



**A SEMIOTIC ANALYSIS ON WARNING MESSAGES  
OF MARLBORO CIGARETTES PACKAGING**

**By**

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## **THESIS ADVISER RECOMMENDATION LETTER**

This thesis entitled “**A SEMIOTIC ANALYSIS ON WARNING MESSAGES ON MARLBORO CIGARETTES PACKAGING**” prepared and submitted by Annisa Qotrunnada in partial fulfillment of the requirements for the degree of Public Relations batch 2008 in the Faculty of Communication has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, March 07<sup>th</sup> 2012

**Ir. Zinggara Hidayat, M.Si.**  
**Advisor I**

## **DECLARATION OF ORIGINALITY**

I declare that this thesis, entitled “**A SEMIOTIC ANALYSIS ON WARNING MESSAGES ON MARLBORO CIGARETTES PACKAGING**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, March 07<sup>th</sup> 2012

**Annisa Qotrunnada**

**PANEL OF EXAMINERS**  
**APPROVAL SHEET**

The Panel of Examiners declare that the thesis entitled “**A SEMIOTIC ANALYSIS ON WARNING MESSAGES MARLBORO ON CIGARETTES PACKAGING**” that was submitted by Annisa Qotrunnada majoring in Public Relations from the Faculty of Communication was assessed and approved to have passed the Oral Examinations on Cikarang, March 2012.

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## **ABSTRACTS**

Nowadays, cigarette has been a public consumption, almost everywhere in densely populated areas, and it has become one of the most serious problems in society. Moreover the habit of consuming cigarette has been taught from generation to generation. Even though, cigarettes have negative impact to human health, but smokers are still ignoring this bad impact that are caused by cigarettes.

The main theory used in this research was semiotic analysis by Peirce. Moreover, the researcher implemented Peirce triadic model to identify the object, sign, and interpretent of the cigarettes packaging. Additionally, verbal and nonverbal messages theories were also used in order to interpret the objects.

This research implements qualitative method. The research used a semiotic analysis. Moreover, observation was conducted in order to answer the problem statement mentioned previously.

The result of the research has showed that the smokers are tend to have a high awareness of the warning message from the package of International cigarettes rather than local cigarettes. Moreover, visualization message such as image in foreign cigarette packaging possessed better influence according to the participants. Yet, message persuade were not enough to participants to quit smoking.

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Cikarang, March 07<sup>th</sup> 2012

Researcher

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Nowadays, cigarette has broadly been a public consumption even though it encounters several confrontations in health matters. Cigarettes could be found almost everywhere in densely populated areas, and it has become one of the most serious problems in society. The problem is simply complicated as it relates to farm and human resources industries in developing countries such as Indonesia. Moreover, some of the factors are because an increase in cigarettes production from year to year, increase of the smokers, increase in the level of injured life in society because of the cigarette, and the other major factor is increase in the number of brand new cigarette today.

Culturally, tobacco and cigarette have become part of human needs in both urban and metropolitan life. Moreover the habit of consuming cigarette has been taught from generation to generation. People, especially adults and teenagers used to consume cigarette because of the addiction effect, and also influenced by the society, family, and lifestyle. Lately, in Indonesia the smoking habit is still difficult to be eliminated. Even though, cigarettes have negative impact to human health, but smokers are still ignoring this bad impact that are caused by cigarettes. People actually knows the dangers usage of cigarettes whether the smokers themselves or other passive smokers. Although government has done several efforts such as campaigns of how dangerous cigarette is, most people especially from lower class still do not understand how dangerous it is.

C. Columbus is one of the first person who introduces tobacco in Europe, he earned dried tobacco from the American Indian when they head back to Europe. Tobacco

is a native plant from the North and South America. In the early 1 B.C., American Indians begun to use tobacco in a variety way, starting from for all the religious culture ceremonies to medical practice. Tobacco is believed to cure all diseases and tread wounds out, as well as a painkiller.

Soon after, sailors brought tobacco back to Europe, and the plant was being grown all over Europe. Tobacco begins popular in such a short time in the area of Europe (<http://academic.udayton.edu>).

According to Li (2005), the history of cigarette from the arrival of the Portuguese sailors began and Spanish sailors to Indonesia around the year 1500's, that was when tobacco was introduced to the community in Indonesia. And in the end of tobacco spread in almost every area in Indonesia, such as Sumatra, Java, Borneo, and Sulawesi.

Tobacco plants spread throughout Indonesia because the climate in Indonesia that is very suitable for the tobacco plant thrives. In Indonesia the tobacco plant can grow from 0 to 1500m above sea level. Until in 1830-1860 in Indonesia have started many tobacco plantations in Sumatra, Java, and Moluccas.

Supported by Kompas, the number of smokers in Indonesia is the 3<sup>rd</sup> largest in the world. This amount is accurate based on data from World Health Organization (WHO). In fact, the growth of cigarette consumption among the youth generation Indonesia is the fastest in the world, while in other developed countries has declined.

This condition makes the children as target new smokers, as evidenced by the increase in novice smokers. The highest increase of approximately 4 times occur in the general group of 5-9 years, whereas an increase in the group 15-19 years is 144 per cent over the period 1994-2004 (<http://nasional.kompas.com>).

Bad impact of smoking for student of which could increase the risk of lung cancer and heart disease at a young age. Besides the health of skin three times more at risk there are wrinkles around the eyes and mouth. The skin will be prematurely or so-called prematurely aging (<http://bahayamerokok.net>).

Cigarette smoke is also known as environmental tobacco smoke or passive smokes. It is a mixture of two forms of smoke that come from burning tobacco. This includes: side stream smoke—smoke that comes from the end of a lighted cigarette, pipe, or cigar—and mainstream smoke—smoke that is exhaled by a smoker. This mixture contains more than 7,000 chemicals, including hundreds that are toxic and about 70 that are cancer causing (<http://cancer.org>).

The side stream smoke contains higher concentrations of carcinogens than the mainstream smoke, and it contains smaller particles relative to mainstream smoke, which absorb into the body's cells more easily. Prolonged exposure to secondhand smoke causes lung cancer in nonsmokers and has also been associated with heart disease in adults. Sudden infant death syndrome, ear infections, respiratory infections, and asthma attacks can occur in children that are exposed to secondhand smoke. Scientific evidence shows that there is no safe level of exposure to secondhand smoke.

Dangers of smoking to health have been researched and proven. Adverse effects of these cigarettes are not directly perceived. According to research someone who smoked cigarettes every day can increase the risk of laryngeal cancer, lung, esophagus, oral cavity, blood vessel disorders, disorders of pregnancy and heart disease. According to research someone who regularly smoked 3 to 4 cigarettes a day, eight times more at risk for oral cancer than nonsmokers. Even the latest results show that smoking will result in the development of pancreatic cancer.

Smoking negative impacts to the health of it's not just owned active smokers. When cigarette smoke regardless, is directly a passive smoker would inhale the smoke mixed with air. This can lead to shortness of breath, irritation to the heart

and lungs, regardless lungs. Smokes of cigarettes contain nicotine, carbon monoxide, hydrogen cyanide and ammonia. All these substances are deadly poisons that could eventually undermine the health of passive smokers body. Smoking is very detrimental to health, not only smokers but also others who are nearby (<http://bahayamerokok.net>).

The state government of Jakarta mentioned the negative impact of smoking in the state government law (Peraturan Daerah No. 2 Tahun 2005) about control of air pollution and in the Governor Law of Jakarta (Peraturan Gubernur DKI Jakarta No. 75 Tahun 2005). Moreover, they realize that smoking is dangerous for both active and passive smokers. Therefore, in order to protect the community, they issue *Peraturan Gubernur DKI Jakarta No. 75 Tahun 2005* that rules no-smoking area in particular zone. Furthermore, in the Peraturan Gubernur it is stated “*udara yang sehat dan bersih adalah hak bagi setiap orang*” which means everyone has his/her rights to have fresh and healthy air. Thus, the governments are giving their best effort to protect people from the pollution caused by cigarette (<http://beritajakarta.com>).

## **1.2 Problem Identified**

Nowadays, cigarettes can be found almost everywhere in densely populated areas, and it has become one of the most serious problems in society. People, especially adults and teenagers used to consume cigarette because of the addiction effect, and also influenced by the society, family, and lifestyle.

The bad effects of the cigarettes made the government participated with the cigarette companies to work together in order to reduce the use of the cigarette in the society especially for adults and teenagers underage by printing the written warning message, such as: “*Merokok dapat menyebabkan kanker, serangan jantung, impotensi dan gangguan kehamilan dan janin*” and “*Tidak untuk dijual*”

*kepada orang yang belum dewasa.*” This warning message is use to warn the people about the bad effects of cigarette and government health institution also participated in reducing the number of injured life because of the cigarette.

Otherwise, the smokers ignore the message that listed in the pack of cigarette. Although, all smokers would understand a message written on cigarette packaging stating the dangers of cigarette itself. Researcher identify the presence of a warning sign that the contrast in the local cigarettes packaging and foreign cigarettes packaging. On the other hand, smokers out of the country and their government particularly in develop countries were very afraid of the effect of cigarette danger, while in Indonesia the opposite.

### **1.3 Statement of The Problem**

Semiotic has already develop to become a model or new paradigm for some field of knowledge especially analysis of symbol and sign. Based on the problem identified, the statement of the problem would be:

1. What is the symbolic meaning of the warning on the cigarette packaging?

### **1.4 Research Objectives**

The research objectives is:

The main concern of the research is to identify the most influential technique between written message and visual or symbol sign on Marlboro cigarette packages.



## **1.5 Significance of The Study**

This research will benefit to:

### **1. Educational Institutions**

In this research, the educational institutions will know which one is the most effective way to deliver the message in package of visual and nonvisual warning in term of nonverbal communication.

### **2. The Researcher**

Broaden the horizon and as an exercise in improving the ability to conduct research in the field of communications. In addition, the data carry out further research to determine the attitudes and behavior of adolescents who consume cigarettes in term of nonverbal communication.

### **3. The Society**

In this research, the society may learn the meaning of the message that is being delivered in symbol sign and written sign, so the society will know the good effect and the bad effect by paying attention and ignoring the warning message.

