

MEANING AND MESSAGE OF 'JEMME'

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Abstract

Advertising is intended to persuade audiences, readers, viewers or listeners to take action on products, services and ideas. Advertisements include text, audio, video, photography and graphic designs. We will easily find advertisement through some common mediums namely newspaper, magazine, radio, television, internet, billboards, and many other places. Advertisement analysis is divided into textual and contextual analysis.

The textual is the analysis of advertisement structure such as headline, illustration, body copy, signature line, and standing details. Based on the analysis JEMME considered to be a complex advertisement that consist of 5 (five) element. The contextual analysis is the meaning of the advertisement. According to the analysis, JEMME is a fine jewelry with high standard and very suitable for valentine gift.

Keywords: *advertisement structure, meaning and message*

I INTRODUCTION

Nowdays, advertisement has become part of our lives. Either conscious or unconscious, it turns into one of the communication tools, which influences our attitudes towards products, brand names, companies, lifestyles, or even public issues. Advertisements include text, audio, video, photography and graphic designs. We will easily find advertisement through some common mediums namely newspaper, magazine, radio, television, internet, billboards, and many other places.

Advertising is intended to persuade audiences, readers, viewers or listeners to take action on products, services and ideas. The idea is to drive consumer behavior in a particular way in regard to a product, service or concept. Advertising soon became an industry into itself when newspapers and magazines started allowing paid ads to be placed in their publications. This allowed specialists to make a living designing and implementing advertising as opposed to manufacturing products themselves.

In Oxford dictionaries, advertisement is a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. According to Bovee (in Flinger, 1996) Advertising is the nonperson communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

In Bussinessdictionary.com there are two kind of advertisement base on the purpose. The first one is commercial advertisement. Commercial advertisement used by company to build the image of the product and it's self.

The second one is Non-commercial advertisement which is purpose to educate consumers or promote specific ideas.

The analysis of this article is limited to the following problems: 1) What are the structural composition (textual) of JEMME? 2) What are the meaning and message (contextual) that want to be delivered?

II MATERIALS AND METHODS

2.1 ADVERTISEMENT STRUCTURE AND ANALYSIS TECHNIQUE

A good advertisement should attractive and persuasive. According to Leech (1966:59) advertisement consists of several parts such as:

1. Headline is the head of advertisement which will be the first to be read (eye catcher/attention getter)
2. Illustration is the background of an advertisement that illustrate the advertisement
3. Body Copy is the content of an advertisement and also the messages of its.
4. Signature line (Logo) is the product view in an advertisement includes the price, slogan, or trade mark.
5. Standing details is the closing of an advertisement which can be found in the bottom of advertisement. The function of standing details is to give additional information related to the product, company, customer service, etc. Mostly standing details use small font and was not flashy.

In term of structure's combination of the advertisement, Mulyawan (2010: 10) states that there are 8 structure combinations in advertisement, they are:

1. Headline dan signature line;
2. Headline, signature line dan standing details;
3. Illustration, headline dan signature line;
4. Illustration, headline, signature line dan standing details;
5. Headline, body copy dan signature line;
6. Headline, body copy, signature line dan standing details;
7. Illustration, headline, body copy dan signature line;
8. Illustration, headline, body copy, siganture line dan standings details.

According to Dyer (1982), analysis of advertisement classified into two, they are textual analysis and non-textual analysis

1. Textual analysis in advertisement is an analysis of advertisement without any involve from circumstances surrounding. The analysis will be done base on the verbal element and non verbal element. Verbal is the intrinsic element of the advertisement.

Non-verbal elements include symbol, icon, and index.

(i) Icon is a sign about the reality situation such as picture

(ii) Index is a sign that show the features or characteristic

(iii) Symbol is a sign that represented the object based on the agreement.

2. Contextual analysis in advertisement is analysis in advertisement to find the message that will be delivered from the advertisers to the consumers. In this part the analysis involve the advertisers or consumers of the advertisement.

