

**SEMIOTIC ANALYSIS OF “RUANG GURU” APPLICATION  
ADVERTISEMENT**

**SKRIPSI**

*Submitted in Partial Fulfillment of the Requirements  
for the Degree of Sarjana Pendidikan (S.Pd)  
English Education Program*

**By :**

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**FACULTY OF TEACHER TRAINING AND EDUCATION  
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA  
MEDAN  
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## ABSTRACT

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This study deals with Semiotic Analysis of Ruang Guru Application Advertisement. . The objectives of this research were to find out the types of semiotic sign and the interpretation of signs used by Ruang Guru Application in the online posters advertisement. In this research used descriptive qualitative methods. 5 online posters advertisement were taken in the poster of Ruang Guru Application. In collecting the data, all posters were taken by searching through the international network services to get words, pictures, symbols that coded semiotic signs in Ruang Guru Poster. The steps of collecting the data were searching the posters, selecting the posters, classifying semiotic signs in the posters were chosen, and collecting all the signs in 5 posters. This research was suggested for the future researchers who want to conduct the research about semiotic signs. Moreover, the students of English Department were recommended to read this research to comprehend and improve the knowledge about semiotics. All semiotic signs were analyzed based on type of semiotics proposed by Charles Sanders Peirce, such as Icon, Index and Symbol. After analyzing the data, 49 types of semiotic signs are found. There were 11 Icons, 14 Indexes and 25 Symbols in the 5 poster advertisement of Ruang Guru Application.

**Keywords: semiotic, types of sign, *ruang guru* application, interpretation**

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The researcher hopes that her study will give some contribution to the teaching and learning of Semiotic study The researcher realizes that the final project is far from being perfect. Thus, the researcher would be gratefully to accept any constructive comments and suggestions for the betterment of this final project.

Medan, September 2019

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Language is the system of communication that uses symbols to convey deep meaning. Symbols can be spoken or written. Human uses the symbol or sign to communicate to other people who have the same feeling, idea and desire. Symbol or sign is used to support the verbal communication to achieve specific meaning from the communication. The study of the sign is usually can be said by semiotics.

According to Art Van Zoest (1993) Semiotics is the study of the sign assessment and sign relation, such as the sign system and the process of sign utilization. The sign can be understood as a discrete unit of the meaning that include words, diagrams, pictures, textures, gestures, sounds that imply certain information or meaning with certain reason to deliver it. Semiotic Analysis usually can be applied to film, custom, music, theatre, advertisement, and many things that can't be separated from human social life, especially in advertisement is the often thing that is seen by people, it is the best way to introduce something to the other people.

According to Chris Hackley (2005) Advertising has, perhaps, lagged somewhat behind the broader field of consumption as a focus for social research. In advertisement, there are Verbal sign that is the word, like slogan even all the words in the advertisement, and the Non-Verbal such as image, color, logo and all

things that isn't word. It is an important thing to know that the information or meaning from Verbal and Non-Verbal sign in some advertisement. Unfortunately, many people still do not pay attention and understand about it. They do not know about some types of sign that conveyed in the advertisement based on the semantics assessment. It can be seen from the poster advertisement of popular brand cosmetic Indonesia. Wardah cosmetic poster advertisements have many verbal and non-verbal signs. One of them is a text of "inspiring beauty" that is categorized as symbol sign. By the tagline, it interprets that Wardah urges Indonesian women become an inspiring Muslim for those around them, thus giving off a positive vibes.

The same thing can be got in Ruang Guru Application advertisement that have many signs that interpret meaning. Ruang Guru Application is best learning application for improving the student's and teacher's knowledge by learning management system and online essay. One of them is the picture of three persons that use each uniform that is categorized as icon sign. It interprets that this Application can be used for several of education level, from primary school until senior high school.

Based on the explanation above, the researcher are interested to analyze the type of sign and its meaning in the Ruang Guru Application advertisement. So, the researcher can take it with title **"Semiotic Analysis of "Ruang Guru" Application Advertisement"**.

## **B. The Identification of Problem**

The problems of this research are formulated as follows:

1. Many people still do not understand the sign meaning in advertisement
2. Many people still do not know about the types of signs that are conveyed in advertisement.

## **C. The Scope and Limitation**

The scope of this research is an analysis semiotic meaning. This analysis was limited on the sign. The researcher uses the Peirce Theory. According to Pierce, objects are divided into icons, indices, and symbols. To avoid the large discussion, the researcher takes on the Poster of Ruang Guru Application Advertisement.

## **D. The Formulation of Problem**

From the identification of problem, there are some problems to be formulated by the researcher as follows:

1. What types of semiotic signs are coded in the poster of Ruang Guru Application Advertisement?
2. How the interpretations of the semiotic signs are coded in the poster of Ruang Guru Application Advertisement?



### **E. The Objective of Study**

Based on the problems of study, the aims of this research are as follows:

1. To find out the types of semiotic signs that are coded in the poster of Ruang Guru Application Advertisement.
2. To elaborate the interpretations of the semiotic sign in the poster of Ruang Guru Application Advertisement

### **F. The Significant of Study**

The findings of the research are expected to be useful for the readers both theoretically and practically in some aspects.

1. Theoretically, the finding can be useful for enriching the theories on semiotics, particularly for improving and widening the knowledge about type of semiotic sign and its interpretations.
2. Practically, the finding can be useful for everyone who focuses on semiotics. Moreover, the point of views of the finding can significantly be useful to be used for:

- a. The teachers

The teachers are expected to improve and maximize students' achievement in understanding the sign of semiotics.

- b. The students

Students are expected to increase their confidence in understanding the many signs of semiotics, especially students in English Department, FKIP

UMSU who want to do a similar study about semiotics, this study is expected can be the references.

c. The readers

To give contribution to the readers who are interested in studying semiotics in English, particularly in the type of sign.

d. The other researchers

To increase knowledge to analyzed the semiotic form in English.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

Theoretical framework is an essential thing for the researcher and the readers. The theoretical framework is the structure that can hold or support a theory of research study. It is useful to minimize or prevent misunderstanding between the researcher and readers about the topic. There are many points in this research that must be discussed as follows:

##### **1. Definition of Semiotic**

According to Charles Sanders Peirce who is as a pioneer of pragmatism doctrine that has provided the basic in the general theory of signs through his writings, "Semiotic is the relationship between a sign, an object, and a meaning". Paul Cogley (2001) claimed that Semiotics is the study of sign systems or theories of signifying. Semiotics is generally regarded as a theory of production and interpretation of meaning. Meanings are made by spreading actions and objects that serve as "sign in" relationships with other signs. The sign represents the object, or referent, in the mind of an interpreter. "Interpretant" refers to a sign that serves as the representation of an object. Signs can be verbal (words) or nonverbal.

In semiotics, language is seen as a sign system that expresses ideas and is 'comparable to a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formulas, military signals, etc. Paul Cobley (2001), In the Peirce theory, semiotics is considered as the theory of the production and interpretation of meaning. Meaning is made by the deployment of acts and objects which function as "signs" in relation to other signs. In general meaning is not believed to reside within any particular object, text or process.

From the explanation above, the writer can conclude that semiotic is the study of sign or object that interpret the meaning. Meaning can be got in the sign/object by the communication which is verbal even visual communication. This study is useful for analyzing the relation between sign/object and its meaning.

## **2. Definition of Sign**

According to Ferdinand de Saussure, the study of sign systems, the basic aim of semiotic theory is to understand the structure of sign systems in relation to the way they convey meaning. Semiotics takes the view that signs can be organized within various media, to form texts that can convey some kind of meaning. For example, Saussure posited that words, in order to convey meaning, consisted of two distinct parts. Firstly, the 'signified', that is the part of the word that pertains to its meaning and secondly, the 'signifier', which is the part of the word, that is representative of that meaning.

Saussure considered the connection between the signifier and the signified an arbitrary one that human beings and/ or societies have established at will. To make his point, he reasoned that there was no evident reason for using, say, tree or arbore (French) to designate 'an arboreal plant.' Indeed, any well-formed signifier could have been used in either language - a well-formed signifier is one that is consistent with the orthographic, phonological, or other type of structure characteristic of the code to which it appertains.

