

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, a theory will be elaborated further and used as the reliable source to help the researcher in analyzing and interpreting the data. The researcher also put several studies using the same theory. This is to make clear that the researcher conducts a new focus study of Oriflame Catalog in March 2020's that no other researchers have done so far.

2.1 Communication

According to a module entitled "Mass Communication", over time, the way of exchanging our ideas with others or giving some information to others has changed. Mankind used to only use facial expressions and use of head and other organs (body parts) like the hands because they could not speak as we do today. But now, people not only use body language but also words to speak to others or convey feelings. Moreover, with alphabets, writing gave yet another powerful tool to convey thoughts, ideas and feelings.

In a society, people who may belong to different religions and communities, often speaking different languages. But still all of them can speak or interact with one another. Such interaction can be called as communication. Communication itself is a message that can be understood through social interaction. We communicate to inform, misinform, counsel, sell, buy, confuse, confirm, advise, teach, learn, reveal, persuade, accept, affirm, clarify, motivate, criticise, deny, conceal, etc. If we do not speak to each other we cannot understand each other and even can create plenty of problems. So communication can help us to understand

each other and solve problems. Therefore, communication is essential for our survival.

In communicating, there are five senses that are commonly used, namely taste, touch, hearing, smell, and sight. Through taste, we can feel whether the food or drink is suitable on our tongue or not. Through touch, people can show something or find out something what people cannot see. Through hearing, people can know various types of sounds that indicate something, whether it is good or not to be listened to. Through smell, people can find out various types of smells that indicate something, whether it is good or not to be smelled. The five senses can be expressed by a person's face or movements. By looking at someone's face or seeing something, usually people can know the meaning of the message to be conveyed. This is a form of the last sense, namely sight.

Communication can be done without using any words. It can be said as non-verbal communication, which is done by using gestures or what may be called body language. Nonverbal communication can be divided into two. The first one is by expressions on our face, such as a smile, a nod, looking at the eyes of the other person, for listening or showing interest or narrowing of eyes or raising our eyebrows, etc. The second is body movements, such as pointing, shaking of hands, folding of hands, etc. Nonverbal communication is not only used for people who cannot speak but is also often used for people who can speak. In other words, nonverbal communication is closely related to oral communication.

In addition to nonverbal communication, there is also verbal communication, namely a skill that is developed or evolved. This communication uses language that can be in the form of words or sentences. In verbal communication, people group

words into sentences to convey meaning. In grouping words, the right word should be placed at the right place and using grammar or the rules that govern language so that it will produce an understanding. Verbal communication used to be done by telephone and radio so that people can communicate instantly over long distances. As for the advantages and disadvantages of verbal communication, such as:

Advantages	Disadvantages
<ol style="list-style-type: none"> 1. It is spontaneous and natural. 2. It is easy for others to understand. 3. The choice of words generally suits the listeners. 4. It is supported by nonverbal communication. 5. The communicator or the person who communicate, is always physically available. 6. It can develop close relations between the speaker and listener. 	<ol style="list-style-type: none"> 1. The words spoken disappear into thin air. 2. The words are not permanent unlike say written communication (temporary). 3. What is heard is often forgotten. 4. Nonverbal communication that supports oral communication may not be understood by people from other cultures.

Table 2.1 *The Advantages and Disadvantages of Oral Communication*

The next way of communication is written communication. To carry out this form of communication, one should know the alphabet, script and grammar of the language. For someone to write, say the language English, one should know various parts of speech besides a good knowledge of words or vocabulary. The first written communication media that appeared were books, which were then followed by newspapers, magazines, and journals. Such written matter helped people in communicating ideas to a larger number of people. Meanwhile, the advantages of written communication, such as:

1. Written communication gives words and thoughts permanence.

2. Knowledge and information became available to people who could lead.
3. It led to the spread of ideas.

However, the biggest disadvantage of written communication is that one has to be literate to use written communication. The forms of written communication such as letters, circulars, orders, reports, forms and questionnaires, manuals, newsletters, newspapers, magazines, handbills, posters, books, bulletin boards, etc.

