CHAPTER III

THE DESCRIPTION OF THE TOPIC

This chapter explains about the description of the topic. The explanation is about the analysis object modes a brochure PT. Metropolitan Land Cibitung, including the main picture and the blueprint and then, problem and solution while the writer did the job training.

3.1 The Peirce's Object Modes Analysis in a Brochure PT. Metropolitan Land Cibitung

3.1.1 Explanation

A brochure (also referred to as a pamphlet) is a type of leaflet. Brochures are advertising pieces mainly used to introduce a company or organization, and inform about products and services to a target audience. Brochures are distributed by mail, handed personally or placed in brochure racks. As its function to inform and promote a product brochure cannot be effective if it is not accompanied by an explanation of the things contained in it; this is because many symbols or other things that are sometimes not understood by customers. Thus, the writer uses an approach of Pierce's perspective about the object modes to analyze the brochure.

According to Charles Sanders Peirce the sign is a unity of what is represented (the object), how it is represented (the representamen) and how it is interpreted (the interpretant). Here then are three modes:

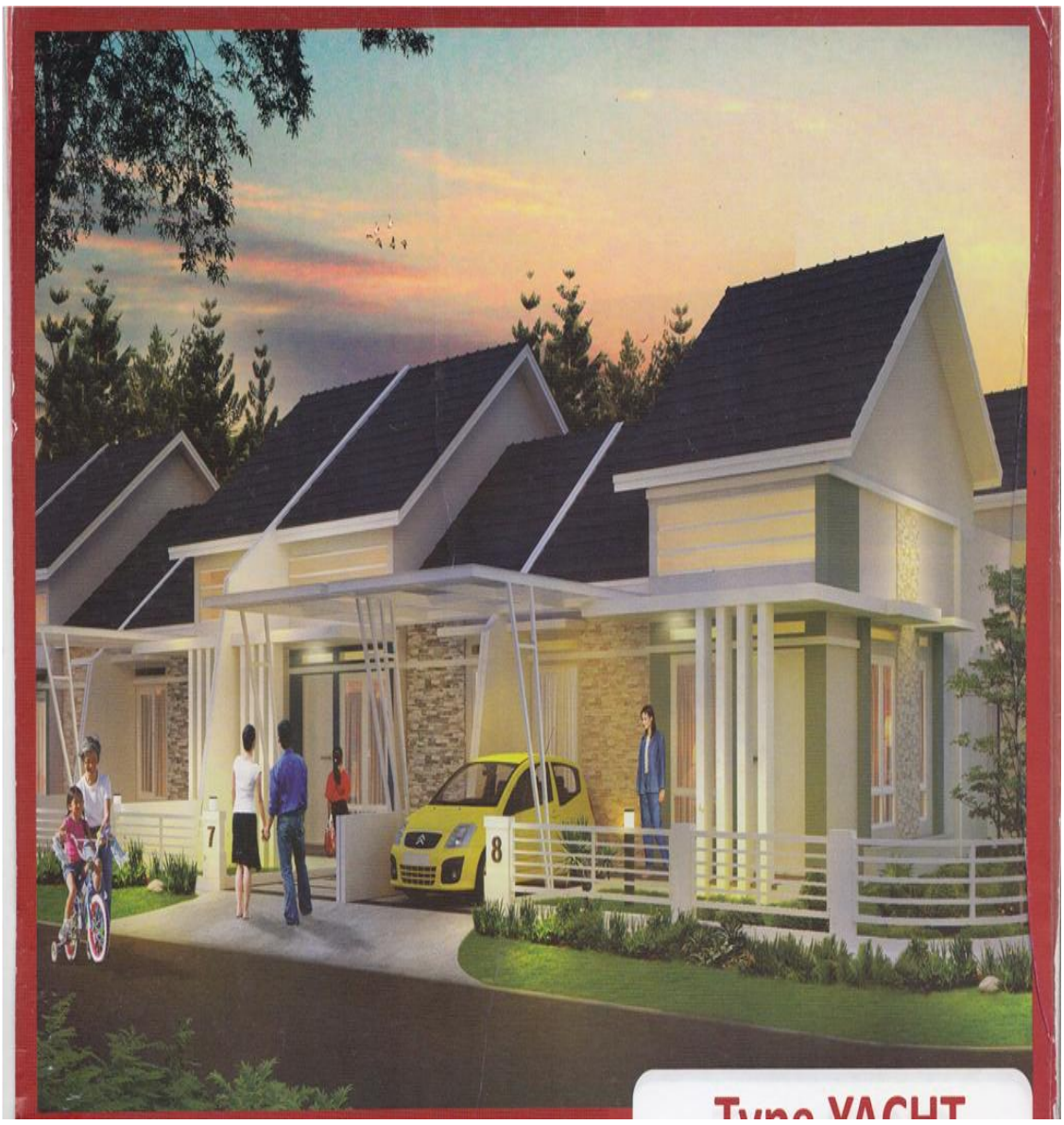
1. **Symbol/symbolic**: a mode in which the signifier does *not* resemble the signified but which is fundamentally *arbitrary* or purely *conventional* – so that this relationship must be agreed upon and learned: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, Morse code, traffic light, national flag.
2. **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.
3. **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), medical symptoms (pain, a rash, pulse-rate), measuring instruments (weathercock, thermometer, clock, spirit-level), 'signals' (a knock on a door, a phone ringing), pointers (a pointing 'index' finger, a directional signpost), recordings (a photograph, a film, video or television shot, an audio recorded voice), personal 'trademarks' (handwriting, catchphrases).(the basic semiotics, Chandler. p.36, 2002)