## **1.6 Theoretical Framework**

Main theories in this research are semiotic and semiology. According to Peirce's theory that the term of semiology is based on the study in a logical way. However the term of semiology theory is still used in most areas such as Europe, nowadays public in United States would recognized semiotic as a plural form rather than semiotic singular form in purpose to consolidate areas of making research (Littlejohn and Foss, 2009).

Basically, the relevance to a communication theory is that semiosis is the basic process of human meaning construction standing at the center of all human communications, more over semiotics theory is a study of how human construct the meaning for themselves and other as a central concern for communication scholars (Littlejohn and Foss, 2009).

Another theory has been identified by Peirce Triadic model (representative + object + interpretive = sign), it tries to show figure of subject in language transformation process. Sign based on Peirce's model always exists when changing process without stopping. When people ever listen about unlimited semiosis that a process how to create interpretive this is never stop (Piliang, 2001).

## **1.7 Scope and Limitations of The Study**

Semiotic method basically has the character of qualitative and interpretation that is a method which is focused on their selves with sign and text as research objective, and how the researcher understood the code (decoding) behind the sign and the text. Textual analysis method is a one of from interpretation method.

The research is limited to the following aspects:

1. The research is analyzed by using semiotic method of cigarette packaging and focuses on visualization packaging for the smokers.
2. Comparing between cigarette packaging from verbal communication packaging and nonverbal (visualization) cigarette packaging.

3. The objects in this research are Marlboro Lights which is considered local product and Marlboro Ice Mint as the foreign product.

## 1.8 Definition of Terms

- **Cigarette:** a thin cylinder of finely cut tobacco rolled in paper for smoking.
- **Semiotic:** According to Charles Sanders Peirce a semiotic is a relationship among a sign, an object, and a meaning. (Littlejohn, 1996)
- **Meaning:** Meaning in this context designates the significance of the text for the reader: the impact of the value the text has for the reader. One can read a text with understanding but find that it has no meaning, since it makes no impact on one. It is important to grasp that a text can have meaning for a reader without that reader's being able to explain the meaning. Meaning comes first; explanation of the meaning follows (Martinet, 2010)
- **Symbol:** According to Charles Sanders Peirce a symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object. (Derrida, 1992)

## **CHAPTER II**

### **LITERATURE REVIEW**

One of the important reasons for writing a thesis is to show that the student can review pertinent materials relevant to the study, assimilate the contents, and the write a concise summary of the material. In this chapter, and elaboration of the concept theories and models that are related to the topic will be discussed. Material for this chapter may be taken from books, journals, website and other published sources. The Internet can be used as a source for supplementary references. The following theory that the researcher will discuss will be used as a foundation in this research, which is related to warning symbol and warning message and the meaning of word and the meaning of visualization.

#### **2.1 Visual Communication Effect**

According to Few (2006), of the total sense receptors in the human body, 70% reside in our eyes. Visual perception delivers the world to our brains at high speeds and with exquisite subtlety, but it does so in particular ways that are not necessarily intuitive. If we want to present information to people's eyes, we must understand a little about how the eyes work, including some very real limitations.

Based on Varey (2002) marketing assumes the task of guaranteeing the condition of communication and information that allow demand for need fulfillment to be meet through production of good and services.

Consumerism is the production, distribution, desiring, obtaining, owning, and using of symbolic products. Consumption does not only satisfy material longing for good and wealth. Symbols are manipulated for a host of reasons. Marketing is concerned with creating and sustaining mutually satisfying exchanges of value

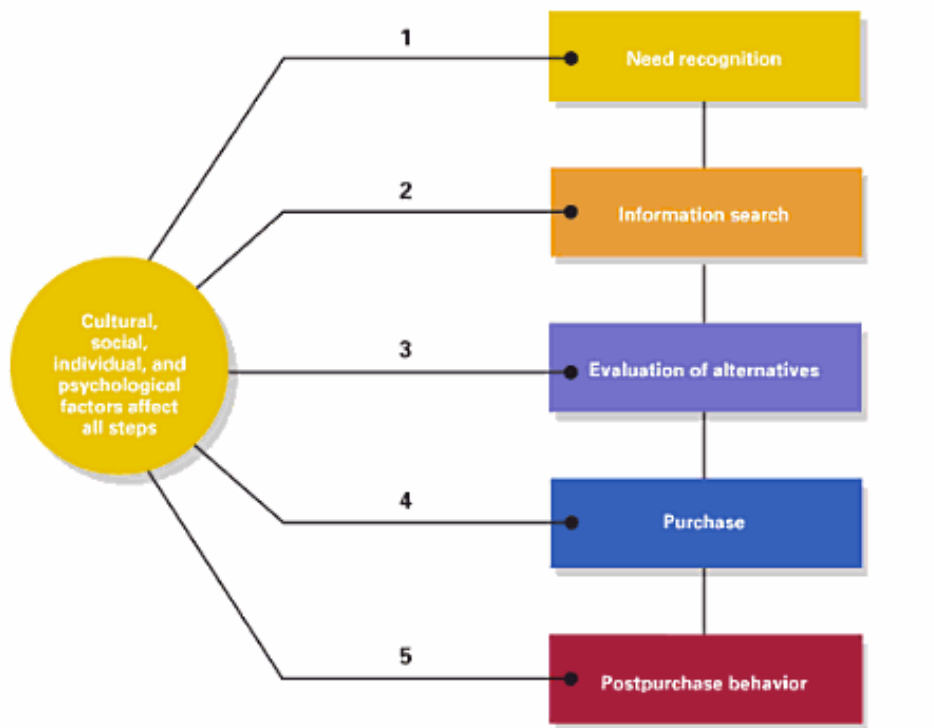
between producer or servers and their customers. It has both a managerial orientation and an organizational or social function (Varey, 2002).

The offer (expression) of the marketing communication is concerned with effectively and efficiently providing information about the business and the products to chosen customers groups. The inquiry (impression) of the marketing communication is concerned with learning from others about their interests and values, and relating this to the interests of the people working in the business (Varey, 2002).

According to Fill (2002), marketing communication or promotion is one of the elements of the marketing mix and is responsible for putting the marketing offer to the target market. It is the planned and integrated communication activity that communicates with an organization's stakeholders.

### **2. 1. 1 Consumer Decision Making Process**

When buying products, consumers generally follow the consumer decision-making process, shown in Figure 2.1, includes five stages: 1.) Need recognition, 2.) Information search, 3.) Evaluation of alternative, 4.) Purchase, and 5.) Postpurchase evaluation. It is important to note, though, that consumers' do not always proceed in order through all the steps. In fact, the consumer may end the process at any time or may not even make a purchase (Lamb, Hair, & McDaniel, 2012).



**Figure 2.1** Consumer Decision-Making Process

**Source:** Lamb, Hair, and McDaniel, *Essentials of Marketing*, 2012, p. 190.

### 2. 1. 1. 1 Need Recognition

The first step in the consumer decision-making process is need recognition. Need recognition occurs when consumer are faced with an imbalance between actual and desired states that arouses and activates the consumer decision-making process. A want is the way that a consumer goes about addressing a need. Need recognition is triggered when a consumer is exposed to either an internal or an external stimulus (Lamb, Hair, & McDaniel, 2012).

### **2. 1. 1. 2 Information Search**

After recognizing a need or want, consumers search for information about various alternatives available to satisfy it. An information search can occur internally, externally, or both (Lamb, Hair, & McDaniel, 2012).

### **2. 1. 1. 3 Evaluation of Alternative**

After getting information and constructing an evoked set of alternative products, the consumer is ready to make a decision. A consumer will use the information stored in memory and obtained from outside sources to develop a set of criteria. The environment, internal information, and external information help consumers evaluate and compare alternatives. One way to begin narrowing the number of choices in the evoked set is to pick a product attribute and then exclude all products in the set that do not have that attribute (Lamb, Hair, & McDaniel, 2012).

### **2. 1. 1. 4 Purchase**

In the purchase stage, the consumer chooses the product to be bought. Selection is based on the outcome of the evaluation stage and on other dimensions. Product availability may influence which brand is purchased. During this stage, buyers also pick the seller from who they will buy the product. The choice of seller may affect final product selection – and so may the terms of sale, which, if negotiable, are determined at this stage. The actual purchase takes place during this stage, unless the consumer decides to terminate the buying decision process (Kotler and Armstrong, 2001).

### **2. 1. 1. 5 Postpurchase Behavior**

When buying products, consumers expect certain outcomes from the purchase. How well these expectations are met determines whether the consumer is dissatisfied with the purchase. For the marketer, an important element of any postpurchase evaluation is reducing any lingering doubts that the decision was sound. When people recognize inconsistency between their values or opinions and their behavior, they tend to feel an inner tension called cognitive dissonance (Lamb, Hair, & McDaniel, 2012).

Consumers try to reduce dissonance by justifying their decision. They may seek new information that reinforces positive ideas about the purchase, avoid information that contradicts their decision, or revoke the original decision by returning the product (Lamb, Hair, & McDaniel, 2012).

### **2. 1. 2 Communication Process in Advertising**

Communication is a fundamental aspect of human existence, and advertising is one of those communications. To understand advertising at all, you must understand something about communication in general and about mass communication in particular. At the outset, it is important to understand the basics of how advertising works as a means of communication (O'Guinn, Allen, & Semerik, 2012).



## 2. 2 Verbal Messages

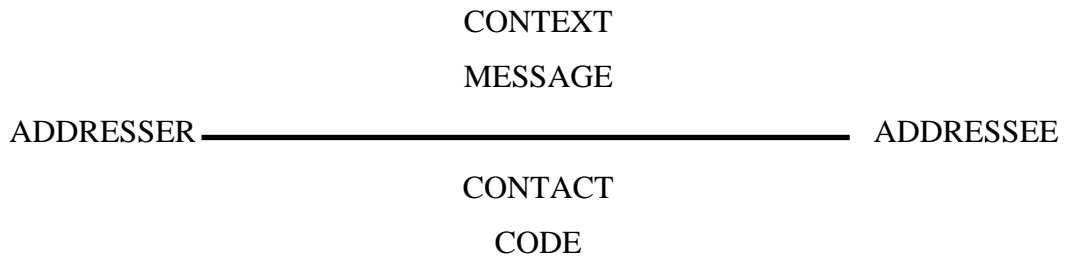
Verbal messages are those sent with words. The word verbal refers to words, not to orality; verbal messages consist of both oral and written words. Verbal messages do not include laughter; vocalized pauses you make when you speak, such as “er,” “um,” and “ah”; or responses you make to others that are oral but do not involve words, such as “ha-ha,” “aha,” and “ugh!” These sounds are considered nonverbal – as are, of course, facial expressions, eye movements, gestures, and so on (Davito, 2009).

