where someone wants to express or to persuade buyers to buy their products. Phenomena of the advertisement are not only on the television or radio but on magazine, newspaper and even poster.

Based on the statement above, it was concluded that advertisement is a form of communication to promote a product by the language, picture, and colour. Therefore, to analyze the advertisement in this research, the researcher focused on semiotics and pragmatics theory to analyze the data. In the advertisement, there are many signs that was analysed in this research, such as: image, colour, symbol and language. To analyze the image, symbol, icon and index on advertisement. The researcher used Pierce' semiotic based on the object, because semiotic is a study

² Geoffrey N. Leech. *Principles of Pragmatics* (New York: University of Lancaster, 1983)

of sign. Pierce states, based on the object, a sign term is an icon, an index, or a symbol. According to Pierce, he believes that semiotic has three sides, representant, object, and interpretant. Pierce calls these three subjects as semiosis. To analyze the language on advertisement, the researcher used Yule's pragmatic theory. According to Yule pragmatics is the study of utterances as communicated by a hearer and speaker. Pragmatics is the study of language contextual meaning. It requires of how a speaker organizes what he or she wants to say. Pragmatics is the study about how the hearer gets the implicit meaning of the speaker's utterance. Speech act are generally called as utterances that perform an action. Similarly, Austin states that speech act is an act refers to the action that is performed in making an utterance. Based on those opinions above, it can be concluded that speech act is the act performed by a speaker in uttering a sentence. Therefore, the researcher used Yule's semiotic theory to analysed the data, the functions of the speech act itself is to state the speaker's intention to the hearer.

Related to the theory of semiotic above, the advertisements of Samsung and iPhone were chosen as the object of this research. Samsung and iPhone is well known as brand of mobile electronic device around the world. Therefore, Samsung and iPhone uses advertisement to promote their product. The advertisement can be found on TV, magazines, or accessed through internet. The design of advertisement has short text and supported by pictures, which are attractive and full of meanings. For several people at the first time seeing this advertisement might be confused about the message. They cannot understand directly the messages delivered by the advertisement creator. Therefore, the study entitled "Semio-Pragmatic Analysis of Cellphone Advertisements" tries to uncover the meaning of the sign in the Samsung and iPhone advertisements. The researcher is interested in analyzing the Samsung and iPhone cellphone advertisements as the object in this research because those advertisements have creative designs and meaningful messages in every advertisement. However

sometimes the viewers can not catch the message of the advertisement successful. Hence, the writer would like to explore deeply the sign and uncover the real message by analyzing the semiotic and pragmatic process.

C. Focus and Sub-focus of the Research

Based on the background of the problem before, this study focused on analyzing semio-pragmatic in Samsung and Apple (iPhone) phone printed advertisement. The sub-focus of this research, on the Samsung and Iphone printed advertisements there are words, image, text and language. From the focus above, Pierce's semiotic is study about icon, index, and symbol and Yule's pragmatic is study about language. Therefore the sub focus of this research are sign and speech act, it can be concluded that the researcher wants to analyze Samsung and Apple Phone printed advertisement by using Pierce's Semiotic as a visual analyze and Yule's Pragmatic as a verbal analyze.

D. Problem Formulation

The formulation of the problem in this research such us:

1. What are the sign system found on cellphone advertisements?
2. What is the speech act used on cellphone advertisements?

E. Objective of the Research

Based on formulation above, the objective of the research is about:

1. To find out the sign system on cellphone advertisements.
2. To find out the speech acts used on the cellphone advertisements.

F. Significant of the Research

The significant of the study is divided into:

1. Theoretically, this research is also expected to be useful reference to other researcher who conduct similar research, the writer hopes this research can add up new knowledge in linguistic about semio-pragmatic.

2. Pratically,

a. The Readers

For the readers who want gain knowledge about semiotic especially in sign and used Charles Sender Pierce's theory, and pragmatic especially in speech act used George Yule's theory, the researcher hope this research can help the readers. Therefore, it is important to study about linguistic especially semiotic and pragmatic such as advertising. Advertising can be used as in learning process to know the meaning of language and sign.

b. The other Researchers

For the next researcher who want to discuss about linguistics, especially in semiotic and pragmatic, the researcher hope this research can inspire the other researcher and used this researcher as a reference. This study focused on sign and speech act especially in phone advertisement, the researcher recommendation that the next researcher be able to conduct research at the other media.

c. The Lecturer

For the lecturer can be used this research as their reference in teaching semiotic to their students and the advertisement can be used as a medium in teaching and learning process.

G. Relevant Research

1. A Semio-pragmatic Analysis of Starbuck Promotional Advertisement in Instagram

This study aims to explain how to convey messages in Starbucks promotional advertisements and also to describe the most widely used speech acts in these advertisements. Searle's (1977) illocutionary act theory used as a main framework in this study. Data was analyzed using qualitative descriptive. From this verbal and non-verbal analysis, the researcher found the most widely used illocutionary acts

according to Searle's theory. This study showed that the advertiser creates a different image from each advertisement. The images support the tagline and advertisement in the body copy. Advertisers want consumers to be able to come to Starbucks whenever consumers want because promos are always available and free to choose.