In the other hand, According to Kahfie Nazaruddin (2015) Charles Sanders Peirce built the definition of sign by triadic while Saussure by dyadic. Saussure involves two elements, such as signed and signer. But Peirce involves three elements, such as representament, object and interpretant. In the Routledge Companion to Semiotic and Linguistics (2000:28), Charles Sanders Peirce in concept of the sign explains his own components of the sign. He offered a triadic (three-part) model consisting of:

- a. The *representamen/sign*: What usually goes for a sign, It is the form which the sign takes (not necessarily material, though usually interpreted as such) – called by some theorists the sign vehicle.
- b. An *interpretant*: not an interpreter but rather the sense made of the sign.
- c. An *object*: something beyond the sign to which it refers (a referent).

Based the definition of Saussure and Peirce, it can be concluded that the sign is things that in various media, to form texts that can convey some kind of meaning. The sign has three elements that are essential. The sign is a unity of what is represented (the object), how it is represented (the representamen) and

how it is interpreted (the interpretant). It will get in images, symbols, words, and utterance.

### **3. Types of Sign**

The most basic classes of signs in Peirce's menagerie are icons, indices, and symbols, Shaleph O'Neill (2008).

#### **A. An Icon**

Peirce describes iconic signs, in relation to firstness, as signs that represent their objects via a direct likeness or similarity. Essentially, icons have features or qualities that resemble those of the objects they represent; e.g., all pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter. The other example of icon, such as:

- a. A picture of bowl of noodles in Indomie wrap is the icon of that product
- b. The little square with a picture of a printer on your computer screen is an icon for the print function.
- c. A picture of Student University in UMSU's poster

#### **B. An Index**

In pierce's theory, an index is a sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. A weathervane obediently moves around to point (indicate, index) the direction of the wind due to the action of the wind on the object. An index is

a sign that shows evidence of the concept or object being represented. An index is also said as supported sign of icon sign. For example, smoke is an index of fire and dark clouds are an index of rain. The other example of index:

- a. A scowling facial expression is an index of displeasure or concern
- b. A yawn is an index of feeling sleepy
- c. The modern clothes is an index of users

### **C. A Symbol**

A symbol is a sign which refers to the object that is denoted 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. On the other hand, symbol is a sign which bears no readily recognizable physical resemblance to what it signifies. Symbolic signs arbitrarily related to what they represent, like most words in all language. Essentially, they are signs that have an arbitrary relationship to their objects e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, more code. The other example of symbol:

- a. A tagline “Inspiring beauty” in Wardah cosmetic brochure.
- b. The text “Dapatkan 1Gb/hari jika kamu isi pulsa 10 ribu hari ini” in telkomsel advertisement.

#### **4. Interpretation**

Interpretation is an explanation, meaning, definition, impression, opinion or theoretical view of an object resulting from the deep thought and it is influenced by an interpreter. Interpretation is an art that describes communication indirectly, but it can be easily understood. Interpretation is closely related to the range that must be reached by the subject and expressed as an identity structure found in life, history and objectivity (Kaelan:1998). Interpretation is usually done to gain a clearer and deeper understanding or knowledge of something. For instance, British Army Recruitment poster of the late 1990s have icon image is a man whose black skin. It appear many interpretation why are the icon of that poster is derived from among black skin population instead of white skin? It show that there's implied meaning of the icon, Indiwani Seto (2013:9).

Based on the description above, interpretation is the meaning of the object to get the deep information about that. Interpretation depends of side where the interpreter interprets the object. So, many encountered interpretation of same object but the different result.

#### **5. Advertisement**

According to The ingenuity of advertises and the flexibility of advertising as a communication form often render attempts to define it in one sentence trite or tautologous. Advertising often sells something, but often does not, as with much political, public service or charities advertising. Advertising is often an



interpersonal communication, distinguishing, it from personal selling, but there are many ads that eye-to-eye sales pitches delivered by actor or celebrity endorsers in a mediated imitation of a personal sale encounter, (Chris Hackley, 2005:8). The classification of advertisement is divided to print and electronic advertisement. Print is the most popular form of advertising. Print ads can have many forms- newspapers and magazine ads, bills, wall posters, banners, calendars.

Then, electronic ads are usually more vibrant. They can be heard on radio and seen on television. According to McLuhan, advertising has become “the art of modern world”. In all media, both electronic and print, in newspaper, magazines, information materials of all kinds and texts in general sense, there is an complex network of written text accompanied by images and other non-linguistic elements, design as coherent entities (they are often more visual than verbal) ‘by the means of layout’.

Based on the definition above, it can be conclude that advertisement is mass communication that has aims to introduce, inform, and persuade someone to buy the organization or product.

## **6. Ruang Guru Application**

Ruang Guru or PT Ruang Guru Indonesia established in 2014, precisely in Kartini day, as a provider of services and contents technology-based education. According to Belva Devara (CEO), Iman Usman (CPO) and Ruang Guru Team, Ruang Guru Application is learning application as the education service

based technology #1 in Indonesia. Ruang Guru Application is the most comprehensive of learning application for all learning difficulties. This application provides a system of governance learning that can be used students and teachers in managing learning activities in the class virtually. It is equipped with thousands of questions which are the contents are customized with a curriculum that is applicable in Indonesia, the equipment analysis of test result, and the users can use for free.

The content of this application includes for level of elementary school, junior high school and senior high school that have accorded with the national curriculum and designed by the best and experienced teachers. This application is not just a business, but rather opportunities to build a more intelligent, field-work extends, as well as the use of technology relevant to the needs of Indonesia would be access to education.

## **B. Relevant of the Study**

The researcher takes any information from the previous proposal, thesis and journal. Some of the results of the previous study become a reference in this study. There are some previous studies which related to this study about semiotic analysis especially about sign, namely:

- a. Septian Eko Suciyanto (2016), *Semiotic Analysis of Greenpeace Campaign Posters in Climate Change Series*. This study aims to find out the clear meaning of linguistic signs of Greenpeace campaign posters in climate change series and to explain its semiosis process. This study also uses C.S.

Peirce's theory about semiotic sign. The unit analysis of this research is the campaign poster of Greenpeace in climate change series from its official website, [www.greenpeace.org](http://www.greenpeace.org). The campaign posters consist two signs, they are icon and symbol in relationship between the representant and its object. Then, the relation of the representant and the object produces the interpretant.

- b. Mainginda Cahyani (2018), *An Analysis of Semiotic Used by Maddie Young In The Hush Movie*. The objective of this study is to find out the semiotic, denotative and connotative meaning of signs used by Maddie Young in the Hush movie. This study also uses C.S. Peirce's theory about semiotic sign. The researcher take 5 scenes of the total Maddie Young performed in the Hush movie. In collecting the data, the scripts are found through the international network services. The steps of collecting the data are watching the movie, reading the script, and transcribing the text from subtitles of the Hush movie, underline the important signs. This study analyzes the denotative and connotative meaning of signs.
- c. Murti Candra Dewi (2013), *Representation of the Muslim Clothes in Advertising (An Analysis of C.S. Peirce Semiotic Theory in Wardah Cosmetic Advertisement on Nova Tabloid)*. This Journal used a semiotic analysis of Charles Sanders Pierce to translate the meaning of the symbol in Wardah cosmetics ad. The method is qualitative to explain the phenomenon with deep, through deep data collection. The result of this research is moslem dress in Wardah Cosmetic ad represented through the use of

clothing that cover the nakedness but still stylish and fashionable, so it reinforces the image of modern Islamic which was built by Wardah.

