

*Framing Analysis on Printed Bag Advertisements Used as Communicative Strategy with Customer
(Analisis Framing pada Iklan Cetak Produk Tas yang digunakan sebagai Strategi Komunikasi dengan
Pelanggan)*

Aniq Aribah Zulfa, Samudji, Riskia Setiarini
English Department, Faculty of Letters, Jember University
Jln. Kalimantan 37, Jember 68121
E-mail: samsamudji@yahoo.com.au

Abstrak

Artikel ini merupakan analisis terhadap teks tulis, terutama pada lima iklan tas cetak. Kita dapat menemukan katalog pada iklan cetak. Katalog merupakan salah satu cara untuk mempromosikan dan mengumumkan suatu produk pada masyarakat. Pada kasus ini, katalog biasanya digunakan untuk membuat pelanggan tertarik pada suatu produk, kemudian setelah melihat katalog tersebut mereka akan membelinya. Di dalam katalog juga terdapat gambar dan tulisan. Dalam artikel ini, analisis framing digunakan sebagai teori utama di dalam kasus ini untuk menganalisis lima macam iklan cetak. Analisis framing mempunyai dua macam perangkat: **framing devices** dan **reasoning devices**. Elemen linguistik digunakan untuk menganalisis tulisan di dalam katalog, yang didalamnya terdapat **Nominal Grup** dan **Metaphor**. Sedangkan elemen visual menganalisis arti dari warna, posisi dari gambar, dan posisi tulisan. Hasilnya mengindikasikan bahwa elemen linguistik dan visual memiliki efektivitas untuk menganalisis pesan yang tersembunyi dalam iklan cetak. Elemen tersebut juga dapat menjadi cara untuk menarik perhatian pelanggan agar membeli produk tersebut.

Kata Kunci: Analisis Framing, Arti warna, Nominal Group, Metaphor, Iklan Tas Cetak.

Abstract

This article is an analysis on written text, especially in five printed bag ads. In printed ads, we can find catalog. It is one of the ways to promote and publish the products. In this case, catalog is usually used to make the customer interested in the product, then they usually buy it after seeing those products. It also has image and text. In this article, framing analysis as the main theory in this study. I used it to analyse five kinds of printed bag ads. Frame analysis has two kinds of devices: Framing devices and Reasoning devices to get the frame of the ads. Linguistics elements to analyse the text in the catalog, the linguistics elements are nominal group and metaphor. For the images, colour meaning, position of images, and position of the font are used in the visual elements. Results indicates the linguistics and visual elements have the effectiveness to analyze the hidden message in the printed ads. It also can be the way to catch the customer's attention to buy the products.

Keywords: Framing analysis, Colour meaning, Nominal Group, Metaphor, Printed Bag Advertisements.

Introduction

Staton (www.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf) said "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization". It means that an advertisement is the way to promote their products. The basic purpose of ads is always to sell a product which can be goods, services, or ideas. It usually provides the whole information about product qualities and the place of availability of its products. In printed ads, we can find catalog. It is one of printed advertisements. It is also one of the ways to promote and

publish the products. According The Free Dictionary by Farlex, catalog is "A list or itemized display, as of titles, course offerings, or articles for exhibition or sale, usually including descriptive information or illustrations" (<http://www.thefreedictionary.com/catalogue>). It can represent as a collection of products into categories to make the customer easier to select the products that they want to buy. "Catalog is a book containing a list of things that you can buy, use, etc., and often pictures" (<http://www.merriam-webster.com/dictionary/catalog>).

In this case, catalog is usually used to make the customer interested in the product, then they usually buy it after seeing

the products. It usually has a good visualization and kinds of text to get attention and this enables customer remember the product. It also usually has images and text. Images in catalog, in particular the images of a product are up to date and use a unique colour combination to get the customer attention. These words and images represent the products.

Advertisements usually contain a list of the product and often the detailed information of this picture, such as product name, product price, product quality, procedures to order the products, and sometimes the product price.

Advertisements include not only images but text as a part in the ads as well. The function of text in the advertisements to persuade the readers to buy something and it can be as a communicating event between customer and the advertiser. We also find an images in the ads, the function of it in the ads to give something greater proportion of the written text (van Leeuwen, 2006:16). It means that images represent the proportion of images and text in the printed ad especially in the catalog.