2. Semiotic Analysis On Selected Oppo Smartphone's Advertisements

This study is attempted to explain and analyze the semiotic process and the messages implied on Oppo Smartphone's advertisement. The semiotic approach is used to identify and to analyse the data which focuses on Representament, Object and Interpretant by using Triadic Semiosis Concept of C.S. Pierce's theory. The objective of this study is to analyze how semiosis proses occurs and to interpret the messages conveyed by the sign in Oppo Smartphone's Advertisement. The study employed descriptive qualitative as the data were collected in the form of written words which produce the descriptive information. From the result analysis, it can be affirmed that all aspects in the advertisements have the same messages to persuade the readers to buy the product eventhough the sign in each advertisement is different.

3. A Semiotic Analysis on Education in Campus Magazine

This research used descriptive analysis approach. By using descriptive analysis, researcher tried explaining and describing sign meaning and investigates semiotic process by using Pierce's theory. In semiotic analysis, researcher downloaded then printed data. Then, classifying those data contained sign that consisted of three elements. Researcher determined that one is symbols and icons first from each advertisement and using them as data. From the data, both symbol and icon, researcher analyzed object of symbol and icon, last getting interpretant in order to give meaning for advertisements.

4. **A Pragmatic Analysis of the Meaning Used in Jakarta Post**
A study using descriptive qualitative research. The purpose of this study is to find out the important types and functions of the sports column in The Jakarta Post. This study revealed that three types of tactics were most used in general and conversation articles published in June 2013. A common feature of The Jakarta Post's sports columns is that the assumptions are not based on more comprehensive principles of pragmatism, they are simply added according to certain lexical elements or regularities in speech.

5. **A Semio-Pragmatic Analysis Of The World Health Organization's Campaign Posters Against Covid-19**
The Covid-19 pandemic has claimed hundreds of thousands of human lives in various parts of the world. The study aims to explore the types of linguistic elements used in the WHO posters and to uncover the meanings of the elements to express the messages. The study employed descriptive qualitative research using a semio-pragmatic analysis framework. The study found two linguistic elements as poster-forming elements, namely visual and verbal elements. Through icons, indexes, and symbols, visual elements reinforce the meaning of the poster's theme so that it is easily understood by readers. Meanwhile, verbal elements are realized by the directive speech to facilitate understanding of the intended message as well as indirective speech to consider politeness in delivering the messages.

H. Research Method

1. Research Design

The researcher analyzed the data in this study using descriptive qualitative research method. It is called qualitative because the data collected was in the form of sentences. This research is the descriptive qualitative analysis technique where the writer describes a semiotic and pragmatic on phone

advertisements. According to Bogdan and Biklen in Sugiyono, the qualitative descriptive approach is used to collect data of words or pictures rather than numbers.³ Moleong states that qualitative research is a research procedure that produces descriptive data where the available data is obtained through written or oral words from people and their behavior, then from the results of the data collected will be examined.⁴

Descriptive qualitative was performed by describing facts and subsequent analysis. This means the analysis of descriptive data used as documentation for this study. Using qualitative research, researcher can get answers to their question analyzing advertisements of cellphone advertisements.

2. Subject and Object of the Research

The subject of the research is about semiotic and pragmatic. The researcher used this theory to analyse the data from Cellphone advertisement. The theory of semiotic is focused on Pierce's semiotic theory, and the theory on pragmatic use the theory of Yule. The object of this research is Cellphone Advertisement where the objects are Samsung and iPhone. The researcher decided to choose Samsung and iPhone because these phones are the biggest worldwide sales.

3. Research Instrument

To obtain and find results, researchers acted as planners, data collectors, analysts, and ultimately reporters of research results. The first instrument of research is the researcher herself. As explained by Djunaedi and Almanshur that in qualitative research uses the human research.⁵

³Sugiyono, *Metode Penelitian Pendidikan, Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung. 2014.

⁴Muhammad, *Metode Penelitian Bahasa*. Yogyakarta: Ar-Ruzz Media. 2014. P,30

⁵M. Djunaedi Ghony and Fauzan Almanshur, *Metodologi Penelitian Kualitatif* (Yogyakarta: Ar-Ruzz Media, 2009), p. 95

Researcher must identify themselves for their ability to conduct inquiries. Therefore, in this study, researcher as the primary tool for facilitating researchers to carry out their studies. From the statement before so the researcher as a key instrument of this research collected the data, identified the data, analyzed the data, classified the data present by descriptive and the researcher follow the steps that conduct by Miles and Huberman which has divided the process of analysing the data into three steps such as reducing the data, display the data and make the conclusion.

Here, the explanation of the picture above:

a. Data Condensation

The first step to analyzing the data by Miles and Huberman is data reduction, which means the data is differentiated or sorting and categories depend on the type, so the researcher will easy to do the next step. Based on that explanation, so the researcher identified the utterances in the signs and speech acts, after that the researcher try to categorized the data based on types of Pierce's theory of signs: icons, indexes, and symbols, and yule' theory of speech acts in phone advertisements.

b. Data Display

After the reduction of the data, the researcher displays the data. Usually descriptive is a model display that researchers often used but actually, the presentation of data qualitative is not only by descriptive, also the picture, table, chart, and so on. In the second step, the researcher analyses the words that are describe about semiotic and pragmatic in advertisements.

c. Conclusion

In the last step after the researcher sorts and presences the data, the researcher should make a conclusion about the result, what the result can answer the formulation of the researcher or not. But the conclusion is not sure that it is

verified before check it. In the last step, the researcher concludes the data based on what the researcher got.⁶

4. Data Source

a. Primary Data Source

Data is the most important in the research, because without any data the research cannot be conducted. Primary data is the main data to be investigate, calculate, process and examined in a thesis, which mean the object itself. The data of this research was obtained from Samsung Mobile USA on Instagram and Digimap.ph on website to get the digital image of Samsung and iPhone advertisement.

b. Secondary Data Source

The source that can support the researcher forwriting the material. The secondary data of thisresearch are books, journals/articles which producedthe data collecting technique and data analysing technique.

