

**DENOTATIVE AND CONNOTATIVE MEANING OF SYMBOL FOUND IN  
HONDA MOTOR CYCLE ADVERTISEMENTS**

**Paper**

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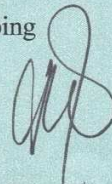
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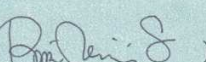
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## **ABSTRAK**

**Rizky, Muhammad. 2012: “The Meaning of Symbol as Found in Honda Motorcycle Advertisements” Fakultas Bahasa dan Sastra Universitas Negeri Padang.**

Makalah ini merupakan sebuah kajian semiotika pada iklan Honda. Dalam makalah ini penulis menganalisa makna tanda yang terdapat pada iklan Honda. Pierce membagi tanda menjadi tiga bagian yaitu: ikon, simbol, dan index. Dalam makalah ini penulis memfokuskan hanya kepada simbol saja. Tujuan penulisan makalah ini adalah untuk menjelaskan dan menyampaikan pesan-pesan yang berupa simbol pada iklan Honda tersebut. Data diambil dan dikumpulkan dari internet dan dianalisa berdasarkan simbol-simbol yang terdapat dalam iklan tersebut. Simbol-simbol tersebut dianalisa dengan menggunakan teori makna denotatif dan makna konotatif dari Roland Barthes. Dari analisa simbol pada iklan Honda sepeda motor tersebut, ditemukan banyak variasi, khususnya setiap simbol tersebut memiliki makna-makna tersendiri yang mendukung pesan-pesan yang ingin disampaikan oleh pembuat iklan kepada konsumen. Seperti simbol “terbaru” yang bermakna bahwa produk tersebut adalah produk terbaru, rancangan dan modelnya terbaru, seperti gambar api bisa menyimbolkan kebakaran, pemicu semangat, kecepatan dan sebagainya. Makna-makna tersebut disampaikan kedalam makna konotatif. Pemilihan makna yang tepat sebagai acuan untuk menyampaikan pesan-pesan yang ingin disampaikan oleh pembuat iklan ke konsumen yang dikaitkan pada fungsi iklan sebagai sebuah media promosi.

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## TABLE OF CONTENTS

<b>ABSTRAK .....</b>	<b>i</b>
<b>AKCNOWLEDGMENT .....</b>	<b>ii</b>
<b>TABLE OF CONTENTS .....</b>	<b>iii</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1. Background of the Problem .....	1
1.2. Limitation of the Problem .....	4
1.3. Formulation of the Problem .....	4
1.4. Purposes of the Study .....	4
1.5. Technique data collection .....	5
1.6. Technique data analysis.....	5
<b>CHAPTER II REVIEW OF RELATED LITERATURE</b>	
2.1. The Basic Concept of Semiotics .....	6
2.2. Sign .....	7
2.2.1. Symbol .....	8
2.2.2. Index .....	9
2.2.3. Icon .....	9
2.3. Connotative and Denotative Meaning .....	10
2.4. Advertisement .....	11
<b>CHAPTER III DISCUSSION</b>	
3.1. Data Description .....	14
3.2. Findings .....	25
<b>CHAPTER IV CONCLUSION AND SUGGESTION</b>	
4.1. Conclusion .....	30
4.2. Suggestion .....	31
<b>BIBLIOGRAPHY</b>	
<b>APPENDIX</b>	

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Problem**

Language is an instrument for conveying meaning. Through language, people can communicate with others. People need to communicate in conducting their social lives and interaction each other in which they use language as the means of communication. This statement supported by Akmajian, et al (2001:227) state that a language is often defined as conventional system for communication, system for conveying messages. It means that communication can be accomplished in the system only because the system has certain meaning. Therefore; to characterize this system, the language it is necessary to describe the meanings.

According to Wardaugh (1972), language is a system of arbitrary vocal symbol used for human communication. It means through symbol humans can produce an unlimited number of messages. In conveying messages, people use symbols in some media such as: telephone, internet, television, radio, billboard, etc. Those are used to express ideas and establish social adaptation and integrity, appreciate literary works, and exploit technology and science.

