

SIGN INFLUENCE OF SAMSUNG 28 AND XIAOMI 5X ADS: SEMIOTIC APPROACH

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ABSTRACT

Product advertisements are used to introduce finishing products to the public. The purpose of advertising products is to achieve the sales goal. Currently, Xiami and Sumsung ads, for example, are heavily published in cyberspace for the same reason. Regularly, they promote their technological advancements on smartphones in this space. In order to convey messages, they exploit icons, symbols and allegory – parts of semiology elements. This study aims to describe signified and signifier constructing linguistic forms of smartphone ads to deliver messages. Qualitative method was used to answer research question – how semiology elements present messages intended – and to describe the phenomena comprehensively. The result shows that elements of semiology functions as mental representation, argued being capable of giving significant impact of sales number of smartphones. Linguistic forms, specifically semiology of elements contribute to deliver messages effectively.

Keywords: advertisement, semiology of elements, icon, symbol, allegory

INTRODUCTION

Millennium era has become the highest level development of cellular phone technology in the world. Cellular phones originally used for receiving calls and text messages evolved into mobile phones that can access many jobs at once or multitasking. Mobile phones have ability to send electronic messages (e-mail), playing music, camera built in and can send multimedia messages such as voice and picture then known as PDA (Personal Digital Assistant). After such a useful and successful mobile phone transformation, the world's population began to have smartphone with the operating system in 2003. Nokia with the Symbian operating system that started the smartphone in its era.

After the success achieved by Nokia, many mobile phone manufacturers are competing each other to develop Symbian operating systems. After the Symbian operating system has been widely used throughout the world, appears the era of Android. Android is an operating system that developed Linux kernel to be applied into the phone in 2005. Shortly after its emergence in the world phone market, Android got high enthusiasm from the public because it has a strong character and different from Symbian. The year of 2005 had become a year when official Symbian era tumbling down.

Android itself was purchased by the Google Company in 2007 and developed its operating system better than ever. Many mobile phone manufacturers to take and adopt a

new operating system made by Google. Samsung, Sony Ericsson and Motorola quickly adapt. Unlike things with Nokia remain loyal to the operating system it creates. Due to the ease of access and display offered by Android the world public is becoming hypnotized about the breakthrough of new mobile phones. The presence of Android is an early milestone mobile phone used touch screen to make easier mobile telephone computing. Besides that, advertising has increased the using of Android in daily life.

In advertising, there are two big companies running Android market, Samsung and Xiaomi. Both companies always give consumers a touch of magic for consumers to be enamored with the content to be delivered. The contents are embedded in ads that are website-based or conventional always have a logo of each smartphone product. Logos are placed as a central point in advertising products to be understood by potential buyers. The embed logos are aiming to remind to potential consumers and to keep abreast of and buy products made by both manufacturers.

Barthes states that "sign is placed in a series of terms, signals, symbols, allegory are the chief rivals of sign." (1977: 35). From these statements sign is an affiliated terminology and has similarities with signals, icons, symbols, allegory which is a rival of the sign. Sign terminology is made to get a relationship or not related to one relation to another. The positive and negative relationship features can differentiate the sign with other terminology.

Semiological aspects to be used in analyzing the ads are signifier and signified. Barthes describes the signified is "all agree, however, on the emphasis of the fact that the signified is not 'a thing' but a mental representation of the 'thing' (1977: 42). From the quotation is signified is the result of representation in the form of mental, mental representation resulting from a sign. While signifier is expressed by Barthes as "all one can say is that the substance of the signifier is always material (sound, object, images)." (1977: 47). The signifier of the above statement is a form of material acceptable to the human senses in the form of sounds, images or real objects.

Concerning to the related issue, this study was intended to describe signified and signifier that construct linguistic forms; ones that are exploited in smartphone ads of Xiomi and Samsung when the messages are delivered. The qualitative method was used to describe the way in which linguistic forms present the intended messages.

METHODS

In discussing the semiotics contained in Samsung and Xiaomi ads, the sign aspects were discussed using qualitative methods. The qualitative method expressed by Djadjasudarma, "*metode yang bertujuan membuat deskripsi; membuat gambaran, lukisan secara sistematis, faktual dan akurat mengenai data, sifat-sifat serta hubungan fenomena-fenomena yang diteliti*" (1996:8). The use of qualitative methods aims to analyze the ads of both smartphone products contained on the internet according to the facts presented in the media advertising.

The main source of this paper is advertising poster of Samsung S8 and Xiaomi 5X. Other sources such as journals relating to analysis of the advertising are also used as supporting sources.

RESULTS

Ads of Samsung S8 in Fig. 1, implies a wider notion than other series. It portrays a whale and a diver. It suggests that whale as a big mammal can be captured perfectly

because of Samsung's durability in a deep water zone. The next sign is the tag line pinned by Samsung in the form of words "Unbox your phone". The third sign is a blue background that states the color of sea water. The others sign is the logo of the Samsung partner authority in online marketing is Flipkart. The blue logo on the letters and the yellow are showing the Flipkart's company logo.



