

SEMIOTICS STUDY OF SURAKARTA CITY GOVERNMENT TOURISM PROMOTION POSTERS AND ITS RELEVANCE AS ENGLISH MATERIAL FOR ENGLISH STUDENTS

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Abstract:

This study aims to analyze the description of semiotic studies from the level of signifiers and signifieds to denotative and connotative meanings originating from the tourism promotion media of the Surakarta city government. Documentation, observation, and field notes were used to collect data. The semiotic analysis method is used to analyze the research data. In conducting a semiotic analysis, the researcher used the basic theory of Roland Barthes, namely the meaning of signifiers, signifieds, denotations, and connotations on tourism promotion posters for the Surakarta City Government. By using Barthes' semiological theory of tourism promotion media in Surakarta, the results of the study show that there is a relationship between the signifier and the signified in a sign so that it clearly explains a denotative level. In addition, there is also interaction between signs in the form of denotative levels and connotative meanings so that people become interested in visiting. The results of the research obtained that every signs in the poster has their own meaning based on Rolands Barthes'theory and the form signs and their meaning can be used as the English language learning material about semantics and pragmatics in University level.

Keywords:

Semiotics, signifier, signified, denotation, and connotation

JEL: I10, I14, I18

INTRODUCTION

Language is a tool used by humans in communicating. Therefore, language and humans are inseparable units. Language is used by humans in communicating both orally and in writing. Humans can express messages through language and also develop them in the form of communication. In other words, communication is the human form of making language events systematically arranged.

Semiotics is the study of signs to convey certain information to other people or ways of communicating through signs that can play the function of language as a means of communication and can be thought or imagined. Initially, this knowledge developed in linguistics, but gradually this knowledge also developed in design and fine arts. Etymologically, semiotics comes from the Greek word "semeion", which means "sign". Humans try to find everything around them which they then call a sign. Revealed that a sign comes from two things that cannot be separated, namely the signifier and the signified or meaning or connotation. In connection with this signifying pyramid (sign-marker-signified), (Saussure, 1998) explained that in the context of semiotics, the theory requires a social context with the meaning of a particular sign. (Piliang, 2018) concluded that a sign will have meaning if there is already a social agreement between a certain social context and the meaning of a sign. (Saussure, 1998) provides five views in semiotics, namely first, the signifier (marker) and signified (signified); second, form (form) and content (content); third, langue (language) and parole (speech, speech); fourth, synchronic (synchronic) and diachronic (diachronic); and fifth, syntagmatic (syntagmatic) and associative (paradigmatic).

The basic concept of semiotics in this study uses the basic theory proposed by Roland Barthes which refers to Ferdinand de Saussure's Theory. Roland Barthes' theory is a semiotic theory that refers to Ferdinand Desaussure who divides semiotics into denotative meaning and connotative meaning. Roland Barthes (in (Alex, 2004)) is a structuralist semiotic figure who has a very important role in the discovery of semiotics. Roland Barthes developed the science of semiotics previously discovered by Ferdinand de Saussure which made the signifier and signified theories more dynamic. Whereas, (Eco, 1976) explains that semiotics is the science of signs. This concept does not have a significant difference from the previous concept as explained in the previous paragraph. In brief, semiotics is no longer just objects, but furthermore, signs are also active subjects and no longer objects. Furthermore, semiotics is the science of the function of a sign and how the context of its meaning in a situation. Thomas (in (Nazarudin, 2015) explains that signs function in human life to give a signal of their existence, convey a message, and create a way for information to be obtained from outside. To sum up, semiotics is a science that studies how signs function.

According to Bittner (in (Rahmat, 1999)), mass communication is something that wants to be conveyed to the mass media so that it is received and known by a large number of people. Meanwhile, according to (Gerbner, 1967), mass communication is how technology institutions produce and distribute a continuous stream of messages widely to all Indonesian people. Media used in mass media can be in the form of print or electronic media. The media can be electronic (television, radio, Instagram, Facebook) and print (newspapers, billboards, posters). This study focused on how the municipal government of Solo conveys its promotional messages through the mass media (social media, internet, billboards, pamphlets) that they have, the writer also has to present theories about how to communicate with the masses. The writer wants to analyze the semiotics meaning from the words used in the promotional message in the mass media in Solo. The writers want to identify the signified and signifier form the utterances in the advertisement in the mass media.

The research can be relevant to be the learning material for the English students in the semantics pragmatics subject of the study. Students and teacher himself can use the result of the research as the learning material about semiotics analysis in the poster promotion so the learning can be more contextual and innovative or implicate directly the kind of signs and their meaning in the poster promotion. The innovative learning makes students competent in analyzing the semiotics meaning. And the research can be also became the source of learning in learning semiotics analysis because has relevance with the learning material in semantics pragmatics especially about semiotics analysis.