There are several principles of verbal messages: (1) Messages are packaged, (2) meanings are in people, (3) meanings are denotative and connotative, (4) messages vary in abstraction, (5) messages vary in politeness, (6) messages can criticize and praise, (7) messages vary in assertiveness, (8) messages can confirm and disconfirm, and (9) messages vary in cultural sensitivity (DeVito, 2009).

Moreover, verbal communication is communication that uses words, either orally or in writing. This is the most widely used communication in human relationships. Through words you can express feelings, emotions, thoughts, ideas or intent, convey facts, data, and information and explain it, and to exchange mutual feelings and thought-provoking debate and argue (Harjana, 2003).

Based on Jakobson, as cited in Piliang (2009), he explains the existence of language function is different, which is a creation of the factors in any kind of verbal communication. *Addresser* (sender) send a message to an addressee (sent). In order to be operative, the message requires context to suggest to (...), so understood by the sent and can codes and verbalize; a code in full or at least partially, for the sender and is sent (in other words for maker codes and coder); and finally, a contact, a flow of physical and psychological relationship between the sender and sends, allowing both to enter and be in communication.

The process of verbal communication can be seen as below:



**Figure 2.2** verbal communication models by Jakobson

**Source:** Rien T. Segers, 2000, in Piliang (2009).

### **2.2.1 Encoding - Decoding**

According to Stuart Hall as cited in Huhtamo (2003), all images are both encoded and decoded. They are encoded in the production process and in the placement within a certain cultural setting. They are decoded by the viewers or readers. According to Hall, there are three positions the viewers can adopt as decoders:

1) Dominant-hegemonic reading

They can identify with the hegemonic position and receive the dominant message of an image or text (such as a television show) in an unquestioning manner.

2) Negotiated reading

They can negotiate an interpretation from the image and its dominant meanings.

### 3) Oppositional reading

They can take an oppositional position, either by completely disagreeing with the ideological position embodied in an image or rejecting it altogether (for example by ignoring it.)

## **2.3 Non-verbal Messages**

Nonverbal communication is communication without words. Your ability to use nonverbal communication effectively can yield two major benefits (Burgoon & Hoobler, 2002). First, the greater your ability to send and receive nonverbal signs, the higher your attraction, popularity, and psychosocial well-being are likely to be. Second, the greater your nonverbal skills, the more successful you are likely to be in a wide variety of interpersonal communication situations, including close relationships, organizational communication, teacher-student communication, in intercultural communication, courtroom communication, in politics, and in health care (Richmond et al, 2008, in DaVito, 2009).

There are several channels of nonverbal communication: (1) body communication, (2) facial communication, (3) eye communication, (4) touch communication, (5) paralanguage and silence, (6) spatial messages, (7) artifactual communication, and (8) temporal communication (DaVito, 2009).

## **2.4 Semiotic and Semiology**

Semiotic is the study of signs and sign systems. It grew out of two entirely separate, traditions in the early 1900s: Semiology (semiology in the original French), proposed by Ferdinand de Saussure, a linguist in Switzerland, as an extension of psychology, and semiotic, proposed by Charles Sanders Peirce, a philosopher in the United States, as an extension of the study of logic. The

relevance to communication theory is that semiosis is the basic process of human meaning construction standing at the center of all human communication; semiotics is thus the study of how humans construct meaning for themselves and others, a central concern for communication scholars (Littlejohn & Foss, 2009).

If semiotics is the study of signs and sign systems, then defining each of those terms provides an obvious beginning point. Signs are the building blocks of semiotics, everything else rests upon their analysis. Saussure described sign as a duality, each one having two parts: the signifier, the visible or present component, and the signified, the invisible or tacit component. This relationship permits references to invisible (such as processes, emotions, social rules, or units of time) as well as to concrete elements of the world not currently present (such as a person or thing). Peirce divided signs into three components: the sign, or representatum; the object, that to which the representatum refers; and the interpretant, the meaning it conveys (alternatively, the third part is sometimes understood to be the person making the interpretation). Polysemy, the fact that one sign can have multiple signifieds or interpretants, can also lead to miscommunication, for the meaning one person intends may not be the meaning another understands. This ambiguity can have negative consequences (confusion, anger) or positive (complexity, leading to the ability of a single sign to convey multiple messages simultaneously) (Littlejohn & Foss, 2009).

They are distinguished by the type of relationship between the signifier and signified. An icon has a relationship of similarity (a photograph is an icon because it normally looks like the person or object depicted). An index has a relationship of contiguity or connection, thus an index points to what it stands for. A symbol has relationship or arbitrariness (that the word cat has no whiskers, as Gregory Bateson famously noted, means it is a symbol). Nearly, all words are symbols, and certainly all of them are signs (whether in spoken or written form), which is why the study of signs is so central to the discipline of communication (Littlejohn & Foss, 2009).

### 2. 4. 1 Semiotics as a Communication Theory

Semiotic theory does not have a single disciplinary home; communication did not invent it and does not own it; therefore, communication theorists must read widely to keep up with what others write. Perhaps due to this electric background, semiotic theory can be used to analyze virtually any of the parts of the field of communication. This work largely because all parts of the field are based on the construction of meaning through messages; the context, and whether the message is face-to-face or mediated, linguistic or nonlinguistic, does not change that. Semiotic analyses tend most often to be qualitative, as with other forms of textual analysis, rather than quantitative, although there are examples of both. A semiotic analysis typically examines how some particular text (which could be a word, image, film, magazine ad, song, ritual, etc.) is used to construct what sort of meanings. Semiotic theory is particularly useful as a tool to examine the misunderstandings common to intercultural communication (Littlejohn & Foss, 2009).

Semiotic theory is well known (and often critiqued) for its hyper-elaboration of new vocabulary and concepts that can be used to analyze human experience. Two concepts will be mentioned to demonstrate what can be done with semiotic analysis: *bricolage* and *intertextuality*. Both refer to the construction of new meaning out of old signs. In bricolage, previously existing signs are literally brought together to create a new whole. Intertextuality refers to connection between texts; it often refers to how past meanings or texts provide much of the relevant context for the interpretation of present signs. Both bricolage and intertextuality point out the ways in which humans recycle bits of the past to create new meaning in the present and thus are central to understanding many types of texts, not just one. Semiotic theory shows meaning as jointly constructed by multiple participants rather than as intrinsic to the sign; as such, semiotic

can be a valuable method of deconstructing, or analyzing, how communication works (Littlejohn & Foss, 2009).

#### **2. 4. 2 Sign and Meaning**

All the models of meaning share a broadly similar form. Each is concerned with three elements which must be involved in some way or other in any study of meaning. These are: (1) the sign, (2) that to which it refers, and (3) the users of the sign. A sign is something physical, perceivable by our senses; it refers to something other than itself; and it depends upon recognition by its users that it is a sign. Meaning is conveyed from me to the auctioneer: communication has taken place. (Fiske, 1997)

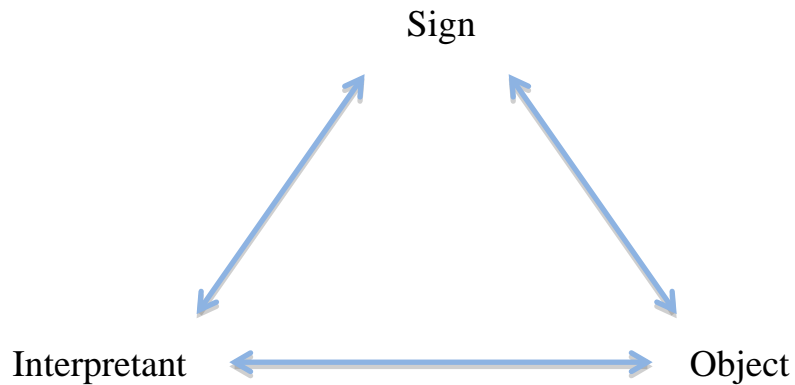
Two most influential models of meaning, the first is that of the philosopher and logician C. S. Peirce, and the second is that of the linguist Ferdinand de Saussure. Peirce (and Ogden and Richards) see the sign, that to which it refers, and its users as the three points of a triangle. Saussure takes a slightly different line. The sign relates to reality only through the concepts of the people who use it (Fiske, 1997).

#### **2. 4. 3 Peirce Triadic Model**

Peirce (1931-58) and Ogden and Richards (1923) arrived at very similar models of how signs signify. Both identified a triangular relationship between the sign, the user, and external reality as a necessary model for studying meaning. Peirce, in Fiske (1997), explained his model simply:

A sign is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. The sign which it creates I call the *interpretant* of

the first sign. The sign stands for something, *its object*. (In Zeman, 1977)



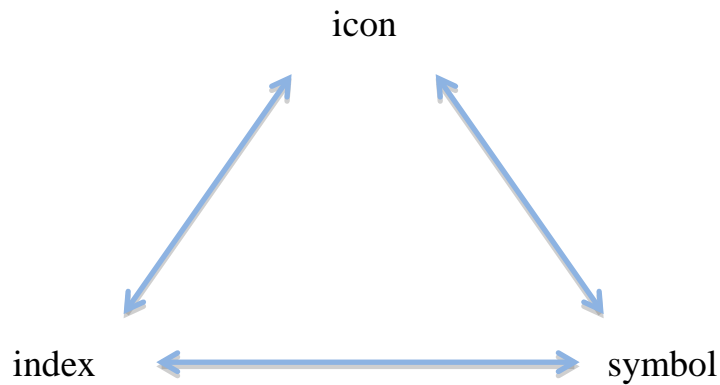
**Figure 2.3** Peirce's elements of meaning

**Source:** Fiske, *Introduction to Communication Study*, 1997, p. 42

The double-ended arrows emphasize that each term can be understood only in relation to the others. A *sign* refers to something other than itself – the *object*, and is understood by somebody: that is, it has an effect in the mind of the user – the *interpretant* (Fiske, 1997).

