

**A SEMIO PRAGMATIC ANALYSIS ON TOYOTA HILUX PRINTED
ADVERTISEMENT**

A Thesis

**Submitted in Partial Fulfillment of the Requirements for the Bachelor
Degree**

By

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**Study Program : English Education
Supervisor : Dr. Mohammad Muhassin, M.Hum
Co-Supervisor : Istiqomah Nur Rahmawaty, M.Pd**



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CHAPTER I INTRODUCTION

A. Title Confirmation

In this study, the researcher discussed advertising. What is advertising? Advertising is a form of promotion, for example the promotion of sellers to buyers. Because advertising is very broad, some are in the form of audio, visual, video, and even written. Advertisement is a text that usually contains some figurative language, which contains words to persuade a reader to buy and use a particular product or service. In the advertisements that will be analyzed by the researcher in this study are printed advertisements, in advertisements there are sentences to persuade or invite either directly or indirectly and there are images that indicate this advertisement is correct and in accordance with the product to be promoted. For this reason, in this study, the researcher need theories from several experts and the researcher decide to found out and analyze theories from semiotics and pragmatics. Finally, the researcher made the title "**A Semio-Pragmatic Analysis on Toyota Hilux printed advertisement**".

Chandler defines semiotics as a sign in the form of words, images, sounds, gestures, and objects.² In this research, the researcher used Charles Sanders Peirce's theory to analyze the icon, index, and symbol that exist on Toyota Printed Advertisement. In advertising related to signs, symbols, and interpretation, for that in this study the researcher took the theory from Charles Sander Peirce.

Leech explains that pragmatics is science that studies the advertiser meaning connected with the situation.³ Leech also explains that pragmatics is connected with the certain social situation of grammar and language utilization is. Because in advertisements there are words and sentences containing persuasion and so on, both direct and indirect persuasion, so this study took pragmatic theory from Yule theory.

Therefore, the purpose of this study is to analyze printed advertisement in which there are many meanings, and the theory in this study is from Charles Sander Peirce for semiotic theory and Yule for pragmatic theory.

B. Background of the Problem

Signs and language play an important role in linguistics, 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

² Daniel Chandler. *Semiotics: The Basic Second Edition*. (Newyork : Taylor & Francis, 2007)

³ Geoffrey N. Leech. *Principles of Pragmatics* (New York: University of Lancaster, 1983)

not just for one or two or in a while group, but can be seen in a national and even international context.

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. The researcher analyzed in this study about Toyota Hilux Printed Advertisement. For instance, the words that use on the product of Toyota:

Rise above challenges

Thrive for success

The meaning of language on advertisement above, when someone uses this car, he will be ready and able to face any challenges and he will be able to grow and achieve the desired success. Yule states, pragmatics is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader.⁴

Yule states, that advertising is any paid form of nonperson communication (e.g. TV, radio, magazines, newspaper) about an organization, product, service, or idea by a sponsor. One of the ways to promote to the products to society is by using advertisement is define as a form of communication intended to promote the scale of a product of service.⁵ We know that many advertisements that are promoted by media. The advertisement is communicated by the language, picture, sound, and color. The advertisement itself is one of the communication media to motivate and persuade collectively in order to attract people on the goods and services which are offered.⁶

Based on the statement above, it will be concluded that advertisement is a form of communication to promote a product by the language, picture, and color. Not only is that, in the field of education, language learning in schools directed at improving students' ability to communicate, both orally and in writing. Teachers must also understand that the ultimate goal of language teaching is for students to be skilled in language, like listening, speaking, reading, and writing. The theory that strengthens the use of language in communication is Haliday, that language cannot be separated from the context of the situation between speech and the contexts of the situation are related to one another.⁷

Based on the basic competence in the curriculum 2013 Senior high school (XII) there are advertising materials: understanding the structure of advertisements, comparing