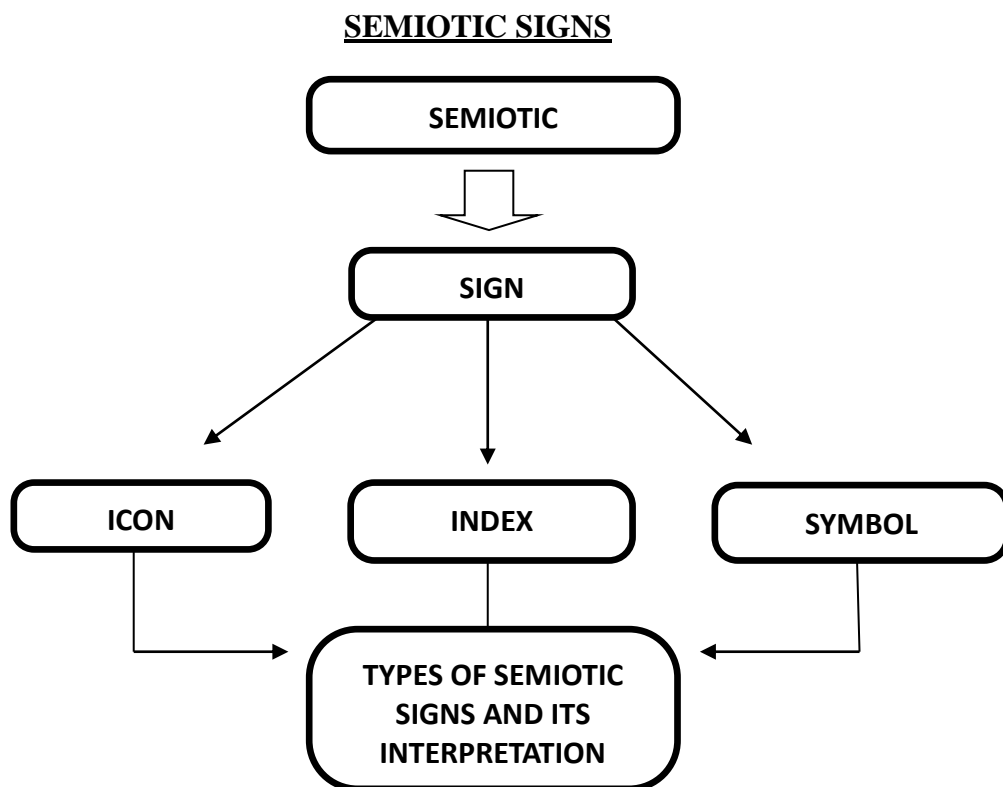
### **C. Conceptual Framework**

Semiotics is concerned with meaning makers and meaning making. It studies the media of dissemination and the modes of communication that people use and develop to represent their understanding of the world and to shape power relations with others. Semiotic can help us to be more aware of the role of mediation of signs and roles played by us and others in building social reality. This can make us less likely to take the reality of something completely free of human interpretation. We learn from semiotics that we live in a world of signs and we have no way to understand anything except through the signs and codes in which they are governed through the study of semiotics. We become aware that these marks and codes are usually transparent and disguise our duty in reading them.

In the 4.0 era, the technology has improved the education, from the system until the method of teaching and learning. The online learning and teaching is one of example from it. Like in Ruang Guru Application, the online teaching and learning that appropriate with our curriculum and system education. To inform about this Application, there are many advertisement, especially posters. So, in the current study will discuss the use of semiotics in Ruang Guru Application poster Advertisement. This study will discuss the types of semiotic sign in Ruang Guru

Application poster Advertisement and describe the interpretation of semiotic signs in Ruang Guru Application poster Advertisement that related to the object. To get the simple explanation about this conceptual framework, it can be seen below.

**Figure 2.1**



## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. The Research Design**

This study was conducted by using qualitative design. According to Miles, Huberman and Saldama (2014) Qualitative data are sources of well-grounded, rich description and explanation of human process. In this research, qualitative method is designed by applying descriptive phenomenon design. This method was used in order to discover, identify, analyze, and describe about semiotic analysis of signs and its interpretation/meaning that related to the object. Phenomenon design allowed the researcher to analyze the words, picture and symbol in the Ruang Guru Poster advertisement.

#### **B. The Sources of Data**

The data was taken from Internet. The source of the data was taken from the words, pictures, symbols that coded semiotic signs in Ruang Guru Poster. By the semiotic signs that have been got, they were interpreted based on the object of this research. There were many posters available in Ruang Guru Advertisement, but it was limited by taking five posters of Ruang Guru Advertisement. All posters were taken from [bimbel.ruangguru.com](http://bimbel.ruangguru.com) three times. The first poster was taken on 18<sup>th</sup> April 2019. The second and third posters were taken on from instagram @ruangguru on 14<sup>th</sup> June 2019. Then, the other posters were taken 10<sup>th</sup> August 2019. All posters coded semiotic signs.

### **C. Instrument of Collecting Data**

The researcher was the main instrument of research. The researcher took the data available in the online poster of Ruang Guru Application. The poster was got by searching on Google or Instagram of Ruang Guru Application. Then, the researcher chosen the posters had many semiotic signs.

### **D. The Techniques of Collecting Data**

The data of this research were collected by using documentation method. The data were collected by applying a documentary technique. According to Ralf in Flick (2014), documentary method is a kind of technique of collecting data by categorizing and classifying the written document that has relation with the problem discussed, whether from the document or books, newspaper, magazines, etc. The document were collected and analyzed to find semiotic signs from Ruang Guru Poster Advertisement. To obtain the data, several steps had been done:

1. Searching the Data. Searching the Posters of Ruang Guru Poster Advertisement.
2. Selecting the data. Selecting Posters of Ruang Guru Poster Advertisement that coded many semiotic signs
3. Classifying data. Observing and classifying the semiotic signs in the Posters of Ruang Guru Poster Advertisement that will be chosen.
4. Collecting all the data

## **E. The Techniques of Data Analysis**

The data of this research were analyzed by using three concurrent flows of activity that was proposed by Miles, Huberman and Saldana (2014), they are:

### **1. Data Condensation**

Data condensation referred to the process selecting, focusing, simplifying, abstracting and transforming the raw data that appeared in written-up field notes.

#### **a. Selecting**

The researcher selected the posters which contain the sign of semiotic on website of Ruang Guru Application.

#### **b. Focusing**

The researcher concerned the attention to the appropriate data. In this study, the researcher only focused on the types of semiotic sign in the poster of Ruang Guru Application.

#### **c. Simplifying**

Simplifying helps the researcher to simplify the data. The data that will be collected need to be simplified so the researcher easy to analyze it.

#### **d. Abstracting**

Abstracting meant summarized the data. In this research, the researcher summarized the data related to semiotic sign in the poster of Ruang Guru Application.



e. Transforming

All the data that were collected and categorized must be transformed into table, because data display of this research is the table.

## **2. Data Display**

Data display provided an organized compressed assembly of information that permits conclusion drawing. A display can be an extended piece of text or diagram; chart or matrix that provides a new way of arranging and thinking about the more textually embedded data. Data display, permitted the researcher to extrapolate from the data enough to begin to identify systematic patterns and interrelationship. At the display stage, additional, higher order categories or themes maybe emerge from the data that went beyond those first discovered during the initial process of data reduction.

Data display can be extremely helpful in identifying whether a system of working effectively and how to change it. The qualitative researcher needs to discern patterns among various concepts so as to gain a clear understanding of the topic at hand. Data were displayed using a series of flow charts that map out any critical paths, decision points, and supporting evidence that emerge from establishing the data for each site. In this step, the data have been organized to answer the research problems. Related to this study, data display was used to know what types of semiotic sign symbol in poster of Ruang Guru Application.

### **3. Conclusion: Drawing/verifying**

As drawing requires a researcher began to decide what things mean. The data were noticed regularities, patterns (differences/similarities), explanations possible configurations, casual flows and propositions. This process involved stepping back to consider what the analyzed data mean and to access their implications for the questions at hand. Verification integrally linked to conclusion drawing, entails revisiting the data as many times as necessary to cross-check or verifying these emergent conclusions.

It was the last steps to draw the conclusion from the data show in data display. Here the writer showed and described the findings after displaying the data. The conclusions of this research consisted of the explanation about interpretation of semiotic sign that was coded in the poster of Ruang Guru Application.

## **CHAPTER IV**

### **DATA AND DATA ANALYSIS**

#### **A. Data**

The data were taken from Internet to get the words, pictures, symbols that coded semiotic signs in Ruang Guru Poster. Researcher took 5 posters from [bimbel.ruangguru.com](http://bimbel.ruangguru.com). All posters were accessed on 18<sup>th</sup> April, 14<sup>th</sup> June and 10<sup>th</sup> August 2019. Researcher analyzed and described semiotics especially the type of signs and its interpretation of the sign related to the object.