In this article, the meaning and the impact of printed advertisements on branded bag image are analyzed. The catalogs are different in colours which make them distinctive from one to another. Therefore, printed bag advertisements in the catalog is one of the media containing image and text. Lying within the image and text, we can find a message behind the catalog where some points are explicitly shown and the others are absent. Accordingly, framing analysis as Discourse Analysis approach is used to analyze the catalog.

Regarding the issue, there are three problems which are discussed in this research related to the selected printed advertisements. Those problems are as follows:

1. How are the linguistics elements described in the catalogs?
2. How are the visual elements depicted?
3. What is the message that advertisers want to express in the catalog?

Considering the problems, this study is done to achieve the following goals:

1. To discover the linguistics elements described in the catalog;
2. To discover the visual elements depicted in the catalog;
3. To know the message that the advertisers want to express in the catalog.

Research Method

The type used is a qualitative study. Denscombe stated “a qualitative research tends to be associated with words or images as the unit of analysis” (2007:257). Therefore, it is a qualitative approach, whereas the objects are printed advertisements which are printed in branded bags catalog. In addition, it is the way to know why the advertisers use that persuasive texts and images in one paper to catch the attention of customers. The data analyzed are text, images, and sounds. The data analyzed in this study is in the form of images and texts that appear in printed bag advertisements especially in the catalog, newspaper, and other printed advertisements classified as qualitative data. The data

collection in this proposal collected in the form of written material. The document which is used as the data is printed advertisements of printed branded bags. This article gives description about frame analysis in printed advertisements especially in branded bag advertisements. It also analyzes the meaning of colours of each printed bag in order to know the reasons why the advertiser used them in the printed media to influence the customer buying their products.

In the linguistics elements we use the M.A Halliday theory. We focused on the Nominal Group. A nominal group is a grammatical unit or group that can be used as a noun in the English language. A noun is typically bounded by other words that describe or reflect the character of the noun itself, which can make up a noun phrase. It cannot be a whole sentence, they are just a part of a sentence only. The metaphor theory also use in this article.

In the visual elements we uses three kinds elements: position of images, colour meaning, and position of the font. In the position of images we use the theory of Kress & van Leeuwen (2006:181), in that book. The position of images in such pages is very important to attract the customers. In advertisement, the elements that are placed on the left are presented as Given, the elements placed on the right as New. We use Goethe’s theory (1840) as the colour meaning theory, He assumed that colour has prominent philosophers and physicists. Daniel Chandler theory also use as the theory of position of the font in this article.

Results

The analysis of framing analysis is divided into three elements: framing analysis, linguistic elements, and visual elements. Framing analysis divided into to elements: Framing devices and reasoning devices. The results of this research are presented in the following table.

Table 1 Visual and Linguistic Elements in the Printed Bag Advertisements

Advertisement	Visual Elements	Linguistic Elements	Frame
Sophie Paris Handbag Ad	The position is in the right-side (picture and figure). The colour is red-blue. Position of the font is on the left side and the image is naturalistic, simple and detail. The style of the text is natural.	PURPLE” is a qualifier. The metaphor PURPLE in ARM is a woman handbag of which colour is purple and mostly woman usually hold it in their arm.	The style of this handbag is modern, luxurious, its handbag is represented by a female, and the price is very affordable for the middle class customer.
Hermes Handbag	The name is on the left-side.	-	The luxurious

Ad	They used red-yellow colour. The position of the font is on the left side.		design and western brand is usually expensive.
Orilame Handbag Ad	The position of the image is in the center of the page The dominant colour in this hand bag is deep-blue colour. The position of the font is on the left-side.	The word "Natural Swedish" is epithet, the "Cosmetics" is deictic. The metaphor is this brand does not make only the cosmetics, it also produces the handbag.	A simple product but international quality has an achievable price.
Christian Dior Ad	The position of the image in on the left-side. The colour is silver. The position of the font is on the right-side.	-	A brand influences the customer.
Channel Handbag Ad	The image is on the left-side. The colour is amber. The position of the text is on the right-side.	-	A brand influences the customer.

Indonesia. This brand was launched in 1995. The basic concerns of this product are designs and distribution of fashion accessories with an original touch around the globe. Sophie Paris not only produces handbags but also outfits, watches, and accessories for men and women. The original name of this brand is Sophie Martin, it is taken from the owner's wife's name. They then renamed the name of this brand become Sophie Paris, but now they use Sophie Martin's name in one of their products.