3.1.2 Analysis of brochure:

On the brochure there are two pictures to be analyzed, namely:

1. The main picture of brochure
2. The blueprint of brochure

1. The main picture of brochure



There are three houses on the brochure above. The first house is without number, (because the number cannot be seen on the picture). The second and third house are numbers 7 and 8.

The picture on the brochure shows 99% of the houses that will be built later. That house, which will be built, is almost exactly like the picture on the brochure. According to Peirce perspective, the picture like that is called **icon/iconic.** *Icon/iconic* is 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 i.e. a portrait, a cartoon, a scale-mode. (Chandler. 2002. P.36,). The complete analysis of the brochure can be seen at the table below.

Houses	Iconic, Imitating. The house's pictures in the brochure are 99% as imitating of real house.
Birds	Iconic, Resembling. The bird's picture in the brochure is not exactly like a real one.
Tress	Iconic, Resembling. The picture of tress in the brochure is not exactly like a real one.
Grass	Iconic, Resembling. The picture of grass in the brochure is not exactly like a real one.
Tricycle	Iconic, Imitating. The picture of tricycle in the brochure is 99% as imitating of real tricycle.
People	Iconic, Imitating. The picture of people in the brochure is 99% as imitating of the real one.
Car	Iconic, Imitating. The picture of car in the brochure is 99% as imitating of the real one.
Windows	Iconic, Resembling. The picture of windows in the brochure is not exactly like a real one.

The picture in the brochure is made in 3D for making the details of picture clearly to see and for attracting costumers (at least they will be interested in reading the brochure). Thus, the picture of brochure is made by resembling as the original or Peirce calls icon/iconic ‘imitating as the original’. Then, in the brochure, the writer did not find symbol and index.

1. The Blueprint of Brochure



Figure 2.1 the blueprint of brochure

On the brochure, the blueprint image is made in 3D image. The purposes are to make costumers understand the blueprint of brochure and to know the detail of the houses.

These 3D images are images resembling with the original images. As seen on blueprint of brochure, there is the picture of bedrooms with the mattress

like original. It is shown in the other pictures on the blueprint of brochure; there is the picture of the kitchen, the dining room having the dining table like an original, the living room which consists of sofa, television, etc., and the picture of car like original.

Almost all of the pictures are *icon/iconic* but there are three symbols. According to Peirce, **Symbol/symbolic** is 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: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, Morse code, traffic light, national flag. (Chandler. 2002. P.36,). The writer will explain the meaning of the symbols below:

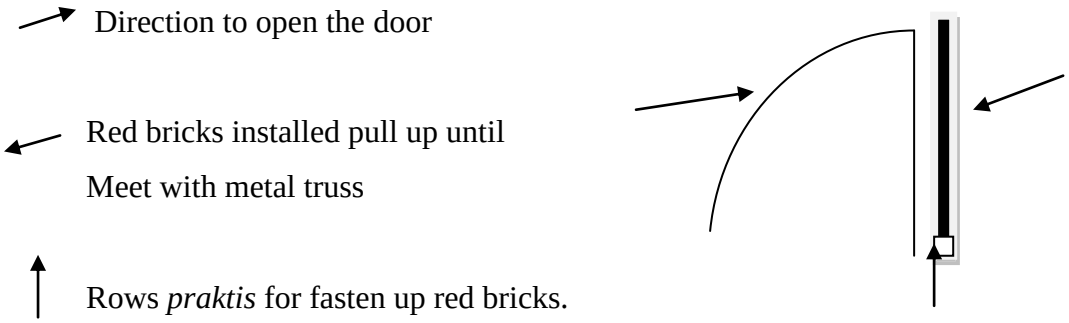


Figure 2.2 examples symbol on the brochure

Based on the picture above *The signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional* means that the signifier is not like an object or does not imitating by the object itself. As

shown on the brochure, the first symbol is the directions how we open the door or the way the door opens; the second is the symbol of a long line black and white, and the last small squares symbol at each end of a long line black and white color.

Although, people, costumers of residential, do not understand the symbols really, it is important to know that the symbol gives the information interpreted through the pictures.

3.2 Problems and solutions

The problem and solution found during the job training are:

3.2.1 Problems

Since the first time doing the job training, the writer got some problems in analyzing object modes on the brochure; the writer found a difficulty in understanding some pictures or sign. Then, it was hard to find out the difference ways to compare symbol, icon, and index on the brochure.

3.2.2 Solutions

To treat the problems, the writer asked the meaning of the symbols to the coordinator in the place where the writer did the job training. After the writer got the explanation about the symbols, then the writer tried to find the relation between the symbols and the theory.