#### **B. Data Analysis**

All semiotics signs found in five posters of Ruang Guru Advertisement were analyzed based on the type of semiotics was proposed by Pierce. The data were analyzed as follows:

##### **1. Type of sign coded in the poster of Ruang Guru Application Advertisement**

Many signs were found in 5 posters of advertisements of Ruang Guru application. In line with the problems to be answered in the research, researcher took 49 out of all signs available in those 5 posters. They were divided into the type of signs as detailed below:

**Table 4.1**  
Signs in 1<sup>st</sup> Poster of Ruang Guru Poster Advertisement

| <b>No.</b> | <b>Type of sign</b> | <b>Definition</b>  | <b>Sign</b>  |
|------------|---------------------|--|--|
| 1.         | Icon                | All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter.                | a. The picture of Iqbal Ramadhan<br>b. The pictures of some gifts such as Ka'bah, hand phone, universal, ticket and laptop |
| 2.         | Index               | The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign. | a. The Iqbal's hands direction<br>b. The Iqbal's facial expression   |
| 3.         | Symbol              | The sign refers to the object that is denotes by virtue of a law.  | a. Headline, sub headline and body copy text   |

**Table 4.2**  
Signs in 2<sup>nd</sup> Poster of Ruang Guru Poster Advertisement

| <b>No.</b> | <b>Type of Sign</b> | <b>Definition</b>   | <b>Signs</b>                     |
|------------|---------------------|---|----------------------------------|
| 1.         | Icon                | All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter. | a. The picture of Iqbal Ramadhan |

|    |        |  |  |
|----|--------|--|--|
| 2. | Index  | The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign. | a. The Iqbal's facial expression                   |
| 3. | Symbol | The sign which refers to the object that is denotes by virtue of a law.  | a. Logo, headline, sub headline and body copy text |

**Table 4.3**  
Signs in 3<sup>rd</sup> Poster of Ruang Guru Poster Advertisement

| No. | Type of Sign | Definition   | Signs  |
|-----|--------------|--|--|
| 1.  | Icon         | All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter.                | a. The Belva's picture<br>b. The picture of brain<br>c. The picture of hand phone<br>d. The picture of note books                                    |
| 2.  | Index        | The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign. | a. The Belva's upper smile<br>b. The Belva's crossed smile<br>c. The picture of smartphone<br>d. The picture of brain<br>e. The pattern in note book |
| 3.  | Symbol       | The sign which refers to the object that is denotes by virtue of a law.  | a. Logo, headline, and body copy text  |

**Table 4.4**  
Signs in 4<sup>th</sup> Poster of Ruang Guru Poster Advertisement

| No. | Type of Sign | Definition   | Signs  |
|-----|--------------|--|--|
| 1.  | Icon         | All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter.                | a. The picture of a student<br>b. The picture of smartphone<br>c. The picture of headphone   |
| 2.  | Index        | The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign. | a. The student's uniforms<br>b. The picture of smartphone<br>c. The picture of headphone<br>d. The student's view directed to smartphone |
| 3.  | Symbol       | The sign refers to the object that is denotes by virtue of a law.  | a. Logo, headline, and body copy text  |

**Table 4.5**  
Signs in the Fifth Poster of Ruang Guru Poster Advertisement

| No. | Type of Sign | Definition  | Signs                           |
|-----|--------------|---|---------------------------------|
| 1.  | Icon         | All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter. | a. The picture of a girl        |
| 2.  | Index        | The sign that interrelates with its semiotic object through some  | a. The girl's facial expression |

|    |        |   |                                       |
|----|--------|---|---------------------------------------|
|    |        | actual or physical or imagined causal connection. An index is also said as supported sign of icon sign. | b. The girl's hands direction         |
| 3. | Symbol | The sign which refers to the object that is denotes by virtue of a law.                                 | a. Logo, headline, and body copy text |

## 2. The Interpretation of signs in the poster advertisements of Ruang Guru Application

After categorizing all signs found in 5 posters as seen above, the researcher postulated the interpretations based on each type of sign, such as Icon, Index and Symbol.

### 2.1 Icon

From the identification and classification of type of sign, it was found some Icons from 5 posters of Ruang Guru Application Advertisement. The signs and interpretations were explained table 4.6 below.

**Table 4.6**  
The Interpretation of Iconic Sign

| Poster                    | Sign                             | Object            | Interpretant                               |
|---------------------------|----------------------------------|-------------------|--|
| 1 <sup>st</sup><br>Poster | The picture of<br>Iqbal Ramadhan | Iqbal<br>Ramadhan | Brand Ambassador Ruang Guru<br>Application |
|                           | The pictures of                  | Gifts             | Existence of gift as give away for         |

|                           |  |                           |   |
|---------------------------|--|---------------------------|---|
|                           | some gifts such as<br>Ka'bah, hand<br>phone, universal,<br>ticket and laptop |                           | someone   |
| 2 <sup>nd</sup><br>Poster | The picture of Iqbal<br>Ramadhan   | Iqbal<br>Ramadhan         | Brand Ambassador Ruang Guru<br>Application                        |
| 3 <sup>rd</sup><br>Poster | The picture of<br>belva  | Belva Devara              | Founder of Ruang Guru<br>Application                              |
|                           | The picture of brain   | Function of<br>brain      | Existence of an organ that related<br>to think                    |
|                           | The picture of<br>Smartphone   | Function of<br>Smartphone | Existence of a thing that related to<br>access everything         |
|                           | The picture of note<br>books   | Function of<br>note books | Existence of usual thing that<br>related to teaching and learning |
| 4 <sup>th</sup><br>Poster | The picture of<br>student  | Students                  | A someone that involve in learning<br>process                     |
|                           | The picture of<br>smartphone   | Function of<br>Smartphone | Existence of a thing that is used by<br>everyone                  |
|                           | The picture of<br>headphone  | Function of<br>headphone  | Existence of thing that support HP                                |
| 5 <sup>th</sup><br>Poster | The picture of a girl  | Girl                      | A Teenager  |



- a. From the first poster, there were 2 signs as Icon of this poster. The first sign was the picture of Iqbal Ramadhan who was actor and singer. Based on the representment/sign and object, for Icon type referred the same thing which was Iqbal Ramadhan. The interpretant/interpretation of this sign was Iqbal as Brand Ambassador of the application of the poster, Ruang Guru Application. Iqbal Ramadhan has been Brand Ambassador in this Application since 2016, a year after the application created. According to Iman Usman Chief Product Officer (CPO) Ruangguru.com, We think, Iqbal is complete package, it is not only about performance in some fields, but he always got education achievement. We hope that Iqbal's participation with Ruangguru family can give the positive impact and inspiration for all students in Indonesia.

The second sign were the pictures of some gifts such as Ka'bah, hand phone, universal, ticket and laptop. Based on the representment/sign and object, for Icon type referred the same thing which are the gifts. The interpretant is the existence of gift for someone. The picture of Ka'bah means that someone that will be chosen can go to Makah. The picture of Hand phone meant someone can get that hand phone. The picture of Universal meant someone can get the opportunity to go to Singapore. Then, the picture of ticket and laptop meant someone can get it.

- b. From the second poster, there was a sign which was the picture of a Iqbal Ramadhan. Based on the representment/sign and object, for Icon type referred the same thing which was Iqbal. The interpretant of the sign was same with the

iconic sign in the first posters which was as Brand Ambassador of the Application and he was the representative of introducing special discount that involved in that poster.

- c. From the third poster, there were 4 iconic signs and the first sign was the picture of Belva. Based on the representment/sign and object, for Icon type referred the same thing which was Belva. The interpretant of this signs referred to the Founder of Ruang Guru Application, Belva Devara. Adamas Belva Syah Devara was an entrepreneur and social activism. He was alumnus from Harvard and Stanford University. He was called as founder and managing director (CEO) from startup and bigger educational and technological office in Indonesia, Ruang Guru.

The second sign was the picture of brain. Based on the representment/sign and object, for Icon type referred the function of brain. The interpretation of this sign was the existence of an organ that related to think. Brain had many functions and one of them was receiving and processing information that was got when someone see, talk and listen something. Brain was essential organ that was be responsible to set body and thought of human.

The third sign was the picture of smartphone. Based on the representment/sign and object, for Icon type referred to the function of smartphone. The interpretation of this sign was the existence of a thing that related to access everything. Smartphone was a device that in not only can do long-range communication, but it had some applications such as windows

mobile, android, Symbian, or blackberry system. For this condition, smartphone can access Ruang Guru Application as Brand product in the poster.

The fourth sign was the picture of note books. Based on the representment/sign and object, for Icon type referred to the function of note books. The interpretation of this sign was the existence of usual thing that related to learning condition. Note book was one of writing implements that was useful to support write and record the lessons.

- d. From the fourth poster, there were 3 iconic signs and the first was the picture of a student. Based on the representment/sign and object, for Icon type referred same thing which was a student. The representment of this sign was someone that still involve in learning process. Student was people who follow the educational process for creating and developing their character and potential by level of education.

The second sign in the fourth poster was the picture of smartphone. Based on the representment/sign and object, for Icon type referred to the function of smartphone. The interpretant of this sign was the existence of the thing that can be used everyone, for instance the student. It is because, in this poster, smartphone is grasped by the student that is also the iconic sign. It shows that the smartphone has a role as learning tools.

