



**A SATIRICAL EXPRESSION ANALYSIS BY SEMIOTIC APPROACH
ON SEVERAL TELEVISION ADVERTISEMENTS OF SIM CARD
PRODUCTS AS A MARKETING STRATEGY**

THESIS

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JEMBER UNIVERSITY

2011



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**A thesis presented to English Department
Faculty of Letters, Jember University
as one of the requirements to get
the award of Sarjana Sastra Degree in English Studies**

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DEDICATION PAGE

Sincerely, I dedicate my thesis to:

- My beloved father, H. Iyun Maryono and my mother, Hj. Nur Endah Asmawati, thank you for the patience and trust for whatever I do, I will do and I have done. Thank you for the everlasting pray and love you have given me.
- My beloved sister, Ninis Endah Ekowati, her husband, Yusuf Adiwibowo, SH. LLM. and my cute nephew, Moh. Ibad Kiromi and my brother, Nizul Mutok, thank you for the laugh and the supporting ideas of everything.
- My friends of Dewan Kesenian Kampus and in my “Green” boarding house.
- My Alma Mater.

MOTTO

One who says, “I don’t know” and learns
is better than one who knows and puffs himself up
(Arabic Proverb)

Time is continuously flowing past you at a constant rate of speed,
it cannot be stored, shipped or traded,
it can only be used now
(Ross Barret)

DECLARATION

I hereby state that this thesis entitled “A Satirical Expression Analysis by Semiotic Approach on Several Television Advertisements of SIM Card Products as a Marketing Strategy” is an original piece of writing. I declare that the analysis and the research described in this thesis have never been submitted for the any other degree or any publications.

I certify to the best of my knowledge that all sources used and any help in this preparation of this thesis have been acknowledged.

Jember, March 8th 2011

The writer,

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Jember, 8th March 2011

Cholissatul Mu'awalin

SUMMARY

A Satirical Expression Analysis by Semiotic Approach on Several Television Advertisements of SIM Card Products as a Marketing Strategy, Cholissatul Mu'awalin. 060110101033, 2011, 51 pages.

There are several marketing activities. One of them is advertising. Advertisement plays an important role in promoting a certain product. Since telecommunication becomes crucial things nowadays, advertisement of SIM card products have been chosen as the data analysis. Moreover, the satirical expressions can be easily found in those data. They can be considered as one of the marketing strategies. This expression is analyzed by semiotic approach. Pierce's theory of categories of signs is used in order to analyze the data comprehensively. The use of index, icon and symbol in several ads of SIM card products are the keys of the discussion. The symbol used in these several ads of SIM card products are easier to find than index and icon for presenting the satirical meaning. Since one advert could not solely mention the satire product as the manner of attracting target's intention. The data are qualitative data in the forms of action and texts obtained form of the selected ads of SIM card products which are *Axis*, *XL* and *Flexi*. Descriptive method is employed to explain the data and to analyze it using Pierce's Categories of signs. The satirical expression is used by advertiser supposed to be the media of communication for gaining and achieving the audiences' intention. Meanwhile, the ads tend to give a manipulative information and offer. As a matter fact, the terms and conditions apply does not mention in the ads of SIM card products, though they have several ones. For the television audiences, the understanding of the ads' offer of SIM card products would be so needed so that the decision fault could be avoided. The texts that show up in each advertisement could be added as the satirical expression. Discourse analysis of the speech function is the supporting theory to discuss. Mostly, the texts have both transactional and interpersonal function.

Key words: *index, icon, symbol, satirical expression.*

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CHAPTER I. INTRODUCTION

Advertisement has a lot of symbols and signs. Symbols and signs may show up on television advertisement. Since television is one of communication media which can transfer messages from the advertisers to the consumers. Therefore the television ads especially SIM card ads will be analyzed by semiotic approach. This chapter discusses the background of the study, the problem to discuss, the scope of the study, the goals of the study, the significance of the study and the organization of the thesis.

1. The Background of the Study

Palmer states “Language is regarded as an information system, or more strictly as a communication system. Moreover, language associates a message (the meaning) with a set of signs (the sound of language or the symbols of the written text)”. Human being uses signs or symbols to give a meaning of something. Therefore, signs and symbols concern a lot of meanings. The meaning of signs may have a conventional meaning. Traffic lights or traffic signs for car drivers or bicycle riders are the examples of signs which have a conventional meaning all around the world. Sign is indispensable for human for their communication (1971: 5).

Over time, technology has progressed and has created new forms of ideas about communication. The new form of ideas itself, primarily associated with two dimensional images, includes: signs, drawings, graphic designs, illustrations, colours and electronic resources. This kind of technology solely relies on vision. One of the kinds of the electronic resources is communication by presenting information through visual form. There exists a variety of ways to present information visually, like gestures, body languages, video and TV. Communication through the media technology includes advertisements. Advertisement can be published through the audiovisual like television.