

CHAPTER I

INTRODUCTION

A. Background of the Study

Human life interaction or contact is inevitable. Humans need to build communication in order to survive. Communication is commonly acknowledged in both two forms. The first is nonverbal communication which occurs when people express something not by oral or written aspect. The examples are: gestures, eye contact, facial expression, etc. Then, the second aspect of communication is the verbal communication that is delivered in the form of oral and written. Orally, people yield sound and in written form they produce writing.

Communication itself happens by its important media. The media here are signs. All of our daily life aspects are full of signs. “Signs exist every where” (Sobur: 2004). Signs are presented in many various forms. One of the presentations of the signs is in the form of icons. The uses of icons are very useful in building our communication. By knowing the icon we will understand the message behind it. An example of the use of icon is the warning icons. In this case, the writer wants to give an example of warning icons.

Figure 1.1



Figure 1.2



2. Figure 1.1 shows an icon of an umbrella.

- Signifier: umbrella
- Signified: an instrument used as protection from the rain or the sun.

Based on the signifier and the signified above, the icon can be considered as the warning icons that the items or the goods inside of this icon should be *protected* (as the functions of an umbrella as stated in the signified ‘...protection...’) *from the wet or the damp* (as the aspect told in the signified ‘...the rain...’) *and the heat* (as the aspect told in the signified ‘...the sun...’).

- The word ‘protection’ refers to the suggestion or direction for us ‘to protect’
- The word ‘rain’ refers to all of liquid things that would cause the items or the goods inside wet or damp
- The word ‘sun’ refers to all of things that would cause heat toward the items or the goods inside.

2. Figure 1.2 shows two icons here, an umbrella and rain.

- Signifier: umbrella
- Signified: an instrument used as a protection of the rain or the sun
- Signifier: rain
- Signified: water that falls in drops from the clouds.

Based on those signifiers and signified above, it can be also considered as the different warning icons as figure 1.1. In figure 1.2, the icon is considered to keep the items or the goods inside from the wet or the damp only. It doesn't present the use of an umbrella as the first example because in this term the icon is completed by another icon, which is rain. In the other hand, we are allowed to let the things inside are heated.

Based on those examples, the writer is very enthusiastic to study the use of warning icons especially on the foods and beverages cartons.

B. Previous Studies

The research in which the writer wants to study is not the first study that concerns about the semiotic. The writer finds that some graduated students have done some researches in the same approach. Ruchi (2004), a student of English Department of UMS, conducted the previous research "AN ANALYSIS ON SYMBOLS USED IN SHORT MESSAGE SERVICE: SEMIOTIC APPROACH". This study deals with semiotics analysis of symbols used in SMS in terms of denotative level as signifier and connotative

level as signified. The outcome of the study shows that SMS uses some symbols, such as: number, letter, and number letter.

In related to the same approach, Purnomo (2005), a student of English Department of UMS, conducted the previous research “SEMIOTIC STUDY OF EMOTICON USED IN CHATROOM”. This study concerns on the emoticon, which is a symbol constructed by character of punctuation marks in the keyboard that represents human facial expression, lying on the right sight in order to represents chatter feeling. The outcome of the study is 6 basic emoticons as projected by Paul Ekman, Ph. D. They are: happy, unhappy, anger, surprised, disgust, and tear.

Sakinah (2006) also studied the semiotics approach “A SEMIOTICS STUDY ON SIMILE USED IN ENGLISH TRANSLATION OF AL-QURAN”. This study deals with figurative languages in Al-Quran, the holy Moslem scripture. The outcome of this study that the meaning of variations simile symbols used in English translation of Al-Quran has some matters, they are: criticizing, reminding, sarcasm, and beautifying.

On the other hand, the present writer wants to conduct a research of the warning icons used on foods and beverages cartons. In short, the writer is sure that this research has not been analyzed yet. The function of this research is to continue the previous research.

C. Problem Statements

The problem statements proposed by the writer are:

1. What are the meanings of the warning icons used on food and beverages cartons?
2. What are the reasons of the chosen icons used?

D. Objectives of the Study

Based on the problem statements above, the writer conducts the objectives of this research as follows:

1. To describe the meaning of warning icons used on the food and beverages cartons.
2. To describe the reasons of the chosen icons used.

E. Benefits of the Study

In conducting this research, the writer intends to present some benefits to the readers.

1. Practically, the result of this study can add the readers' comprehension of the warning icons used on the foods and beverages cartons.
2. Theoretically, this research can enrich the study on semiotics especially on the terms of warning icons used on foods and beverages cartons.

F. Organizations of the Research

In order to make this research is easy to follow, the writer organizes this as follows:

Chapter I is introduction. This chapter consists of background of the study, review of previous research, problem statements, objective of the study, benefit of the study, and research organization.

Chapter II is underlying theory. This chapter involves the theories that are useful for conducting the analysis of the data. This part deals with some experts' theories of Semiotic s and its explanations.

Chapter III is research method. This chapter deals with type of research, object of research, methods of data collection, and technique of data analysis.

Chapter IV is data analysis. It focuses on the data analysis and the discussion of the data.

Chapter V is dealing with conclusions and suggestions.