⁴ George, Yule, *Pragmatics* (New York : Oxford Uneversity press, 1996).p.3

⁵ George E Belch, Michael E Belch, *Introduction to Advertising and Promotion an Integrated Marketing Communication Perspective;Third Edition* (Chicago, 1995)

⁶ William Wells, John Burnett and Sandra Moriarty, *Advertising Principles & Practice ;Fifth Edition* (New Jersey : Practice Hall International, 2000)

⁷ Vita Nirmala, *Iklan dalam Pembelajaran Pragmatik di Sekolah Menengah Atas*, Jakabaring

advertisement texts, analyzing advertisement texts, evaluating advertisement texts, interpreting the meaning of advertisement texts and advertising conventions.⁸

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 will be analyzed in this study, such as: image, color, symbol and language.

Firstly, to analyze the image, symbol, icon and index on advertisement. The researcher used Pierce's semiotic, because semiotic is a study 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. He calls them as sign itself (representament), object, and interpretant. Pierce calls these three subjects as semiosis.⁹ According to Saussure, Semiotic is one of knowledge which is examining a sign for a long time before. Based on definition above, semiotic is sign that it can be related to the advertisement when analyze about icon, index, and symbol on advertisement in this research.

Secondly, to analyze the language on advertisement, the researcher used Yule's pragmatic theory. According to Yule, firstly, pragmatics is the study of utterances as communicated by a hearer and speaker. Secondly, pragmatics is the study of language contextual meaning. It requires of how a speaker organizes what he or she wants to say. Thirdly, pragmatics is the study about how the hearer gets the implicit meaning of the speaker's utterance. People do not only produce utterance which word when they speak and contain grammatical structure, but also perform action through those utterances. 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. The functions of the speech act itself is to state the speaker's intention to the hearer. Leech explains that pragmatic is a science that studies the advertiser meaning connected with the situation. Leech also explains that pragmatics is connected with the certain social situation of grammar and language utilization is connected with.¹⁰ Based on the statement above, pragmatics is the study of contextual meaning or meaning that connected with the situation and also connected with language that will be expressed.

C. Focus and Sub focus of the Research

In this research the way of interpreting advertisement based on Pierce's Semiotics theory and Yule's Pragmatics theory, those are the focus in this research. Sub focus in this

⁸ Vita Nirmala, op.cit.p.2

⁹ Charles Sander Pierce, *Logical Interpretants in Charles Hartshorne and Paul Weiss* (Cambridge : Harvard University Press, 1935)

¹⁰ *Ibid.*p.1

research, on the Toyota Hilux printed advertisement there are words, image, text, and language. From the focus above, Pierce's semiotic is study about icon, index, and symbol. Therefore, the sub focuses of this research are sign and language. It can be concluded that the researcher wants to analyze sign and language on Toyota printed advertisement by using Pierce's Semiotics as a visual analyze and Yule's Pragmatics as a verbal analyze.

D. Problem Formulation

The formulation of the problem in this research such as:

1. What are the sign found on Toyota Hilux printed advertisement?
2. What is the speech acts used on Toyota Hilux printed advertisement?

E. Objective of the Research

Based on the formulation above, the researcher explained about the objective of the research in this research:

1. To find out the sign on Toyota Hilux printed advertisement
2. To find out the speech act used on Toyota Hilux printed advertisement

F. Significance of the Research

a. Theoretical

Theoretical in this research can add up new knowledge of the theories of semio-pragmatics. The result of this research is supposed to give knowledge about Semiotics such as: sign, index, and symbol, and pragmatics like a language and other theories in pragmatics of the Toyota Hilux printed advertisement.

b. Practical

1. For the teachers, they must also understand that the ultimate goal of teaching materials for students to be skilled in language, whether it's listening, speaking, reading, and writing.
2. For students, language learning in schools is directed at improving students' ability to communicate both orally and in writing.
3. The researcher hoped that the readers have quite understanding about how to study Semiotic and pragmatic from printed advertisement.

This research hopefully has some benefit for all students, teacher, especially for English education. For student and teacher, learning and teaching process not only in one context of study in the class, but it can do learning and teaching process from what we see around us, for example study about advertisement. Advertisement can be a tool of study about language, sign, and symbol.

