

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Advertising communicates a message including the name of the products or services and how that product or services and how that products or services could potentially benefit the consumer. However, advertising does typically attempt to persuade potential consumer to purchase or to consume more of particular brand of product or services.

Advertising are always among society, where from time to time, it is getting more develop and more creative. It is more developing since the form is not only in sound (spread out by radio) but also recently is in the visual form (Billboard, street banner, newspaper and commercials in YouTube or Television). Also, there are some creative teams to make the advertisement more creative (put some funny things or drama in commercials). The advertising itself is used by many companies to introduce their products and services to society which is then we all know that the purpose of advertising is to persuade people to buy products or use their service.

Afterward, the development of advertisement and advertising system in the consumer society altered to the any problem of social and cultural landscape. The problem primarily about the usage of sign, the image that appear and the information that told and how the advertising can influence perception, understanding and people behave. Whether the advertising extends the information about the product offered concretely or on the contrary just extends about the falsifying the reality (Piliang, 2003).

Based on that, the advertising would include and influence the society with the messages and the ideology systematically inherent in the advertisement for a modern people. Therefore, the advertising is no longer known for promoting a product that advertised in the media, but advertising created the system of the idea with the specific values and stood on that system, autonomously. Sometimes, the idea of advertising clearly can be seen in a commercials, and in this case the writer is going to discuss about the culture behind commercials especially culture in America.

The American culture encompasses the customs and traditions of the United States. "Culture encompasses religion, food, what the society wear, their language, marriage, music, what they believe, how they treat others with loved ones and many other things" (Zimmermann, 2017). The United States is sometimes described as a "melting pot" in which different cultures have contributed their own distinct "flavors" to American culture. Thus, there are many things about America that can be seen from its culture, for instance, what they wear. Jeans, sneakers, baseball caps, cowboy hats and boots are items that are closely associated with Americans.

Another example is can be seen from the food. Nowadays, there are number of foods that are commonly identified as American, such as beef burgers, hot dogs, potato chips, macaroni, meat loaf and many others. Moreover, there are also American Holidays time, where most of the time, people in America celebrates some events, for example in Christmas, Thanksgiving, Labor Day and still many

more. In short, it can be said that, America is a country with hundreds of cultures that can be identified from many perspectives.

Further, the writer is interested in discussing commercials since they are the most modern way in delivering the advertisement and America is one of most country that produce creative and funny commercials. "Commercials also rely on the viewers to understand the messages they are producing and try to guess the knowledge of the viewers that they want to reach. Advertisement producers try to find images that support the product and that will help to sell the product" (Langrehr, 2003).

The advertising produced for the audience contained with certain message. A message created with many codes aimed to the audience for understanding it. The code appears directed to influence the audience to buy the product advertised and this is not arbitrary codes, but it is a code with a message inherent within the advertising. As codes that appear in the advertising for the mass consumer contained a message for society to interpret the sign from the advertising, the term of interpretation of the sign in advertising is recognized as semiology or semiotic. The theory of semiology itself is can be used as an approach to find out the sign that appears in the advertising by recognizing every single semiotic aspect in the commercials (such as colors, sound, images, symbols and etc). Hence, interrelated with the theory of semiotic, this thesis analyzes the advertisements that can be seen from the selected America's product or services commercials in order to finds out the culture that reflected from them.

1.2 Research Question

Based on the background of study, the writer formulates the research question as follow:

What is the culture that can be seen behind the selected Commercials?

1.3 Research Objective

The objective of this research is to figure out the culture behind commercials that has been selected based on advertisements of Products.

1.4 Use of Study

1.4.1 Theoretical Use

The writer hopes that this research can be used as the reference for those who want to analyze sign or symbol in advertising by using semiotic approach.

1.4.2 Practical Use

Practically, this research can give knowledge about semiotic study and the way of how the reader can see advertising is not only as media to shows products and services but also medium to shows secret message such culture.

1.5 Scope of Study

The writer limits the study into eight different commercials that are shown American Culture in YouTube. The commercials is selected based on the best, creative and the funniest one subjectively (based on the writer) and objectively (statistically based on viewers and the YouTube itself).