5. Data Collecting

Data collecting technique is a way to collect the data thatused by the researcher in the research. Sugiyono stated that data collecting technique is a strategic way in the research, because themain purpose of the research is to get the data.⁷Ary state that several method in collecting data of qualitative research there are observation, interviewing, document or artefact analysis.⁸ In this research, the techniques used by the researcher is documentation technique. The data for this research are collected from printed advertisements. The steps of data collecting are conducted as follow:

⁶Miles, Mathew B., dan A. Michael Huberman. *An Expanded Sourcebook: Qualitative Data Analysis*. (London: Sage Publications, 1994), 134.

⁷Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Edisi 19), (Bandung: Alfabeta, 2013) p.224

⁸Ary Donald, *Introduction to Research in Education* (Eight Edition), (Belmont: Wadsworth, 2010). p. 431.

- a. The data are downloaded from Instagram and website as digital advertisements.
- b. The researcher chooses selected image about the phone from the Samsung and iPhone advertisements.
- c. After collecting the data, researcher analyze the data by using Pierce's Semiotic theory and Yule's Pragmatic theory.

6. Data Analysis

In this research, researcher used descriptive qualitative method. Technique analyzing the data in this research, researcher tried to describe the data such as the sign by Pierce's theory and speech act that use by Yule's theory of Phone Advertisement. The researcher uses Pierce and Yule's theory to analyze the object of sign and speech act in Iphone and Samsung advertisement. As stated by Miles and Huberman, analysis can be define as consisting as three current flows of activity that is: data reduction, data display, and conclusion drawing/ verification.⁹In this study the researcher used or adopted the steps from Miles and Huberman to analyse the data.

7. Trustworthiness of Data

In this research, trustworthiness of the data is a proof that the data can be counted for. In qualitative research, finding or data are valid if there is no difference between what is being reported by the research with what is going on the subject of the research is being investigated. In this research the researcher use triangulation, which triangulation is defined as checking the data from various things. Various method used in this qualitative procedure to maintain the validity of the data in order to obtain more accurate result. Qualitative validity means that the researcher applied a specific procedure and confirmed the correctness of everything found. In these

⁹Miles, Mathew B., dan A. Michael Huberman. *An Expanded Sourcebook: Qualitative Data Analysis*. (London: Sage Publications, 1994),134.

cases, triangulation is the process of increasing plausibility from different angles, approaches, or methods. Triangulation also helps remove bias and can identify research errors and discrepancies. As shown by Gary and Nancy, triangulation was supposed to use multiple data sources, data collection approaches, and some theory to validate the results.

From the explanation above, the researcher used the investigator triangulation to check the data valid or not. Validation of this research checked by the expert to study related to this research. Therefore, researcher refer to Mr. Susanto, S.S., M.Hum, M.A., Ph.D. as forensic linguistic to be a validator in this research.

I. Systematic of the Discussion

Chapter I

Present the introduction, which contains of the title affirmation, the background of the problem, focus and sub-focus of the research, formulation of the problem, objective if the research, significant of the research, relevant study, and research method.

Chapter II

This chapter contains the theoretical framework that is relevant to the theme of this thesis

Chapter III

Presents the research object description and presentation of fact.

Chapter IV

The content of this chapter includes an overview of the subject described research, data presentation and discussion of the results of research analysis related theoretical perspective.

Chapter V

In the last chapter, the researcher summarizes the results of the discussion in the form of conclusions, research recommendation and conclusion.



CHAPTER II

LITERATURE REVIEW

A. Semiotic

1. The Definition of Semiotic

Semiotics as a discipline is the analysis of signs or studies. It is also the study of the functioning of sign systems. The concept that sign systems are good consequences is convenient to understand. Nevertheless, the recognition of the need to study sign system is immensely a modern phenomenon. As stated by Sebeok that linguistics is only a branch of semiotics, is created from linguistics. Therefore, the aftermath is that semiotics is a branch of linguistics that study signs and the whole things related to sign systems and its meanings.¹⁰

Semiotics is the study of signs and is a creation of the Swiss linguist Ferdinand de Saussure and the American pragmatist Charles Sanders Peirce.¹¹ Independently, they worked to better understand how certain structures were able to produce meaning rather than work on the traditional matter of meaning itself. Semiotics is concerned with everything that can be taken as a sign. Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which stands for something else.¹² In a semiotic sense, signs are words, pictures, sounds, gestures, and objects. The object or subject of semiotic inquiry is not only signs but action or semiosis. This action occurs at a number of levels that can be distinguished or identified as specific spheres or zone of sign activity.¹³

¹⁰Thomas, A. Sebeok, *An Introduction of Semiotic*. Second Edition. 2001.