Fromkin, et al (1988: 4) states that language is much more than speech. It means that language has form and meaning. It is categorized into oral language or written language. Language can be expressed by someone via speaking, and for the written language can also be words, images, and symbol. Therefore, written language

can be used as a system for expressing of meaning and for carrying out its symbolic and interactive function. Sometimes, people send the messages through symbols that contain denotative and connotative meanings. One of the examples is on advertisements.

Advertisements are known as of media of communication where the advertisers deliver some messages to the reader through the advertisement. Messages of language persuade the consumer by using unique language. Those languages are arranged in form of symbols. The different symbol in advertisement lets the reader to make the interpretation in order to gets those messages from advertiser. The interpretation of the reader will be different. It depends on their ability to identify the advertisement. Some of them make the interpretation based on they have seen at glance.

Furthermore, advertisements are the things which commonly used to promote the product from the producer. In delivering their idea, advertiser makes it by texts. A text is defined as assemblage of symbols such as word, image, sounds and gesture. The visualization of the advertisement and meaning for each of symbol which appear on the advertisement have close relationship, it works by applying the denotative and connotative meaning to the symbol in the advertisement. The usage of symbol enables reader to catch the meaning and message which are delivers by advertiser.

Based on the explanation above, there are many symbols that are found on advertisement. The combination of symbol (words, pictures and phrases) in



advertisement makes the meaning being into denotative and connotative. The study meaning of symbol is called semiotics. The general definition of semiotics is simply a study of signs. One of definitions comes from the Swiss linguist, Ferdinand de Saussure. De Saussure (1983 in Paul Copley, 2001) states that language is a system of signs that expresses ideas, and is therefore comparable to a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formulas, military signal. It means language use by people to expresses their ideas where the ideas can convey by people through symbols that using in media such as (advertisement, picture, cover of book, etc)

Sign can be classified into three forms; there are symbol, icon, and index. According to Pierce in Paul Copley (2001), the most basic classes of signs are icons, indices, and symbol. An icon is a sign that interrelates with its semiotic object by virtue of some resemblance or similarity with it, such as a map and the territory it maps (a photograph of Churchill is an icon of the original item). An index is a sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. A weathervane obediently move around two point (indicate, index) the direction of the wind due to the action of the wind of the object (smoke was for the ranger and index of fire). A symbol is somewhat more complicated. The series of sign in the above paragraph highlights with a symbol, 'Coke', a sign whose interpretation is a matter of *social convention*. This is to say that there is no necessary natural link (as with index) or a link due to some resemblance or similarity (as with the icon) between the representamen and semiotic object.

In addition, there are many symbols found in the advertisement, the writer is interested to analyze symbols on advertisement because each symbols have ambiguity meaning. It depends on their ability to identify the advertisement. Some of them make the interpretation based on they have seen at glance. So this study concern to analyze the meaning of symbol as found on advertisements into theory denotative and connotative meaning by Roland Barthes.

### **1.2 Limitation of the Problem**

Based on the background of the problem above, the problem of the paper is limited to find the denotative and connotative meanings based in the symbols as found in advertisement. This paper focuses to Honda motorcycle advertisements because Honda is one of the best product in our country, and the name of Honda is often use in other products.

### **1.3 Formulation of the Problem**

Related to the limitation above the problem of this paper is formulated as follow: “what are the meanings of symbols that are found in Honda motorcycle advertisement?”

### **1.4Purposes of the Study**

The purpose of this paper is to find the meanings of symbols that are used in Honda motorcycle advertisement. It is expected to give contribution to the linguistics studies, especially in semiotics.

### **1.5 Technique of Data Collection**

The researcher collects the data in the following ways

1. Taking some photo of Honda advertisement.
2. Copying the photo of Honda advertisement into computer.

### **1.6 Technique of Data Analysis**

Each data from billboard is analyzed by some steps, they are:

1. Classifying the symbol found in the Honda advertisement.
2. Identifying meaning of symbols into denotative and connotative meaning.
3. Explaining the conclusions from the finding and describing the result of the analysis denotative and connotative meaning found in Honda advertisements.
4. Categorizing the data into table at finding.