CHAPTER I

INTRODUCTION

This chapter presents general descriptions of background, scope, and objective, significant to knowledge, the framework of theory, research method, place and time of the job training.

I.I Background to the topic

Brochure is one of ways for promoting products of company. Yet the use of brochure is not effective if it is not accompanied by an explanation of the things which are contained in the brochure; this is because many symbols or other things in the brochure that are not understood by customers. It is exactly that makes a company assigns marketing promotion to explain content of the brochure, and the writer did job training for that position in PT. Metropolitan Land Cibitung.

PT. Metropolitan Land is a company engaged in property, especially housing, and the writer who did the job training in PT. Metropolitan Land was assigned as a marketing promotion. The marketing promotion has a job to explain and give the description of the brochure. PT. Metropolitan Land uses brochures for promoting their products. Then, we as a marketing promotion must know about those brochures and every symbol, icon/iconic on them since not all customers, especially customers of residential understand how to read the pictures from the brochure.

The brochure will make easier for customers to understand the product. The target to introduce and promote the product can be achieved then. A picture in the brochure can be a representation of something, and that is very important for the promotion, it is useful for the customers to understand the pictures or symbols on the brochure, especially brochure of residential in PT. Metropolitan Land.

Based on the statement above, the writer assumes that it is important to learn the brochure trough the Semiotics theory. In this case, the writer will analyze the brochure by using Pierce's theory about the object modes. Thus, the writer chose the title "*The pierce's object modes analysis in a brochure of PT. Metropolitan Land Cibitung"* for this job training report.

I.2 Scope

The scope for this job training report will be on how object modes of sign used on the brochure and how the brochure can influence the customers to buy the product.

I.3 Objectives

There are many objectives in doing the job training and choosing the topic in this paper, those are:

1. To find the symbol, iconic and index from pictures with the terms of the data source, i.e. brochure.
2. To understand what are symbol, iconic and index of the brochure.

3. To understand the meaning of symbol/symbolic, iconic and index of the brochure.

I.4 Significant to Knowledge

This report is expected to give explanation about semiotics especially object modes to student of English Department and how the object modes on the brochure were used when the author did the job training.

I.5 The Framework of Theory

The purpose of the writer chose the topic for the job training report is to give information about how customers understand brochures at residential. Thus, we must know the types of picture on that brochure and the function of every picture on that brochure.

According to the basic of semiotics book, Charles Sanders Peirce told about a sign in specific object modes analysis on the brochure. He divided the sign into three essential parts, i.e. *Symbol/symbolic, Icon/iconic and Index/indexical*. After we know what the parts consisted in the pictures of the brochure, we can explain it clearly and more effective to customers.

The writer will analyze the brochure based on Peirce's perspective about object modes namely:

Symbol/symbolic: a mode in which the signifier does *not* resemble the signified but which is fundamentally *arbitrary* or purely *conventional* – so that this relationship must be agreed upon and learned.

Icon/iconic: a mode in which the signifier is perceived as *resembling* or imitating the signified (recognizably looking, sounding, feeling, tasting or smelling like it) – being similar in possessing some of its qualities: e.g. a portrait, a cartoon, a scale-model, onomatopoeia, metaphors, realistic sounds in 'programme music', sound effects in radio drama, a dubbed film soundtrack, imitative gestures.

Index/indexical: a mode in which the signifier is *not arbitrary* but is *directly connected* in some way (physically or causally) to the signified (regardless of intention) – this link can be observed or inferred: e.g. 'natural signs' (smoke, thunder, footprints, echoes, non-synthetic odours and flavours). (the basic semiotics, Chandler. p.36, 2002)

I.6 Research Method

In writing the report, the writer uses descriptive analytic method. The descriptive analytic method is a method performed with describing the facts and followed by analysis (Kuta Ratna, 2004:53). To collect the data, the writer directly observed from the source book (the basic semiotics, Chandler, 2002), and some data from the company of the job training.

I.7 Place and Time

The writer took the job training activities in PT. METLAND Cibitung *(Metropolitan Land)* located at Jln. Raya Imam Bonjol No. 9 Cibitung, Bekasi. The schedules of this job training were at 08.00 am to 02.00 pm, from Thursday to Saturday. It was started from July 3rd to August 31th, 2012.