¹¹Chandler Daniel. *Semiotic: The Basics*. (London: 11 New Fetter Lane. 2002) p.2

¹² ibid

¹³Deely, John. *Basics of Semiotics* (united State of America: Indiana University Press. 1984). P.105

Semiotics comes from the Greek word *semeion*, which means sign. Semiotics has its roots in the classical and scholastic studies of the arts of logic, rhetoric and poetics. Etymologically, semiotics comes from the Greek word *semeion* which means the interpreter of a sign or sign where something is known. The sign itself is defined as something which, on the basis of previously developed social conventions, can be considered to represent something else. The term *semeion* appears to have been derived from hypocratic or asclepiadic medicine with its concern for symptomatology and inferential diagnostics. In terms of terminology, semiotics can be defined as a science that studies a wide range of objects, events, and entire cultures as signs.

Semiotics as the most basic discourse analysis, its method and work is to observe signs (icons, indexes, symbols) with the aim of finding the meanings of signs (with the help of the triangle of meaning theory). Through icons, indexes, and symbols, visual elements reinforce the meaning of the poster's theme so that it is easily understood by readers.¹⁴ Semiotics has been used as an approach in examining something related to signs, for example literary works and news texts in the media. Semiotics is a variant of the structuralism theory. Structuralism assumes that text is a function of content and code, while meaning is a product of a system of relationships.¹⁵

a. Ferdinand de Saussure

Ferdinand de saussure, is well known as the father of modern linguistics and the founding father or

¹⁴Muhassin, M. *A Semio-Pragmatic Analysis of The World Health Organization's Campaign Posters Against Covid-19*. (Sosiohumaniora : 2022), p.59.

¹⁵Ida NurRiyanti, "*Semiotic Analysis of Mental Disorder in the Film A Beautiful Mind*" (Disertasi, Jakarta: UniversitasDarmaPersada, Jakarta, 2021) p.20S

structuralist linguistic in Europe. There are three element distinction from Saussure according to his course in General linguistic book as the fundamental element of the structural semiotic approach, between (1) *signifier and signified*, (2) *langue, parole, and langage*, (3) *synchronic and diachronic*.

1. Saussure defined the linguistic sign as two side entity. One side of the sign was what he called the signifier. A signifier is the thoroughly material aspect of a sign. If one feels one's vocal when speaking, it is clear that are made from vibrations (which are undoubtedly material in nature). Saussure describes the verbal signifier as a sound image.¹⁶

Inseparably from the signifier in any sign, engendered by the signifier is what Saussure calls the signified as the mental concept. The word "dog" in English made up the signifier /d/, /o/ and /g/, what is engendered for the hearers is not the real dog but a mental concept of "dogness".

These two inseparable of the Signified (mental concept) and the Signifier (material aspect) are described as the following diagram:

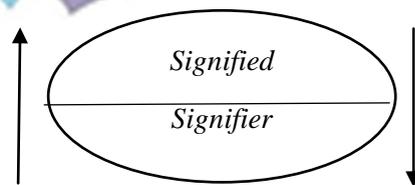


Figure 2.1 Meaning element from Saussure

2. The general phenomenon of language (in French, langage) is made up by two factor, between parole

¹⁶Paul Cobley and LitzaJansz, *Semiotic for Beginner*, (London: Penguin Books, 1997), p.10.

(individual acts of speech) and langue (a system of difference between sign).¹⁷

3. According to Saussure, the linguistic research must concern in Synchronic aspect before Diachronic aspect. Saussure describes this vital distinction as: “Synchronic linguistic will be concerned with the logical and physiological relations that bind together coexisting terms and form a system in the collective mind of the speaker. And Diachronic linguistics, on the contrary, will study relations that bind together successive terms not perceived by the collective mind but substituted for each without forming a system.”¹⁸

a. Charles Sender Peirce

According to Charles Sander Peirce's Theory of Semiotics, the meaning of the sign in the image can be seen from the type of sign, namely icons, indexs and symbols. Semiotics is based on logic, because logic studies how people reason, while reasoning according to Peirce is done through signs. These signs according to Peirce allow us to think, relate to others and give meaning to what the universe displays. In this case humans have a diversity of signs in various aspects of their lives. Where linguistic signs are one of the most important. In this semiotic theory, the function and use of a sign is the center of attention. Signs as a means of communication are very important in various conditions and can be utilized in various aspects of communication.¹⁹

1. Classification of Sign According to Pierce

¹⁷Ibid, p.15

¹⁸ Ferdinand de Saussure, *Course in General Linguistic*, (New York City: McGraw-Hill Paperback, 1966), p. 99.

¹⁹ Alex Sobur, *SemiotikaKomunikasi*, (Bandung: PT Remaja Rosdakarya,2006), p.15

Peirce wanted his semiotic theory to be a general reference for the study of signs. Therefore, he needed a more in-depth study of it. Especially on how wide the scope of his theory is. For this reason, Peirce divided it into several classifications:

a. Based on Ground:

Namely related to something that makes a sign function. In this case Peirce classifies Ground into three things, namely:

1) Qualisign

Qualisign is the quality of a sign. For example, the quality of the words used in accompanying the sign such as hard, rough or soft words. Not only words that determine the quality of a sign, it can also be the colors used and include in images.

