

CHAPTER I

INTRODUCTION

1.1 Background of Study

When talking about advertisements, there are numerous advertisements displayed on television, magazines, and newspapers. In this regard, there are various types of advertisements published in online media as well as printed advertisements, ranging from advertisements about the sale of staple goods to branded products from well-known companies.

Andrew & Shimp (2018) state that advertising is a form of paid and mediated communication from an identifiable sources, designed to persuade recipients to take some action, now or in the future. Many man and woman are competing in making good advertisements so that consumer who see them feel interested in the products sell, advertising has also become one of the references in marketing strategy. Marketing also has an important role because it is able to manage good relationships with customers, the aim of marketing is to attract new customers by promising superior value, and to grow current customers by providing satisfaction. Good marketing is essential for the success of any organization.

Advertising, which is one of the marketing strategies that can be used in the manufacturing process, needs to pay attention to the use of language, so that the message contained in the advertisement can be conveyed and can make consumers understand the meaning and purpose of the advertising are promoting. Sometimes advertisements are not only conveyed written text, but there are also advertisements that use symbols of meaning in conveying messages.

There are a lot of symbols, sign, and myth, contained in advertisement. Jafar, Nila & Khairussibyan (2017) argue that semiotics is a science that examines the breadth of objects, events, and all cultures as signs and symbols. Semiotics is the study of signs and symbols in a communication system. This can involve an analysis of how signs are produced, understood, and provide meaning in various

contexts. These signs can be in the form of words, sounds, images, and much more, which are used to convey a message and influence our understanding of nature, semiotics can involve the study of sign structures, interpretation processes, and other cultural context relationships. Semiotics in advertising is a form of advertising that uses signs and symbols to convey a message to viewers, the purpose of semiotic advertising is also to create experiences or attract the attention of these viewers. Semiotic advertising also functions as a brand image building, emotional awakening, and attracting the attention of potential consumers. One of the product advertisements that always attracts the attention of consumers is advertisements for IKEA products.

IKEA is a company engaged in a multinational center of Sweden furniture or home furnishings. The marketing strategy used by IKEA is also different from other companies, because IKEA is doing it as an effort to market its products. IKEA has also emerged as a pioneering brand known for its distinctive and attractive advertisements. The IKEA marketing strategy is praised for its ability to communicate or convey a message very effectively. IKEA is also widely known because its advertising campaigns are very innovative and creative, so they often mix humor and efficiency. One of the best advertising campaign created by IKEA is a great campaign because it raises awareness, encourages behavior change, mobilizes participation, supports fundraising, helps solve problems, raises funds for non-profit causes, strengthens communities, and promotes social change.

By using effective strategies and community support, campaigns can achieve their goals and have a positive impact on social, based on the description above, this study aims to conduct a semiotic analysis of IKEA'S product advertisements on the advertising campaign tagline "Conquer The Great Indoors-Tv Advert 20". The goal of researching "Conquer the Great Indoors" from an expert Tv Advert 20 is to understand in depth how people live and interact with their home environment. This research usually covers various aspects of home life, such as space design, technology use, social behavior, health and well-being, and cultural trends.

1.2 Formulation of the Problem

Based on the above background, this research is formulated:

1. How are the denotations, connotations, and myths in the IKEA “Conquer the Great Indoors-Tv Advert 20”?
2. How are the message contained in the IKEA “Conquer the Great Indoors-Tv advert 20”?

1.3 Scope and Limitation of the Study

The scope of this study is an analysis of English advertising which is focused on analyzing IKEA advertisements using semiotic analysis. This study will only focus on analyzing one IKEA advertisement with the tagline “Conquer the Great Indoors-Tv Advert 20” advertisement in which all the advertisement is taken from your platform.

1.4 Purpose of the Study

Based on the formulation of the problem, this study has several purpose which his description as follows:

1. The aim is to find out the meaning denotations, connotations, and myths in the IKEA “Conquer the Great Indoors-Tv Advert 20”.
2. To analyze are the message contained in the IKEA “Conquer the Great Indoors-Tv advert 20”.

1.5 Significance of the Study

This research has several significances, which are described as follows:

1. Further researchers

The results of this study can be used as a reference in other research studies, it is also useful to be used as a reference in other studies related to semiotic analysis on IKEA.

2. Student

The results of this study can be used by students to be used as a reference in research related to semiotic analysis on IKEA.

3. Readers

The results of this study can be used by readers who are readers about semiotic analysis on the IKEA advertisement.