The type of communication itself can be distinguished based on the situation in which the communication takes place. The situations include whether a person is talking to himself, with others face to face, using a public address system with a large number of people or use radio or television. The first type is called intrapersonal communication, which is communicating with oneself. This type of communication is very common in humans. Communication with oneself is essential for human growth as a responsible member of society. An example is someone who regrets his actions by questioning himself why he did it.

The second type of communication is interpersonal communication, which is communication between persons or one to one communication. Interpersonal communication being face to face generally takes place in an informal, friendly atmosphere. For example, private discussions with friends or family members, corridor discussions, conversation in canteens or restaurants, etc. However, there are occasions when it is formal, such as taking part in meetings or conferences, sales counters, job interviews, etc. Interpersonal communication is essential in business, organizations and services because they need people for talking and reacting.

The third type of communication is group communication and public communication. Group communication is when a group of people, generally known

to each other meet and talk to each other. For example, a teacher discussing with his students. While public communication is where many people receive messages from one person. This type of communication is usually identical to the presence of a stage or a platform or the roof of a vehicle for such a speaker to stand and speak. A microphone and a loud speaker are essential for communication here because the audience is very large, maybe hundreds or even thousands. The difference between public communication and interpersonal communication is that the speaker does not see the audience, so he has a personal touch. But there are also those who can build a direct relationship or personal touch with the audiences. Unlike in group communication, here, people may not know each other.

2.2 Semiotics

Semiotics is a broad topic which can be applied to many different fields. Semiotics itself is primarily concerned with the analysis of signs and symbols and their meaning. Signs and symbols can be studied, not only in language (both written and spoken forms), but also in rituals, culture, images, and art, or anything that can be read as a text. Semiotic researchers do not study the signs in isolation, rather they study the conventions governing the use of the signs and sign systems. Through semiotics, people can find out things in a language that has never been understood. Learning semiotics also can teach us to understand life through signs and codes where it has been arranged by God. According to Saussure (1916/1983), semiology is a study of signs of a part of real life. Therefore, semiotics refers to films, television and radio programs, posters, advertisements, and so on as 'texts', and to 'reading television' (Fiske and Hartley 1978). In the context of analyzing based on

semiotics, what is most emphasized is the role of semiotics in forming meaning. Therefore, semiotic theory focuses on the basic definition of signs.

In accordance with Chandler (2000), there are basic concepts that need to be understood. The first is the signifier. Signifier is the physical forms of signs, writing, sounds, etc. Meanwhile, the second is signified which means the idea, the message, the notion that the signifier communicates to viewers/readers/listeners. Signifier and signified are related because they build meaning with each other. Sometimes, the meaning of something can be arbitrary if only one of them is shown. For example, a signifier or the word hurt which means pain can be interpreted as a loaf of bread in French (Hasa, 2017). Therefore signifier and signified both have an important role in forming a meaning. The example of signifier and signified are written below:



Signifier	Signified
	<p>No food or drink allowed!</p>
	<p>Flower</p>

Table 2.2 *The Example of Semiotic Concepts*

Talking about signs, there are three types of signs that must be known in learning semiotics. The first is an icon, which is a sign that looks like the object it

signifiers or represents. The second is index, which is a sign that points to a certain object or event somewhere. The last one is a symbol, which is a sign that represents an object in an arbitrary manner (Chandler, 2000). The example of these three signs are written below:



Type of Sign	Example
Icon	 <p data-bbox="879 902 1310 936">Picture of meat sold in a grocery.</p>
Index	<p data-bbox="863 958 1326 1043">The sound at the concert points to a music.</p>
Symbol	 <p data-bbox="863 1391 1326 1476">Pink symbols represent women, and blue symbols represent men.</p>

Table 2.3 *The Example of Each Sign Types*

Regarding the sign element, there are two things that can be learned, namely syntagmatic and paradigmatic. Syntagmatic itself is the linear arrangement (vertical or horizontal) of elements, the relationship between each other, and the rules for the arrangement. For example, “She climbs the cliff”. This sentence has a linear arrangement because it is composed by the agent (subject) followed by the action (verb) and then the object of the action (object). The syntagmatic analysis involves

studying the structure of a text and the relationships between its parts. Meanwhile, a syntagm is an orderly combination of interacting signifiers which forms a meaningful whole within a text. According to the object of the research, the relationship of syntagmatic that can be used is spatial relationships, as found in posters and photographs (where signs and symbols are juxtaposed). In the study of syntagmatic relations, it reveals the conventions or rules of combination underlying the production and interpretation of text, such as the grammar of a language. The use of syntagmatic structure rather than another within a tool influences the meaning.