2) Sinsign

Sinsign is the existence and actuality of an object or event to a sign. For example, the word flood in the sentence "there was a flood disaster" is an event that explains that floods are caused by rain.

3) Legisign

Legisign is the norm contained in a sign. It relates to what can and cannot be done. For example, a no smoking sign indicates that we are prohibited from smoking in the environment where the sign is located. More common of course are traffic signs, which indicate what we can and cannot do when driving.

b. Based on Object

1) Icon

Icons are signs that resemble the shape of the original object. It can also be interpreted as a relationship between a sign and an object that is similar in nature. The purpose of the icon is to give a message about the

original form. The simplest and most common example that we encounter but do not realize is a map.

2) Index

An index is a sign related to something that is causal, or cause and effect. In this case the sign has a relationship with its object causally. The sign means the result of a message. A common example would be smoke as a sign of fire.

3) Symbol

A symbol is a sign that is related to the sign and the sign. That something is symbolized through a sign that is agreed upon by the signifiers as a common reference. For example, if a red light means stop, everyone knows and agrees that a red light means stop.

c. Based on Interpretant

1) Rheme

A rheme is a sign that allows for different interpretations. For example, if a person has red eyes, then it could be that he is sleepy, or maybe he has eye pain, irritation, he could have just woken up or he could even be drunk.

2) Dicent sign or dicensign

Dicent sign or dicensign is a sign that is in accordance with facts and reality. For example, if there are many children on a village road, then a traffic sign is installed on the road caution many children. Another example is an accident-prone road, so an accident-prone caution sign is installed.

3) Argument

Argument is a sign that contains reasons about something. For example, a sign prohibiting smoking

at gas stations, this is because gas stations are flammable places.²⁰

The Triadic model of Pierce show the important role of the subject in the language transformation. The sign according to Pierce is which stand in the process of the unlimited semiosis, or the proses of the unlimited semiosis series, which creating the interpretant in the newest form.²¹

This is the triangle model or the semiotic by Pierce:

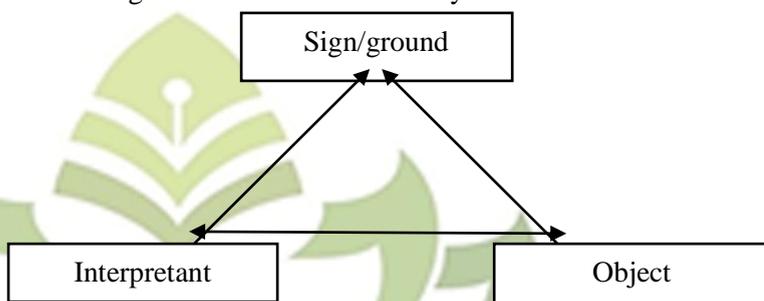


Figure 2.2 Meaning element from Pierce

The explanation is as follows:

- a. **Sign:** is the main concept that is used as material for analysis where in the sign there is meaning as a form of interpretation of the intended message. In simple terms, signs tend to be visual or physical forms captured by humans.
- b. **Object / Sign Reference:** is a social context that in its implementation is used as an aspect of meaning or what the sign refers to.
- c. **Interpretant / Use of Sign:** the concept of thought of the person who uses the sign and derives it to a

²⁰John Fiske, *Pengantar Ilmu Komunikasi* (Cet II; Jakarta: PT Rajagrafindo Persada, 2012), h. 66-67

²¹Yasraf Amir Piliang, *Hipersemiotika Tafsir Cultural studies atas Matinya Makna*, (Yogyakarta: Jalasutra, 2003), p. 266.

certain meaning or the meaning that exists in a person's mind about the object that a sign refers to.

From the explanation of the meaning of semiotics according to Peirce, it can be concluded that semiotics is a science or method of analysis to study signs. Signs are devices that are used in an effort to find away in this world, in the midst of humans and with humans. Peirce also divides the category of signs into three parts, including icons, indexes, and symbols. Icon which means a pattern that displays the object it marks. For example, a picture of a cigarette crossed out with a diagonal line, we understand as a smoking ban around the location. Index is something that can be seen, heard and easily smelled, which then relates it to certain objects. For instance dark clouds are a sign that it will rain. While symbol is character representing an object through agreement or agreement in a specific context. For example, roses are symbolized as a symbol of love.

2. Field of Semiotic

This is the field of semiotic:

- a. Analytical semiotics: It is semiotics that analyzes data systems.
- b. Semiotic Description: It is mentioned the system of signs.
- c. Zoo semiotics: It refers to the signature system of non-human behavior.
- d. Cultural Semiotics: Semiotics examines systems of signs in the culture of society.
- e. Social semiotics: It refers to a system of signs created by people in the form of symbols.
- f. Narrative semiotics: It refers to a symbolic system that appears in myths and folktales.