The last iconic sign for this poster was the picture of headphone. Based on the representment/sign and object, for Icon type referred the same thing which was a headphone. The interpretant of this sign was the existence of thing

that supports the smartphone in the poster. Headphone was audio tool that have function for listening something that connect with headphone itself. As the poster, the headphone was connecting in smartphone, it showed something which is listening by smartphone.

- e. Based on the fifth poster, there was an iconic sign which was the picture of a girl. Based on the representment/sign and object, for Icon type referred the same thing which is a girl. The interpretant of this sign was teenager. Teenager is transition from children to adulthood. It showed that the teenager was target in this poster.

## 2.2 Index

From the identification and classification of type of sign, some Index was found in 5 posters of Ruang Guru Application Advertisement. The signs and interpretations were described in the table 4.7

**Table 4.7**  
The Interpretation of Indexical type

| Poster                 | Sign                        | Object                             | Interpretant  |
|------------------------|-----------------------------|------------------------------------|---|
| 1 <sup>st</sup> Poster | The Iqbal's hands direction | Showing the existence of something | Strengthening the recognition of existence of various interesting gifts |
|                        | The Iqbal's facial          | Showing the                        | Happy feeling as one of   |

|                        |                               |                               |  |
|------------------------|-------------------------------|-------------------------------|--|
|                        | expression                    | happy feeling                 | Brand Ambassador for introducing something   |
| 2 <sup>nd</sup> Poster | The Iqbal's facial expression | Showing the astounded feeling | Astounded feeling toward the big discount that was reserved by Ruang Guru Application    |
| 3 <sup>rd</sup> Poster | The Belva's upper smile       | Reception and welcoming       | The Receipt toward ruang guru Application and persuade the users to watch ruangguru Live |
|                        | The Belva's crossed arms      | Defensiveness                 | Self-recognition as CEO or founder of Ruang Guru Application                             |
|                        | The picture of smartphone     | High-technology               | The sophistication of Ruang Guru Application   |
|                        | The picture of brain          | Human thinking                | Improving the quality of human thought and intelligence                                  |
|                        | The patterns in note book     | Learning material             | Showing that Ruang Guru App provided complete learning material.                         |
| 4 <sup>th</sup> Poster | The student's uniforms        | Identity and level of student | a. The clothe for student in Junior High School  |

|                        |   |                            |   |
|------------------------|---|----------------------------|---|
|                        |   |                            | b. The target for this application              |
|                        | The picture of smartphone                 | High-tech                  | The sophistication of Ruang Guru Application    |
|                        | The picture of headphone                  | Supported-tech             | Syncing and receiving audio in Ruang Audio      |
|                        | The student's view directed to smartphone | Affinity                   | Understanding interested-material in smartphone |
| 5 <sup>th</sup> Poster | The girl's facial expression              | Pleasurable-excitement     | Offering in Ruang Guru Application              |
|                        | The girl's hand direction                 | The existence of something | Recognizing subscription package in Ruang Guru  |

- a. The first poster, there were 2 indexical signs of this poster. The first sign was the Iqbal hand direction. Based on the representment/sign, the object of this sign refers to show the certain existence of gift. The hands of Iqbal lead to the text “Kesempatan Memenangkan Beragam Hadiah Menarik” was accompanied by gift pictures above the text. So, the interpretation of this sign was strengthening the recognition of the existence of various interesting gifts which were given by Ruanguru Application for user of the application that lengthen subscription of “ruangbelajar”. The strengthening was useful to people more focused to their attention on the gifts as the headlines of the poster.

The second sign was Iqbal expression. Based on the representment/sign, the object of this sign refers to show happy feeling toward something. It can be seen from the happy characters such as the bottom of eyelids slightly elevated, there was a wrinkle and squinting eyes, dilated mouth and lips. So, the interpretation of this sign was the existence of Iqbal's happy feeling as Brand Ambassador of Ruang Guru Application because introducing the new news, especially about the discount and gifts.

- b. The second poster was 2 indexical signs of the poster. The first sign was the Iqbal's facial expression. Based on the representment/sign, the object of the sign refers to show the astounded feeling. It can be seen from the whole eyebrows were raised, dilated eyes, drop jaw and opened mouth. Based on the relation between sign and object, the interpretation was the Astounded feeling because existences of the big discount that was reserved by Ruang Guru Application. Here, Iqbal Ramadhan (Brand Ambassador of this application) wanted to be the representative of people who will amaze and shock to see this poster because the big discount.
- c. Then, the third poster was 5 indexical signs. The first sign was The Belva's upper smile. The object of this sign refers to a Reception and welcoming. The upper smile was uncovered and the mouth generally is only slightly open. It implied that the person feels in some way subordinate to the person he is meeting, Gerard (2001). Based on the relation between sign and object, it can

be got that the interpretation of the upper smile was reception or friendly feeling with ruang guru Application, and that feeling was useful to persuade people for watching Ruang Guru Live as the poster tell as.

The second indexical sign was belva's crossed arms. The object of this sign refers to Defensiveness. The crossed arms position was a common occurrence in everyday life, According to Darwin, seems to be used throughout the world to communicate defensiveness, Gerard L (2001). The defensiveness was usually a form self-maintain image/ self-recognition. Based on the relation between sign and object, the interpretation of Belva's crossed arms was Self-recognition as CEO or founder of Ruang Guru Application.

The third sign was the picture of smartphone. The object of this sign refers to the existence of high-tech. it showed that this learning application was a high-tech app that was accessed by smartphone/android with internet network. This application was sophisticated, fast and easy to use every time. So, the interpretation of the smartphone was the sophistication of Ruang Guru Application as the high-tech of learning app.

The fourth sign was the picture of brain. The object of this sign refers to human thinking. As we know that a brain was an organ that related to think process and receive the information, especially in learning process. Related to Ruang Guru Application, the learning online app that gave the quality of learning material, so one of application objective was improving human thought. So, the interpretation or the reason the brain picture in this poster was improving the quality of human thought and intelligence.



The fifth sign was the patterns in note book. The object of sign refers to learning material. The interpretation was showing that Ruang Guru Application had complete learning material, especially related to material using patterns such as math, physics, chemistry, English, economy, accounting and etc. the pattern as indexical sign in the poster showed as representative of the pattern learning material that served in this application.

- d. Next, the fourth poster had 4 indexical signs. The first sign the student's uniform, and the object of this sign was Identity and level of student. The uniform that was used by girl was identity from student in Junior high school. Related to this app, the existence of uniform was the level of student such as Junior high school that was be one of online learner target. It was because Ruang Guru Application specialized in various levels of students, from primary until senior high school.

The second sign was the picture of smartphone. The object of this sign refers to the existence of high-tech. It showed that this learning application was a high-tech app that was accessed by smartphone/android with internet network. This application was sophisticated, fast and easy to use every time. The interpretation was the same with previous poster which a sign also the picture of the smartphone such as the sophistication of Ruang Guru Application as the high-tech of learning app.

The third sign was the picture of headphone. Headphone was a thing that connected the audio through sophisticated device. From the sign, the object

referred to the supported-thing of technology. In this poster, the technology referred to smartphone that was hold by student. Based on Ruang Guru Application, the interpretation of headphone was syncing and receiving audio that was outputted by student's smartphone when applying ruangbelajar.

The fourth sign was the student's view directed to smartphone. The object of this sign was the affinity. Related to the sign and object, the interpretation could be explained that there was understanding of girl toward interested-material in smartphone. It referred to Ruang Guru Application, learning by online system that attracted students more interested to learn.

- e. Last, the fifth poster had 2 indexical signs. The first sign was the girl's facial expression. That sign referred to a pleasurable-excitement. The interpretation of this sign was the girl really like offering discount that was given Ruang Guru Application. It was a pride as girl that introduced the big discount and package of the application.

The second sign was the girl's hand direction. The object of this sign was referred to the existence of something. The hand direction directed to the text "Bikin belajarmu jadi super seru" with various subscription packages below. So, the interpretation was the recognizing of girl toward package and discount that was offered by Ruang Guru Application.