One additional difference between the semiotic and the process models is relevant here. This is that the semiotic models make no distinction between encoder and decoder. The interpretant is the mental concept of the user of the sign, whether this user be speaker or listener, writer or reader, painter or viewer. Decoding is as active and creative as encoding (Fiske, 1997).

Peirce divided signs into three types – icon, index, and symbol. These can be modeled on a triangle. Peirce's model of sign-object-interpretant is an icon in that it attempts to reproduce in concrete from the abstract structure of the relationship between its elements (Fiske, 1997).



**Figure 2.4** Peirce's categories of sign-types

**Source:** Fiske, *Introduction to Communication Study*, 1997, p. 47

An *index* is equally simple to explain. It is a sign with a direct existential connection with its object. Smoke is an index of fire; a sneeze is an index of a head cold. A *symbol* is a sign whose connection with its object is a matter of convention, agreement, or rule. One sign may be composed of various types (Fiske, 1997).

Additionally, based on Huhtamo (2003), Icon resembles its conceptual object in certain ways. It may share certain of the properties, which that object possesses, or it may duplicate the principles according to that that objects is organized. Examples: images and diagrams (equations, graphs). Index is "a real thing or fact which is a sign of its object by virtue of being connected with it as a matter of fact and by also forcibly intruding upon the mind, quite regardless of its being interpreted as a sign." Examples: weathervane, a pointing hand, a symptom (of a disease, etc.). Symbol is the relationship between the sign and its conceptual object entirely arbitrary (although occasional resemblances are possible). Example: natural languages and notational systems are pre-eminently symbolic. A national flag is a symbol. Peirce emphasizes the overlapping and flexibility



of the sign categories in signifying practices. Photograph is both icon and index; a portrait equally, particularly to a person who knows the sitter. The richest signs are usually combinations of different types.

#### **2. 4. 4 Umberto Eco Theories**

According to Eco said semiotic “theory of lie”, semiotic is study all about can take by signified as changing of signs to something another, by directly principle of semiotic as a part discipline to learn all about used to lie. If something failed to use tell about a lie, opposite that is will failed to used to tell truth and possible used to tell anything. Eco things definitions as a part theory to lie must attack as program which is comprehensive enough for semiotic by generally (Piliang, 2001).

#### **2. 4. 5 Roland Barthes Theories**

Roland Barthes develop the metaphor of the kitchen of meaning, that place where interactants prepare meaning and thus, the place analysts must visit in order to interpret human behavior. Each text is situated in a particular context, so interpretation depends in part on nonlinguistic information available as supplement to the words, i.e., was the speaker smiling? And what was the past history of such insults among these same participants? (Littlejohn & Foss, 2009).

## **2. 5 Tobacco Advertising**

There is a national concern with the problems of alcohol and cigarettes. The Surgeon General's report on tobacco and lung cancer has led to a wave of calls for increased legislation and proposals to ban cigarette advertising. Movements against cigarette were effective and led to the banning of cigarette advertising on television. Others have purposed that beer-advertising (like wine advertising) stop using sports figures in their advertising. There is already ban on the use of active athletes and actual drinking in beer commercials. The basic argument is that alcohol, like cigarettes, is a "harmful" product (Batra, Myers, & Aaker, 2006).

Actually, the fight over tobacco and cigarette advertising has been going on in one form or another for many years. An array of tools and strategies, arrayed on a continuum of regulatory severity ranging from minor to major impact, have been used in attempting to decrease tobacco consumption. They include: (1) legislation prohibiting use of the product in public places, (2) antismoking campaigns, (3) taxation, (4) lawsuits against tobacco companies, (5) warning labels in packaging and advertising, and (6) legislation prohibiting various forms of cigarette advertising and promotion. All may be considered factors contributing to a decrease in, or cessation of, consumption. Not included is the industry that has evolved to serve those who want to quit smoking using products such as nicotine patches, gums, candies, and prescription drugs as well as organizations and clinics engaged in the business of smoking cessation (Batra, Myers, & Aaker, 2006).

Based on the book written by Frith & Mueller (2009), in 1938, Dr. Raymond Pearl, professor of biology at Johns Hopkins Medical School, released a study showing that smoking reduces life expectancy. The most serious efforts by the public-health community to reduce tobacco use started in 1964 with the release of the first Surgeon General's Report, which announced that cigarette smoking was a "health hazard of sufficient importance to the United States to require remedial action." This ultimately had two direct influences on the marketing of cigarettes:

First, in 1965, warning notices had to be printed on every pack (“Caution: Cigarette smoking may be hazardous to your health”), and second, in 1971 broadcast ads for cigarettes were officially outlawed under the Federal Cigarette Labeling and Advertising Act.

Cigarette companies have long denied that their commercial messages encourage consumers to smoke. Instead the industry “insists that its ads are intended to persuade existing smokers to switch brands.” The primary objective of all advertising, in fact, is market expansion. And it makes particular sense that if you market a product that kills your customers, you must recruit new ones. Public health advocates have long argued that advertising increases total consumption, and in particular consumption among women, teens and minorities (Frith & Mueller, 2009).

## **2. 6 Indonesia Government Regulation for Health Right**

The Indonesia government to protect the health of citizens under the law of the republic of Indonesia UNDANG-UNDANG REPUBLIK INDONESIA NOMOR 36 TAHUN 2009 TENTANG KESEHATAN. Starting from the right of the public about the health set in article 6, which reads “Pasal 6 : Setiap orang berhak mendapatkan lingkungan yang sehat bagi pencapaian derajat kesehatan.” The government gave the obligation to the public to respect others as referred to in article 10, which reads “Pasal 10 : Setiap orang berkewajiban menghormati hak orang lain dalam upaya memperoleh lingkungan yang sehat, baik fisik, biologi, maupun sosial.” (<http://dinkes.demakkab.go.id>)

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Method**

In this research, the researcher used the qualitative method in conducting the study. Qualitative research holds great potential for the study of social behavior including in communication science and because of its ability researchers to better understand social processes, the motivations of human beings, and the context in which they are situated. At a simplistic level, qualitative method tend to be associated with word as the unit of analysis, whereas quantitative method tend to be link with number (Daymon & Holloway, 2002).

According to Deacon in Daymon & Holloway (2002) the qualitative methods tend to be associated with the interpretative worldwide. This concerns itself with exploring the way that people make sense of their social words and how they express these understandings through language, sound, imagery, personal style and social rituals. In the research objectives, the researcher stated that the research want to find out the awareness between non-visual warning and visual warning which could affect the society related to the increasing number of the smokers today.

Adopted from Creswell (2009) qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to asocial or human problem. The process of research involve emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way of looking at

research that honors an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation.

Qualitative researchers (Hence 1994) are often exhorted to reflect on their role in the research process and make this clear in the analysis. Thirdly, while qualitative data analysis can take a wide variety of forms it tends to differ from quantitative research in the focus on language, sign and meaning as well as approaches to analysis that are holistic and contextual, rather than reductionist and isolationist. Nevertheless, systematic and transparent approaches to analysis are almost always regarded as essential for rigor. For example, many qualitative methods require researchers to carefully code data and discern and document themes in a consistent and reliable way.

That qualitative method can be seen in some of its characteristics according to Daymoon & Holloway (2002) as follows:

- Words. Qualitative research focuses on words rather than numbers, although occasionally numbers are used to indicate the frequency that a theme is found in transcripts or the extent to which a form of action occurs. So, in this research also focus on words in order to get deeply information from the questions that the researcher gives to the participants.
- Researcher involvement. The main research ‘instrument’ in qualitative research is the researcher her- or himself who closely engages with the people being studied. This differs from quantitative research where researchers are remote (because their research is based on methods such as surveys or structured interviews). The researcher is involved in the group or community of “smoker” as an observatory.
- Participant viewpoints. A desire to explore and present the various subjective perspectives of participants is associated with qualitative research. The researcher did interview with some participants to gain deep

information and data.

- Small-scale studies. Qualitative researchers are interested in deep exploration in order to provide rich, detailed, holistic description – as well as explanation. Therefore, small samples are the norm. The researcher interviewed four smokers. Therefore, the total source of this research is four.
- Holistic focus. Rather than directing their attention to one or two isolated variables, qualitative researchers tend to be oriented to a wide range of interconnected activities, experiences, beliefs and values of people in terms of the context in which they are situated. In this research the holistic focus is to understand the participants perception towards warning message on cigarette packaging.
- Flexible. Although researchers have a topic and an agenda which fuel their research progress, they are usually committed to exploring new and often surprising avenues that emerge as informants reveal their understandings and interests.
- Processual. Qualitative research rarely provides static portraits of phenomena. Instead it aims to capture processes that take place over time.
- Natural settings. On the whole, qualitative investigations are carried out in people's natural environments such as in their offices or where they shop.
- Inductive then deductive. Qualitative research tends to start out with inductive reasoning and then, through a sequential process, employs deductive reasoning

According to Bogdan and Biklen (1982) characteristics of qualitative research are:

- a. Qualitative research has the natural setting as the direct source of data and researcher is the key instrument
- b. Qualitative research is descriptive. The data collected is in the form of words of pictures rather than number
- c. Qualitative research are concerned with process rather than simply with outcomes or products
- d. Qualitative research tend to analyze their data inductively
- e. “Meaning” is of essential to the qualitative approach

Stainback (1988) has stated that characteristics of qualitative research are:

1. Intensive, long term participation in field setting
2. Careful recording of what happens in the setting by writing field notes and interview notes by collecting other kinds of documentary evidence
3. Analytic reflection on the documentary records obtained in the field
4. Reporting the result by means of detailed descriptions, direct quotes from interview, and interpretative commentary

### **3.2 Research Instrument**

In qualitative inquiry the researcher is the main research instrument and therefore researcher research can never be wholly consist and replicable. The researcher chooses Marlboro Lights and Marlboro Ice Mint cigarette that has warning messages attach on the packages in order to understand the meaning of the message that is delivered through warning messages visually or non-visually (written). To conduct this research, the researcher tried to analyze the meaning of the warning message on the package based on the observation.

The main objective of the research is to describe the warning message on cigarette package.