- g. Natural Semiotics: Semiotics examines the natural sign system.
- h. Normative semiotics: It refers to an artificial sign system that takes the form of norms.
- i. Structural semiotics: Study of sign language system by linguistic structure.²²

B. Pragmatic

1. Definition of Pragmatic

Pragmatic is a discipline of linguistics concerned with the use of language in social contexts and the manner in which people use language to make and comprehend meaning. Pragmatics is the study of communication, with the idea that what is communicated is more important than what is spoken. As a result, it is more concerned with determining what the words or phrases in those utterances mean in and of themselves.²³ George Yule wants to emphasize that the meaning that the speakers have is more than the words they say. Pragmatic is concerned with the study of meaning as communicated by the speaker or writer and perceived by a listener or reader. This form of research necessitates the interpretation of what people mean in a specific situation, as well as how the context affects what they say. It necessitates a consideration of how speakers organize what they intend to say in relation to who they are speaking to, where they are speaking, when they are speaking, and under what condition.

Pragmatics also is a branch of linguistics that studies the external meaning of a sentence or utterance. It required a lot of interpretation to figure out what people meant in correct

²²Ismawarni, "A Semiotic Analysis on Short Message Service". Thesis (Jakarta: The Library of State Islamic of Jakarta, 2006), p.19

²³Yule G. *Pragmatic*. (Oxford University Press.1970), p.5

context and how that context influenced what they said.²⁴ Mey stated that pragmatics is a discipline of linguistics and semiotics that explores the ways in which context influences meaning. Conversational implicature, speech act theory, talk in interaction and other approaches to language behavior in philosophy, sociology, linguistics and anthropology are all covered by pragmatics.²⁵ The study of pragmatics covers several subfields or domains, such as deixis, reference, presupposition, implicature, and speech acts. Deixis is concerned with the referring expressions which indicate the location of the referents along certain dimensions. Reference deals with the linguistic forms used by the speaker to enable the listener to identify something. Presupposition is related to the things that the speaker assume as the case of an utterance. Implicature is associated with the existence of norms for the use language in context. Speech acts are concerned with the use of utterance to perform an act.²⁶

2. Speech Act Definition

According to Searle, a language is performing speech acts such as making requests, statements, giving comments, etc.²⁷ Speech acts also defined as an activity expressed by utterances or speech.²⁸ Then, in Mey point of view that speech acts are actions happening in the world, that is, they bring about a change in the existing state of affairs.²⁹ In addition, Parker defined speech act as every utterance of speech act constitutes

²⁴B. Wolfram, R. Narrick Neal, *Foundation of pragmatic* (Boston: Walter de Gruyter GmbH & Co. KG: 2011) p.47

²⁵Mey, Jacob L. *Pragmatics an Introduction* 2nd Ed (Oxford: Blackwell Publisher Inc:1996) p.76

²⁶Griffiths, Patrick. 2006. *An Introduction to English Semantics and Pragmatics*. P.54

²⁷Searle, John. R. *Speech Act Theory and Pragmatic*. London: Reidel Publishing Company., etc. 1980

²⁸GusanSusri, FithrahAuliyaAnsar, Moh. Muhassin. 2020. "speech acts in english translation of the holy qur'an surah al-kahfi by abdullahyusufali" *English Education: Jurnal Tadris Bahasa Inggris*. Vol. 13 (1), 2020 75-89

²⁹Mey, Jacob. L. *Pragmatics: An Introduction*. London: Blackwell. 2001.

some sort of fact.³⁰ Yule said Speech acts is actions performed via utterances and in English are commonly given more specific labels, such as apology, complaint, invitation, request, compliment and promise. This definition terms for different kinds of speech acts apply to the speakers communicative intention in producing an utterance. The speaker normally expects that his or her communicative intention will be recognized by the hearer. Both speaker and hearer are usually helped in this process by the circumstances surrounding the utterance. These condition including other utterances, are called speech event. In many ways, it is the nature of the speech event that determines the interpretation of an utterance as performing a particular speech act.³¹

a. Austin's Classification of Speech Act

Austin distinguishes three primary ways in which saying anything means doing something.³² In this case, there are three main sorts of speaking acts.

1) Locutionary Act

The literal or semantic meaning of an utterance is referred to as a locutionary deed. A locutionary act, according to Levinson's theory, is the utterance of a phrase with a defined sense and reference. Another definition is provided by Yule. He claims that this is the primary act of speech in producing a meaningful language phrase. It denotes that the locutionary act is the sentence's original meaning without contextinfluences; context has no connection between the meaning and where/when the utterance is uttered. For example, if I say, "My name is Ryder," the literal meaning is "My name is Ryder".

³⁰Parker, Frank. *Linguistics for Non-Linguistics*. London: Taylor & Francis Ltd. 1986

³¹Yule, George. *Pragmatics*. New York: Oxford University Press. 1996

³² Austin, J. L. *How to Do Things with Words* (Paperback edition). New York: Martino Fine Books. 2018

2) Illocutionary Act

Illocution is what the speaker is doing by uttering such phrases: demanding, offering, and promising, threatening, thanking, and so on. It means that when we say utterance, we are interpreting what action is included inside it. The definition of illocutionary behaviour is what the speaker intended by what he said based on the context. For instance, I require it to interpret what the speaker is saying so that the listener knows the context.

3) Perlocutionary Act

According to Levinson's work, the perlocutionary act is the impression on the listener caused by pronouncing a sentence. It denotes how the audience feels after hearing a sentence.³³ The perlocutionary deed is the result or reaction of the speech through the addressee's feeling following the speaker's utterance or illocutionary force. For example, the sentence "here's your coffee" would make the hearer joyful, whereas "your father perished away" would make the hearer upset. Knowing the context relation is particularly significant for determining and explaining the perlocutionary act, because different contexts will result in different interpreting.

b. Yule's Classification of Speech Act

Yule suggested that speech acts be classified into broad categories based on their relationship to the world.³⁴ Representatives, instructions, commissives, expressive, and

³³Levinson, Stephen. C. *Pragmatics*. United states: Cambridge University Press. 1983.

