

## IMMORTALITY MYTH IN PERMANENT MARKER BIC ADVERTISING

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**Abstract:** An advertisement not only have a message that appears on the visual, but also has a hidden meaning in it. Advertising for the brand BIC permanent marker signature version of Jimi Hendrix would like to express the hidden meaning. This study began with the use of semiotics Roland Bartes, visual text will be interpreted denotative and connotative. Through these readings, the meaning of the myth on the second level shows that the message is immortality. Permanent marker BIC brand wants to convey that the product is durable and can not be eliminated even with age.

Keywords: *Immortality, Semiotics, Myth.*

### Introduction

Advertising task is to draw the audience in order to take action against products that it offers. Thus the advertising message must be persuasive. Ads that are studied in this paper is a print ad for the brand of permanent marker BIC. As an advertisement of a product permanent marker, the message to be conveyed in the ad BIC is seen from an old lady who only use a bra with Jimi Hendrix signature on her left chest. Although the skin is wrinkled, but the remnants of her past lifestyle imprint still clearly.

Print advertising as visual communication design product presenting graphical elements such as pictures (illustrations), font, color, composition and layout (layout). The visual element is a set of signs that turned into a set of meanings. In addition to producing signs, advertising also has a communication function that requires the relation between the sender and recipient of the message. Advertising as a narrative that can be read by the people through a combination of signs, because it has a communication function.

This paper attempts to analyze an image of a print advertisement for the brand BIC permanent marker. This analysis lays out the true meaning to be conveyed these ads. Interestingly these ads tend to display a hidden message behind the image of women wearing only a bra. This article reveals the hidden meaning in the advertisement for the brand BIC permanent marker Jimi Hendrix Signature version.

### Theoretical Background

#### A. Communication in advertising

There are two main ideas in communication studies. The first idea is referred to as a "process" that sees communication as the transmission of the message. This process is how to send a

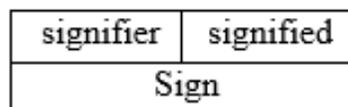
message (encode) and the message can be understood (decode), using channels and communications media. 'Process' reveals about how to communicate with an effective and accurate way to analyze the causes of failure of communication.

The second idea is to see communication as a 'production and exchange of meaning'. In the sense of how messages interact with people in order to produce meaning in the text associated with the role of culture. This idea is talking about the text and culture with emphasis on the study of semiotics (the science of signs and meaning).

For the purposes of visual analysis of print advertisements for permanent marker BIC, structuralist semiotics theory of Ferdinand de Saussure and Roland Barthes used as the basis in this study. This is because the authors saw that advertising is not just how the message is constructed and decoded by the receiver, but more as they interact with audiences and intersect with the lives and culture. In semiotics, the message is a construction sign that generate meaning through interaction with the recipient. The message is read, where reading is the process of finding meaning when readers interact or negotiate with text. (Fiske, 2007) argues that negotiation occurs because the reader brings cultural aspects to dealing with codes and signs that produce text.

### B. Significance Signs

Roland Barthes saw the sign as an inseparable combination between signifier and signified: Sign formed from the signifier that have definite properties. Signifier inseparable from the abstract nature of the signified.



**Figure 1.** Source: Fiske (2007)

### C. Meaning in a text

Barthes (in Fiske, 2007: 118-119) divides into two meanings: the first is the denotation, which is something that does not implies additional or feelings; and the second is the connotation, which is something that connote, certain feelings or certain value in addition to basic common sense.



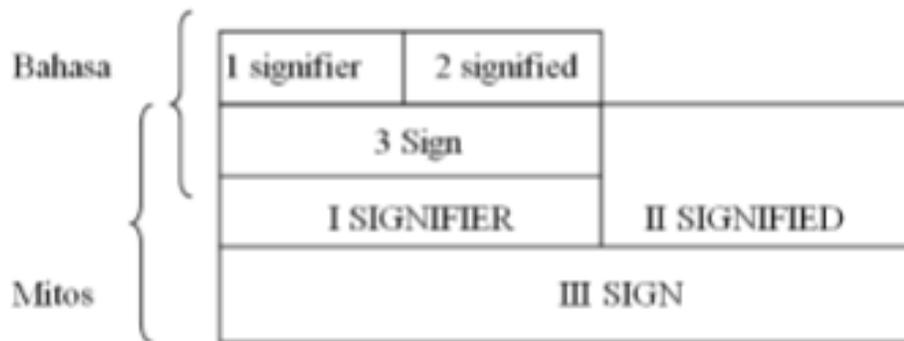
**Figure 2.** Source: Fiske (2007)

#### D. Myth in Modern Period

Myths are stories that exist in a culture to explain or understand some aspect of reality or nature, as stated by Barthes (in Fiske, 2007: 121). According to Barthes, the myth is a way of thinking of culture to conceptualize and understand something. In the modern era, a text when continuously reinterpreted it could then become a myth, where truth becomes questionable.

