

**A STUDY OF SEMIOTICS ON CONNOTATIVE MEANING  
IN THE WORLD WIDE FUND FOR NATURE (WWF) ADVERTISING  
CAMPAIGN ON CLIMATE CHANGES**

**THESIS**

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## ABSTRACT

Ratna Puspita, Ajeng. 2014. **A Study of Semiotics On Connotative Meaning In The World Wide Fund For Nature (WWF) Advertising Campaign On Climate Changes.** Study Program in English, Department of Languages and Literatures, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Indah Winarni. Co-Supervisor: Didik Hartono.

Keywords: Semiotics, Connotative Meaning, WWF, Advertising, Climate Changes.

World Wide Fund for Nature (WWF) is one of the world's largest conservation organizations established in more than 100 countries. WWF has more than 100 advertisements that aim to invite the community in protecting and preserving the environment and habitat. One themes from the advertisements is about climate change. Their advertisement usually uses an interesting images and utterances that have meanings inside it. In this study, the researcher analyzed these images and utterances based on the theory that it used. Furthermore, the researcher proposed two problems of the study, (1) What the signifier and signified found in the WWF advertisement campaign published under climate changes are (2) What the connotation meaning found in the WWF advertisement campaign published under climate changes is.

This study uses a qualitative approach to uncover the occurrence in document analysis. The researcher applies the theory of Ferdinand de Saussure (quoted from Chandler, 2007, p.14) which divides the model of the sign into signifier and signified. The researcher also uses the theory of Roland Barthes (quoted in Chandler, 2007, p.137) which describe that in semiotics, denotation and connotation are terms that describe the relationship between the signified and the signifier.

The study results shows that advertisement from the World Wide Fund for Nature (WWF) has signifier and signified differently in each advertisement. However, WWF has the same goal in making these advertisements that persuade people to concerned more about environmental issues and their habitats such as over fishing, global warming, illegal logging, and save animals from extinction.

The researcher suggests the next researchers who want to do the same research and theory use a different research subject participant. In the next studies, other researchers may be able to use movie, novels, brand products, or television advertising as the subject.

## ABSTRAK

Ratna Puspita, Ajeng. 2014. **A Study of Semiotics On Connotative Meaning In The World Wide Fund For Nature (WWF) Advertising Campaign Under Climate Changes**. Program Studi Sastra Inggris, Departemen Bahasa dan Sastra. Fakultas Ilmu Budaya, Universitas Brawijaya. Pemimbing (I): Indah Winarni. Pembimbing (II): Didik Hartono.

Kata Kunci: Semiotik, Makna Konotatif, WWF, Iklan, Perubahan Iklim.

World Wide Fund for Nature (WWF) adalah salah satu organisasi konservasi terbesar di dunia yang didirikan di lebih dari 100 negara. WWF memiliki lebih dari 100 iklan yang bertujuan untuk mengajak masyarakat dalam menjaga dan melestarikan lingkungan dan habitatnya. Salah satu tema dari iklannya adalah mengenai perubahan iklim. Iklan mereka biasanya menggunakan gambar-gambar dan kalimat-kalimat yang memiliki pesan didalamnya. Di dalam studi ini, peneliti menganalisis gambar-gambar dan kalimat-kalimat yang ada di dalam iklan menggunakan teori yang akan digunakan. Selanjutnya, peneliti mengajukan dua permasalahan penelitian yaitu (1) apakah petanda dan penanda yang ditemukan didalam iklan kampanye World Wide Fund for Nature (WWF) dengan tema perubahan iklim (2) apakah makna konotatif yang ditemukan didalam iklan kampanye World Wide Fund for Nature (WWF) dengan tema perubahan iklim.

Studi ini menggunakan pendekatan kualitatif untuk mengungkap kejadian dalam analisis dokumen. Peneliti juga menggunakan teori dari Ferdinand de Saussure (dikutip dari Chandler, 2007, hal.14) yang membagi model dari tanda menjadi 2 yaitu signifier dan signified. Dan juga teori dari Roland Barthes (dikutip dari Chandler, 2007, hal.137) yang mendeskripsikan bahwa dalam semiotika, denotasi dan konotasi adalah istilah yang menggambarkan hubungan antara petanda dan penanda.

Hasil studi menunjukkan bahwa iklan dari World Wide Fund for Nature (WWF) memiliki petanda dan penanda yang berbeda-beda disetiap iklannya. Namun, mereka memiliki tujuan yang sama dalam membuat iklan tersebut yaitu mengajak masyarakat untuk lebih peduli mengenai isu-isu lingkungan dan habitatnya seperti menangkap ikan secara berlebihan, pemanasan global, penebangan hutan liar, dan menjaga binatang dari kepunahan.

Peneliti menyarankan kepada peneliti selanjutnya yang ingin melakukan penelitian yang sama untuk menggunakan teori dan subjek yang berbeda. Dalam penelitian selanjutnya, peneliti lain mungkin dapat menggunakan film, novel, merek produk, iklan televisi sebagai subjeknya.

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