

CHAPTER I

INTRODUCTION

1.1. Background of the study

Television is one of the most influential media in Indonesia. Watching television is a very significant activity for most people, and the fictional programs are the predominant types of program watched. With the increasing number of broadcasting channels, the measurement of audiences and the competition for audiences has become even more important. Nowadays, fictional soap operas dominate the program.

In this study, the writer describes and analyzes a phenomenon related to one of RCTI programs called *Candy*. *Candy* is one of the favorite RCTI programs. *Candy* succeed to gain the award of the most popular soap opera and the best actress in Panasonic Award 2007. That is why the eriter chose *Candy* as the representation of popular soap opera

Candy's rating is continuously arising. According to AGB Nielsen Media Research on November 2007, *Candy* - which is adopted from Japanese comic with the same title - has the rating of 5,1 with share 5,2. Among all RCTI's programs, *Candy* is ranked in number 11.

Candy is adopted from a Japanese manga (comic) and cartoon series by the same title. This comic was a best seller in the era of 90s in Indonesia. *Candy* was a successful comic book written by Kyoko Mizuki and Yumiko Igarashi which was published in the late 70s. The comic tells the story of an orphan girl's



life in early 20th century European country. The comic was then made into cartoon TV series which was aired in RCTI in mid 80s. Now it is remade into a sinetron/soap opera with Rachel Amanda as Candy and is aired every Monday to Friday, from 20.00 pm until 21.00 pm.

The Candy soap opera becomes popular because of several factors. Those factors are; the story which is full of both touching and funny moments, catchy theme song and the acting of the main actress-Rachel Amanda. The story contains a balance amount of sad and funny moments, so it is not full of tragedy all along.

The acting of Rachel Amanda is not need to be doubt anymore. She already played a movie and becomes a rising star in our entertainment industry. She was praised because of her acting in *Candy* can defeated other senior actrees such as Naysilla Mirdad, Alyssa Subandobo , Marshanda, etc.

The theme song '*Bersama Bintang*' from the new comer band, Drive also becomes very popular. The touching poetic lyrics of the song resonate well with the soap opera. As a new rising band, Drive that lead by Anji already have fanatic fans. Automatically it will add the fans of *Candy*.

Candy is a story of an orphan girl who lives in an orphanage and has to face a lot of miseries in her life although eventually she can reach her happiness. She has to stand with her foster parents and sister who hate her. They always treat her as a servant. Not only treated as a servant, but she also gets a lot of punishment.

Candy is depicted to be strong, tough, and brave. The acting of Rachel Amanda is so perfect with her expressive facial expression and dynamic

intonation. Rachel Amanda was praised for her acting 'I Love You, Om' and in this soap opera; she can deliver her role well, too.

Soap opera in Indonesia has been dominated by various genres over the years. The recent years have seen the domination of teen romance set in junior or senior high school with young teenage actors. Due to this kind of story, the way of presentation of *Candy* represents the common genre of teenager soap opera.

The writer notices that television is the most influential medium. Television does not only affect the society's paradigm of reality but also construct the reality concept in viewers' mind. The construction of reality starts from the earliest stages when the viewers try to catch the meaning. The writer uses semiotic analysis because semiotic is an appropriate study to reveal the meaning of a text. Semiotics makes us possible to find the producer's way to make an image mean a thing and how the viewers get the meaning. Further more, the writer will analyze it through television function that symbolizes the sign.

Candy is suitable to be analyzed using semiotic analysis because of several reasons. First, semiotic analysis is usually applied to image or visual text. Using semiotic will make us easier to find the sign and reveal the meaning. Second, the most popular programs in television are soap opera. *Candy* is suitable to be analyzed because it represents the recent time popular soap opera.

Candy is an example of soap opera that teaches our kids to respect toward older people. Our kids can imitate *Candy*'s obedience to her mom through her words. It can be seen in *Candy*'s attitude and respect toward her mom even though her mom, Amel, is only a prostitute. She keeps defending her and obeying

her words.

In the beginning, the writer suspects that this soap opera only tells about old fashioned story about suffering and oppressed female character just like what is usually found in soap operas produced by Sinemart, the production house which produces *Candy*. However, in this story the writer finds that Candy is very brave and strong.

As a viewer, the writer often cries because of the way Amanda acts as *Candy* because it teaches us to be tough in any kinds of life temptation. Moreover, there is not much grind because Candy always shows her obstinate.

Semiology is derived from the Greek *semeion*, 'sign'. It would investigate the nature of signs and the laws governing them. Semiotics does not only involve the study of what we refer to as 'signs' in everyday speech, but also anything which 'stands for' something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects. Semiotic is defined as the term for the science of signs by the Swiss linguist Ferdinand de Saussure (1857-1913), a founder not only of linguistics but also of what is now more usually called semiotics (in his *Course in General Linguistics*, 1916). For Saussure, 'semiology' was 'a science which studies the role of signs as part of social life', for the philosopher Charles Peirce 'semiotic' was the 'formal doctrine of signs', which was closely related to Logic. A different science of signs, semiotics, was first elaborated by the American philosopher Charles Sanders Peirce (1839-1914).