### 3. 2. 1 Observation

According to Sugiyono (2009) in *Metode Penelitian Bisnis*, Marshall (1988) stated that through observation, the researcher learns about behavior and the meaning attached to those behaviors. Sanafiah Faisal (1990) to clarify the observation into *participant observation, overt observation and covert observation, and unstructured observation*.

The researcher will use the participant observation as one of the tools for collecting information to this research. Susan Stainback (1988) stated that in participant observation, the researcher observes what people do, listen to what they say, and participates in their activities.

Spradley, in Susan Stainback (1988) categorizes participative observation into four types, which are passive participation, moderate participation, active participation, and complete participation.

- a. Passive participation: means the researcher is present at the scene of action but does not interact or participate.
- b. Moderate participation: means that the researcher maintains a balance between being insider and being outsider.
- c. Active participation: means that the researcher generally does what others in the setting do.
- d. Complete participation: means that the researcher is a natural participant. This is the highest level of involvement.

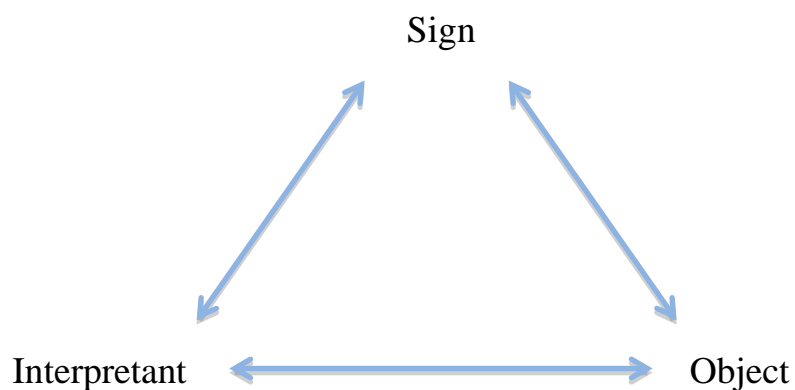


### 3.3 Technique Data Analysis

In this research, the researcher used descriptive analysis method to provide data by describing data that have been collected without making any general conclusion. Data that are provided are in the form of paragraph, then developed narratively.

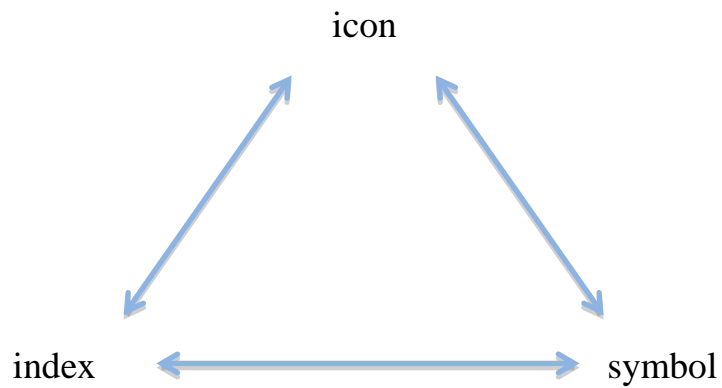
#### 3.3.1 Peirce Method of Semiotic Analysis

The researcher used Peirce method of semiotic to analyze this research. An advantage from this method is having a correlated model between sign, object, and interpretant that describe by triangular fashion and correlated each other in every point of view. Moreover, this method is also simpler and commonly used. Saussure Theory by Ferdinand de Saussure and Semiology Barthes by Roland Barthes method are often used to describe verbal message or basis linguistic.



**Figure 3.1:** Peirce's elements of meaning

**Sources:** (Fiske. John, Introduction to communication studies 1990)



**Figure 2.4** Peirce's categories of sign-types

**Source:** Fiske, *Introduction to Communication Study*, 1997, p. 47

An *index* is equally simple to explain. It is a sign with a direct existential connection with its object. Smoke is an index of fire; a sneeze is an index of a head cold. A *symbol* is a sign whose connection with its object is a matter of convention, agreement, or rule. One sign may be composed of various types (Fiske, 1997).

### 3. 4 Limitations

There are some limitations of this research, such as:

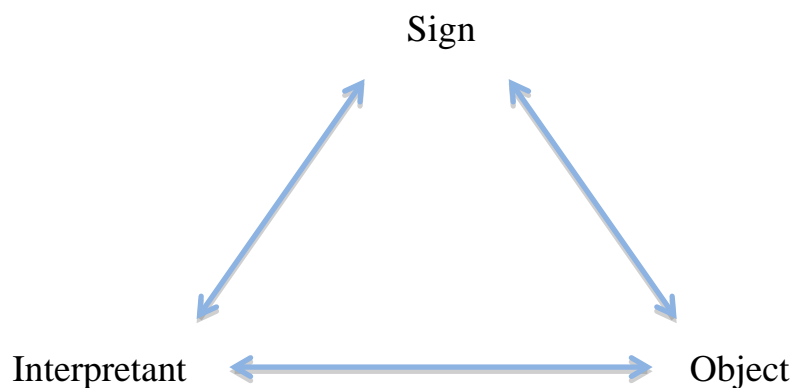
1. The researcher has to interpret the data by her perspective.
2. The researcher had to buy foreign cigarette from abroad, because Indonesia does not sell that particular kind of cigarette.

## CHAPTER IV

### ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

After conducting some research through in-depth interview process and documentation study as tools to observe, review and analyzed all the data, the next step was to set chapter IV. In this section, the researcher will analyze the output of the interview, which was done based on the theory Peirce. The analyze are discussed in three stages, such as 1) Object: anything that is generally packaging, 2) Sign: the description of the object and its elements, 3) Interpretant: the conclusion of the object and sign with the interpretation of the meaning what is seen by researcher.

Peirce triadic model shown as below:



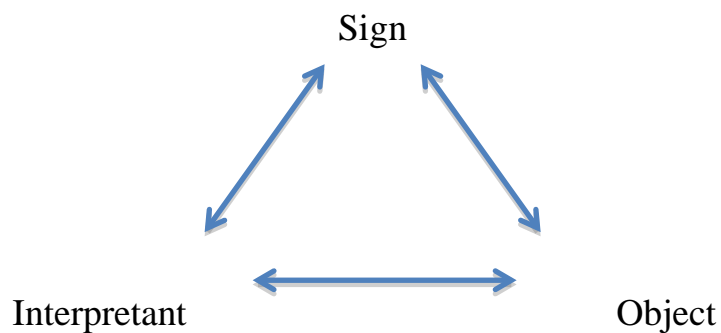
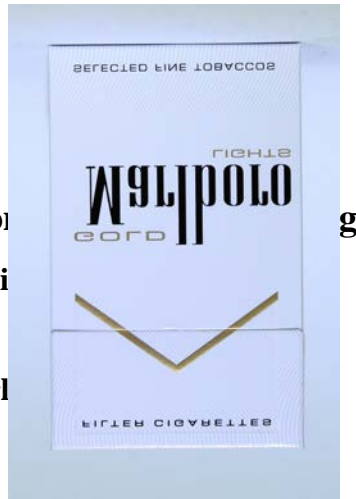
**Figure 4.1:** Peirce's elements of meaning

**Sources:** (Fiske. John, Introduction to communication studies 1990)

## 4. 1 Semiotic Analysis of

### 4. 1. 1 Peirce Analysis

#### 4. 1. 1. 1 Marl



**Object:** Packaging product dominant white the color of gold, with accents of colored gold.

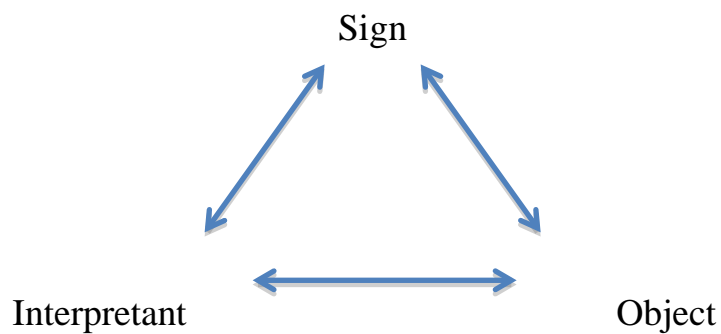
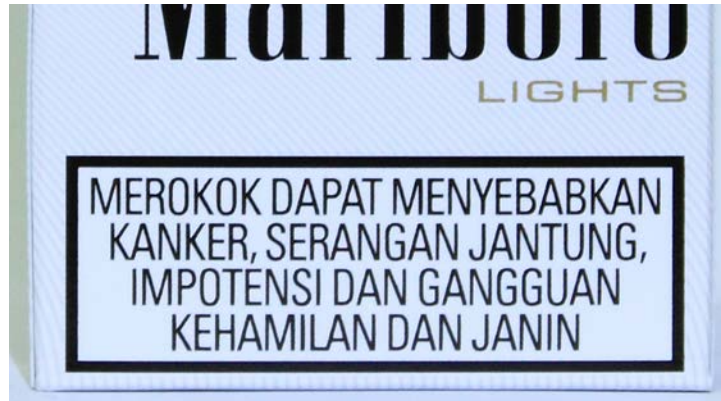
**Sign:** Basic color in white with dynamic stripe motive in gold, accompanied by the arrow line in gold, and there are writings of “Marlboro” is black, and there is also a script “Gold” and “Lights” colored gold on each side.

Interpretant: The blend of basic colors in white and gold lines, give the impression of urban, dynamic, simple, and elegant.

Interpretation: The researcher describe that seeing from the writings on the package, it is simpler. For example, the base color on the package is white; the font color is black with a gold accent for the lines. Marlboro Light's package is not attractive enough. Among cigarettes that the researcher considered attractive are Dunhill and Marlboro Menthol because the color is Ok and eye-catching. Packaging Marlboro Lights using the basic colors of white, black color for fonts, and there is a dynamic line of colored gold (logo). If the background color is brighter then the darker colored it's writing, it was intended to be his eye-catching. In packaging Marlboro Lights also creates an impression of urban culture (modern) dynamic, simple, and elegant due to the fusion of colors. The background is white and striped curved arrow line in gold, without any image (visuals), with plenty of wide space; usage of the selected typeface symbolizes elegant nature of the brand.

The interpretation is supported by the Peirce theory, in Littlejohn & Foss (2009), that one consequences where they liked the packaging of Marlboro Lighs. While, Ananta Wijaya was not interested in the packaging of the cigarette, which indicated a negative consequence.