The process of generating meaning marks the second level higher than the connotation that is considered a myth. This understanding is equal to what is called ideology. Where ideology itself is another word of modern myth, because myth according to Barthes shows the same functionality as ideology. Myth provides historical meaning and natural justification which creating the possibility that seemingly immortal. (Barthes, 1972: 142).

Barthes makes systematic models in analyzing the meaning of the signs. With emphasis on the idea of the significance of the two stages (two orders signification) as shown in the following figure:



**Figure 3.** Source: Fiske (2007)

### Material and Methods

#### A. Permanent Marker BIC versi Jimi Hendrix Signature

The object of analysis of this paper is a print media advertising of Permanent Marker BIC version of Jimi Hendrix Signature in the period of 2013.



**Figure 4:** BIC Permanent Marker Jimi Hendrix Signaturer (<http://www.gutewerbung.net/bic-permanent-marker-jimi-hendrix-signature-11.45-13/7/> 2013)

## B. Flower Generation

Flower Generation is a generation that is dominated by young people who live in the era of the late '60s to early 80s. Flower Generation is actually emerged as a counter to the culture of the establishment of the parents and the environment. When the racial issue, the cold war and the threat of nuclear war occurred, flower generation trying to oppose them with the term "fight with flower", where flowers can represent a beauty and tenderness. Hippies is a term for a people that began to form in the United States in early 1960. This generation has a famous slogan that is "make love not war". Hippies lifestyle is followed many young Americans of the 1960s until the early 1970s. Hippies movement spearheaded by artist bohemia. Some characteristics of the hippies is that they tend to live free, like rock music and the use of drugs and LSD.

## C. Jimi Hendrix (1942 - 1970)

Generation flower generation often reflect movements with music, one of the famous musical icons at that time was Jimi Hendrix. Jimi Hendrix was born with the name Johnny Allen Hendrix on November 27, 1942, in Seattle King County. Later renamed James Marshall. Jimi Hendrix is widely recognized as one of the influential musicians of the 20th century, especially in the 1970s. His success in music made him an idol worshiped as a young boy at the time, like a celebrity, everyone is scrambling for a handshake or an autograph. Excessive fan of music musicians often called groupies. It is not rare signatures obtained only by the people of this group.

The method used to analyze this ad is a visual analysis using the method of semiotic Roland Barthes. Structuralist semiotics approach states that the sign is a combination of signifier and signified that are inseparable. Visual interpreted and analyzed one by one on each visual element as a series of text. Then the results of these analyzes are developed on the second level, where signs become a myth.