### 2.3 Symbol

From the identification and classification of type of sign, it was found some symbol from 5 posters of Ruang Guru Application Advertisement. The signs and interpretations were detailed in the table 4.8

**Table 4.8**  
The Interpretation of Symbolic Type

| Poster                    | Sign  | Object  | Interpretation   |
|---------------------------|---|---|--|
| 1 <sup>st</sup><br>Poster | Headline “Perpanjang<br>Langganan ruangbelajar<br>Bertabur Hadiah”  | Bertabur<br>hadiah was<br>more than one<br>gifts directed<br>to another | Focusing on user’s desire<br>to extend subscription<br>“ruangbelajar” on Ruang<br>Guru Application |
|                           | Sub headline “Promo berlaku<br>sampai 30 Juni 2019”   | Marker or time<br>limit   | The extended of<br>subscription was<br>determined until 30 June<br>2019                            |
|                           | Body copy text “Kesempatan<br>memenangkan beragam<br>hadiah menarik”.. hadiah<br>utama umrah, smartphone,<br>liburan ke Universal Studio<br>Singapura, Voucher belanja, | Kind of gifts   | Focusing kind of gifts<br>that was generally<br>wanted by students even<br>parents                 |

|                        |   |                   |   |
|------------------------|---|-------------------|---|
|                        | tiket nonton, pulsa & Laptop”   |                   |   |
|                        | Body copy text “Diskon special 60% jaminan tidak akan ada promo sebesar ini”  | Promotion         | Focusing to offer the biggest discount in order to the user extended the subscription     |
|                        | Body copy text ““GRATIS 1 BULAN” digital bootcamp LITE, TUTOR & GROUP BELAJAR ONLINE.<br>Perpanjang promo Khusus untuk pembelian paket perpanjang sebelum 30 juni 2019” | Promotion         | Giving special gift to persuade the users in extending the subscription                   |
| 2 <sup>th</sup> poster | Logo Brain Academy by Ruangguru   | Brain Academy     | Learning with the online learning and face to face with the tutor during learning process |
|                        | Headline “50% Early Bird Discount!”   | Special promotion | Referring to the special 50% discount to the participant                                  |
|                        | Sub headline “berlaku untuk semua cabang”   | Region            | Promotion applied for all Brain Academy branch in Indonesia                               |

|                           |   |                        |   |
|---------------------------|---|------------------------|---|
|                           | Body copy text "Daftar sekarang pada link dibawah ini! brainacademy.id" | Web-site address       | Directing the readers to click on the link  |
|                           | Body copy text "Promo berlaku sampai dengan 22 Juni 2019"               | Mark and time limit    | Promotion wouldn't be granted beyond the appointed time limit, such as 22 June 2019 |
| 3 <sup>rd</sup><br>Poster | Logo Ruangguru LIVE!  | Ruang Guru Application | Ruang Guru Features that broadcasting live from someone in Ruang Guru Application   |
|                           | Headline "Kupas Tuntas Keuntungan Perpanjangan Paket ruangbelajar"      | Benefit                | Many features of ruangbelajar in Ruang Guru Application                             |
|                           | Body copy text "Bersama Belva Devara pendiri dari CEO Ruangguru         | Speaker                | Responsibility as a founder of this application                                     |
|                           | Body copy text "Jum'at 14 Juni 2019 pukul 17.00 WIB"                    | Provision of time      | Showing the premier schedule of Ruangguru live                                      |
|                           | Body copy text "LIVE DI You Tube Channel Ruangguru dan Aplikasi         | Provision of channel   | Showing the premier of "Kupas Tuntas Keuntungan Perpanjang                          |

|                           |   |                            |  |
|---------------------------|---|----------------------------|--|
|                           | Ruangguru”  |                            | Paket ruangberlajar”   |
| 4 <sup>th</sup><br>poster | Logo “Ruangguru bimbel online no.1”   | Ruangguru                  | The best of online learning system or learning application   |
|                           | Logo “tokopedia”  | Tokopedia                  | As an application of online shopping system that safe and comfortable                                    |
|                           | Headline “Diskon Lagi Dari Ruangguru?”  | Promotion                  | Showing strength of Ruangguru Application that always gave the promotion such as discount                |
|                           | Body copy text “40% + cash back 15% up to Rp. 150.000”                          | Special promotion          | The 40% as the main discount but there was discount increments 15% if the purchase more than Rp. 150.000 |
|                           | Body copy text “Setiap Pembelian ruangbelajar paket 1 tahun dan 2 tahun ajaran” | Provision of the promotion | The promotion would be got with package purchases ruang belajar  |
| 5 <sup>th</sup><br>poster | Logo “ruangbelajar by Ruangguru”  | Ruangbelajar               | As product of Ruangguru Application contained learning materials   |

|  |   |                             |   |
|--|---|-----------------------------|---|
|  | Logo “ruangguru_”   | Ruangguru                   | The best of online learning application                                       |
|  | Headline “Bikin Belajarmu Jadi Lebih Super Seru”  | Offering of needed learning | The user was more interesting with this application                           |
|  | Body copy text “Dapatkan diskon 40%. Paket langganan. Paket 1 semester Rp. 625.000. Paket 1 tahun ajaran Rp. 930.000. paket 2 tahun ajaran Rp. 1.450.000. dengan menggunakan kode: ARIZKYAITRILB. | Promotion                   | showing about learning package in Ruangguru Application by using certain code |
|  | Body copy text “Untuk setiap pembelian paket langganan ruangbelajar oleh Ruangguru”   | Provision of promotion      | Promotion would be got ruangbelajar packages in Ruangguru Application         |

- a. From the first poster, there are 5 symbolic signs. The first sign was Headline “perpanjang langganan ruangbelajar bertabur hadiah”. The sign referred to word of Bertabur Hadiah was more than one gifts directed to another. Related to Ruang Guru Application, the gifts that were offered could be interesting things for the other. So, the interpretation of this sign related to the gifts was about focusing on user’s desire to extend subscription “ruangbelajar” on Ruang

Guru Application. The second sign of this poster was Sub headline “Promo berlaku sampai 30 Juni 2019”. The object of this sign was marker or time limit. So, the interpretation of this sign was the extended of subscription was determined until 30 June 2019 with the opportunity of getting the gift that had been explained before.

The third sign was body copy text “Kesempatan memenangkan beragam hadiah menarik. Hadiah utama umrah, smartpone, liburan ke Universal studio singapura, voucher belanja, tiket nonton, pulsa dan laptop”. That text referred to the kind of gifts. Because of the target of this application were students. Choosing the gifts was done based on the teenager’s wanted and needed things.

The fourth and fifth signs of this poster came from body copy text that referred to Promotion. Body copy text ““Diskon special 60% jaminan tidak akan ada promo sebesar ini”. The promotion such as discount was focusing to tell and offer a promotion such as the biggest discount in order to the user extended the subscription. Last, the body copy text “GRATIS 1 BULAN” digital bootcamp LITE, TUTOR & GROUP BELAJAR ONLINE. Perpanjang promo Khusus untuk pembelian paket perpanjang sebelum 30 juni 2019”. The interpretation of this sign was the aim of promotion itself such as giving special gift to persuade the users in extending the subscription.

- b. From the second poster, there were 5 symbolic signs. The first sign was Logo of Brain Academy by Ruangguru. Brain Academy was learning method that helped the student to understand and comprehend the material with matching



between the online learning and face to face with the tutor during learning process. One of product from this application, it was useful to people who assumed that the online learning wasn't effective learning system to improve student's understanding about the material.

Then, there are headline and sub headline in the second poster. The headline "50% Early Bird Discount!" referred to promotion from this application. The interpretation of this sign was persuading the participant to get the special discount that was offered. The sub headline was "berlaku untuk semua cabang" that referred to the region of Brain Academy by Ruang Guru. It showed that promotion applied for all Brain Academy branch in Indonesia. For the branch of Brain Academy, there were Medan, Palembang, Jakarta Barat, Jakarta Timur, Surabaya, Bandung, Malang, Pekanbaru, Semarang dan Bogor.

The next signs were got from the body copy text. The body copy text "Daftar sekarang pada link dibawah ini! brainacademy.id" referred to web-site address. This link could be meant as directing the readers that click on the link to get detail explanation about the promotion which was 50% discount. Then, the body copy "Promo berlaku sampai dengan 22 Juni 2019" referred to the limit time. The interpretation of this time can be concluded that the announcement for the readers that after 22 June 2019 not discount already.

- c. From the third poster, there were 5 symbolic signs. The first sign was Logo Ruangguru LIVE! Referred to Ruang Guru Application. Ruangguru live was one of Ruang Guru Features that served direct exposure to someone in Ruang

Guru Application. The second sign was Headline “Kupas Tuntas Keuntungan Perpanjangan Paket ruangbelajar” referred to the benefit of ruangbelajar itself. Related to benefit, Ruang Guru Application served many features and facilities of ruangbelajar such as many learning video, Question-answer practice, learning module and etc.