2.2 SEMIOTICS AND HYPERSEMIOTICS

Semiotics is a study of sign including the role in social life. Sign itself is a stimulus which is received by people brain to be processed then elicits a

response about a particular of realistic concept. Therefore semiotics study learns all forms of relation between sign with representation of reality and between the users in the social life of the community. The relation between sign with the representation of reality is known as relation between signifier (sign) and signified (meaning).

Related to signifier and signified, there are many theories put forward by linguists with various terms and expression. This study applies two theories of semiotics which is triggered by *Ferdinand de Saussure and Ogden & Rhicards*.

Ferdinand de Saussure (Saussure, url: pg. 2-3) explained that language is a system of communication which involves concept and sound image, where sound image is a signifier and concept is signified. *Saussure* stated further:

... The bond between the signifier and signified is arbitrary, there is nothing in either the thing or the word that makes the two together, no natural, intrinsic, or logical relation between a particular sound image and a concept;...

Between signifier and signified does not have correlation or a relationship. Signifier is something which is arbitrary or having nothing to do with the signifier.

On the other hand, Ogden & Richards (1923) add a communicator element between signifier and signified that is thought of reference. The relation between them was described in the picture as known as semiotics triangle.

The stimulus of signifier in this part is known as a linguistics element of word or sentence then processed in the brain through the concept of meaning that has been owned over the signifier then produces a respond in form of referent as a signified. Therefore, between signifier and signified does not have a direct relation but associated through the concept of meaning in the brain.

In contrast to semiotics, Hypersemiotics is a study which studies the relation between hyper-sign with its representation which beyond the limits of reality (hyper-reality). Piliang (2003:54) said that the world of hyper-reality is unreality world by using the signs which beyond the limits so that the signs can only be explained in hyper-reality world and has lost touch with its reality representation. Thus it can be said that hyper-reality world is a human imagination world with the various sign which are imaginary and free in meaning and separated from reality contact.

Piliang (2003 : 54) explain that the sign which exceed the limit when it has been out of the limit of principles, characters, nature, and the normal function of sign as a communication device and the delivery of information, also already lost contact with its reality representative. Further, Piliang (2003: 54-59) provide the limit of type of sign wich can be a study of hypersemiotics, as follow:

2.2.1 PROPER SIGN

Proper sign is a sign which has relatively symmetrical relation with concept or reality which represents. For example rose signifier is used as love signified which represent love in social life.

2.2.2 PSEUDO SIGN

Pseudo sign is a sign which is not genuine, imitation, pretend, fake sign in which such reality reduction takes place. In this part a signifier shown only partially for represent a complex reality.

2.2.3 FALSE SIGN

False sign is a sign which is used for cover a reality with another reality represent. In this case a sign with different reality is used to represent another reality which have no any relation at all.

2.2.4 RECYCLE SIGN

This sign is reality representation sign in a different context of space and time and used foe represent the other reality. For example the using of *Marsinah* picture signifier (in the past) to represents the rape incidence of Chinese ethnic women in May 13th riots in Jakarta. This could be happened because of the possibility of the tragedy has no footage of the incident, only the recognition of victims.

2.2.5 ARTIFICIAL SIGN

Artificial sign also known as unnatural sign is a sign which made by advanced technology (digital or computer technology) and have no reference in reality. Artificial creation is not used to represent something outside the sign itself, but represent the sign itself. For example the caricature of the main character in anime movie, where all signifier is made for represent the reality in the movie without put any reference in reality.

2.2.6 SUPERLATIVE SIGN

Superlative sign is a sign which is made for represent a simple signified in reality, but the truth appears in special signified that involves many additional effects (audio and visual) so it give rise to the extreme expression (hyperbolic) out of the limit of reality representation.