Based on the basic competencies in the curriculum 2013 Senior high school (XII) there are advertising materials: understanding the structure of advertisements, comparing

advertisement texts, analyzing advertisement texts, evaluating advertisement texts, interpreting the meaning of advertisement texts and advertising conventions. For this reason, this research is very useful for teachers and students in language learning.¹¹

G. Relevant Research

1. Title : *A Pragmatic Analysis of English Advertisements A Case study*

In this research, the researcher used language to study about advertisement. A great interest since in advertising language had definite persuasive and feature in nature. researcher was interested to conduct research concerned language to advertise and analyze it by utilizing pragmatic approach. This study aims is to find how persuasive aims of advertisements were expressed through language. An analysis focused on illocutionary act and application cooperative and pragmatic analysis in English advertisements.

Results of this research were: 1. English advertisement amused all customers by provided information in pattern of report that implies offering products such as services. 2. An advertising text studied in discussion contained kinds of illocutionary act and cooperative principle, 3. An illocution powered in words of English advertisements had kinds of both direct and indirect illocution 4. Deviation and obedience of cooperative principles occurred to advertise propagating services or products advertised.

2. Title : *A Semiotic Study on Foundation Product Video Advertisement*

This research discussed semiotic analysis of foundation product advertisements. Researcher analyzed sign that containing in advertisements used semiotic theory by Ferdinand de Saussure. Objectives of this study are to find message of advertisement and to explain signs found in advertisement of foundation product through concepts of signifier and marker. The research used qualitative methods; researcher analyzed both visual and verbal signs. Then, analyzed them by using semiotic theory that was proposed by Ferdinand de Saussure. Next, researcher explained both message and meaning that contained in advertisement product. The data was taken from advertisements for foundation products from several familiar brands of cosmetics such as Maybelline, cover girl, make up forever.

3. Title : *Pierce's Semiotic Analysis of Icon and Symbol on Perfume Advertisement*

This study applied descriptive analysis method. Through this method the researcher tries to explain and describe the meaning of the signs and investigate its semiotics process by using Charles Sander Pierce's theory. For the semiotic analysis, the researcher

¹¹ Vita Nirmala, op.cit.p.2

downloaded and printed the data. The classified the data contain signs which consist of representamen, object, and interpretant. The researcher determines which one is the icon and the symbol first from the advertisement and used it as the data. From the data (icon and symbol), the researcher analyzes the object of the icon or the symbol, and finally got the interpretant in order to give the meaning for the advertisement.

4. Title : *A Semiotic Analysis on Education Advertisement 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.

5. Title : *A Semio pragmatic Study of Humorous Advertisements with Reference to Translation*

This paper set out for investigating image and text concepts employed in humorous advertisement found in both magazine and newspaper. Semio pragmatic approaches were adopted to scrutinize subject matter in questions. Five advertisements were selecting to be corpus of studies.

Proposed rendition was suggested in accordance with results of semio pragmatic analysis. That was found that when the texts were using to direct reader's attention to pictures, or when pictures were using to direct reader's attention the specific written messages, text -images relationship was predominantly pragmatic one; then, in cases the relationship between both pictures and texts was indexical one (semiotic). It was found that implicature special kinds of pragmatic inference, had been kept by translator in his rendition left readers to construe implicit meaning of humorous advertisements depended on background knowledge.

6. Title: *The Post-advertising Condition. A Socio-Semiotic and Semio-Pragmatic Approach to Algorithmic Capitalism*

In her thesis, researcher used a semiotic –pragmatic approaches and utilized to post advertising phenomena. So, paper is dividing became three parts. In the first one, an advent of post -advertising condition is considering. Second, Amazon's Alexa, examples of post -advertising dispositive, is analyzing. Third, question of use of traditional semiotic method and concept for analysis of post -advertising is examining. Final answered to

questions were affirmative, but on condition that new methodological and conceptual devices be introduced.