³⁴Searle, Jhon. R. *Speech Act Theory and Pragmatic*. London: Reidel Publishing Company. 1980.

declaration are the five main forms of activities that can be performed on utterance.

1) Declarations

According to Yule, declarations are words and phrases that transform the world by their pronouncements.³⁵ It signifies that the declarative refers to an act that immediately changes the world. Excommunication, declaration, firing, christening, and other declaratives are examples. "I pronounce you husband and wife," for example. These utterances demonstrate that it is declarative that both humans possessed married status soon after expressing those phrases.

2) Representative

A person who accepts a proposal as true does so on the basis of his or her belief.³⁶ It entails expressing the thing using utterances that correspond to what the speaker believes. Type representations are defined by Yule as saying, describing, confirming, bragging, concluding, asserting, assessing, and so on.

3) Expressive

Yule defines expressive as "speaking acts that express how the speaker feels." It might be induced by something said or done by either the speaker or the listener. They can communicate emotions such as pleasure, pain, likes, dislikes, joy, or sadness.³⁷ These expressive acts can be produced by the speaker's affect. Through this speech act classification, the speaker displays their feelings (disapproval, dissatisfaction, wrath, etc.). "I'm truly sorry!" is an

³⁵Yule, George. *Pragmatics*. New York: Oxford University Press. 1996.

³⁶Mey, Jacob. L. 2001. *Pragmatics: An Introduction*. London: Blackwell.

³⁷ibid

example of this speaking behavior. This is an example of an expression used to communicate pity or guilt to someone.

4) Directive

Yule defined instructions as verbal actions performed by the speaker in order to convince another person to do something.³⁸ The directive might be seen as the speaker attempting to persuade the addressee to do something. Commanding, ordering, inquiring, proposing, inviting, and so on are examples of directives. Please, for example, offer me your autograph. It belongs to the directive in obtaining the addressee's autograph. "You may ask," for example. In this case, the sentence is a recommendation with the goal of persuading the listener to do what the speaker proposes.

5) Commissive

Speakers pledge to taking action in the future to make the words fit their words.³⁹ Based on the definition above, it can be deduced that commissives are the speaker's commitment to future action; examples of commissives include promising, vowing, planning, threatening, offering, warning, and so on. It is commendable that the speaker promising to address will appear in one hour.

Speech act, as defined by the experts above, is the act of performing action using words. When we say things, we don't just say phrases for the sake of saying them. However, there is insignificance within the statement itself.

³⁸Ibid.

³⁹Yule, George. *Pragmatics*. New York: Oxford University Press. 1996

c. Direct and Indirect Speech Act

1) Direct Speech Act

Happens when there is a direct link between a structure and a function. Thus, employ the declarative form to make a statement, the interrogative form to pose a question, and the imperative form to issue directives.

For example:

1. You wear mask
(declarative)
2. Do you wear your mask?
(interrogative)
3. Wear your mask!
(imperative)

In number one, the speaker claims that the hearer wears a mask. In number two, the speaker inquires whether or not the listener is wearing the mask. The speaker advises the listener to put on the mask at number three.

2) Indirect Speech Act

According to Yule, indirect instructions or requests are simply believed to be a more delicate or polite means of expressing commands than outright ones. Indirect Speech Acts will happen if there is indirect relationship between the structure and the function of the utterance. People favour indirect communication actions over direct speech acts as a result.

For example:

1. It's cold outside. (declarative)
2. I hereby tell you about the weather.
3. I hereby request of you that you close the door. ⁴⁰

⁴⁰Ibid.

Whenever there is an indirect relationship between a structure and a function, we have an indirect speech act. Thus, a declarative used to make a statement is a direct speech act, but a declarative used to make a request is an indirect speech act. The utterance in (1) is a declarative. When it is used to make a statement, as paraphrased in (2) it is functioning as a direct speech act. When it is used to make a command/request, as paraphrased in (3) it is functioning as an indirect speech act.

C. Advertisement

1. Definition of advertisement

The word “advertise” originates from the Latin *advertere*, which means to turn toward or to take note of. Certainly, the visual and the verbal commercial message that are part of advertising are intended to attract attention and produce some responses by the viewer. Advertising is persuasive and virtually impossible to escape.⁴¹ Newspapers and magazines often have more advertisement than copy, the radio and television provide entertainment but are also laden with the advertisement. Advertisements also exist on billboard along the freeway, in subway or everywhere. The persuasive of advertising and its creative elements are designed to cause viewers to take note.

Advertising is a form of communication used to help sell products and services. Typically, it communicates a message including the name of the products or services and how that product or service could potentially benefit the consumer. However, advertising does typically attempt to persuade potential consumers to purchase or to consume more of a particular brand of product or services.

⁴¹Jorge Reina Schement, (ed.), *Encyclopedia of Communication and Information* (Volume 1 ACA-FUN), (New York: Macmillan Library Reference, 2002), p. 10.

