

**SEMIOTIC ANALYSIS OF CANON CAMERA  
ADVERTISEMENTS**

**THESIS**

**BY  
SUSAN INDRAWATI  
NIM 0811113151**



**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURES  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
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## ABSTRACT

Indrawati, Susan. 2014. **Semiotic Analysis o Canon Camera Advertisements**. Study program of English, Universitas Brawijaya. Supervisor: Endang Sasanti; Co-supervisor: Emy Sudarwati.

Keywords: Semiotic Analysis, Canon Camera, Advertisement.

Advertisement is a medium to deliver message to people with the goal to influence the to use certain products. Semiotics is applied to develop a correlation within element used in an advertisement. In this study, the writer chose the Semiotic analysis of canon camera advertisement as the subject to be analyzed using semiotic study based on Peirce's theory.

Semiotic approach is employed in interpreting the sign, symbol, icon, and index in Canon camera advertisements. This study aims to identify: (1) What kinds of signs are used in the advertisements of Canon Camera based on semiotic analysis?; (2) What is the meaning of each sign in the Canon Camera advertisements?.

This study uses qualitative approach by document analysis because the study focuses on identifying sign, interpreting connotation found in Canon Camera advertisements. The writer collected the data by looking at the visual sign contained within the Canon Camera advertisements.

The writer found that there were 52 signs in total consisting of 28 icons, 11 indexes and 13 symbols. Most of the connotation meanings of the prited advertisements reflect a certain messages related to the theme or product that is promoted. Each sign has a very important role to build up expected additional idea of the advertisement. It has function to make clear, support and streng then up a particular message.

Finally, the writer suggests the next researchers conduct a study on semiotics by using another from of advertisement. The next researchers are also suggested that theyuse some other theories to gain better understanding about semiotics.

## ABSTRAK

Indrawati, Susan. 2014. **Analysis Semiotika pada Iklan Canon Kamera.** Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Endang Sasanti (II) Emy Sudarwati.

Kata Kunci: Semiotika analisis, Iklan, Kamera Canon

Iklan merupakan salah satu untuk menyampaikan pesan kepada orang lain dengan tujuan mempengaruhi agar mereka menggunakan produk tersebut. Semiotik di gunakan untuk menciptakan korelasi antara elemen-elemen dalam iklan. Penulis menggunakan iklan Canon kamera sebagai subjek yang akan dianalisis menggunakan studi semiotic berdasarkan teori dari Peirce.

Pendekatan semiotik yang di gunakan dalam menginterpretasi tanda, symol, ikon, dan indeks yang terdapat dalam iklan tersebut. Penelitian ini bertujuan untuk mencari: (1) Apa tanda-tanda yang digunakan dalam iklan kamera Canon berdasarkan semiotic analisis?; (2) Aapa jenis tanda yang digunakan dalam iklan kamera Canon berdasarkan analisi semiotic?.

Penelitian ini meggunakan metode kualitatif dengan analisis dokumen karena hasil dari penelitian ini berfokus pada identifikasi tanda, interpretasi makna konotasi dalam iklan kamera Canon. Penulis mengumpulkan data dengan melihat visual yang terdapat dalam iklan kamera canon.

Penulis menemukan bahwa terdapat 28 ikon, 11 indeks dan 13 simbol dari 52 total keseluruhan tanda. Kebanyakan makna konotatif merefleksikan pesan dan cara dalam membangun interpretasi yang diharapkan. Tanda – tanda mempunyai fungsi untuk memperjelas, mendukung dan memperkuat suatu pesan yang ingin disampaikan.

Penulis menyarankan peneliti selanjutnya agar memakai iklan dalam bentuk yang berbeda sebagai objek penelitian. Peneliti selanjutnya juga disarankan untuk menambahkan teori-teori semiotia lain untuk mendapatkan pemahaman lebih tentang semiotika

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