

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Tri is one of the major telecommunication providers in Indonesia. Not only in Indonesia, Tri also operates in many countries around the world, including Australia, Austria, Denmark, Hong Kong, Italy, Sweden, Ireland and UK. In Indonesia itself Tri was launched on 29 of March 2007 in Jakarta and successfully attracted 2,3 million customers in the second year of its operation (Tri, 2013).

In Indonesia, Tri provides various kinds of products such as Always On and the newest one is Indie+. Always On is a data package that gives certain quota and free additional access to ten popular sites as long as it is still in active period. While Indie+ is a service which combines prepaid advantages and postpaid comfort. There is a term called “Kantong Kredit” with a certain amount which can be changed into call, message or browsing pulse. What makes it great is that the customers can pay it later just like postpaid service but the differentiation is they can pay it whenever they want.

With those products, Tri hopes that they can fulfill the various needs of each customer so Tri can satisfy its entire current customers and collect new customers. In order to spread the information and promotion of its product, as well as other product, Tri uses advertisement as one of the ways to inform people whether by using printed, audio, visual, audio visual and internet advertisement due to the effectiveness of advertisement as the medium of information spreader.

Unlike printed media or the Internet, the television has greater potential viewers because there is no cost spent by people in watching television. Based on that reason, Indonesian people tend to choose television media compared to other media. Indonesia has more than two hundred million residents in which there are only 175.296 residents in rural areas who cannot enjoy TV broadcast. This number shows a good opportunity for manufacturers to promote their products through television (Umbara, 2013).

Although it needs approximately 17 million rupiahs for 30 seconds show to put an advertisement on television but most companies including Tri, prefer to use television to promote their product because the audiences of television are more than newspaper, tabloid or radio (Sukardi, 2010). That is why numerous advertisements appear on television and it makes advertisement producers create as attractive advertisement as possible.

As a telecommunication provider, Tri must be creative to create each of its advertisement to attract people to use the product because there is always a tight competition among providers in Indonesia. It will not be enough to put the feature of certain product which is advertised only but it must also be added by some interesting things such as good looking model or even good story plot if it uses television advertisement (Dharma, 2013). Generally, we can find an invitation to use certain product whether it is shown by text or picture in advertisement. Different from advertisement in other media, television has a complex interaction with music and pictures, other texts around them and the people who make and experience them (Cook 2001).

Nowadays we can find many advertisements of products showing interesting story plot whether by using a sign stands for the product itself or refer to something else and it makes a sense that a sign shown does not represent the product which is being advertised (Ahmad, 2013). Actually, it deals with what Saussure said that a sign must have both a signifier and a signified. We cannot have a totally meaningless signifier or a completely formless signified because a sign is a recognizable combination of a signifier with a particular signified. Saussure defines signifier as the form in which the sign takes while signified is the concept it represents (Saussure, 1983).

Therefore what people consider as an unrelated advertisement is because the advertisers show a sign that refers to something else and does not directly advertize the product such as the advertisement of cigarette, wine, etc (Belch, 2004). Meanwhile, a functional product like telecommunication provider rarely uses this kind of promotion because most of them use the term product by showing a sign as a signifier in the advertisement that directly asks people to use the product.

However, no matter what sign the advertisers use in their advertisements, whether it is as a signifier or signified, the purpose is to make the advertisement become more attractive to people but still do not leave its primary function as a persuasive medium. The more people watch, the more the consumer will be.

In this case, Tri changes its way in promoting its product that Tri started to show a sign as a signified in advertisement since Always On product and lot of people like it. It has been proven from the number of YouTube viewers and

people who discuss it in their blog. Repeating the previous success, Tri uses the same concept in their next Indie+ product which showed the reality of young executives' everyday life as the main plot.

Young executive generally refers to a young person who is employed in a profession or white-collar occupation. They have hectic working lives and viewed as being strongly attached to technology and media (Aleph, 1997). It may be one of the reasons why Tri uses young executives in this Indie+ commercial since they are aware of media so they are potentially targeted of the product. Therefore it is worth to analyze the concept of young executives presented in this advertisement which is not as luxurious as it should be. Another reason is that the tagline "Tapi Susah Dijalanin", which is popularized by this commercial, is often used by people in their updated social media status and the text used in the advertisement is modified into another version by many bloggers. In addition, this advertisement is in the second position of the viewer number by June 2013 with 3,918% GRP (Gross Rating Points) and 3350 Spot Number (Research, 2013).

In order to reveal the representation of young executive in the advertisement, semiotic theory of Barthes would be used. This theory is chosen because it classifies the analysis into three steps:

1. Text analysis, which is divided again into denotative meaning and connotative meaning.
2. Picture analysis, covering the picture used as coded iconic or non-coded iconic.

3. Interpretation, which makes Barthes' work different from other semioticians because he relies on the sign used with what happens in the past and present (Barthes, 2004).

Since the advertisements contain words and image, thus this theory is considered as the proper one to analyze the data. By using this theory, the writer also wants to find out the way Tri promotes its product since it does not directly show the product and put it in a little portion in the end of the advertisement.

The main purpose of Barthes' theory is to reveal the implicit meaning which is usually found in advertisement (Danesi, 2007). As Forceville (1996, p. 67) stated that advertisement has more intention rather than just to promote and make people buy the product.

There are some studies that had already been conducted by some researchers about the sign system in television advertisements. One of them is a study conducted by Martiana (2010) about a semiotic analysis of Barthes in A Mild 'Go Ahead' in printed advertisement. In 2011, Pramadyta conducted a study about the beauty concept on Zinc commercial by using Pierce's semiotics. Both studies focused on the relation between the sign used and the concept followed by society. In other words, they focused more on the picture. While in this study the writer will focus more on the text since the tagline of the Indie+ commercial is an everyday-life text commonly used in social media. In addition, there are still few numbers of studies about semiotics of telecommunication provider.

Therefore, to support the text analysis, the writer adds some supporting theories related to the language used in the commercial. For the word used, the

writer will use the theory of lexicon from Jackendoff (2002) and from the word form used in this commercial; the writer will use the theory of morphology proposed by McCarthy (2011). While from the sentence structure and type, the writer will analyze it by using the theory of syntax from Carnie (2006).

1.2 Statement of the Problem

Based on the background of the study, the problem I want to discover is:

1. How is the representation of young executive developed by Tri Indie+ commercial?

1.3 Objective of the Study

The objective of the study is:

To reveal the representation of young executive in Indie+ commercial as their main story plot regarding their product.

1.4 Significance of the Study

For theoretical contribution, it will increase a deep understanding on how three concepts of semiotics analysis by Roland Barthes can be applied in looking for advertisement meaning in order to find some aspects in the advertisement shown especially in the advertisement which is not showing direct allurements to use the product with more functional attribution.

In general, this study is expected to show how the profession of Young Executive is presented in Tri Indie+ advertisement regarding the product which is being promoted. Hopefully, this study could support consumers in understanding the message sent by the producer to avoid misinterpretation and misleading judgment.

Other practical significance is that the advertisers could also acquire the advantages by understanding the meaning of signs and other elements used in television advertisements and applied the signs in the advertisements to represent the message.

1.5 Definition of Key Terms

Representation : The description or portrayal of someone or something in a particular way or as being of a certain nature (Press, 2014).

Young executive : Refers to a young person who is employed in a profession or white-collar occupation (Aleph, 1997).

Commercial : Any paid form of nonperson communication about an organization, product, service, or idea by an identified sponsor (Belch, 2004).