CHAPTER I

INTRODUCTION

1.1 Background of the Study

Advertisement is one of popular ways to promote their products or services in mass media. Advertisement is any form of communication between a firm and public or a segment of the public paid for by an identified sponsor in a recognized media (Amstell 1969, p. 3). In addition, advertisement is any paid form of impersonal presentation and promotion of ideas, goods, or services by identified sponsor (Kasali 1992, p. 10). The advertisement can also support the selling number because people use advertising to gather information before they make buying decision (Baran & Davis 2003, p. 238). Therefore, it can be known that the aims of advertisement are to give information and promote products or services to its customers.

Moreover, Williamson (2002, p. iv) adds that advertisements' role are: to attach meanings to products; to create identities for goods (and service providers) they promote, which are described as a process of branding. In other words, advertisement does not only give information about a certain product (an idea, service, or good), but it also has the nature of motivating and persuading people, so it succeeds to fulfill the market demand, "it could create a great selling number for the company and also produce a repeat purchasing" (Sulaksana 2005, p. 61). Thus, advertisement can be

indicated as one of means of communication connecting producers and consumers.

One of advertisements often used nowadays is billboard. Aryanto (2009, p. 1) said that billboard is an outdoor media advertisement which is in general made of plywood. The image and script is represented to shape people's perception of the message that's delivered to inform about an activity or certain occasion. Good advertisements should have these elements, which are known as AIDCA; Attention, Interest, Desire, Convict and Action (Kasali 1992, p. 15). It is kind of advertisement that easy to be found by consumers (Baran & Davis 2003, p. 105). The use of billboard has overwhelmed in many schools promotions recently. In this case, since billboard is considered, therefore, the use of billboard can be indicated as a marketing strategy which helps the schools in promoting their image or their capability.

Islamic schools are one of examples of schools in Indonesia which use billboard to promote their school. There are so many Islamic schools in Indonesia; some of them are *Muhammadiyah* and *Nahdlatul Ulama* schools. Based on Central *Muhammadiyah* and Central *Ma' arif NU (Nahdlatul Ulama)* in East Java, the writer got some statistical data about the exact number *Muhammadiyah* and *Nahdlatul Ulama* schools. More specific, in east java there are 927 *Muhammadiyah* schools (Primary and Secondary Education Department Provincial Board of *Muhammadiyah*

East Java. Meanwhile, the exact numbers of *Nahdlatul Ulama* schools are 7159 (*Madrasah LP Maarif NU* East Java)

Based on the previous data, it can be said that *Muhammadiyah* and *NU (Nahdlatul Ulama)* Islamic school are the biggest Islamic schools in East Java. Almost those Islamic schools are found in every district in East Java. Therefore, in this study, both *Muhammadiyah* and *Nahdlatul Ulama* schools was chosen. However, the writer only focused on both of those schools located in Gresik, *Madrasah Aliyah Hidayatul Ummah* Balongpanggang-Gresik, and *SMA Muhammadiyah 08* Cerme-Gresik. It is because the number of Islamic schools in Gresik is the top 4 in East Java, about 591; secondly both of the schools are the biggest Islamic schools in Gresik. (Primary and Secondary Education Department Provincial Board of *Muhammadiyah & Madrasah LP Maarif NU* East Java)

Furthermore, in this study the writer also focused on four billboards made by those schools and divides it into four and divides it into four figures. However, the writer chooses figure 1 and 3 since these figures contains many sign of sophisticated gadgets.

Figure 1

(*SMA Muhammadiyah* 08 Cerme – Gresik billboard)

Figure 2

(*SMK Muhammadiyah* 2 Benjeng-Gresik billboard)

Figure 3

(Madrasah Aliyah Hidayatul Ummah Balongpanggang-Gresik billboard)

Figure 4

(SMA Ma' Arif NU (Nahdlatul Ulamma) Benjeng-Gresik billboard)

Besides that, according Schaebler and Stenberg in their study, The International

Institute of Islamic Thought ("Islam, Knowledge and 'the West': The Making of a

Global Islam") along the axis of knowledge/authority relationship rejects Islam as a source of scientific knowledge and argues that Islamizing of science would enforce the "reconstruct [ion] and reproduce [ion of] the dichotomy between the West and the Muslims" (quoted in Cosar 2005, p. 2). This is because the attempt of "religious scholars" is to reinstitute their authority with regard to (scientific) knowledge--i.e. Islamize science--and to the *tawhidic* approach, and in the final analysis; it leads to "assigning metaphysical aspects" to science (quoted in Cosar 2005, p. 2). In other words, Islamic school emphasizes their education not only on behavior or the *tawhidic* approach, but also on knowledge and modernity. That is what the writer found in billboards made by those schools. For instance, there are gadget, camera, and foreigner sign on billboards in those schools which represent modernity as the purpose of the headmaster from those both schools.