The next signs were about body copy text. The body copy text “Bersama Belva Devara pendiri dari CEO Ruangguru” referred to the speaker or source. Belva devara as the speaker can be concluded that it the responsibility of the application founder that certainly had many knowledge about the feature of Ruang Guru Application. Then, Body copy text ”Jum’at 14 Juni 2019 pukul 17.00 WIB” and “LIVE DI You Tube Channel Ruangguru dan Aplikasi Ruangguru”. The signs referred to provision of time and channel. It showed that premier schedule and channel of broadcasting “Kupas Tuntas Keuntungan Perpanjang Paket ruangberlajar” video.

- d. The fourth poster was 5 symbolic signs. The first sign was logo “Ruangguru bimbel online no.1”. The interpretation of that logo was Ruang Guru Application was the best of online learning system or learning. This learning application was the most widely used and favorite application of any learning applications. Then, the second sign was logo “Tokopedia” referred to the shopping application. It meant that Tokopedia as an application of online shopping system that safe and comfortable cooperated with Ruang Guru Application to serve something.

The third sign was headline “Diskon Lagi Dari Ruangguru?” referred to there was the promotion. That statement showed the strength of Ruangguru Application that always gave the promotion such as discount for the participant. Besides headline, there were body copy texts. Body copy text “40% + cash back 15% up to Rp. 150.000” was a special promotion in this poster. It meant 40% as the main discount if the purchase less than Rp. 150.000, but there was discount increments 15% if the purchase more than Rp. 150.000. The last, Body copy text “Setiap Pembelian ruangbelajar paket 1 tahun dan 2 tahun ajaran” referred to the provision of promotion. That sign stated that the promotion would be got with package purchases ruang belajar in Ruang Guru Application from year until 2 year.

- e. The fifth poster was 5 symbolic signs. The first sign came from Logo “ruangbelajar by Ruangguru”. The interpretation can be concluded from the definition of ruangguru, it was one of product of Ruangguru Application that contained some learning materials with professional teacher online. The second sign was Logo “ruangguru\_” that have meaning the definition of ruang guru as the online learning application that had many learning features.

The third sign was Headline “Bikin Belajarmu Jadi Lebih Super Seru” referred to offer the needed learning. All students certainly wanted to study fun and exciting. So the interpretation of this sign referred to the aim of that word such as the user would be more interesting with this application. The fourth and fifth signs were body copy text. Body copy text “Dapatkan diskon 40%. Paket

langganan. Paket 1 semester Rp. 625.000. Paket 1 tahun ajaran Rp. 930.000. paket 2 tahun ajaran Rp. 1.450.000. dengan menggunakan kode: ARIZKYAITRILB. It showed the promotion that was served by learning package in Ruangguru Application by using certain code. Then the last sign was body copy text “Untuk setiap pembelian paket langganan ruangbelajar oleh Ruangguru” referred to the provision of promotion. it showed that the promotion would be got in buying ruangbelajar packages in Ruang Guru Application.

### **C. Research Findings**

From analyzing the data, there were some findings as follows:

1. There were many types of semiotics signs in the poster of Ruang Guru Application Advertisement
2. The researcher classified signs based on theory of proposed by Peirce. Further, he divided it into icon, index and symbol. Then, before interpreting the sign, the researcher classified it based on the classification of sign such as sign/representment, object and interpretant.
3. The interpretation of sign can be drawn from relation between sign and object.
4. From the 5 posters that were taken by the researcher, there were 11 iconic, 14 indexical and 25 symbolic semiotic signs.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. CONCLUSION**

There are some conclusion were obtained after analyzing 5 poster of advertisement of Ruang Guru Application, they are:

1. There were three types of semiotic signs such as Icon, Index and Symbol. 49 signs were taken from 5 posters of advertisement of Ruang Guru Application. There were 11 icons, 14 indexes and 25 symbols were coded in 5 posters of advertisement of Ruang Guru Application
2. The interpretation of signs were described from the relation between sign/representment and its object based on the classification of sign

#### **B. SUGGESTION**

There were some points related to conclusion, suggestions were stated as detailed:

1. The future researcher

It was recommended to conduct research by extending the study about semiotics, especially type of semiotics. Besides, it was a guidance to draw the interpretation of semiotics signs.

## 2. The English students

It was suggested for English students in learning about semiotics especially type of signs. It was motivation to increase and study about semiotics in mass media.

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<https://images.app.goo.gl/dUpYV1bf5AwkKrx5> (*Poster of Perpanjang Langganan Ruang Belajar was accessed on 18<sup>th</sup> April 2019*)

<https://www.instagram.com/p/ByplNgPnhds/?igshid=Kf52jj21f0ez> (*Poster of Brain Academy by Ruang Guru was accessed on 14<sup>th</sup> June 2019*)

<https://www.instagram.com/p/ByrXsweAqDk/?igshid=bopsxzn2x8iq> (*Poster of Ruang Guru Live was accessed on 14<sup>th</sup> June 2019*)

<https://images.app.goo.gl/iqHKxp9nmfGUqepL8> (*Poster of Diskon Ruang Guru melalui Tokopedia was accessed on 10<sup>th</sup> August 2019*)

<https://images.app.goo.gl/8BDok7SQVS5WGmfG6> (*Poster of Kejutuan Spesial dari Blibli.com was accessed on 10<sup>th</sup> August 2019*)



**APPENDIX 1 : The Posters of Ruang Guru Application Advertisement**

**PERPANJANG LANGGANAN**  
ruangbelajar  
**BERTABUR HADIAH**  
PROMO BERLAKU SAMPAI 30 JUNI 2019

**KESEMPATAN MEMENANGKAN BERAGAM HADIAH MENARIK**

**DISKON SPESIAL 60%**  
Jaminan tidak akan ada promo lebih besar dari ini

**GRATIS 1 BULAN**  
digitalbootcamp LITE  
TUTOR & GROUP BELAJAR ONLINE  
Perpanjangan Promo Khusus untuk pembelian paket perpanjangan sebelum 30 Juni 2019

**Hadiah Utama Umrah**

**Smartphone**

**Laptop**

**LIBURAN ke Universal Studio Singapura**

**Voucher Belanja, Tiket Nonton, & Pulsa**

50%

**BRAIN  
ACADEMY**  
By Ruangguru

EIT, WOW BUSEY!  
GEDE BANGET DAH ITU  
DISKONNYA!

**EARLY BIRD  
DISCOUNT!**

BERLAKU UNTUK SEMUA CABANG

Daftar sekarang pada link di bawah ini!

**[brainacademy.id](https://brainacademy.id)**

Promo berlaku sampai dengan  
**22 Juni 2019**



## Kupas Tuntas Keuntungan Perpanjang Paket ruangbelajar!



Jumat, 14 Juni 2019  
Pukul 17.00 WIB

Bersama  
**Belva Devara**  
Pendiri dan  
CEO Ruangguru

LIVE DI  
 Ruangguru  
dan Aplikasi Ruangguru

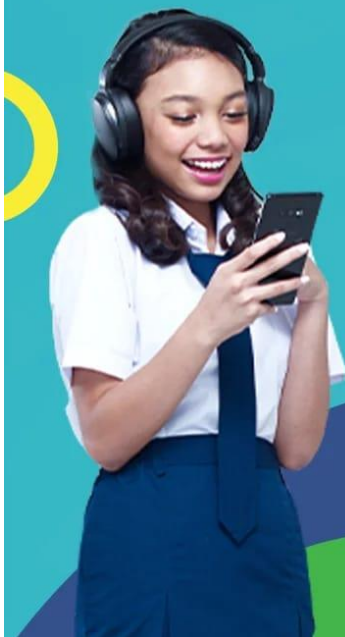


tokopedia

# DISKON LAGI DARI RUANGGURU?

DISKON

**40%** + **Cashback 15%**  
up to Rp 150.000,-



SETIAP PEMBELIAN  
ruang**belajar**

Paket 1 Tahun dan 2 Tahun Ajaran



ruangbelajar  
by Ruangguru

ruang  
guru



**BIKIN BELAJARMU  
JADI SUPER SERU**

Dapatkan Diskon

**40%**

**PAKET LANGGANAN**

|                      |             |
|----------------------|-------------|
| Paket 1 Semester     | Rp625.000   |
| Paket 1 Tahun Ajaran | Rp930.000   |
| Paket 2 Tahun Ajaran | Rp1.450.000 |

dengan menggunakan Kode :