METHODOLOGY

This study used a descriptive qualitative research method. The subject of this research was promotional media which included billboards, posters, social media, and websites that had been distributed by the Surakarta city government (or better known as the city of Solo) so that, the Surakarta city is more widely known and visited by tourists. Observation, documentation, and field notes were used to collect the data. The researcher became the main actor in collecting data. The data were analyzed using the triangulation theory. That is, researchers used various theories to analyze the data obtained. Semiotic theory with Roland Barthes' (2007) analytical framework approach is used to examine aspects of the media promotion of the city of Surakarta. Barthes' theory includes signification, namely signifier, signified, denotation, and connotation in messages conveyed in promotional media.

RESULT & DISCUSSION

The results of this study are an overview of the promotional media used by the Surakarta city government both from social media, websites, billboards, and posters.



Figure 1. Promotional Media of *Wayang Orang Sriwedari*, Surakarta City

Table 1. Description of the signifier (Signified) of
Wayang Orang Sriwedari promotional media

Penanda (signifier)	Petanda (signified)
Pictures of <i>Wayang Orang</i> in full costume of Javanese culture,	This promotion is made to widely introduce the public about the <i>Wayang Orang Sriwedari</i> and its details and to influence people to come and see the performance.
The writing of “Wayang Orang Sriwedari”	
The writing of “Lakon Bulan Desember 2022”	
Lambang Kota Solo	

Denotative level is the media for the promotion of *Wayang Orang Sriwedari*

In the promotional media used by the Surakarta city government, there is a clear picture of the *Wayang Orang* artists wearing full Javanese cultural attire using *Wayang Orang Sriwedari* costumes. In term of stage, there is a typical Javanese carved building pattern as the background for the performance. In Addition, The Surakarta city Government wrote wayang orang Sriwedari with a play for December 2022. It is done by the government to provide information to residents.

Connotative level of *Wayang Orang* promotion media, Surakarta city government

The use of photographs of artists in full Javanese costumes aims to give the public a complete picture of society's authenticity, beauty, and attractiveness. The thick classical style of Javanese culture continues to be highlighted through the background of typical Javanese Jepara carvings, adding to an artistic and classic impression. The introduction is done by writing the *Wayang Orang Sriwedari* in a green bubble. This shows the beauty that represents serenity for prospective visitors when watching *Wayang Orang*. Furthermore, the appearance of the symbol of the city of Solo aims to make people more familiar with the city of Solo through its symbol. The meaning of the symbol of the city of Solo consists of an arrow which means always on alert, a wavy horizontal line sign which means the Bengawan Sala river, the right and left asterisks symbolize prosperity, and the pointed bamboo sign symbolizing the struggle of the people.



Figure 2. Media Promotion of the Hardjonegaran Site

Table 2. Description of the signifier (signified) promotion media of the *Ndalem Hardjonegaran* site in Surakarta City

Penanda (signifier)	Petanda (signified)
Original site image of <i>Ndalem Hardjonegaran</i>	This promotional media was made to introduce widely to the public about the existence of a cultural site in the city of Solo called <i>Ndalem Hardjonegaran</i> which houses various ancient artifacts. It is also made so that people are interested in visiting the <i>Hardjonegaran</i> palace.
A writing: " <i>Jejak-Jejak Kota Solo</i> " ("Traces of the City of Solo")	
A writing: " <i>Ndalem Hardjonegaran, sebuah situs budaya yang menyimpan berbagai artefak kuno</i> " ("Ndalem Hardjonegaran, a cultural site that holds various ancient artifacts")	
The symbol of Solo City	

Denotative level is media promotion for *Ndalem Hardjonegaran*, Surakarta City Government

The promotional media used by the Surakarta city government clearly depicts the original *Ndalem Hardjonegaran* site. There is also a sign saying "a cultural site housing ancient artifact". The symbol of the city of Surakarta also doesn't forget to be emblazoned in the top corner of the picture.

Connotative level of promotional media in *Hardjonegaran*, Surakarta City Government

At a connotative level, the promotional media for *Ndalem Hardjonegaran*, Surakarta City Government, uses the original image of the *Ndalem Hardjonegaran* site to show authenticity, culture, and a touch of the natural surroundings. This is shown so that people are interested in visiting and have a high sense of curiosity through the original picture. In addition, it is also written that in the *Ndalem Hardjonegaran*, there are artifacts on display to attract potential visitors. The symbol of the city of Solo is also written to provide information that *Ndalem Hardjonegaran* is part of the culture of the city of Solo with its charms. At the same time, it gives a message of the philosophical meaning of the symbol of the city of Solo which has been described previously.



