CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Framework

2.1.1 Television Media

The unconsciousness toward interpreting sign can be easily seen in our involvement with media, especially television. Media text is part of our world. It is related with our social phenomena. Study in text can improve our understanding of cultural means (Barthes, 1984).

Television is a highly complex medium that uses verbal language, visual, images, and sound to generate impressions and ideas in people. All the media functions such as shotting, editing work, lighting, color, sound effect and music can help us to interpret the meaning.

Noth (1995) argued that the selectivity of any media lead to its use having influences of which the users may not always be conscious, and which may not have been part of the purpose in using it. When we engage with media we both act and are acted upon.

Television takes the process much further by making people visually available, and not in the frozen modality of newspaper photographs, but in movement and action. (Fairclough, 1995). That is why we can find much more signs interpretation in television media.

Television attracts attention of cultural studies for decades. It has resulted in the largest number of popular culture texts than the other media. Television
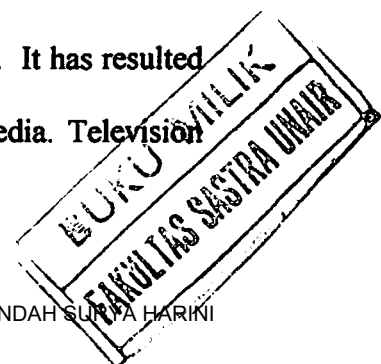
always has new interesting parts to be examined and analyzed, starting from news, advertisement, soap opera, television movie, talk show, quiz music event, etc. Television can be an experimental room for social scientist to testify cultural problems. That is why we need to comprehend the text, the relation between text and the viewers, economic and political aspects, and cultural meaning pattern inside it.

2.1.2. Soap Opera

Soap opera is a typical phenomenon in Indonesian television world. Soap opera was born in the age of 80's through TVRI (Indonesian Republic Television). TVRI as government instrument was the only broadcasting station at that time. The development of soap operas get higher with increasing number of private broadcasting station in Indonesia such as RCTI, SCTV, TPI, AN TV and Indosiar in the early 90's. At that time, there was a regulation that obliged every broadcasting station to produce much more local programs than non local ones. Soap opera became pre-eminent local program and presented in the prime time of most broadcasting station.

The war of broadcasting stations armored with soap opera to catch the viewer attention begins. The rating and star system becomes the rule. The higher the rating, the more income the soap opera will get. Using popular actors or actresses gives a guarantee to attract viewers. If we take a look at the story, mostly uses the same recipe of love and family matter (www. detikforum.com)

The domination of soap opera in Indonesian television makes the writer

intends to do a research on it. Previously researcher, Ien Ang studied the audience's reaction of the famous soap opera *Dallas* in the early 1980s. Ang used semiotic method to do this study. She observed the audience by dividing the soap opera into denotative and connotative level. Denotative level in this soap opera refers to literal content of the program, general storyline, character interaction, etc, while connotative level refers to the association, implication, which resonates from the storyline and character interactions (Storey, 2001).

Ang put her concentration of viewers' reaction and perception toward soap opera. Different from Ang, the writer on this study tries to reveal about the elements inside the soap opera. This study tries to explain the whole story of the selected episodes and find out the meaning of each scene. So this study is more on the aspects of production of the message (encoding) and not in the process of understanding the message (decoding).

2.1.3. Semiotic

Semiology is derived from the Greek language *semeîon*, 'sign'. It will investigate the nature of signs and the laws governing them. Semiotic is influenced by the fundamental design features of different media. It is important to recognize the importance of socio-cultural and historical factors in shaping how different media are used and their status within particular cultural contexts.

Umberto Eco (1976) states that semiotics is concerned with everything that can be taken as a sign. Semiotics is important because it can help us not to take 'reality' for granted as something having a purely objective existence which is

independent of human interpretation. It teaches us that reality is a system of signs. Based on this, the writer considered to research a few elements of semiotic in *Candy*.

Modern semiotic analysis can be said to have begun with two men, Swiss linguist Ferdinand de Saussure (1857-1913) and American philosopher Charles Sanders Peirce (1839-1914). Saussure offered a 'dyadic' or two-part model of the sign. He defined a sign as being composed of:

☐ A 'signifier' (*signifiant*) - the *form* which the sign takes; and

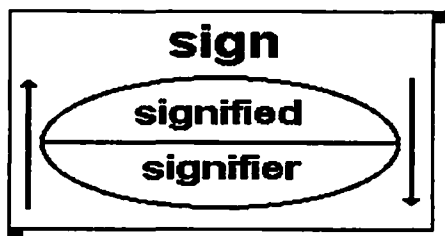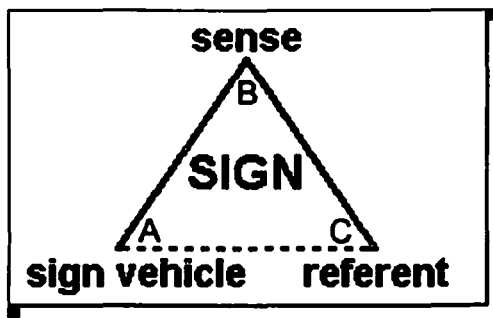☐ The 'signified' (*signifié*) - the *concept* it represents.