**ARIZKYAITRILB**

Untuk setiap pembelian paket langganan  
ruangbelajar oleh Ruangguru



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Form K-1

Kepada Yth : Bapak Ketua/Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan dibawah ini :

Nama Mahasiswa : Putri Dilasari  
NPM : 1502050181  
Pro. Studi : Pendidikan Bahasa Inggris  
Kredit Kumulatif : 156 SKS

| Persetujuan<br>Ket/Sekret,<br>Prog. Studi | Judul Yang Diajukan   |
|---|---|
|   | Semiotic Analysis of "RUANG GURU" Application Advertisement                         |
|   | Discourse Analysis of Sandiaga Uno Speech on The Debate of President Vice Candidate |
|   | Register in Medical System : The Symbol of Medical                                  |

IPK = 3.70



Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 14 Maret 2019  
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Putri Dilasari

Keterangan :  
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### PERMOHONAN PERSETUJUAN JUDUL SKRIPSI


Dengan ini saya

Nama Mahasiswa : Putri Dilasari  
NPM : 1502050181  
Pro. Studi : Pendidikan Bahasa Inggris

| Judul   | Diterima      |
|---|---------------|
| Semiotic Analysis of "RUANG GURU" Application Advertisement | 11 Maret 2019 |

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh  
Dosen Pembimbing

  
Arianto, S.Pd., M.Hum

Medan, 11 Maret 2019  
Hormat Pemohon

  
Putri Dilasari



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Program Studi Pendidikan Bahasa Inggris  
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*Assalamu'alaikum Wr. Wb*

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Mengajukan permohonan persetujuan proyek proposal/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

Semiotic Analysis of "RUANG GURU" Application Advertisement

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu :

Arianto, S.Pd., M.Hum.

Acc 26/04-2019

Sebagai Dosen Pembimbing Proposal/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, Maret 2019  
Hormat Pemohon,

Putri Dilasari

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- Dibuat rangkap 3 :- Asli untuk Dekan/Fakultas  
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Nomor : 001 /IL3/UMSU-02/F/2019  
Lamp : ---  
Hal : Pengesahan Proyek Proposal  
Dan Dosen Pembimbing

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : Putri Dilasari  
N P M : 1502050181  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : Semiotic Analysis of "RUANG GURU" Application Advertisement

Pembimbing : Arianto, S.Pd. M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa kadaluarsa tanggal : 26 April 2020

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Medan, Sumatera Utara, 26 April 2019 M  
1440 H



Dr. H. Efrianto Nst, S.Pd, M.Pd.  
NIDN : 0115057302

Dibuat rangkap 4 (empat) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :  
**WAJIB MENGIKUTI SEMINAR**



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Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)  
Unggul! Cerdas! Terpercaya!

**BERITA ACARA BIMBINGAN PROPOSAL**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Nama Lengkap : Putri Dilasari  
N.P.M : 1502050181  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotic Analysis of "RUANG GURU " Application Advertisement

| Tanggal       | Deskripsi Hasil Bimbingan Proposal  | Tanda Tangan |
|---------------|---|--------------|
| 19 Maret 2019 | - The identification of problem<br>- The formulation of problem<br>- Objective of study<br>- Tenses | } Amf.       |
| 25 Maret 2019 | - Revision: Bab I   |              |
| 30 April 2019 | - Spasi<br>- Conceptual framework<br>- Revision: Bab II   | } Amf.       |
| 10 Mei 2019   | - The source of data<br>- Instrument of collecting data   |              |
| 14 Mei 2019   | - Revision: Bab III   | Amf.         |
|               |   |              |
|               |   |              |
|               |   |              |
|               |   |              |

Medan, Mei 2019

Diketahui Oleh :  
Ketua Program Studi

  
Mandra Saragih, S.Pd, M.Hum.

Dosen Pembimbing

  
Arianto S.Pd, M.Hum



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### LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Putri Dilasari

NPM : 1502050181

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : Semiotic Analysis of 'RUANG GURU' Application  
Advertisement

sudah layak diseminarkan.

Medan, Mei 2019

Dosen Pembimbing,

Arianto S.Pd, M.Hum



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**LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL**

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini :

Nama Lengkap : Putri Dilasari

N.P.M : 1502050181

Prog. Studi : Pendidikan Bahasa Inggris

Judul Proposal : Semiotic Analysis of "Ruang Guru" Application  
Advertisement

Pada hari Rabu, tanggal 22 bulan Mei 2019 sudah layak menjadi proposal skripsi.

Medan, Juli 2019

Disetujui oleh:

Dosen Pembahas

**Dr. T. Winona Emelia, M.Hum**

Dosen Pembimbing

**Arianto, S.Pd., M.Hum**

Diketahui oleh  
Ketua Program studi

**Mandra Saragih S.Pd, M.Hum**



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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**SURAT KETERANGAN**

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menerangkan nama di bawah ini.

Nama Lengkap : Putri Dilasari  
N.P.M : 1502050181  
Prog. Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotic Analysis of "Ruang Guru" Application Advertisement

Benar telah melakukan seminar proposal skripsi pada hari Rabu, tanggal 22 bulan Mei, tahun 2019.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin dari fakultas. Atas kesediaan dan kerja sama yang baik, kami ucapkan terima kasih.

Medan, Juli 2019

Ketua Program Studi

**Mandra Saragih, S.Pd, M.Hum**



**UMSU**  
Unggul | Cerdas | Terpercaya

**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

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**SURAT PERNYATAAN**

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Putri Dilasari  
N.P.M : 1502050181  
Prog. Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotic Analysis of "Ruang Guru" Application Advertisement

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Juli 2019  
Hormat saya  
Yang membuat pernyataan,

**Putri Dilasari**

Diketahui oleh  
Ketua Program Studi  
Pendidikan Bahasa Inggris

**Mandra Saragih, S.Pd, M.Hum**



Unggul, Cerdas & Terpercaya

Siapa yang menjawab surat ini agar disebutkan nomor dan tanggalnya

MAJELIS PENDIDIKAN TINGGI  
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Nomor : 52 /IL3/UMSU-02/F/2019  
Lamp : ---  
Hal : Mohon Izin Riset

Medan, 28 Dzulqaidah 1440 H  
31 Juli 2019 M

Kepada Yth. Bapak Kepala Perpustakaan  
Universitas Muhammadiyah Sum. Utara  
di-  
Tempat

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari. sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Putri Dilasari  
N P M : 1502050181  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : Semiotic Analysis of "Ruang Gura" Application Advertisement.

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapkan terima kasih.

Wa'alaikumussalam Warahmatullahi Wabarakatuh.



\*\* Pertinggal \*\*



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
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**UPT PERPUSTAKAAN**

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**SURAT KETERANGAN**

Nomor: ~~3796~~/KET/II.9-AU/UMSU-P/M/2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

**Nama** : Putri Dilasari  
**NPM** : 1502050181  
**Univ./Fakultas** : UMSU/ Keguruan dan Ilmu Pendidikan  
**Jurusan/P.Studi** : Pendidikan Bahasa Inggris/ S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

*"Semiotic Analysis of "Ruang Guru" Application Advertisement"*

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 24 Muharram 1441 H  
24 September 2019 M

Kepala UPT Perpustakaan,



Baridmad Arifin, S.Pd, M.Pd





# **CURRICULUM VITAE**

## **(DAFTAR RIWAYAT HIDUP)**

### **I.**

#### **DATA PRIBADI**

Nama : **PUTRI DILASARI**  
Tempat, Tanggal Lahir : Medan, 07 Agustus 1997  
Jenis Kelamin : Perempuan  
Agama : Islam  
Alamat : Jl. Sidomuliyo Psr. IX, Gg. Semangka 16, Tembung  
Kewarganegaraan : Indonesia  
No. Hp : 0877-8089-9576  
Email : [putridilasari6@gmail.com](mailto:putridilasari6@gmail.com)

### **II.**

#### **LATAR BELAKANG PENDIDIKAN**

1. SD Negeri 106812 (2003 – 2009)
2. SMP Negeri 01 Percut Sei Tuan (2009 – 2012)
3. SMK Negeri 06 Medan (2012 – 2015)
4. Universitas Muhammadiyah Sumatera Utara (2015 – sampai sekarang)

### **III.**

#### **KEMAMPUAN**

1. Berbahasa Inggris
2. Mengoperasikan Komputer

Demikian daftar riwayat hidup ini saya perbuat dengan sebenarnya untuk dapat dipergunakan dengan seperlunya.

Medan, Juli 2019

Hormat Saya,



**Putri Dilasari**