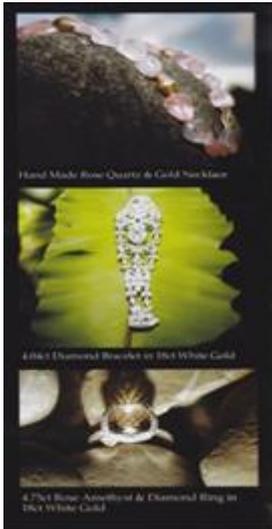
III RESULTS AND DISCUSSION

3.1 HEADLINE



As the meaning of headline which will be the first to be read, the headline of this advertisement is the word "Jemme" which is gold in colour. Moreover the black colour of the background makes the reader to focus on it.

3.2 ILLUSTRATION



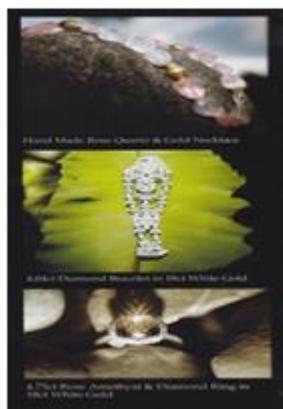
The illustration shows the black colour as the overall background. The accessories backgrounds are nature situation, the accessories placed on rocks, and the other placed on green leave.

3.3 BODY COPY



The term body copy can be defined as the text of advertisement completing the story which is introduced by the headline and supported by the illustration. The body copy of this advertisement is sentence "what will be in your *Jemme*' box this valentine's day"

3.4 SIGNATURE LINE



The signature line of this advertisement is the picture of necklace which focused on the diamond. Besides that, there are three other smaller picture accessories such as necklace, bracelet and ring.

All of those accessories are the product of "Jemme" which are offered in the advertisement. "Rare Colour Intense 50.13ct kunzite &Diamond Necklace in 18ct white gold", "Hand Made Rose Quartz & Gold Necklace", "4.04ct Diamond Bracelet in 18ct White Gold", "4.75ct Rose Amethyst & Diamond Ring in 18ct White gold" are the texts in the bottom of the picture which have function to give information about name, measure, colour, and materials of them.

3.5 STANDING DETAILS



Open: Monday - Saturday 10 am - 8 pm
Jl. Raya Petitenget 125, Seminyak, Bali. Tel: 0361-733508

From the definition of standing details which is the closing of this advertisement and it placed in the bottom of "Jemme" advertisement. The standing details is the text "Open Monday-Saturday 10 am- 8 pm Jl. Raya Petitenget 125, Seminyak, Bali. Tel: 0361-733508". This text gives information about business day and hours of the shop and also the address of it.

3.6 MEANING AND MESSAGE



The meaning and message of the advertisement can be found by reading the advertisement at once. First of all, the headline of *Jemme* advertisement is word 'Jemme'. It is in gold colour which shows luxury as the center of this advertisement. This word was placed in black colour illustration to accentuate "Jemme" in the same manner as the name of manufacture and shop.

The sentence "what will be in your 'Jemme' box this Valentine's day" as the body copy intended to require the readers of their Valentine's gift. This advertisement was made on February for special day. "what will be in your 'Jemme' box" mean which one the reader want to give for lovely person in lovely day. The reader can get the information product from the accessories pictures which consist of four pictures, they are the necklace picture is in the biggest size, and the other are in the smaller size. This necklace introduced as a superior product to be chosen as valentine's gift. Those accessories are placed on nature illustration such as on the leaf and rock that indicate those bring the beauty of nature.

The last is standing details in the bottom of this advertisement. The sentence "Open Monday-Saturday 10 am- 8 pm Jl. Raya Petitenget 125, Seminyak, Bali. Tel: 0361-733508" has function as additional information to inform the reader where is "Jemme" shop and what time the reader can go there to buy the accessories.

IV CONCLUSION

Advertisement analysis can be decided into two part of analysis. The first is textual analysis and the second is contextual analysis. The textual is the analysis of advertisement structure such as headline, illustration, body copy,

signature line, and standing details. Based on the analysis JEMME considered to be a complex advertisement taht consist of 5 (five) element. The contextual analysis is the meaning of the advertisement. According to the analysis, JEMME is a fine jewelery with high standard and very suitable for valentine gift.

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