

CHAPTER I

INTRODUCTION

A. Background of The Research

The communication can not be spared in the human life. Communication has function as the instrument between member of society. Communication is interpretation as the delivery or transfer a message or the first information signal from the sender and receiver directly or indirectly. In communication it also needs connections between sender to the receiving of the message. In communication, the sender is people who sends information in the form of messages and usually called as communicator. Whereas, communication that needs receiving to get feedback, they are called comnicant. Besides that, communications are divided by two. They are Verbal and Non-Verbal communication.

The verbal communication was found to give oral communication with spontan comment when the communicator is delivering a message. On the other hand, the Non-Verbal communication does not give use of oral message but, Non-Verbal communication can be used face expression, eyes contact, silent behavior, body language, gesture, symbols and even signs. Sign as communication we can find when you visit place like hospital, you can find “No Smoking Area” as the form of the Non-Verbal communication. This Non-verbal communication is a sign given in the form to recognize and

emphasize information provided for people in this area that the people in the area are prohibited to smoke.

Therefore, the communication is important in human life because it serves as a tool to deliver a message. Along with the advancement in technology now message can be delivered quickly. Messages are divided into two part, there are explicit and implicit message. Explicit message is the message with clear, open and reliable. Moreover, the implicit messages is the message with ambiguity, vague and not reliable as not revealed. For thus, messages is also very important because it contains warnings, appeals and commands. In fact, the implicate message usually can be found in signs.

Base on that the reason, the writer want to know how are the signs can give the message. The literature of sign presented with a signified and signifier according to Roland Barthes. Previously, sign only used as signifiers like a traffic light. The signifier in the signs is picture, item or other stuff that can be read and looked for the material. However, a sign be as signified, is an idea, or concept of meaning that marks on an image or another sign. Therefore, the sign has wide meaning that depends on the readers interpretation. For example, when people in a noisy room like a generator panel, the people can see the sign that states it is required to use a earplugs. So, the sign of earplugs as signifier gives serves as form of information. While form information as the meaning of given by the sign named as signified.

Furthermore, the sign does not only give the information, but it also show the hidden meaning. There are denotation meaning and connotation meaning as interpreted of the signs. For example in Europe when February comes on the 14th as Valentine Days chocolate is identic of signs and symbol as expression of affection. It means the meaning from sign of chocolate has connotative meaning which is chocolate as the signs and the expression of affection as connotative meaning from signs. So, connotative meaning in sign is suggested that it can produce with the addition of the literal meaning from the signs in the material.

Besides that, there is denotation meaning in sign as literal meaning. So, signs can not stand alone but also depend on another. Based on the above example chocolate is the food that has a sweet feel and some people like it, which is as denotation meaning from the sign of chocolate. Denotation also has real meaning that does not contain of any figurative. Besides that, the denotation meaning is also easy to understand because it is based on the factual, objective and truth is certain. Denotation meaning also directly to the context, sentence and context references. As the simple example above, like literally the chocolate give sweet feel as denotation meaning but, the meaning can be seen not only through sign but also the shape and the colour also.

The shape is the combination of the line as a visual signifier. It also from combination of the line will be making some shapes like rectangle, square, triangle and circle. The form of shapes usually to learning in

geometric mathematics to use as space something. The shape is important for human life. However, human use shape as creating of philology and esthetic meaning. Shape has another function as strategy of marketing for presentation or to telling something with visual shape to easy into receiving of meaning. So, the shape give impact for people to what the people thinking about something. The shape gives impact because it has harmony that can be added for giving visual interest.

Then, the shape has impact too in business as design to increase of interesting people, like in web of portal the company the combination of shape will make of visual shape with creativity. Not only that, shape has culture meaning. For simple example in Egypt there is a pyramids square base symbolized earth, while it is apex represent heaven which can not be separated because it created of illusion and spiritual in the old fashioned. It means, the shapes make it possible to realistic and self to the basic for symbolization in various cultures in the world. Besides that, not only shape that has relate influence of meaning but color also.

Moreover, the color is gradation of hue because the hue also can be said of the name of the color. Therefore, the color very relate to the culture in several of the world because the color as signified to make someone seeing what the signal of the encoded about it. For example, the colour red in the signs of hospital has meaning of the risk or warning to someone more be carefully in that area. There is a lot of color in the world, in human life

the color use as beauty, sadness and emotional various feeling in the life. The color in different country has different meaning in the culture.

In the book of Danesi (2004, p.85), there is the story that the Navajo ethnic in North of America has symbolic of "blue" as "good" and "red" as "bad" and it is an indication that signifies is importance in the society and learning of another culture in different of country. This makes perception that the culture gives influence to the color very much as a verbal signifier. The perception made the color in the society especially status society as symbolic of every regional. So, the writer is interested in learning about the study of sign that has relation to culture in the semiotic field.

Semiotic learn of how meanings are made and how the reality is represented. The semiotic has a purpose in the life, it is why with the study of semiotic, we can be aware of the purpose code explicit in sign, picture or anything. Moreover, semiotic has connection in life as language to give information, command and give a instruction into sign, symbols or other. Therefore, the semiotic has concept then will be determining what found of thought a sign explicit. The semiotician then focuses on the idea itself. It is why the semiotic more attention to the meaning and manner of the message conveyed through signs.