Figure 3. Media promotion of the typical food of Surakarta City, "Pecel Ndeso Yu Djasmo"

Table 3. Description of the signifier (Signified) media promotion of the typical food of Surakarta City, "Pecel Ndeso Yu Djasmo"

Surakarta City, "Pecel Ndeso Yu Djasmo"	
Penanda (signifier)	Petanda (signified)
Original image of "Pecel Ndeso Yu Djasmo" food	This media promotion was created to introduce people inside and outside the city of Solo to the special food of the city of Solo, namely Pecel Ndeso Yu Djasmo, the original solo. This promotional media aims to promote the Yu Djasmo restaurant and introduce one of Solo's special food, Pecel.
A writing: "Cicipi sensasi nikmat sambel pecel hitam dari "Pecel Ndeso Yu Djasmo" ("Taste the delicious sensation of black pecel sauce from "Pecel Ndeso Yu Djasmo")"	
The latest logo of Surakarta City "Spirit of Java"	
The symbol of Surakarta City	

Denotative level of promotional media is *Pecel Ndeso Yu Djasmo*, Surakarta city government

In this promotional media, the *Pecel Ndeso* is described as very attractive with a clear composition of rice, vegetables, pecel spices and displayed with an attractive blend of colors. The image also says "Taste the delicious sensation of black pecel sauce from Pecel Ndeso Yu Djasmo". This shows how delicious the food is. The symbol of the city of Solo is also displayed as a form of the city's spirit.

Connotative level of promotional media *Pecel Ndeso Yu Djasmo*, Surakarta City Government

At a connotative level, the promotional media for Ndeso Yu Djasmo's pecel displays pictures of original pecel to show in detail the original form of one of Solo's specialties to the general public. This aims to provide information that pecel food is one of Solo's special foods that is healthy and delicious. In addition, there is an inscription "Taste the delicious sensation of black pecel sauce from "Pecel Ndeso Yu Djasmo" with the aim that people who see this ad are interested in trying the pecel and indirectly it will also attract them to visit Solo. The symbol of the city of Solo can increase the existence of the city of Solo.



Figure 4. Media Promotion of Klewer Market in Surakarta City

Table 4. Description of the signifier (Signified) Klewer Market promotional media

Penanda (signifier)	Petanda (signified)
The original physical image of the Klewer market	This promotional media was created to introduce to the public inside and outside the city of Solo the existence of the legendary Klewer Market which offers batik cultural products to the public with the aim of attracting people to visit the Klewer market.
A writing: "Sudah pernah berburu batik di Pasar Klewer? Bagaimana ya sejarah pasar ini?" ("Have you ever hunted batik at the Klewer Market? What is the history of this market?")	
The latest logo of Surakarta, "Spirit of Java"	
The symbol of Surakarta City	

Denotative level of Klewer market promotion media, Surakarta City Government

The promotional media clearly describes the existence of the Klewer market in downtown Solo which is famous for its batik products. The promotional media displays a picture of the towering Klewer market building with Javanese writing in front of it. It also reads an intransitive question: "Have you hunted batik at the Klewer market?". The Surakarta city logo also appears in promotional media.

Connotative level of Klewer Market promotion media, Surakarta City Government

At a connotative level, the Klewer market promotion media depicts the physical image of the Klewer market which is magnificent, elegant, but still cultured, with the addition of Javanese writing in front of it. This shows a strong impression of Javanese culture. This is intended so that people are interested in visiting the Klewer market with additional information on products sold at the Klewer market, namely batik. This can be seen through the writing: "Have you ever hunted batik at the Klewer market?". A positive first impression of the Klewer market is also expected through this paper. The symbol of the city of Solo, "The spirit of Java", and the original symbol of the city of Solo were raised with the aim of making Surakarta a city with a high presence and a modern city.

Relevance Discussion the Semiotics Analysis of the Poster Promotion in Surakarta as the semantics pragmatics English Material in the university level.

This research is conducted by analyzing the poster data in Surakarta. The findings from these analyzing can give insight to the students to understand and improve students' ability to analyze and understand the context of the semiotics meaning. Learning materials which use the result of the analysis can cultivate students' interest in learning the semantic pragmatics especially about analyzing semiotics meaning. It was a solution to the problems of saturation in the semiotics text material, namely by getting students to observe the real example of semiotics analysis in the poster promotion at Surakarta. In addition, making the object of poster promotion as learning material is a model of inductive learning. Learning is obviously making students observe the real example and analyze directly in the real example of semiotics meaning in the poster promotion at Surakarta

CONCLUSION AND RECOMMENDATION

Conclusion

Promotional media created by the Solo City Government contain semiotic meanings in pictures, writing, and colors. In studying it, Roland Barthes' theory is used to analyze semiology by exploring the relationship between the signifier and the signified in a sign. In addition, denotative and connotative meanings were found behind promotional media in the form of images, writing, and colors. With the existence of denotative and connotative meanings, it is hoped that the public will be influenced to do what is promoted in the pictures in the promotional media. The result of the research can be used as the English learning material in semantics pragmatics subject of the study especially about semiotics meaning analysis. It is because the result of the research has relevance with the learning material in semantics pragmatics especially about semiotics analysis in the University level..

Recommendation

Researchers can subsequently research to find out the other sources to get more semiotics meaning. It can not only be gotten in poster but also in a movie, symbol in museum, palace and many other. Various research methods are also proposed to see the semiotics meaning from many sources. The researcher suggests the English language student to read the research as the source of material in the semantics and pragmatics material.

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