A sign must have both a signifier and a signified. Nowadays, while the basic 'Saussurean' model is commonly adopted, it tends to be a more materialistic

model than that of Saussure himself. The *signifier* is now commonly interpreted as the *material (or physical) form* of the sign - it is something which can be seen, heard, touched, smelt or tasted.

Semiotics began to become a major approach to cultural studies in the late 1960s, partly as a result of the work of Roland Barthes. Semiotic is the term now generally used to refer to both systems. Both are concerned with how meaning is generated in 'text' (films, television programs, and other works of art). In the analysis of an episode of a television program, codes, formulas, and the 'language' of television are then addressed. Later, we need to concern with aspect of the medium that functions as signs such as camera shots, camera work and editing techniques, lighting techniques, the use of color, and music to interpret the meaning of signs (Berger, 1998).

Many studies have been made on semiotic. Charles Forceville's 2007 research in *The Public Journal of Semiotics* observed the use of multimodal metaphor in ten Dutch TV commercials. He found that creative metaphor occurring in commercials usually draw on a combination of language, pictures, and non-verbal sound.

Another research was done by Eduardo Neiva and Carlo Romano in 2007. They studied the effect of immersion in digital games using the theoretical apparatus of game theory. The result showed that the personal achievement of individual players (end-users) accounts for the phenomenon of deep immersion in digital games.

Semiotic has also been observed by some students. Putri's thesis (1998)

discussed "Woman Literature in Visual Symbols and Interpretations over Vianne's character in Lasse Halstrom's "Chocolate" (A Semiotic Study)." Putri investigated the visual symbols of the "Chocolate" movie main character. She found that the character of chocolate symbolize Vianne character as a high-class woman.

Similar theme about semiotic was done by Khotimah (2007). Khotimah studied the advertisement sexuality in Playboy magazines. She showed several advertisements that used woman as a model. The conclusion showed that sexuality which showed in the advertisement influence the reader to buy the good.

Another similar theme about semiotic was done by Purnamasari (2007). Purnamasari studied the Indonesian romantic drama movies which were released in 2006. She showed several movie posters of *Heart, I love You Om*, and *Cinta Pertama*. She determines that the attractiveness of the posters of Indonesian romantic drama movie released in 2006 lies on the face of the central characters and the use of language that represents the lifestyle of the target viewer.

These five researches show that it is almost every part of mass media has been analyzed by using semiotics such as movies, advertisement, photos, magazines, or even poster. Soap operas, which are considered as television program, have also been analyzed by using semiotics. There are different genres of soap operas which can be the object of semiotic studies. One of them is the soap operas of which the genre is categorized as romantic drama. Therefore, the writer intends to conduct a research on it.

In this study, the writer will only analyze the romantic drama soap opera titled *Candy*. This genre is chosen because romance is a common theme used in

television soap opera programs. Therefore, this study is titled "A semiotic Analysis of Candy Soap Opera on RCTI"

1.2 Statement of the problem

In this study, the writer formulates the research problems as follow:

- How is the sign system used in *Candy*?
- How is the meaning of sign system used in *Candy*?

1.3 Objective of the study

The objectives of the study are:

- To find out the sign system used in *Candy*
- To find out the meaning of sign system used in *Candy*

1.4 Significance of the study

The writer finds that it is necessary to conduct the study on semiotic sign occurrence on TV programs, here, *Candy*. By doing this research, the writer expects that this study will give contribution to linguistics researchers and the readers especially in semiotic field. First, by reading the result of this study, the viewers can widely know the varieties of sign systems used in *Candy*.

Second, by reading this research, the viewers become more aware of reality as a construction and of the roles played by ourselves and others in constructing it. We live in a world of signs and we have no way of understanding anything except through signs and the codes into which they are organized. Living

in a world of increasingly visual signs, we need to learn that even the most 'realistic' signs are not what they appear to be.

Umberto Eco (1976) suggested that if signs can be used to tell the truth. The writer hopes that the reader can be more aware toward the sign that are used in the soap opera. Moreover, the reader can differentiate between the construction concept of reality in soap opera and our daily life. Finally, the writer expects the readers to be able to understand semiotic sign on TV programs.

1.5 Definition of key term

To avoid misunderstanding, it is necessary to give definition the important terms that are frequently used in this paper:

- Semiotic** : Semiotic is derived from the Greek language *semeion*, 'sign'. It will investigate the nature of signs and the laws governing them (Chandler, 2001)
- RCTI** : The first private broadcast station in Indonesia. This broadcast station is the broadcast that publishes the story of *Candy* (www.detikforum.com)
- Soap Opera** : A radio or television serial broadcast weekly, daily etc, especially one that continues from year to year, that concerns the daily life, troubles etc of the characters in it (Kernerman English Multilingual Dictionary, Princeton University 2006)

Candy

: *Candy* is one of the favourite RCTI programs. *Candy* is adopted from cartoon books and series. It tells about a teenage girl named Candy who has to struggle fighting many miseries in her life to find her parents and happiness. This program is presented every Monday to Friday at 20.00 PM until 21.00 PM (www.sinemart.com)

CHAPTER II

LITERATURE REVIEW