The product uses white women and men figures who are mostly westerners (white people) because products with them look luxurious. Indonesian people are mostly interested in the product of western taste because they believe something that the westerners wear luxurious. This brand uses a colour trend to make their product so that the customer get interested to see and buy that product. Sophie Paris uses bright and cheerful colour for the handbag made in 2013. Indirectly Sophie Paris offers international quality products with an affordable price.

Here is the printed advertisement of Sophie Paris handbag:



Table 1 above shows that visual elements occur completely in all advertisements analyzed. On the other hand, there are some linguistic elements which are absent, there are metaphor and nominal group. In Hermes Paris, Channel and Christian Dior, metaphor and nominal group are absent because those printed are a popular bag in the world.

Discussion

1. Sophie Paris Handbag Advertisement

As we know, the foreign brand usually is known with the high prices according with the high quality as well. The foreign brand has an original with the luxurious design, so that the customer will be interested to buy that handbag even though the price is very expensive. Then Sophie Paris appears with the local products but the design and the quality are the same as those of the foreign handbag brands and the most important is the product affordable for customers. The price of this handbag is around IDR100.000 until 900.000.

Sophie Paris is an Multi Level Marketing (MLM) office was established in Jakarta by a French couple who came to

2. Hermes Handbag Advertisement

Hermes was born in French which is the center of the fashion in the world. This product is only for the high-class especially for women. The products produce one design based on the taste, the quality and design preferred for the high-class women. Eventhough the price of this handbag is very expensive, customers could buy it for the sake of satisfaction in terms of fashion. The products is made to fulfill the customer satisfaction, especially in terms of fashion. So, the handbags are suitable only for the high-class women. Hermes has their own customers who can afford to buy those US\$68,000-dollar bags.

Hermes brand is a strong brand which has proven the luxury brand industry. Hermes was established in Paris in 1837. Hermes logo is horse with carriage. This logo means the people will always remind Hermes brand and now Hermes is the luxury brand in the world. Nowadays, this logo has become a signature, a status symbol that not everyone can afford to have. People, especially women who wears/brings this bag will feel more confident (<http://www.therichest.com/expensivelifestyle/fashion/hermes-the-175-year-old-french-fashion-empire/>). The high class women have an international taste about fashion, so Hermes

makes a product that reflect themselves. So, it makes these products that are seemingly intended for those of high-class customers who can buy high-price bags.

Here is the printed advertisement of Hermes handbag:



3. Oriflame Handbag Ad

As we know, the foreign brand usually is known with the high prices according with the high quality as well. The foreign brand has an original as well as luxurious design, so that the customer will get interested in buying that handbag even though the price is very expensive. Then, Oriflame makes products that break the people assumption that foreign brands are always expensive. Then, Oriflame produces a handbag of which design is simple and looks luxury. Then Oriflame appears with the foreign products with the design and the quality is the same as those of the foreign handbag brand and the most important is the products are with an affordable price for customers. The price of this handbag is around IDR250.000 until 900.000.

This handbag has the combination of blue and gold has a peculiar and almost indecribable effect on the eye. It gives us an impression of cold and reminds us of shadows. The gold colour means perfectly unmixed state, especially when the effect of polish is superadded. It gives us a new and high idea of this colour this colour also represent of success, achievement and triumph. It also looks luxury and quality, prestige and sophistication, value and elegance, and also extravagance (<http://www.empower-yourself-with-color-psychology.com/color-gold.html>).

Oriflame was firstly made in 1967 in Swedish. This is wide portfolio of Swedish, nature-inspired, innovative beauty products. It uses the slogan "Oriflame: Natural Swedish Cosmetics", to symbolize the products as unique and innovative which is inspired by nature. It also uses natural ingredients from nature to develop their product using the latest scientific technology. A trend colour in this handbag is not used. Instead, blue colour is used in this product because blue reflecting confidence and creating a sense of calmness apart from a fact that blue makes it distinctive. Oriflame makes products that break the people assumption that foreign brands are always expensive.