The syntagmatic structures can be divided into three such as narrative that is based on sequential (and casual) relationship, syntagmatic forms based on spatial relationship, and conceptual relationship. We can find narrative that is based on sequential (and casual) relationship in the film and television narrative sequences. The second form which is syntagmatic based on spatial relationship can be found in the Montage posters and photographs, which works through juxtaposition. Meanwhile, the conceptual relationship can be found in the exposition or argument. The differences between the three modes of narrative, descriptions, exposition, and argument are not clear-cut. Although many texts contain more than one type of syntagmatic structure, however, we can definitely distinguish or find it because there might be a dominant one.

The relationship between semiotic and syntagmatic is when we are confronted by something and have to interpret it. In this case, we interpret a symbol by comparing it with the preceding and the following guess. In other words, we guess the meaning of a symbol based on our prior knowledge.

Paradigmatic is the presence of certain elements, which potentially can be replaced by other elements. Here, people will also studies why some elements are used instead of some other elements. For example, “He killed the animal”. The word “killed” can be replaced with murdered or assassinated. The paradigmatic analysis seeks to identify the various paradigms which underlie the content of the text. Meanwhile, a paradigm itself is a set of associated signifiers or signifieds which are all members of some defining category, but in which each is significantly different. The aspects of paradigmatic structural analysis involves a consideration of the positive or negative connotations of each signifier (revealed through the use of one signifier rather than another), and the existence of underlying thematic paradigms (i.e. binary appositions such as public or private). In the study of paradigmatic analysis, it involves comparing and contrasting each of the signifiers present in the text with absent signifiers which in similar circumstances might have been chosen, and considering the significance of the choice made. This can be applied at any semiotic level, from the choice of a particular word, image, or sound to the level of the choice of style, genre, or medium. The use of one signifier rather than another from the some paradigms is based on factors such as technical constrains, code (i.e. genre), convention, connotation, style, rhetorical purpose, and the limitations of the individual’s own repertoire.

The relationship between semiotic and paradigmatic is when we are confronted by something and have to interpret it. In this case, we interpret a symbol by interpreting it spontaneously with the use of alternative guess. In other words, we guess the meaning of a symbol based on what we see and we assume that is the possible meaning.

2.3 Recent Studies

This research is not the first one. There have been many studies about semiotics before. The difference between the previous research is in the object of research. Some of them will be used for the reference of this research. The first research is “A Semiotic Analysis on the Logos of Three Cafes in Malang” (Firmansyah, 2015). It was concerned with the typology, connotation, and the relation between the sign and the goal of the company. The meaning behind the logo was unfolded using connotative theory and added the fact that the goal of the company is similar to what the logos were representing.

The second is “Peirce’s Semiotic Analysis of Icon and Symbol on Perfume Advertisements” (Eriana, 2015). It was concerned about the description, explanation, and the analysis of the signs meaning in woman perfume advertisement from Sephora site (www.sephora.com) and the investigation of the semiosis process using Charles Sanders Peirce’s Theory. From the research, it can be concluded that each advertisement had a different sign and also different meaning so that can give different interpretations.

The third is “The Semiotic Analysis on Ma Chung University’s Logo” (Aditya, 2018). It was concerned with the messages of Ma Chung University’s logo. From the research, it can be concluded that the message being the logo is similar to what the logos were representing.

Those are the previous studies related to this research. They are different because they are talking about the symbol in an advertisement and logos of a place that can show an identity of something. Meanwhile, this research talk about the semiotic elements contained in the beauty products catalog. It will focus on

processing the meaning of each semiotic elements that will be obtained from the distribution of the questionnaire. So, this research will produce meanings that are easily understood by people from the semiotic elements.