# CHAPTER I
# INTRODUCTION

## A. Background of the Research

Media as a communication tool generally functions as an intermediary. Media also a tool that can make it easier for anyone to build communication and information. Media platforms can use in several types such as promotion activity. There are several media platforms which can use in promotion activity. It generally has a purpose to promote product or service, one of widely use to promote it nowadays is advertising.

Advertising nowadays uses street banners, posters, and billboards. Moreover, they also use mass media such as the Internet, television, and newspaper. To generate interest, a sign, symbol, color, and picture are also used to gain people's attention. So, advertising uses a combination of them to attract people to see the content. In some cases, people are curious about the content of advertising. Since people have background knowledge, they can automatically make an imagination base on the advertising content.

Furthermore, people gain attention with picture that has correlation with their daily life. Regarding to it, content in the advertisement has to be appropriate and related to the background of the community. Moreover, different background knowledge will give different interpretation about the contain in advertising. Closer to the contain, it will easily be accepted by the community.

In other word advertising have to be more appropriate with the social and culture. Since the background knowledge has connection to it, creator should be able to transferring the message of product or services which can be accepted by most people. They commonly use sign to connect the product and the cultural background.

Moreover, sign which does not contain language have to analyze before understanding the message. In general, sign can be described as something that used to indicate any object or message. Sign also described as a mark or shape which has a meaning. So, in general sign can translate as an object that use to deliver a message by using an object that contain a shape, color, and text.

In addition to understand more significant about sign, sign should be realized as a non-verbal communication which can build and deliver a message. For example, picture as one of non-verbal communication, commonly is used in advertising which deliver a message to costumers. However, to deliver a message, sign has to build an interpretation and make people understand the meaning, message and the purpose of it.

In addition to represent it, creator use sign to gain attention, such as a sentence, bright color, and unique picture or shape that sometimes contrary or even do not have correlation with the product or services. Moreover, sign usually connects with general ideas, which can refer us to an object. In short, sign has connection to people mind and our experience to interpret something.

The several feature that uses by creator for example can be found in Mc Donald's logo which they use yellow color and letter M to make a brand image of Mc Donald's. Furthermore, they also have mascot that has appearance as a clown with red hair and yellow uniform. Red color can stimulate the appetite and have relation with restaurant while yellow color has connection with food regarding to Herman Cerrato.

Since the Mc Donald's identical with red and yellow color people will have a background knowledge about Mc Donald Symbol. Moreover, the letter M with yellow color indirectly, also represent a Mc Donald. But another people who do not have attention with Mc Donald's will have different representation. Because people commonly represent something regarding their background knowledge.

Afterwards, sign can influence people to represent something implicit or explicit meaning depend on the background knowledge. The field that studying the meaning is semiotic. One of the experts in semiotic describes sign as an object that divide into three categories is Charles Sanders Pierce. Pierce (as cited in Noth et al., 1990) divide sign into Icon, Index, and Symbol to build an interpretation in our mind.

The purpose of an icon is to simulate or resemble a reference meanwhile the aim of index is to build a connection point from reference to relation each other. While symbol is formed to encode a referent. In short, three parts of sign has connection one to another through semiotic process in mind to build a meaning.

From the background above, the writer put a concern to analyses about the kind of icon, index and symbol that use by Mc Donald to gain people attention in their advertising poster. So, the poster that use by Mc Donalds can be more comprehensive to understand by people who see. Based on the explanation above the writer will explain the icon, index and symbol that use by Mc Donald Advertisement. So, this research entitles *"Semiotic Analysis on Mc Donald's Advertisement"*.

**B. Question and Scope of the Research**

**1. Question of the Research**

a. What kinds of icon, index and symbol that use in McDonalds Advertisement?

b. What is the meaning of icon, index and symbol of each McDonalds advertisement?

**2. Scope of the Research**

Based on the background of the research above, writer will focus on icon, index and symbol in picture of Mc Donald's advertisement poster using Charles Sanders Pierce semiotic theory in Winfried Noth 1990. Moreover, writer use Herrman Cerrato 2012 for color theory. The writer using this theory to generate and determine the category of sign in Mc Donald's advertisement poster.

## C. Objective and Significance of the Research

### 1. Objective of the research

a. This research tries to determine icon, index and symbol which find in Mc Donald's advertisement poster.

b. This research tries to find the meaning of icon, index, and symbol that are found in Mc Donald's advertisement poster.

### 2. Significance of the research

Hopefully, this research can be used for the writer, readers, and who has relation with English in their daily activity. Theoretically, the end outcome of this semiotics study, based on Charles Sanders Pierce's theory, aims to be able to broaden students' knowledge of semiotics and allow them to apply it to their academic work and daily life.

Practically, the writer hopes that the readers will be able to comprehend Charles Sanders Pierce's semiotics, particularly with regard to the icon, index, and symbol that can be observed in the Mc Donald's advertising poster. In short, the writer believes this research can be supportive for students or any individual who interesting to learn about semiotics and also more comprehend about it.

## D. Operational Definition

To get more understand the term of semiotic study and avoid misunderstanding about it, there are the definition as follows:

1. **Semiotic**

   Semiotic in general is a study of sign. Which includes signs, symbol, color, text, meaning and interpretation. Moreover, it also has connection to the background knowledge and culture of people.

2. **Linguistic**

   Linguistic is a study that focus on language that tried to conduct manifestation in communication through social or cultural which arbitrary in daily life.

3. **Advertisement**

   Advertisement is a tool that commonly use as media promotion regarding to product or services. It uses to gain attention people to the product and services. It easy to find in poster, banner, magazine, newspaper, television and online media.

4. **Mc Donald's**

   Mc Donald's is one of biggest fast-food restaurant. It establishes 15 April 1955. It has around thirty thousand branch and two hundred thousand employees in the world.

E. **Systematization of the Research**

   Systematization of the research means to present the paper well editing composition. This research is divided into five chapters as follow:

   Chapter I is introduction that explains the background of the research, Question and scope of the research, objectives and significances of the

research, operational definition and systematization of the research. All parts are to determine the reason of this research, limit the research problem, answer the research question, interpret the theory that use in the study and the structured the research.

Chapter II is theoretical description which describe the definition of analysis, advertising theory, semiotic and linguistic theory. All theory that uses in the research is to comprehend the object of research and base theory of the research.

Chapter III is methodology of the research which contains about a method of the research, time and place of the research, kind of the research, procedure of the research, technic of data collection, technic of the data analysis and sources of the primary and secondary data.

Chapter IV is analysis data which shows the data description, data analysis and the interpretation of the research findings. The point that mention is to describe the data finding. The problem that found will analyze and interpret to answers to research.

Chapter V is conclusion and suggestion which gave the summary of the conclusion which relate to data finding, problem analyze and give suggestion which relates to the significances of the research.