Here is the printed advertisement of Oriflame handbag:



4. Christian Dior Ad

Christian Dior born in Paris during the wartime restriction and it became the luxurious handbag since then. This product is made for the high class especially for women. The products are designed based on the taste, the quality and design preferred for the high class women. Even though the prices of these handbags are very expensive, these products are made for the sake of a satisfaction in terms of fashion.

The picture of Dior handbag and the landscape of the country, the white woman figure holding this handbag nicely are the elements in the ad. The model and handbag depicts how the handbag suits to the model or the one who holds it. The reason why the advertiser uses and puts this "Dior" metaphor to make the customers want to buy this product.

Dior is a eager brand exploded into the Paris fashion scene with designs that flew in the face of wartime restriction and they introduced a femininity and focus on luxury to women's fashion. They also want the young women at that time look fashionable while it is a wartime (<http://www.biography.com/people/christiandior9275315#early-work-in-fashion>). Dior wants to create a product that the buyer-to-be/customer uses this product will look elegant and luxurious impression.

Here is the printed advertisement of Christian Dior handbag:



5. Chanel Handbag Ad

Chanel is a brand which was established in 1923 and handbag in these year is still seen as a landmark purchase for women of increasingly younger ages. They assumed younger women has a curiosity about something new in fashion. So, Chanel produces this handbag to give an appreciation of their curiosity (<http://www.vogue.co.uk/person/coco-chanel>).

The colour that is used in this handbag is amber. It is something that helps to inspire greater confidence and self esteem. It can promote a degree of arrogance. It also indicates individual strength and courage.

Channel has their own customer who can afford to buy those US\$21,96 dollar bags. In that printed ads of this brand, it only puts the picture and the available prices in some countries. It uses this method in their catalog in order to make the customers easier to find the handbag they want to buy. It looks an exclusivity of the product itself so that only people from certain circle who can afford it. The advertiser makes and produces this product in order to fulfil the young women's curiosity about fashion especially handbag at that time.

Here is the printed advertisement of Channel handbag:



Conclusions and Suggestions

The first answer of this research concerns about linguistics elements described in the catalog. Some linguistic elements are absent in five printed handbag advertisements are in Hermes Paris, Christian Dior, and Channel handbag ads. Those elements that absent are metaphor and nominal group in Hermes Paris advertisement. In the Christian Dior and Channel ads the element are absents the same as well. It indicates that the customers are assumed to know those handbag very well.

Second, it concerns about visual elements depicted. In visual elements, three kinds are analyzed: position of images, colour meaning, and position of the font are analyzed. Position of the fonts mostly used in those ads is on the lefts side because it is something that the readers presumably already know about this. Some products use the trend colour to produce this handbag in order to catch the customer's attention. Position of images mostly used is on the left-side. It means that it is something that has been known by the customer as the point of the message. The images are put on the left side because the buyers-to-be or the customers are expected to see this handbag before they see further information about this products.

The third question deals with the hidden message expressed in their catalog. We use frame analysis to answer this question. In five kinds of printed handbag ads, we find different hidden messages in each printed advertisement. The hidden message of Sophie Paris and Oriflame ads is the luxurious handbag can be very affordable for the middle class customer. While, in Hermes, Christian Dior, and

Channel ads, the hidden message is the luxurious design is usually expensive. It is because those three brands are the internationally wellknown brands.

Finally, this article is expected to give contribution in understanding the problem of framing analysis. Hopefully this study is useful for others as the reference of the study about framing analysis which focuses on the printed handbag advertisements and also can help further analysis in the same study.

Acknowledgments

Our sincere gratitude is hereby stated to Dr. Hairus Salikin, M.Ed., the Dean of the Faculty of Letters, Jember University and Dra. Supiastutik, M.Pd, the Head of English Department.

References

- [1] Staton (www.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf)
- [2] The Free Dictionary by Farlex (<http://www.thefreedictionary.com/catalogue>)
- [3] Denscombe, Martyn. 2007. *The Good Research Guide for small-scale social research projects*. Berkshire: Open University Press.
- [4] Goethe. 1840. *Theory of Colours*. London.
- [5] Halliday, M.A.K. 1994. *An Introduction to Functional Grammar second Edition*. Oxford University Press Inc.
- [6] Kress, Gunther and Theo van Leeuwen. 2006. *Reading Images: The Grammar of Visual Design* (2nd ed.) London: Routledge.