

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is an activity to share or exchange information, news, or ideas with others by speaking, writing, moving our body, or using other signals. There are some other words that can represent the word communicate such as be in touch, make contact, have dealings, and meet up. So, communication is a behavior that affects the behavior of others through the transmission of information. Therefore, according to The Scientific World (2020), there are several importance of communication that can be found in everyday life, such as:

1. The mastery of effective communication skills related to one's success.
2. Facilitate individual behavior and direct people toward the things they want.
3. Align and converge viewpoints, concepts or ideas, and standardize working methods.
4. Help to obtain the required information and data, and transfer them to decision-making centers.
5. Convey individuals' ideas and perspectives to decision-makers so that can achieve participation and harmony.
6. Give the individual a characteristic of calm, sluggishness, and patience, which leads someone to be wise in launching the decisions and judgments
7. Help make correct decisions and make appropriate and sound judgments without fanaticism or coercion of opinion.

8. Strive for the success of relationships, whether on the family, work, or other levels.
9. Endeavor to provide the individual with important skills such as listening to the other party with credibility and impartiality, which makes someone such an influential and successful leader.
10. Work to reduce conflicts and problems and increase friendships in one's environment because effective communication is what succeeds relationships.

People can communicate with others in several ways, such as listening, verbal communication, nonverbal communication, emotional awareness, written communication, and communicating in difficult situations. In this session, verbal and written communication will be discussed briefly to strengthen the foundation of this research. The spoken language, or we can call it as verbal communication, is not really as simple as just talking. When we talk with someone to get certain information, we must choose our words more carefully, use the appropriate tone, and respond appropriately to prevent misunderstanding. Meanwhile, in written language or written communication, the writer must write the information by using proper grammar and punctuation so the reader can get the information clearly. We can get the information that we need from magazines, newspapers, letters, catalogs, and so on.

As time goes by, people tend to use a media to share or find information than speak to each other. This is done because of the tendency to use a medium that can facilitate someone to do something. For example, even though people are in the same place, they prefer to exchange information through messages because they are lazy to move or there are other reasons. Moreover, to get something that we want

to buy, we do not need to go to a store. We can look for it by watching the product catalog and do the transaction. Within a certain period, we can get the items we want. The catalog is one of the important properties needed to support sales. It can contain beauty products, clothes, kitchen equipment, and so on. However, in catalog, it not only contains the products' pictures but also the information about the product itself. The information not only shown in sentences but it also can be shown by symbols. This is done to make the information provided more interesting and makes it easy for readers to understand the information presented.

Sometimes, as information seekers, we do not know what is meant by the symbol and something similar with symbol. Not infrequently, people can be mistaken in interpreting it. Therefore, the researcher wants to analyze the meaning of something like symbol which are contained in an Oriflame March 2020's catalog. The researcher choose this catalog because she was an Oriflame consultant. Oriflame catalog is a product list supported by pictures and product descriptions from the Oriflame company. The company is known for its range of body care and beauty products. Therefore, do not be surprised if the consumers are mostly women. This Oriflame catalog is published in 2 types, such as printed catalogs and electronic catalogs that can be accessed through the company's website or an application, and the office. There, consumers can find various kinds of products along with their descriptions.

To do the research, the researcher used a branch of language or linguistic study, which was semiotics theory. Semiotics studies can be found in any fields, such as in art, literature, anthropology, mass media, psychoanalysis, biology, education, and computers. Semiotics itself is important to use in daily life because it can help

us not to take reality for granted as something having a purely objective existence which is independent of human interpretation. The researcher asked a few people about their opinion about the symbols and something similar chosen by the researcher. By using this theory and the references from the previous studies about semiotics, the research knew more about the use of semiotics theory and found what was the meaning of each symbol and the similar, found in Oriflame March 2020's catalog.

1.2 Problem Statement

According to the study background explained above, the researcher composed two research questions to be answered, namely:

1. How do people interpret the meaning of semiotic elements from the Oriflame March 2020's catalog?
2. What are the meanings of the semiotic elements found in the Oriflame March 2020's catalog analyzed from semiotic principles?

1.3 Objective of the Study

By the end of doing this research, the following goals are expected to be achieved:

1. Analyze how people interpret the meaning of semiotic elements from the Oriflame March 2020's catalog.
2. Identify the meanings of the semiotic elements found in the Oriflame March 2020's catalog analyzed from semiotic principles.

1.4 Originality and Significance

The study was undertaken with none similarity title previously which is made from the best knowledge of the researcher. It is focusing on the semiotic study which talks about certain rules about semiotic elements in March 2020's Oriflame catalog. The significance of the study can be divided into two perspectives. The first is the theoretical perspective which is to know more about how we understand the meaning of each semiotic elements. The second is the practical perspective which is to be a study reference when somebody wants to do research by using semiotics theory especially using semiotic elements of something as an object of the research.

1.5 Scope and Limitation of the Study

This study focused on the theory of semiotics. The theory was used to analyze the meaning of semiotic elements in promotion media. By doing this study, the researcher and the reader were not wrong in interpreting the meaning of semiotic elements in real life. The researcher did a triangulation which was asking others' opinions about the semiotic elements to give more interpretation of the semiotic elements themselves. The targeted people were anyone who is using make-up and skin or body care products, whether it is from Oriflame company or not.

In this study, the semiotic elements discussed were from Oriflame March 2020's catalog. The catalog that was used was only 9 pages because of the limitation of the time and energy. To be more specific, the semiotic elements were visual symbols, writings, and pictures or photos, whether those take from a printed or electronic catalog. Those semiotic elements were used to inform the reader,

especially Oriflame's customers, about the information of the company and the products they sell. Therefore, the researcher used semiotic elements that look unfamiliar and difficult for people to understand.

1.6 Operational Definition of the Key Terms

To avoid ambiguity and find this study easier to comprehend, some specific terms are used are listed and defined as follows:

1. Semiotic

Semiotic is the formal doctrine of signs which was closely related to logic (Peirce, 2008).

2. Product Catalog

Product catalog is a type of marketing collateral that lists essential product details that help buyers make a purchase decision (Paperflite, 2021).

3. Icon

Icon is a sign that looks like the object it signifies or represents (Peirce, 2008).

4. Index

Index is a sign that points to a certain object or even somewhere. (Peirce, 2008).

5. Symbol

Symbol is a sign whose quality is imputed to its object (Peirce, 2008).