#### 4. 1. 1. 2 Marlboro Lights Analysis 2



Object: There is a warning message (text) in the box to the black list.

Sign: The warning message “*merokok dapat menyebabkan kanker, serangan jantung, hipotensi, dan gangguan kehamilan dan janin*” contained in the list of black box, with the text colored in black and the base colored in white.

Interpretant: The writing of warning message impressed as an appeal or information as a result of smoking. It looks very simple and not eye-catching.

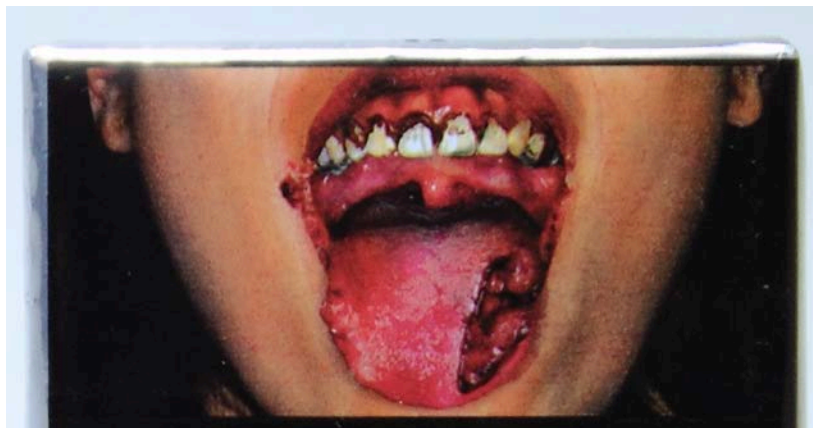
Interpretation: The warning messages on packaging Marlboro Lights, those messages are only suggestions because the words that used are ambiguous. It only said “*merokok dapat menyebabkan kanker, serangan jantung, impotensi dan gangguan kehamilan dan janin,*” in the word “*dapat*” it means that it is still uncertain. The researcher stated that cigarettes in Indonesia are getting better and better, they are more exclusive compared to the packaging seeing from the writings on the package, it is simpler. For example, the base color on the package is white; the font color is black with a gold accent for the lines. It looks like at the warning sign doesn't affect because the warning message is attached on the back and the color is not eye-catching, so it doesn't really contrast with the writings on the package, and it seems like the warning sign is hidden because it is placed on the back not the front, so it's not really obvious. The warning is in the form of text and tries to let know the smokers that cigarettes can cause some diseases. That is the message caught from the warning message, that they display on local cigarettes or Indonesia's cigarettes also showed that kind of warning and in form of text. White color for background and the font written in black color.

The warning message on cigarette's package in Indonesia is typically formed like that and all of them placed on the back of package. Moreover, from this package is black and white, standard one. The Indonesia cigarettes packaging is like this, the color is not eye-catching and the message is always like this “*Merokok dapat menyebabkan kanker, serangan jantung, impotensi dan gangguan kehamilan dan janin.*” Supposed there a proof like A died because of cigarette that is convincing. They should emphasize the dangers of smoking. The position of warning sign on the back and it is not attractive that can take my attention.

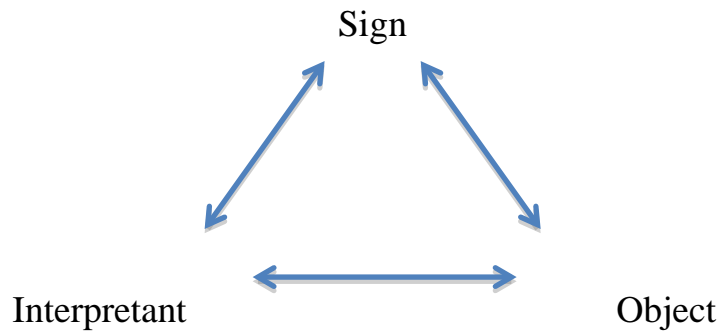
In terms of warning message (text), the warning message (text), which is listed on the packaging of Marlboro Lights, is not influential to them because the message delivered was less emphatic sentence only as information and tend to inform the smokers about the dangers of smoking cigarette. In addition, the warning message was also placed in the back of the packaging and the colors used are not eye-catching, which makes people do not notice.

In summary, the warning message printed on the cigarette Marlboro Lights does not provide a persuasive message to the smokers. This is because less fitting color and placement of the warning message. In addition, the sentence was delivered more informative than make smokers to consciously and quit smoking. It can be concluded that the assessment of the warning message that is received by the participant depending on the object being viewed by each participant. It is also supported by Fiske (1997) that a sign is something physical, perceivable by our senses; it refers to something other than itself; and it depends upon recognition by its users that it is a sign.

#### **4. 1. 1. 3 Marlboro Ice Mint Analysis 1**







Object: A person's face with wide-opened mouth.

Sign: A face, started from the bottom of the nose down to top of the chin with a clean facial skin.

Interpretant: Visual images that showing a person suffering oral cancer.

Interpretation: Marlboro Ice Mint tends to scare its consumers. Aside from the warning sign, the packaging is attractive and the image on the package scare the buyers because it clearly shows the dangers of smoking. On the picture, the person's gum became black. The person's tongue also became black, it seems like the tongue is rotten because of the nicotine and the tar contained in the cigarettes. The image itself is very frightening out because there is a mouth with its broken teeth followed by somekind of black and red color on it like it has been burned or caused by the nicotine or tar itself. Here is placed the image as a visualize and here they put the image of a person that effected by oral cancer, opened mouth and then the tongue is damaged and very disgusting.

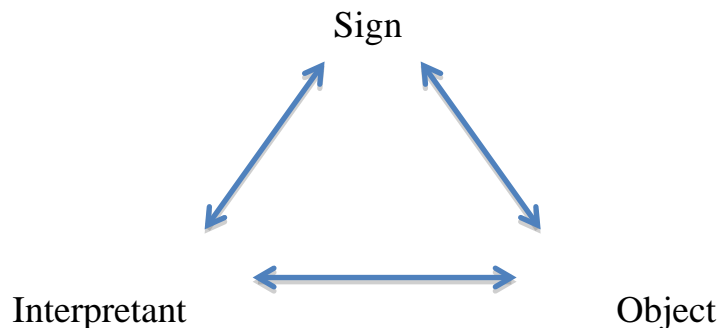
Additionally, the message they're trying to deliver scared to think about the dangers of smoking just by looking at this image. The dangers of smoking are shown clearly on this package, this one is

specifically showing oral cancer how the teeth and the tongue look so scary. Plus, the image is placed on both sides, front and back, so it can be seen on the package. The image or visualization in the packaging of Marlboro Ice Mint, they are very afraid of the image it appears they are more affected by image depicting the condition of oral disease exposed mouth cancer due to smoking.

In the packaging of Marlboro Ice Mint there is a warning message that has been described by the mouth of someone who is oral cancer invalids due to consume a cigarette on an ongoing basis. The visual warning message showed on the packaging Marlboro Ice Mint gave a message that can be visualizing as a result of smoking. This concludes that the image can be more easily appealed to stop smoking with visualizing the impact. The image can also make someone imagine a little bit too much away from the idea of the image itself. Peirce also supported the statement, in Fiske (1997) that a sign addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign.

#### 4. 1. 1. 4 Marlboro Ice Mint Analysis 2





**Object:** Packaging products with basic colors silver and blue, accompanied by blocked black cartridge warning message (text).

**Sign:** Primarily, on each side was colored silver and blue, the color blue is on word “Ice Mint” and black color is in picture recycles.

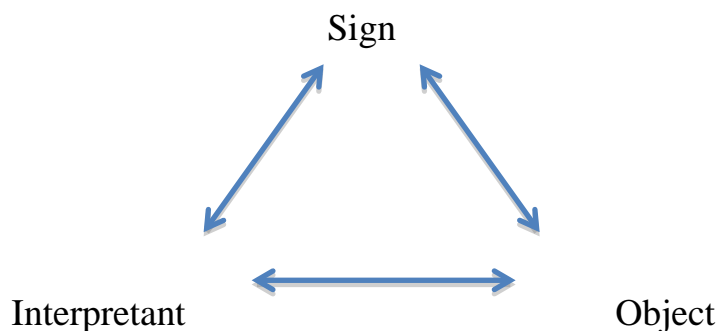
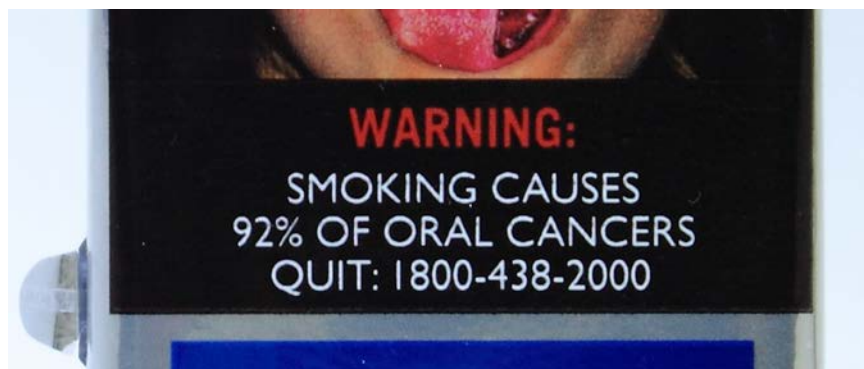
**Interpretant:** Silver color represents the urban generation, which represents the spirit of the young generation. Symbols of young generation are full of spirit and adventurous.

**Interpretation:** Seeing from the whole package, it like the Marlboro Ice Mint package because at the combination of the base color, which is silver combined with blue logo writing, also it used 2 layers to package the cigarettes. Moreover, The package design is also very interesting with silver as the main color and surrounded by blue color. The plastic packaging of this ciggarettes also make it way more exclusive compared to common transparant packaging of local ciggarettes. The color of the packaging was nice because it is eye-catching, This packaging looks good, so it is like as wrapped twice really silk, whereas in the packaging of Marlboro Lights is only the transparent plastic. Basically the combination of colors from packaging Marlboro Ice Mint that is designed with the color

of silver as the basic color of the packaging, and the blue color for its logo.