Figure 1

Peirce offered a triadic model:

- The iconic: the form which the sign takes (not necessarily material)

- An indexical: *not* an interpreter but the sense made of the sign

- A symbol: to which the sign refers. (Chandler, 2007)

☐ Sign vehicle: the form of the sign;

☐ Sense: the sense made of the sign;

☐ Referent: what the sign 'stands for'.

While for the linguist 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 (Peirce, 1931)

Saussure's term, 'semiology' is sometimes used to refer to the Saussurean tradition, while 'semiotics' sometimes refers to the Peircean tradition, but that nowadays the term 'semiotics' is more likely to be used as an umbrella term to embrace the whole field. The leading semiotician bridging these two traditions is the celebrated Italian author Umberto Eco.

Semiotics field contains several research subjects such as connotation and denotation, synchronic and diachronic, syntagmatic and paradigmatic analysis, intertextuality, metaphor and metonymy, and codes (Berger,1998).

Connotation comes from the Latin *connotare*, "to mark along with," and refers to the cultural meanings that become attached to word. A word's connotation involves the symbolic, historic, and emotional matters that are

connected to it. While denotation, refers to the literal or explicit meaning of words and other phenomena (Berger 1998, 13-14).

According to Saussure (1966) synchronic means analytic and diachronic means historical. Synchronic study of a text look at the relationships that exist among its elements while diachronic study looks at the way the narrative evolves.

In syntagmatic analysis, a text is examined as a sequence of events that form some kind of narrative. Propp (1968) refers the basic narrative unit in his study as a "function." Later, function is understood as an act of a character defined for its significance for the course of the action.

Paradigmatic analysis of a text involves a search for a hidden pattern of oppositions that are buried in it and generate meaning. It is because meaning is based on the establishment of relationship, and the most important kind of relationship in the production of meaning in language is the opposition. Levi-Strauss (1967) suggested that when we study paradigmatic structure we have to concern with what the text is about. In another way, we are not so much concerned with what characters do.

Codes are highly complex patterns of association that all members of a given society and culture learn. These codes affect the ways that individual interpret the signs and symbol they find in the media. It also affects the way they live. Umberto eco (1976) suggested the existence of 'aberrant decoding'. This is occurring because of the wide gap that exists between those who create and generate the material created by the media and those who receive the material.

In applying semiotics to television, we have to concern with the aspects of

the medium that functions as signs such as the kind of camera shots employed in the medium which functions as signifiers and what is usually signified by each shot. The other material of television such as camera work, editing, lightning, color, and music can help us to interpret what we see on television.

Studying semiotic of television media is important because television is the most influential medium of people's daily life. Using semiotic can make us understand more the media presentation. Studying semiotics can help us in becoming more aware of reality as a construction and of the roles played by ourselves and others in constructing it.

Meaning is not 'transmitted' to us - we actively create it according to a complex interplay of codes or conventions of which we are normally unaware. Umberto Eco (1976) suggested that if signs can be used to tell the truth, they can also be used to lie. That is why semiotic is needed to interpret the sign in television programs.

2.2. Review of Related Studies

Many studies have been made on semiotic. Charles Forceville's research in The Public Journal of Semiotics (2007) 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. After an inventory of parameters involved in the analysis of multimodal metaphors, ten cases were discussed, with specific attention to the role of the various modes in the metaphors' construal and interpretation. Finally, he

concluded three issues that were crucial for further study: (1) the ways in which similarity was cued in multimodal, as opposed to verbal, metaphors; (2) the problems adhering to the verbalization of multimodal metaphors; (3) the influence of textual genre on the interpretation of multimodal metaphors.

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. It considered the game function of creating a virtual world and proposed the idea that digital games were not just computer-mediated communication to the player. The result showed that the personal achievement of individual players (end-users) accounts for the phenomenon of deep immersion in digital games. Not only virtual reality, but also virtuosity is the strong force in digital game.

Semiotic has also been observed by some students. Putri's thesis (1998) discussed about " Woman Literature in Visual Symbols and Interpretations Over Vianne's character in Lasse Hallstrom's "Chocolate" (A Semiotic Study)" .She investigated the visual symbols of the "Chocolate" movie main character. She found that the character of chocolate that idealized as something delicious, sweet, and tasty affected the symbolized of Vianne character as a charming, elegant, and high class woman.

Similar theme about semiotic was done by Khotimah (2007). Khotimah studied the advertisement sexuality in Playboy magazines. She showed several advertisements such as sensitive (test pack), cigarettes etc. All the advertisement used woman as a model. The conclusion showed that sexuality which showed in

the advertisements bring persuasive intention of influencing the reader.

Another similar theme about semiotic was done by Purnamasari (2007). She studied the Indonesian romantic drama movies which released in 2006. Her thesis showed several movie posters of Heart, I love You Om, and Cinta Pertama. She used Barthes's theory of three types of messages in an advertisement (linguistic messages, non-coded messages, and coded-iconic messages). She concluded that all posters of Indonesian romantic drama movies had such messages. By carefully examining these images, the idea behind each of them would be found. It could also be concluded 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 languages that represent the lifestyle of the target viewers.

Overall, there is a similarity between the writer's study with the previous ones. This similarity showed by the same opinion that every sign in media has a meaning. If we are carefully examining the sign, the idea behind each of them will be found. All the mentioned previous studies studied about the images and language used. This study also researches about images and language used with some additional matters involved. Those additional matters contain ideological, sociological, and psychological factor examination.

CHAPTER III

METHOD OF THE STUDY