## Analysis and Discussion

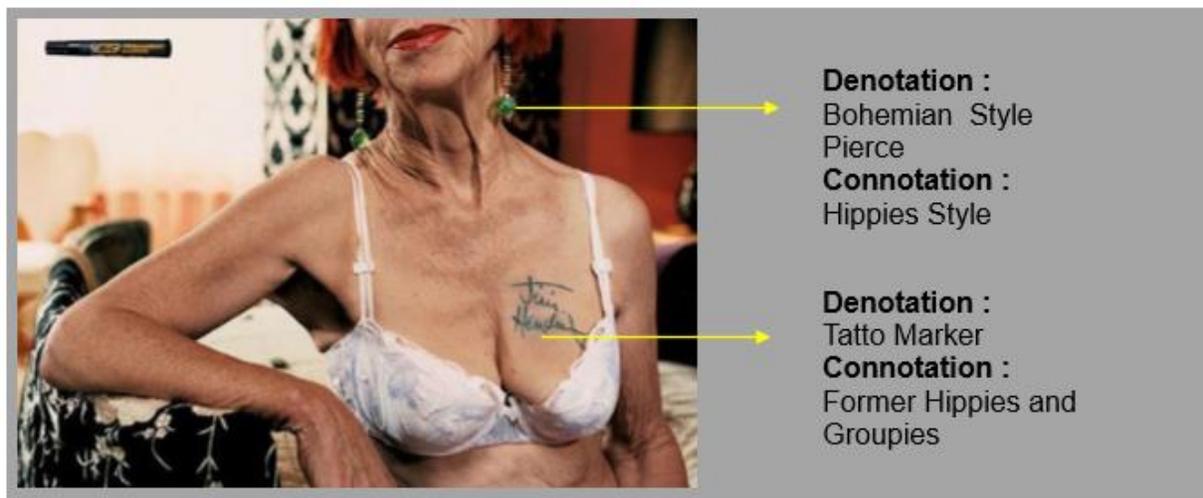


Figure 5

### A. Denotation:

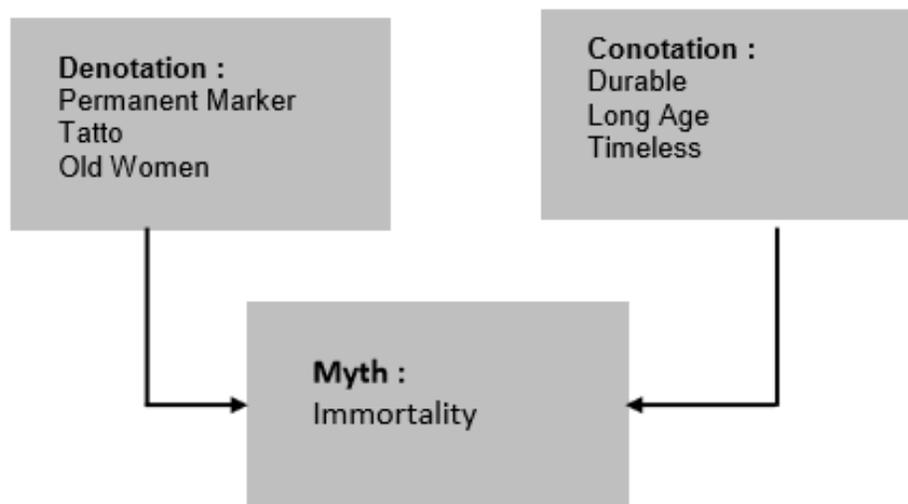
An elderly woman with red lipstick wearing large green earrings bohemian chic. The woman appeared wearing only a bra. On the top left there breasts blue signature of Jimmy Hendrix. The background looks rooms are unclear (blur) and BIC Permanent Marker is in the upper left layout.

### B. Connotation:

Based on the visual text, we can capture these advertising messages with the help of connotative meaning. Signs seen in print ads that tell a story about an old woman who still confident using only a bra. Although her skin and body aging, but the remnants of his past are still visible. This woman wants to show the world that she is a fan of Jimi Hendrix. Whereby we know that Jimi Hendrix popular during the flower generation, this shows that this old woman is one of the groupies at that time. Groupies often connoted with an excessive cult of idol groups. Such worship is often performed with such excessive action came to a concert where his idol was performed. Fetisme connotation of groupies is redundant with the freedom of lifestyle such as alcohol, drugs and free sex.

Connotative meanings attached to the sign presented by Jimi Hendrix signature printed on the left breast of the woman. If the marker is associated with products that are listed at the top right of the connotative meanings of these markers are closely linked. Connotative meanings that emerge are markers durable and long lasting. It is when referring to a period where the marker used is the time when Jimi Hendrix was alive. Length of time between youth and old age of the woman representing the connotation durable marker BIC. Tattoo has connotations as an expression of freedom. Courage to tattooed body that will always be attached to the body to death. From this analysis it appears that there is a relationship between the meaning of durable and permanent.

Visual anchoring of the brand BIC stationery products are on the top left which confirms that the signature of Jimi Hendrix is not a tattoo, but a marker-written signature of the BIC. This shows that this product has a strong resistance despite long use. Age may be old, the skin may be wrinkled, age may be gone but the signature of Jimi Hendrix by using BIC Permanent Marker still there. So the connotation that appears in the product is durable, ageless and indelible.



**Figure 6.** Schematic Meanings of Myth

### C. Myth

In the print ads BIC permanent marker signature version of Jimi Hendrix, the myth was formed after the audience get connotative meaning of the significance of the first stage. This myth appears through the signs that were presented to bring the time that has passed by the old woman. It is characterized by skin wrinkles and signature Jimi Hendrix who had died many years ago still was printed with the blue color that does not fade.

The second significance derived from the first sign that has been transformed into a new signifier and signified that generate new sign. The new mark is about the durability of BIC Permanent

Marker can be equated with the durability of a tattoo. The new myth has emerged, that BIC Permanent Marker is durable, ageless. BIC Permanent Marker signature version of Jimi Hendrix has a mythical meaning "immortality".

## **Conclusion**

Myths about the duration and permanent signs produce a myth of immortality. The signature can be understood as if made only by using a permanent marker and the results are not erased even after passing through a long period of time. The reading process is a significant stage in the visual text. Significance at the second level (myth) produces a much deeper meaning. If it continues to be produced and interpreted constantly then myths can be denotative alone. Myth can not last because it will be replaced continuously. The myth of immortality offered by these ads is only a myth because the truth is still questionable.

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