Design on packaging Marlboro Ice Mint uses a combination of basic silver colors and blue color in its logo. In terms of packaging, is indeed proven to be eye-catching is more easily entice consumers. Moreover, the silver color on the package makes the product looks exclusive. Moreover, wrapped layer makes the product look hygienist. From the above statements, it can be drawn the conclusion that the color determines the view of the consumer of a product. This conclusion is supported by Peirce, in Littlejohn & Foss (2009) that sign can have positive consequences (complexity, leading to the ability of a single sign to convey multiple messages simultaneously).

#### 4. 1. 1. 5 Marlboro Ice Mint Analysis 3



Object: There is warning message “smoking causes 92% of oral cancers. Quit: 1800-438-2000”

Sign: The writing “warning” colored red and the rest are white.

Interpretant: This ad message with a very strong restriction in a form of word “warning” is red mentions 92% smokers are likely to cause oral cancers and ask the reader to stop by taking action to calling the number.

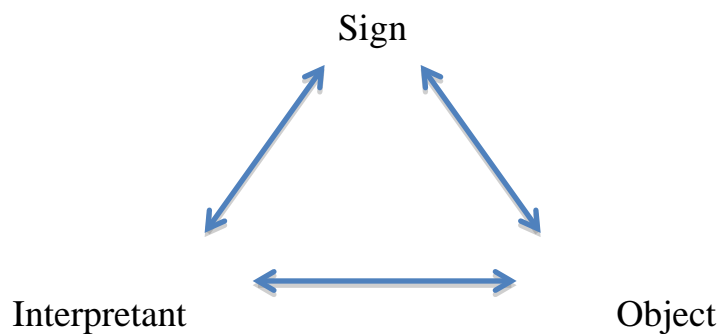
Interpretation: There is a warning message on Marlboro Ice Mint, which is “*warning: smoking causes 92% of oral cancer*” and “*Quit: 1 800-438-2000*” it described if smokers would like to quit, they could take the first step by calling the number. Writings that are attached on the front and the back are also clearer even though the writings aren’t as much as the writings that are attached on cigarette packages in Indonesia. It’s so because the word “*warning*” that is attached on Marlboro Ice Mint package is emphasized with color red and the color are more contrast with other colors on the package. Therefore, the readers will absolutely notice the message and read it, no just ignoring it.”

In addition, another eye-catching warning message also provided in written by using ‘warning’ letter that sharpened with red color and placed at the front and the back of the package. Eventhough it didn’t really inform us with illnesses compared to the local cigarettes, it tells us more of the danger of smoking with a sentence that stated “*smoking causes 92% of oral cancers.*” However, on the warning message there is also a number where cigarette consumers could call if they ever needed help to quit smoking. So they also offer a solution to the smokers, so not only

warning them but also helping them who want to quit smoking. Although the writing mentioned not too many diseases caused by cigarettes, but the message is reinforced by the fact that the percentage of oral cancers caused by consuming cigarette. Aside from that message, in the packaging there is also a contact number to quit smoking, then also the reason of the participants can solve their problem to quit smoking.

In addition, there is a warning message for the visualization (image) on packaging of Marlboro Ice Mint there is also a warning message through the text (written). “Warning” that is colored red on cigarette packs that indirectly has the meaning of persuasion, so that smokers are aware to danger of smoking. Moreover, the fact that 92% of smokers have oral cancers has made smokers think twice to smoke again. Furthermore, the warning message on the packaging is reinforced by the existence of contact number which are accessible to smokers to help them quit smoking. By providing contact number the cigarette simply provides a solution to smokers. This conclusion is in line with the theory by DeVito (2009) about verbal communication that the meaning of the verbal message depending on the assessment of a person and also the firmness of the message.

#### 4. 1. 1. 6 Marlboro Ice Mint Analysis 4



Object: Logo of Marlboro in addition to a writing “Ice Mint”

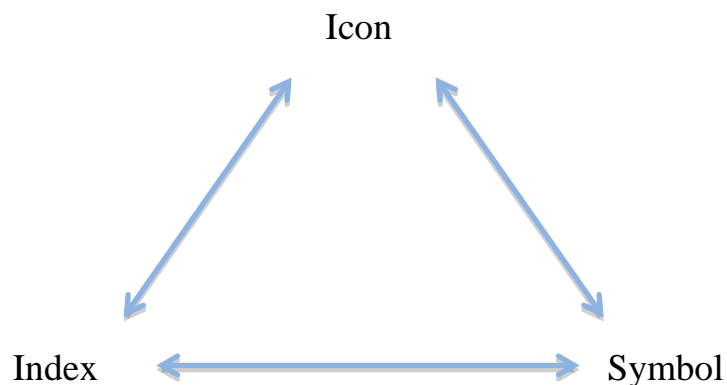
Sign: The word “Marlboro” becomes a trademark of Marlboro cigarette. Logo of Marlboro is blue and white striped, from the word “Marlboro”; above letter “l” and “b” there is hologram logo of Philip Morris with the letter “PM” and pair of twin horses lifting legs facing each other, and the background is elliptical in vertical red.

Interpretant: Logo of Marlboro reminiscent of the dynamic of more masculine, modern, and more noticeably fresh. So, smokers seems to have all the character of is cigarette when consuming this product.

Interpretation: The researcher stated it seemed unaware of the meaning of the logo of the company that placed on the packaging. The presence of the logo cause of the logo looks not dominant. It is also due to the color of the logo that is similar to the basic color of the package. In addition, the word “Marlboro” is quite dominant to make consumers think that it is a logo of Marlboro itself.

#### 4. 1. 2 Theory Interpretation

##### 4. 1. 2. 1 Local Packaging



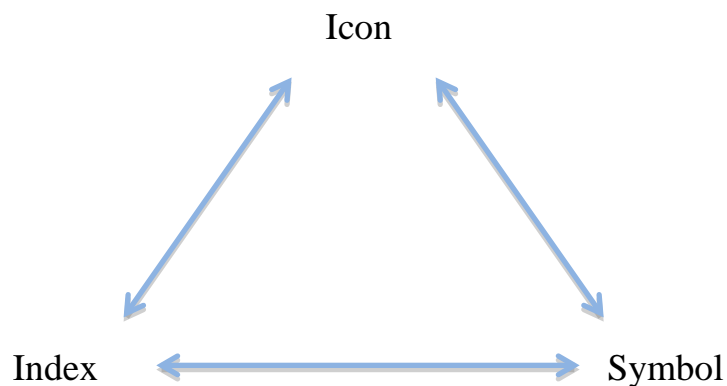
Icon: The warning message on Marlboro Lights is “*merokok dapat menyebabkan kanker, serangan jantung, impotensi dan gangguan kehamilan dan janin.*”

Index: There is no hard caution set in the warning message on packaging, but there is only the information statement.



Symbol: It starts from at verb “*merokok dapat menyebabkan kanker, serangan jantung, impotensi dan gangguan kehamilan dan janin*” that is like the sentence that should be continue by other sentence, for instance “*karena itu hindarilah rokok.*”

#### 4. 1. 2. 2 Foreign Packaging



Icon: It has the visual message and the warning message that reflected the impact of consuming cigarette.

Index: The visual message provide the fact picture of the people who got oral cancer caused by consuming cigarette, and the warning message by text they put the fact percentage of the disease of oral cancer which was “*smoking causes 92% of oral cancers.*”

Symbol: The color of the word “*warning*” used red color that reflected the people who consider the dangerous of consuming cigarette should read it. The layer of the

warning message on Marlboro Ice Mint is used black color that it symbolized black is color of sign of mourning and can create the pressure feeling.

#### **4. 2 Comparison Analysis of Local and Foreign Packaging**

The habit of active smoking in Indonesia is still difficult to be eliminated. Even though, cigarettes have negative impact to human health, but smokers are still ignoring this bad impact that are caused by cigarettes. In every single cigarette packages there are warning messages about the hazardous of smoking attached on the packages that is assigned from the government.

The efforts of Indonesian government to make smokers realize the danger of smoking are different from other develop countries where they attached the warning messages in the form of images that are frightening. According to the survey result was done by “*Ikatan Ahli Kesehatan Masyarakat Indonesia*” in the year of 2007, it stated that 1.127 people have died everyday because of the impact of smoking habit (<http://www.detiknews.com>). This statement could explain the steps that where taken by the Indonesian government has not been able to the decrease the number of smoker in Indonesia, considering that Indonesia is the 3<sup>rd</sup> largest country in the world, in term of the smokers population according to data obtained from World Health Organization (WHO).

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Conclusions**

Nowadays, Cigarettes have been getting a bad rap for decades. Smoking cigarettes has become a common thing to do in many societies even though for those who smokes have already know the bad impact of it. Some people, smoking cigarettes have become daily need. Almost any kinds of ages have become an active smoker including for the underage, teenager and adult. For smokers, to stop smoking is really a tough action to take. Majority of smokers want to quit smoking, but find it difficult to do so as nicotine is very addictive and hard to get rid off. Moreover, they are actually trapped in their environment and lifestyle. Basically, cigarette does not kill them, but their lifestyle does.

The warning message that placed in the package of cigarettes is one of the policies to inform smokers about the danger of smoking in Indonesia. However, smokers feel unconscious with the message itself because they have been already addicted and also the message itself only appeared in written (words) so the awareness of smoking cigarettes is still small for smokers in Indonesia. On the other hand, compared to the foreign cigarettes, the warning message that is provided in the package is placed by visualization (image), which in a purpose to make the smokers have a high awareness of the danger of smoking cigarettes.

The researcher has found several results from this research, which are:

1. The researcher tend to have a high awareness of the warning message from the package of foreign cigarettes rather than the local cigarettes, because it is delivered in visualization (image), which make feel afraid of their

human healthy so the smokers feel inspired to quit smoking when they saw the bad effect caused by smoking cigarettes.

2. Interpretation by the researcher about information in the warning message of the package of Marlboro Ice Mint that has a good idea by providing the contact number to assist smokers who have difficulties to quit smoking

## **5.2 Recommendations**

From the research that has been done, researcher gives several recommendations:

1. The government in Indonesia should take a look at the message warning from the package of Foreign cigarettes as the next warning sign in order to make the smokers have more awareness about the danger of smoking cigarettes.
2. The written (words) and the position of putting the warning message has to be designed more attractive to get the smoker's attention about the danger of smoking.
3. As for the future research, researchers who are interested to conduct a study in the same field can possibly compare customs regulation between national and international policies.