2. The Function of Advertisement

Although the primary objective of advertising is to persuade, it may achieve this objective in many different ways. An important function of advertising is the identification function, that is, to identify a product and differentiate it from the other, this create an awareness of the product and provides a basis for consumer to choose the advertised products. The identification function of advertising includes the ability of advertising to differentiate a product so that it has own unique identity or personality.⁴²

Another function of advertising is to communicate information about the product, its attributes and its location of sale, this is function known as the information functions. The third function of advertising is to induce consumer to try a new product and to suggest reuse of the product as well as new uses, this is as the persuasion function.

3. Type of Advertisement

There is not just one kind of advertising. In fact, advertising is a large and varied industry. Different types of advertising have different roles. In this part, type of advertisement will be explained:

- a. Product advertising, in product advertising, the advertisement describes and explains about the product that is offered
- b. Institutional advertising, this type of advertising has a purpose to create a sympathy to the seller and to create a goodwill to a company.
- c. National, regional, and local advertising, this type of advertising is categorized from the geographical area, the target to national market.

⁴²Ibid. p.11

- d. Advertising market, this type depends on the kind or a character of a market. Whether an advertisements is targeted to the consumers, the trades, or the industries.⁴³

4. Purpose and Benefits of Advertisement

The purpose of advertisement is to sell or a product or to upgrade the number of the selling of a product or a service. Another purpose is to communicate to the society effectively. Beside those two purpose, here are other purposes of advertisement:

- a. To improve the sales
- b. To communicate with consumers, for example, giving information about the product or new product.
- c. To keep the relationship with the consumers so that the loyalty from the consumers aren't interrupted.⁴⁴

As has been elaborated above, the function of advertisements is to persuade the reader to buy a product or use a service. In another word, every advertisement will make any effort so that their products or service look attractive to the reader. The efforts to make an attractive advertisement might come from the picture, the packaging of the product and obviously, the language is used.

5. Advertisement the Effects

There are many critiques arguing that advertising places a burden on society by raising the cost of merchandise and inducing people to buy a thing they don't need. There are four common of the advertising effect and misconception.

1. Advertising makes people buy things they don't need
2. Advertising makes things cost more
3. Advertising helps sell bad products
4. Advertising is a waste money.⁴⁵

⁴³Swastha, *Azas-azas Marketing*, (Penerbit Liberty, 1984), p.249

⁴⁴Baba Mubhasir M. *Tihe changing role of advertising*.*Abhinav national mothly refereed journal of research in commerce & management*. 2018. P.37

⁴⁵Ralph E. Hanson, *Mass Communication Living in a Media World*, (New York: McGraw-Hill Companies, Inc, 2005), p.413.

Beside it, advertising has its detractor on its appearance and the a message laden on it, here are the details of the common criticisms in contemporary advertising and its effects:

1. Advertising has the power to make people do irrational thing such as buying product they don't need.
2. That is too much advertising, and this make life less pleasant that it might be.
3. Many people find some advertising offensive or in bad taste.
4. Advertising perpetuates stereotypes, such as women being best suited to housekeeping.⁴⁶



⁴⁶Thomas M. Pasqua, et al., *Mass Meedia in the Information Age*, (New Jersey: Prentice- Hall, Inc, 1990), p. 187.

CHAPTER V

CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the data in the previous chapter that this research used theory from Pierce's theory to analyze semiotic and Yule's theory to analyze pragmatic on Phone Advertisement. The result and finding that have been carried out by researcher can be concluded as follows, the researcher found seven image consisting of four icons, three indexes, two symbols. In summary, the result show that Pierce's semiotic concept can be used to explain the meaning of signs that the speaker decided to show the product through the advertisement to the reader.

Based on the research findings, the language contained in Samsung and Iphone cell phone advertisements using pragmatic theory can be concluded that, in the seven printed advertisements obtained there are several classifications of speech acts including representative and declarative. In the seven advertisements, several functions can be found as follows: representative (informing, predicting, explaining, convincing, assertion, claiming and description), declarative (declarating status). And in the pragmatic theory speech act found that the language containing is indirect speech act.

The result, found 10 speech act consisting of nine representative, one declarative. It was found that there is and indirect speech acts among two cell phone advertisements, namely Samsung advertisements and Iphone advertisements. The result showed that by using advertisements, speakers can convey messages in accordance with the required functions.

B. Recommendation

The research would like to provide some recommendation for some sides based on the findings of the study. The recommendation as follows:

1. The Readers

For the readers who want gain knowledge about semiotic especially in sign and used Charles Sender Pierce's theory, and pragmatic especially in speech act used George Yule's theory, the researcher hope this research can help the readers. Therefore, it is important to study about linguistic especially semiotic and pragmatic such as advertising. Advertising can be used as in learning process to know the meaning of language and sign.

2. The other Researchers

For the next researcher who want to discuss about linguistics, especially in semiotic and pragmatic, the researcher hope this research can inspire the other researcher and used this researcher as a reference. This study focused on sign and speech act especially in phone advertisement, the researcher recommendation that the next researcher be able to conduct research at the other media.

3. The Lecturer

For the lecturer, this research can be used as their reference in teaching semiotic to their students and also helps the students to improve understanding of linguistic and the advertisement can be used as a medium in teaching and learning process.

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