



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

**THESIS**

**Written by**

**Cholissatul Mu'awalin**

**NIM. 060110101033**

**ENGLISH DEPARTMENT**

**FACULTY OF LETTERS**

**JEMBER UNIVERSITY**

**2011**



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

**THESIS**

**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**

**Written by**

**Cholissatul Mu'awalin**

**NIM. 060110101033**

**ENGLISH DEPARTMENT**

**FACULTY OF LETTERS**

**JEMBER UNIVERSITY**

**2011**

## **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 8<sup>th</sup> 2011

The writer,

Cholissatul Mu'awalin

060110101033

## APPROVAL SHEET

Approved and received by the Examination Committee of English  
Department, the Faculty of Letters, Jember University, on:

Day : Tuesday

Date : March, 8<sup>th</sup> 2011

Place : Faculty of Letters, Jember University

Secretary

Chairman,

(Dewianti Khazanah, S.S)  
NIP.198509181988021001

(Drs. Syamsul Anam, M.A)  
NIP.195909181988021001

The members:

1. Drs. Hadiri, M. A.  
NIP. 194807171976031003 (.....)
  
2. Drs. Wisasongko, M. A  
NIP. 196204141988031004 (.....)
  
3. Drs. Moch. Ilham, M.Si  
NIP. 196310231990011001 (.....)

Approved by  
The Dean,

Drs. Syamsul Anam, M. A.  
NIP.195909181988021001

## ACKNOWLEDGEMENT

First of all, I would like to thank and express my deepest gratitude to Allah SWT who bestowed His blessing and care.

This thesis has been completed with the involvement and assistance of many people. Heartedly my words of deep appreciation are conveyed to them:

1. Drs. Syamsul Anam, M. A., the Dean of Faculty of Letters and Drs. M. Ilham, M.A., who have given me permission to compose this thesis as one of the requirements to achieve the award of Sarjana Sastra Degree in English Studies.
2. Drs. Hadiri, M. A, as my first advisor who has found time during his busy time for guiding me and finding the answer of the problems I encounter in writing my thesis. Drs. Wisasongko, M.A, as my second advisor who has been patiently giving me guidance and support in writing this thesis.
3. All of the lecturers of Faculty of Letters who have taught me important knowledge during my study. All of the officials of Faculty of Letters, all the librarians of the Central Library and the librarians of Faculty of Letters.
4. My faithful friends of Dewan Kesenian Kampus, Ebhi Yunus B., Ghanesya Hari Murti, etc. Eddy's English, L. Yudha P., Linda Natalia W., thank you for the valuable ideas and advises that I can improve my talent in art, knowledge in linguistics and experiences in appreciating this wonderful life.
5. My inspiring friend, Dimas Pratama Ginantaka, thank you for the joy, love and spirit for more than four years.
6. Many others who have ever helped me that I am not able to convey them in detail for whatever merits they contributed in my thesis.

May God give them the everlasting blessing and mercies. Last but no mean least, hopefully this thesis will help the readers to enrich their knowledge and improve it wider than it is now.

Jember, 8<sup>th</sup> 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.*



## THE TABLE OF CONTENT

<b>Frontispiece</b> .....	<b>i</b>
<b>Dedication page</b> .....	<b>ii</b>
<b>Motto</b> .....	<b>iii</b>
<b>Declaration</b> .....	<b>iv</b>
<b>Approval sheet</b> .....	<b>v</b>
<b>Acknowledgment</b> .....	<b>vi</b>
<b>Summary</b> .....	<b>vii</b>
<b>Table of content</b> .....	<b>viii</b>
<b>List of Figures</b> .....	<b>ix</b>

### CHAPTER I. INTRODUCTION

1.1 The Background of the Study .....	1
1.2 The Problems to Discuss.....	3
1.3 The Scope of the Study .....	3
1.4 The Goals of the Study.....	3
1.5 The Significance of the Study .....	4
1.6 The Organization of the Thesis .....	4

### CHAPTER II. THEORETICAL REVIEW

2.1 Language, Communication and Semiotics.....	5
2.1.1 Language .....	5
2.1.2 Communication .....	6
2.2 The Theory of Semiotics.....	7
2.2.1 Charles Sanders Pierce and Categories of Sign .....	9
2.3. Icon, Index and Symbol .....	11
2.3.1 Icon.....	11
2.3.2 Index.....	13
2.3.3 Symbol .....	14
2.4 At a Glance of Speech Function.....	16
2.5 Advertising.....	17

2.6. Satire .....	20
2.7 SIM Card Products .....	23

**CHAPTER III. METHODOLOGY OF RESEARCH**

3.1 The Type of Research .....	28
3.2 The Type of Data .....	29
3.3 The Data Collection .....	29
3.4 Data Analysis .....	30

**CHAPTER IV. DISCUSSION**

4.1 The Semiotic Interpretation of Data I .....	31
4.1.1. Icon.....	33
4.1.2. Index.....	33
4.1.3 Symbol .....	34
4.2 The Semiotic Interpretation of Data II .....	37
4.2.1. Icon.....	38
4.2.2. Index.....	39
4.2.3 Symbol .....	39
4.3 The Semiotic Interpretation of Data III.....	40
4.3.1. Icon.....	42
4.3.2. Index.....	43
4.3.3 Symbol .....	44
4.4 The Semiotic Interpretation of Data IV .....	45
4.4.1. Icon.....	47
4.4.2. Index.....	48
4.4.3 Symbol .....	50

**CHAPTER V. CONCLUSION ..... 51**

**BIBLIOGRAPHY**

**APPENDICES**

## LIST OF FIGURES

- Figure 1. The example of symbol - 15
- Figure 2. The Logo of *Telkomsel's* Products - 24
- Figure 3. The Logo of *Indosat's* Products - 25
- Figure 4. *XL's* logo - 26
- Figure 5. Axis' logo and one of the Axis' premiere cards - 26
- Figure 7. The *Flexi's* Logo - 27
- Figure 8. Axis advertisement - 31
- Figure 9. The three torturing actions represent the index of satirical expression in Axis advertisement. - 34
- Figure 10. The symbol of a satirical expression for XL - 35
- Figure 11. The symbol of a satirical expression for *Indosat's* products - 35
- Figure 12: The symbol of a satirical expression for *Telkomsel's* products - 36
- Figure 13. The XL advertisement that shows the iconic - 38
- Figure 14: The XL ad which represents the index of the satirical expression - 39
- Figure 15: The XL ad which represents the symbol of the satirical expression - 40
- Figure 16: The Axis advertisement, *Gatokaca* version - 41
- Figure 17: The captures of the icon used as the satirical expression in Axis advertisement, *Gatokaca* version - 42
- Figure 18: The index of the satirical expression for *Indosat's* products -43
- Figure 19: Flexi advertisement -45
- Figure 20: The index of satirical expression in *Flexi's* advertisement – 48-49