The meaning of semiotic including of connotative and denotative meanings. Which is connotative meanings are interconnect with signs, while denotation is very rarely found in interpreting signs. Meaning of semiotic founded in media like images, comic, photos, advertisement, press

photography, gesture, film, musical sound and object. This media of semiotic very close in human life. This problem will be a description of this thesis is based on the “Meaning in Occupational Health and Safety Signs (A Semiotic Approach)” which is the correlation by Roland Barthes theory.

The theory of semiotic that the writer uses is Roland Barthes by using denotative and connotation meaning in the sign. Before that, the media object that the writer used is The Occupational Health and Safety Signs. The Occupational Safety and Health Signs are the sign have information for people to know danger, appeal and information for something in the place for giving security and preventive of an accident in the situation. The Occupational Health and Safety Signs has benefits to both the company and workers. In general there are predetermined regulatory standards. Besides that, the benefits from the Occupational Health and Safety Signs is comfortable and safe for workers and productivity growth for a company because of the information sign.

So, it has been the reason why security system in the form of sign is very important. With this, the Occupational Health and Safety Signs has the value of workplace accidents can be minimized. So, workers and companies will get sense of security both of physically and mentally of healthy. This is the important because the Occupational Health and Safety Signs is the sign as communication if in a noisy or chemical situation. The writer will give simple example in the society about safety sign such as when you want to go the toilet, there will be signs for women and man toilet. It means, a sign

is important in environment as communication that give you information as semiotic language in sign.

The Occupational Health and Safety Signs has two signs health and safety. Besides that, there is the word or color for information as communication between visitor company and employee for security and preventive from the accident. When the visitor, both the investors or others, come in the company the sign is useful for visitor to know which the place of danger and have to use of personal protective equipment. The writer use the Occupational Safety and Health Signs as object for analysis because this object is very closed with employee and important for the company as communication.

Therefore based on the background study above, the writer is interesting in analyzing and would like to apply concept connotative and denotative meaning. Besides that, the media analyze the writer's use of the Occupational Safety and Health Signs is closed to society, especially in the company and workers. So that, this thesis will be entitled "Meaning in the Occupational Safety and Health Signs through of semiotic approach". Based on the explanation above, the writer conducts a paper which focuses on meaning of the Occupational Safety and Health Signs through semiotic analysis.

B. Question and Scope of The Research

1. The question of the research

Based on the explanation above, the research question is stated in the following:

- a. What are the signs interpresentation from occupational health and safety signs?
- b. What is the denotation and connotation meaning from occupational health and safety signs?
- c. What is the myth from the occupational health and safety signs?

2. Scope of the problem

This researcher is focused on the sign in the the Occupational Health and Safety Signs. The writer takes the data through real picture in RS. Hermina Bekasi and the area taken is the location of the generator set, hazardous waste, pharmacy, laboratory, and lobby. Due to the pandemic corona case, some areas experienced closure locations such as radiology, operating room, delivery room, perinatology, UGD, and several other rooms, so the data found was limited. The writer analyzed signs, colors and symbols. The theory that the writer uses is the meaning of denotative and connotation as semiotic theory by Roland Barthes (1967). The writer will divide the signs based on shape and classification of the sign with different shapes and then will be analyzed with the background theory of Roland Barthes.

C. Objective and Significance of The Research

1. The Objective of the Research

- a. To know of the kind the sign found in Occupation Health and Safety Sign.
- b. To find out denotation and connotative meaning of Occupational Health and Safety signs
- c. To know the myth from Occupational Health and Safety signs.

2. Significance of the Research

This writing research is expected can be useful not only for writing herself but also for the reader, especially those who have a relation with English in their activity.

Theoretically, the result of this study of semiotic by the theory Roland Barthes especially about denotative and connotative meaning expected to be able to expended knowledge of students about semiotic and use semiotic in society, life and applied for study. Besides, this research can contribute to the development of linguistic, especially in the semiotic field and as the addition of references in the analysis of the semiotic field.

Practically, the writer hopes that the readers can understand semiotic by Roland Barthes, especially for the denotative and connotative meaning of signs that have been found in occupational health and safety signs. The writer can apply the knowledge that

obtainable and useful for the public. Besides that, the reader can also increase the knowledge about how to interpretation of sign and meaning.

D. Operational Definition

After read some references and understand from several of theoretical in the components the writer will explain the following aspects:

1. Communication

Communication is interpretation as the delivery or transfer a message or the first information signal from the sender and receiver directly or indirectly.

2. Semiotic

Semiotic is a study about the meaning of the sign. Semiotic also used to get of the meaning to accept information, warning, or command.

3. Sign

The sign is the symbol of communication and has meaning. The sign is the signifier and can use signified to identify the meaning.

4. Symbol

A symbol is a sign, object, number, etc. that represent a more general quality or situation.

5. Linguistic

Linguistic is the scientific study of language.

E. Systematization of The Research

The system of the research means to present the research well-edited composition. This research is divided into five chapters as follows:

Chapter I: Introduction explains the background of the research, the question and the scope of the researches, objective and significance of the research, operational definition and the systematization of the research.

Chapter II: Theoretical description consists of the definition of a sign, semiotic, language and linguistic, research of the relevance

Chapter III: Methodology of the research contains the method of research: 1. Time and place of the research. 2. Kind of the research, procedure of the research, technique of the data collection, method of the data analysis, and sources of the primary and secondary data.

Chapter IV: Analysis data shows the data description, data analysis and interpretation of the research finding.

Chapter V: Conclusion and suggestion give the conclusion (relates to hypothesis discussion) and advice (refers to signs of the research).