Moreover, billboard as one of communication tools basically tries to communicate with consumers not only from image, but also from color, background, text, language and model or figure which are also called as the symbol. The message also consists of various writing form or representation; not only in written discourse, but also as in photography, cinema, report, sport, performance, publication which serve as support of mystical speech (Barthes 1983, p. 153). According to Judith Williamson, 'the signifier of the overt meaning in an advertisement, furthermore, also has a function of its own, a place in the process of creating another, less obvious meaning' (Williamson 2002, p. 19). In other words, beneath the surface images, signifiers contained in any advertisements can be deciphered hidden meanings by using semiotics since

advertisements make their meaning through a play on the meaning of signifiers rather than what is being signified (i.e. the obvious product meaning).

This thesis analyzes "THE ISLAMIC IDEOLOGY CONSTRUCTION OF ISLAMICS SCHOOL'S BILLBOARDS" uses Roland Barthes' semiotic theory. In addition the writer also provides the process of Islamic ideology construction in billboards of *SMA Muhammadiyah* 08 Cerme-Gresik and *Madrasah Aliyah Hidayatul Ummah* Balongpanggang-Gresik.

I. Statement of the Problems

1. How do *Muhammadiyah* Senior High School and *NU (Nahdlatul Ulama)* Senior High School in Gresik construct their billboards?

2. What is Islamic ideology constructed in Billboards of *Muhammadiyah* Senior High School and *NU (Nahdlatul Ulama)* Senior High School in Gresik?

II. Objectives of the Study

Based on the statement of the problem above, the objectives of the study are:

1. To find out how *Muhammadiyah* Senior High School and *NU (Nahdlatul Ulama)* Senior High School in Gresik construct their billboards.

2. To find out the Islamic ideology constructed in billboards of *Muhammadiyah* Senior High School and *NU (Nahdlatul Ulama)* Senior High School in Gresik.

III. Significance of the Study

This study is expected to show the motives and interests of producers, the headmasters of those schools, in using Islamic and global signs in their billboards. This study is also expected to show how Islamic signs negotiate with global signs on billboards deciphering the Islamic ideology of Islamic schools in Indonesia, especially in Gresik. This study can also describe how the Islamic discourse is colored by those Islamic schools. By understanding what the message represents behind the billboard and the meaning of signs or other elements that exist in these billboard advertisements, finally, this study can help readers interpret advertisements, in this case school's billboards comprehensively. In particular, through this study, the writer hopes that it is useful in the students of Airlangga Universirty, English Department Faculty of Humanities, especially for those who are interested in Cultural Studies and also intend to carry out a deeper study on this topic.

Definition of Key Terms

Sign   : Everything which can be taken as significantly substituting for something else (Eco 1976).

Islamic Sign   : Signs (symbols, buildings, figures, etc) which are in relation to Islam (Sucipto 2012)

Global Sign   : Signs which are recognized universally (Sucipto 2012)

NU (Nahdlatul Ulama)   : The Muslim organization which has a characteristic in traditional or tradition (Wijoyo 1991)

Muhammadiyah   : An organization which has a characteristic to be a Islam's movement, purposed to create true Islamic society, righteous and prosperous that Allah SWT blessings (Poespo 2005)

Gadget   : A portable Web application that can be embedded in almost any Web page (Helal 2009).

Ideology   : Maps of meaning which, while they purport to be universal truths, are historically specific understandings which obscure and maintain power (Barthes 1983).

Semiotic   : A textual approach in cultural studies which is used to reveal what sign does and what human reaction when faced the sign. The study about (or 'science') of signs and signification (Barthes 1983).