Based on previous research about advertisement, the similarity of the research are most of researcher used descriptive qualitative method and most of researcher used Pierce's semiotic theory to analyze sign on advertisement, but there are a few researcher used Saussure's theory. In this research, researcher use Pierce's semiotics theory to analyze the data of the sign on advertisement, because from some previous research above most of the researcher easier to used Pierce's semiotic theory. The difference of some previous research above, it still rare the researcher use semiotic and pragmatic theory simultaneously. Thus, in this research, the researcher analyze semiotic and pragmatic on Toyota Hilux printed advertisement.

H. Research Method

a. Research Design

The method that will be used in this research is qualitative method by using descriptive qualitative analysis technique where the writer describes a semiotic and pragmatic on Toyota Hilux printed advertisement. Bogdan and Taylor define a qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from observable behavior and people.¹²

b. Setting of the Research

The data source in this study took from Toyota.id on instagram, Carlist.my, Cheapcar.my website to choose some image of Toyota Hilux printed advertisement.

c. Research Subject

The subjects of the research are semiotic and pragmatic theory. The researcher used this theory to analyze the data from Toyota Hilux printed advertisement. The theory of semiotic is focus on Pierce's semiotic theory, and there are several theory of pragmatics such as, Austin, Searle, and Yule. However, theory pragmatic in this research focused on Yule's pragmatic theory.

d. Research Object

The researcher used descriptive qualitative method to analyze the object of the research, such as Toyota Hilux printed advertisement. The researcher choosed Toyota Hilux advertisement because Toyota hilux has several advantages, the first is cool and powerful, and the second Toyota hilux vehicles are widely used by mining people and in oil palm plantations to earn income. That's the benefit of the Toyota Hilux, besides being cool but can be a business field. In the field of education especially in learning of mechanical engineering schools, car tools and the names of machines on the Toyota

¹² Moleong, Lexy J, *Metodologi Penelitian Kualitatif*. (Bandung: Remaja Rosdakarya, 2014)

Hilux is English that will make it easier for teenagers to learn English especially in mechanical engineering schools. In addition, the Toyota Hilux advertisement contains direct and indirect language and expressions from the image so that it can be easily understood in analyzing this advertisement.

e. Data Collecting Technique

The technique collecting the data conducted as follows:

1. The data are downloaded from Instagram and website as printed advertisement
2. The researcher took some image from Toyota Hilux posters
3. After collecting the data, researcher analyzed the data by using Pierce's semiotic theory and Yule's Pragmatic theory

f. Research Instrument

According to Pierce, a sign term is an icon, an index, or a symbol. The details of the data can be shown on the following table:

Table 1.1 Terms of Sign (Icon, Index, and Symbol)

No	Kinds of Sign	Description of sign
1	Icon	The icon in this advertisement is Hilux car
2	Index	Index in this advertisement can be a picture or a word (there is cause and effect between the object and the sign)
3	Symbol	Symbol in this advertisement is Toyota that will be used in this research as the name of company in this advertisement

According to Yule, there are five types of general classification functions performed by speech acts: declarations, representatives, expressive, directives, and commissives.¹³

Table 1.2 Description of speech

No	Text of Advertisement	Description of Speech Act
1	The text will choose from Toyota printed advertisement

g. Data Analysis

In this research, researcher used descriptive qualitative method and non-statistical is the best choice to analyze the data. Technique analyzing the data in this research,

¹³ George, Yule, *Pragmatics* (New York: Oxford University Press, 1996).p.3

researcher tried to describe the data such as the sign by Pierce's theory and speech act that used by Yule's theory of Toyota Hilux printed advertisement.

h. Systematic of the Discussion

This research is expected to know the sign and speech act on Toyota Hilux printed advertisement. The investigation of the sign and speech act can enrich the knowledge in linguistics especially in the field of Semiotics and Pragmatics. It can also enrich the knowledge of language that represented to persuade the people on Toyota Printed Advertisement.