Fig. 1 Samsung S8 Ads

Graphic sign of the Samsung S8 and S8 + ads is a sign made by Samsung to deliver products to the public. The tag line embedded in the ads makes the public do an interpretation of what is called "Unbox your phone". Furthermore, people are required to pre-book via Flipkart in order to get pre-book access Samsung S8 or S8 +. From Samsung ads there are the semiology elements that appear like icons, symbols, allegories. These semiology elements are integrated into the unity to support the intention of the Samsung commercial, that is, to introduce to the public the new products that immediately may be sold to the market.

In another side, the ads launched by Xiaomi for the Mi 5x smartphone, Fig. 2, accommodates such an icon to motivate audiences in internet get into it. Party Xiaomi makes Kris Wu – a China celebrity – become a brand ambassador Mi 5x products. Kris Wu had hold smartphone xiaomi Mi 5X with uni-body design and dual camera excellence brought by Xiaomi. Kris's existence in China has made him the lure of the people to buy Xiaomi products. The popularity of brand ambassador is also used by the Xiaomi to sell its products domestically and abroad.



Fig. 2 Xiaomi 5X Ads

In Fig. 2, the signs are symbols, gestures and icons. The Xiaomi icon is placed in the upper right corner with Mi's writing in orange. The gesture involved in the ads performance is Kris Wu who holds the smartphone placed next to the forehead by showing the back of the smartphone to show the dual camera that carried on the latest gadget. On the other hand, the symbol is placed on Kriss Wu's skin tone; which is aligned with the color of the smartphone and the background of the poster.

DISCUSSION

Literally, the ads of Samsung 8 and S8+ stimulates people to think that the products are smartphones that can be taken to sea to take photographs and pictures of scenery and animals in the sea. Then the purpose of the tag line "Unbox your phone" is the public must buy Samsung products to know what features and capabilities are embedded into the Samsung S8 and S8 +. Meanwhile, transparent smartphone images will make people interpret the same object form as those in ads for S8 and S8 + products. Therefore the paradox contained from the advertisement and reality must be proven by the prospective consumers and consumers remain to find the truth of the product launched by Samsung.

The signified semiology aspect of the Samsung S8 and S8 + ads is a mental interpretation made by potential buyers of S8 and S8 + products. In line with the theory put forward by Barthes (1977) that the signified is a momentary representation that is not an object. Curiosity is the result of mental representation of the Samsung product. Adding tag line "Unbox your phone" into the advertisement poster increasingly makes people want to know what real Samsung S8 and S8 + are. Because the Samsung does not officially showing the physical form of the latest smartphone, this strategy is considered to be effective. Furthermore the signifiers of the Samsung ads are all the elements of the semiology of icons, images and symbols that appear from the ads. These elements are treated as semiotic modes to persuade audiences to make evaluation and decision to buy;

this ads plays as a persuasive technology application in the cyberspace (Sari and Basar, 2020).

Learning from the ads displayed by Xiaomi through the Weibo blog, the audiences are motivated to interpret the ability of Xiaomi Mi 5x in terms of quality of photography. In the ads, it is shown that Kris put the back side of Mi 5X to show the dual camera build in Mi 5X. While the Mi icon placed in the top right corner aims to show that this is a product of Xiaomi. It aims to prevent piracy of products for smartphone design. Xiaomi put Mi icon to perform that Xiaomi Mi 5X is flagship smartphone belong to Xiaomi that has a uni-body design with dual camera and fingerprint on the back side of the body.

The semiological aspect is Kris's gesture by lifting the Mi 5X smartphone on his forehead. This indicates that the Mi 5X quality of the resulting photographer has in common with the human eye. Gestures take essential part to communicate messages intended (Afifah and Sari, 2020). In this perspective, the photographed bus is considered to be the same as the object being viewed. That is operated by the color of smartphones, ads backgrounds, and attributes of clothes worn by Kris.

Symbols in Xioami ads are marked by Kris's skin color that is aligned with the background of these ads. It is aimed to make people to choose the Mi 5X smartphone to be a gadget in taking photo activity. Social reality that makes Xiaomi adapt smartphone device to pay more attention to public needs. In line with the slogan carried by Xiaomi is "just for fan". Fan in this ads is the people who use Xiaomi products and those who love Xiaomi products. Therefore Xiaomi does not want to neglect the fan's love that has been owned; knowing what is desired by Xiaomi fans is a strategy promoted in this ads.

The signified of Xiaomi's ads are mental representation. Mental representation is generated using the ads constructed by a woman's love of Kris's popularity in China and abroad because of the good looks of the actor. The mental aspect representation in the form of fan love for his idol is the ideological elaboration brought by Xiaomi through the Chinese manufacturer's slogan. The slogan "just for fan" was delivered through the ad Kris Wu, from the idol to his fans.

CONCLUSION

Semiotic analysis of the two ads above are found the conclusion of mental representation generated by the element of semiology signified very important impact in the sale of smartphone products. Mental representations produced by both ads are very different, the first is curious and the second is love. Two things are built by the two manufacturers in advertising their products on the internet. Public that will prove the truth of the ads displayed by both companies. Appropriate or not advertising with advertised items is by buying and proving.

Both mental representation that will make the future benchmarks Samsung and Xiaomi in existence and increase sales of smartphone products on the market in the country and abroad. The love of an object or the curiosity of a person will be an entirely unknown object that will dominate both smartphone sales in the world.

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