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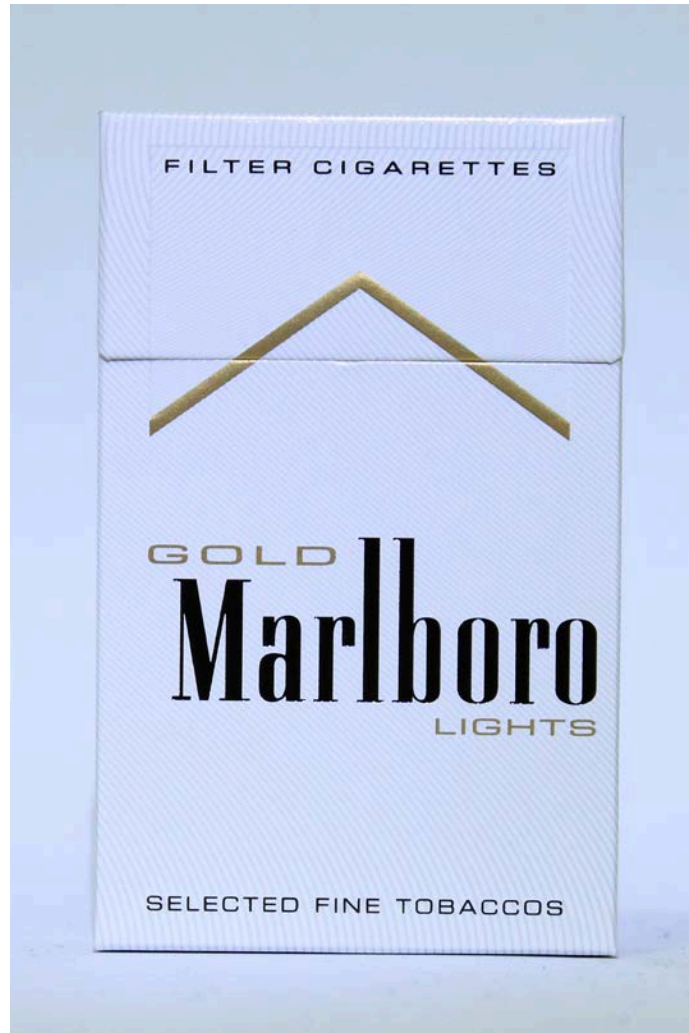
[http://beritajakarta.com/Download/SK/Detail/PEGUB\\_NO.75\\_TAHUN\\_2009.pdf](http://beritajakarta.com/Download/SK/Detail/PEGUB_NO.75_TAHUN_2009.pdf)

# APPENDICES

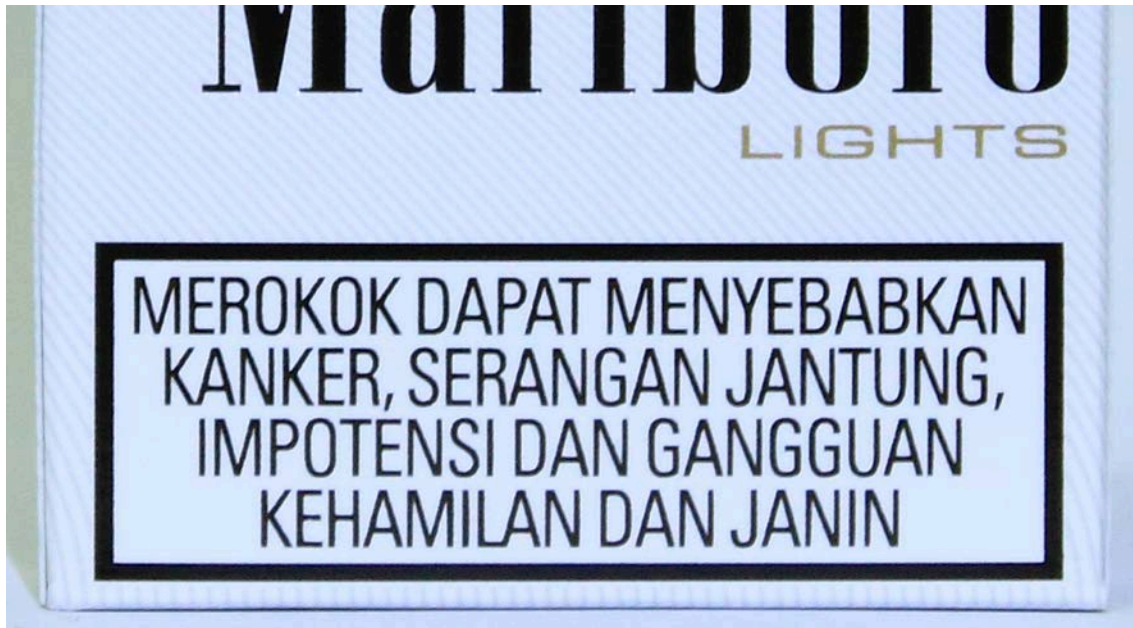


## Marlboro Lights Packaging

- Front Cover



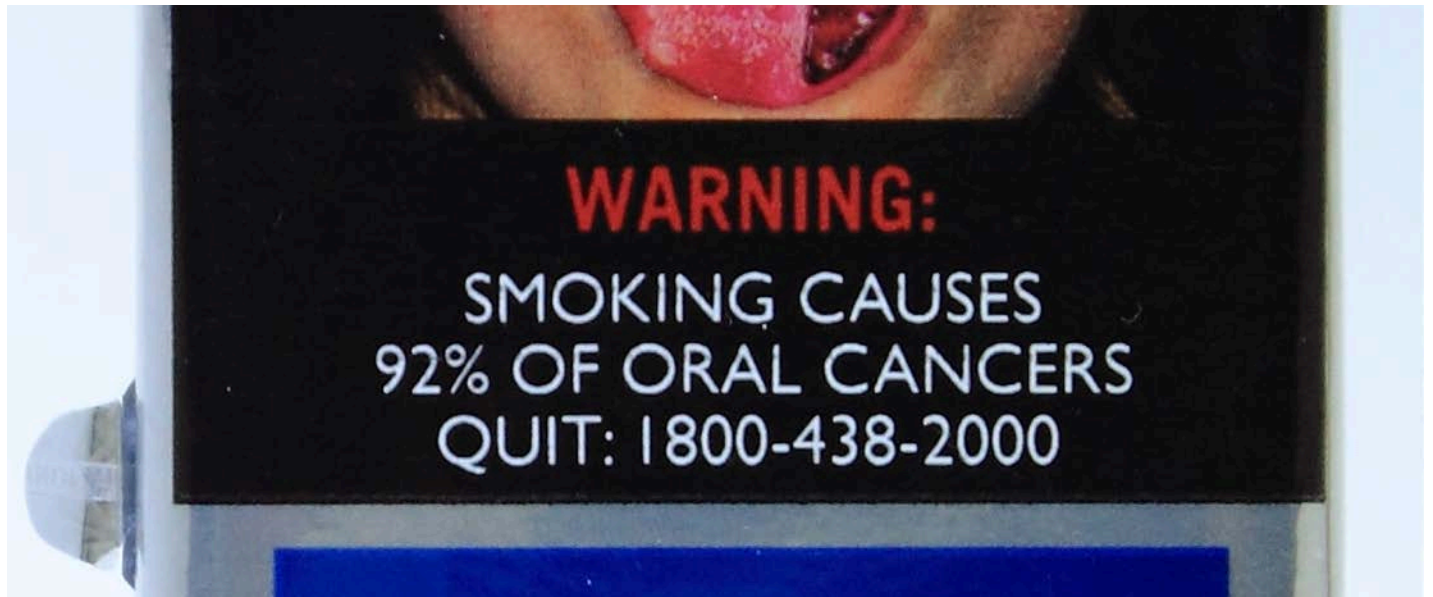
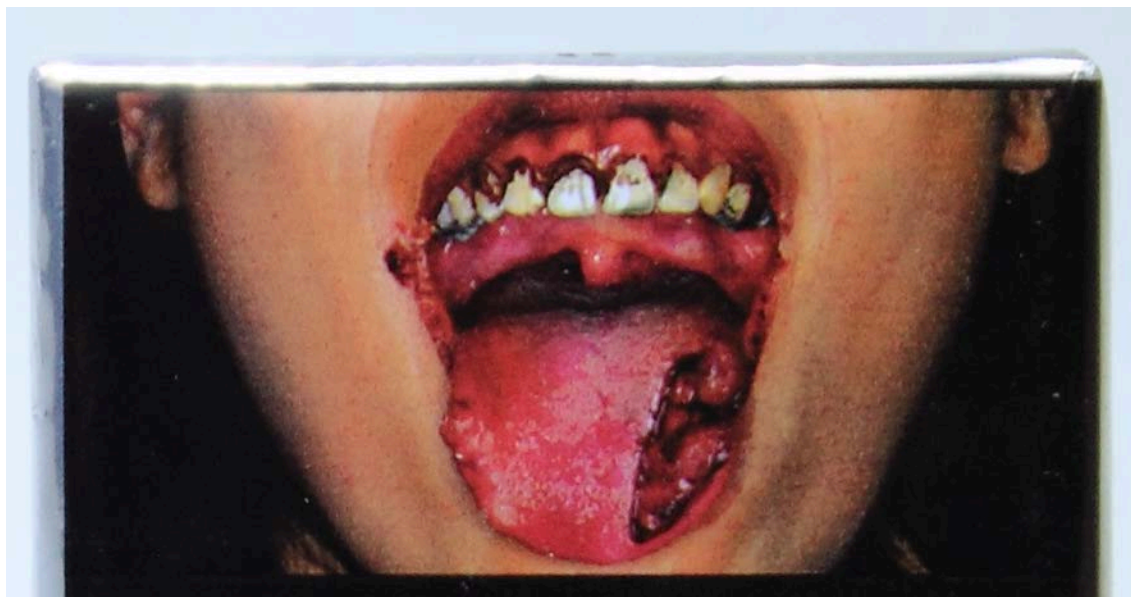
- Back Cover



## Marlboro Ice Mint

- Front Cover





- Back Cover