To obtain a systematic discussion, the researcher needs to arrange a systematic in such a way that it can show good research result. Then the researcher described the writing systematic as follow:

First chapter is an introductory part in which contains affirmation of the title, background of the problem, identification of the problem, research focus and sub focus, formulation of the problem, objective of the research, the used of the research, relevance study, research methodology and systematic discussion.

Second chapter, in this chapter contains the theoretical basis in the form of description of the theories referenced from the literature or the result of previous research used as an explanation and ends in the construction of the theory proposed by the researcher.

Third chapter describes the object of the research, general images of the object and the presentation of facts and research data. Fourth chapter is the analysis of the research result. Then the fifth chapter contains conclusions and recommendations.

CHAPTER V

CONCLUSION AND RECOMMENDATION

A. Conclusions

Based on the previous chapter that this research took the theory from Pierce theory to analyze semiotic and theory from Yule to analyze pragmatic on Toyota hilux printed advertisement, the results and findings that have been carried out by researcher can be concluded as follows:

1. The meaning of icon, index, and symbol on Toyota hilux printed advertisement by using Charles Sander Pierce semiotic theory.
 - a. The icon of some advertisement above is a Toyota hilux car, was indicated that the image of Toyota hilux car is the object of this advertisement.
 - b. There is an index that has the intention of conveying messages and signs of cause and effect from the image as object of advertisement, there are several index in this advertisement, one of other is the dust around the car as an index in this printed advertisement that indicated of speeding car. Beside that, the researcher found an engine and a water as an index in the advertisement.
 - c. There is a symbol in this advertisement, namely the silver Toyota company symbol that is used as a symbol of the Toyota Hilux printed advertisement in this research.

The results found from the advertisement contained the same icon and symbol but with a different index, the image in the advertisement was a sign that the speaker want to show the product through the advertisement to the reader.

2. The language contained on Toyota Hilux printed advertisement either directly or indirectly by using Yule's pragmatic theory. Based on the research findings, it can be concluded that in the four printed advertisements obtained there are several classifications of speech acts including declarations, representatives, expressive, directives, and commissives. In the four advertisements not all of them are in the five classifications, but in the four advertisements, several functions can be found as follows: persuading (directive), providing information (commissives), offering something (expressive), and being assertive (representative). It can also be found that the nature of the four advertisements used direct and indirect sentences. The results of the study showed that by using advertisements, speakers can convey messages based on the required functions.

B. Recommendation

Based on the results of the research and the conclusions that have been described, there are several suggestions submitted, namely:

Theoretical:

1. Semiotics as a study that requires good insight to be able to produce in depth analysis. Therefore, the researcher suggested other researchers to pay more attention to and reproduce discourses that are closely related to the object of research.
2. The researcher suggested the reader and writer who are interested in analyzing signs in advertisement to learn more about semiotics by Pierce and other experts. Then, analyzing language especially speech act by Yule or other experts.
3. The researcher hoped that future research will be more in depth and of high quality in terms of speech act analysis. Therefore, the researcher suggested that research on message delivery in another advertisement that will be analyzed more broadly by using knowledge of semiotic signs (icon, index, and symbol) and also knowledge of the application of pragmatics in speech act analysis.

Practical:

1. The teachers must also understand that the ultimate goal of teaching materials for students to be skilled in language, whether it's listening, speaking, reading, and writing in advertising material.
2. The students must also understand about language learning in schools is directed at improving students' ability to communicate both orally and in writing especially in analyzing advertisement material by using semiotic and pragmatic or other theories.
3. The world of advertising is a world where various creative ideas will appear and are aimed at persuading the audience to buy the advertised product. But on the other hand, advertising is also present as a medium that has a big influence in shaping and creating the needs of the audience. Not just a need, but advertising can be a medium for language learning in schools by paying attention to the signs and language contained in the advertisement. From the existing phenomena, the researcher suggests that the advertising field should expand the concept of advertising for language learning in schools with signs and language that is easy to understand.

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