

## THE SHIFTING OF COWBOY NUANCE IN BILLBOARD OF MARLBORO ADVERTISEMENT OF *BE>MARLBORO* EDITION

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**Abstract:** Marlboro is a product that is success marketed in many countries as a product with western image trough cowboy nub, it can be excepted and keep the slogan for years "*welcome to marlboro country*". During the time, Marlboro is trying to do breakthrough by realising the cowboy nuance. With the new nuance and simpler slogan "*Be>Marlboro*". The change of new nuance of Marlboro advertisement is interesting to be analyzed from semiotics and pragmatic perspective with the outdoor media that is billboard as the analysis object. The method used is descriptive qualitative to analyse what is gained from semiotics and inferensi (pragmatics). The result shows that Marlboro advertisemnt keeps using the adventure theme but with different image which previous was using cowboy adventure, at the new nuance, Marlboro advertisement uses adventure extreme sport games, office enviroentment either. The tagline *Be>Marlboro* related with word "*maybe*" which raises the meaning *uncertainty* (in attitude), due to the word *be* raises meaning *firm* (in attitude). The billboard of *Be>Marlboro* has been shifted in nuance, the analysis found that Marlboro attempts to get closer to the target audience, by implaying *a firm behaviour* as the meaning raised in its shifting. The Benefit from the research is a cigarette advertisement can not display the product directly and thus require a different way of delivering these products, the results of the analysis of semiotics and pragmatics shows that new nuance of *Be>Marlboro* can be used as a reference for advertising tobacco products.

**Keywords:** *advertisment, billboard, Marlboro.*

### 1. Introduction

A production needs an advertisement to promote the product to the target audience. Advertisement cannot be avoided in our life. Advertisement is always life, whatever and whenever. A tough product still needs advertisement to maintain the brand in order to keep doing competition with the similar products, and keep being choice especially for their consumer. Tobacco products are growing number of brands in the market domestically and abroad, competing each other with their market segment, Marlboro is one of brand from abroad. The brand that has been existed and familiar for long times has survive from year to year.

Marlboro is successful product marketed in various countries as a product with the image of their culture that is western culture through cowboy image. It is excepted and plugging slogan for years "*Welcome to Marlboro Country*". As time goes, Marlboro tries to do a new breakthrough by realising the nuance of the cowboy with fresh new look and a more simple slogan "*Be>Marlboro*". An advertisement uses language as a way to convey information. Advertising

become very popular as the rapid advance of the technology. Currently ads are very easy to influence event persuade people to buy the advertised product. In delivering the message it can be through images, texts or both. Through text, it can be found the speech act with the aim to demonstrate or provide information from the product advertised because of advertising is one way of how to promote the product. Therefore the advertising company will make advertising as attractive as possible. Hence, the researchers are stimulated to do research deal with advertising.

## 2. Theoretical Background, Research Questions

The shifting of new nuance of Marlboro advertisement is interested to be analysed through semiotics and pragmatics (inference) with the object study is outdoor media namely billboard. This research aims to discover the inference of taglines in Marlboro advertising, on the basis of theories from inference of taglines in Marlboro advertising, the theory is from Cummings (2005), Hufford & Heasley (1983): theory of speech, McManis et.al.(1987): theory of context, and theory of pragmatics is from Yule (1996).

Based on previous description, the research questions are as follow:

1. What does the shift pattern and the meaning of the Marlboro advertisement in *Be>Marlboro* edition?
2. What does the inference of Marlboro advertisement in *Be>Marlboro* edition?

### 2.1 Marlboro with New Nuance Advertisement

Marlboro cigarette as one of product for young adults to elderly has become a product that cannot be separated from the lifestyle of the people, especially the urban community. As a progressive international brand, Marlboro understands the development of the lifestyle and culture of dynamic adult smokers. Cowboy image that had been attached to the Marlboro deemed no longer relevant to the urban lifestyle in Indonesia.

The Manager Media Relations, Philip Morris corporation in Indonesia, Utari said that Marlboro campaign adopts *Be > Marlboro* in Indonesia because cowboy image is no longer relevant to current conditions. Therefore, since May 1, 2013 Marlboro aggressively campaigned the new image. "The campaign that we rise considering in the daily life of our adult smokers are faced with a variety of options, often their choices is not an option in accordance with the wishes or their ideals because they are worried about other people's views against them," She added, Marlboro wants to invite the adult Indonesian smokers the age of 29 years above to be more decisive in determining the choice. In her view, during this time, many adults are often hampered by the firmness in making decision.

Utari explained, at the end of the second half of this year, *Be > Marlboro* will present a program that would encourage adult smokers to become involved in the challenge to take a decision. Through this decision-making moment of adult smokers, they will experience world-class lifestyle as a special offering from Marlboro.

## 2.2 Advertisement

Advertisement or usually called advertising is a spectacle product that packaged in a series which contains various signs, illusion, manipulation, image, and meaning. Information through advertising is assessed directly or indirectly influencing the perception, understanding, and behavior of the people.

The term *advertising* is defined in the Dictionary of Indonesian as news order to encourage, persuade the general public that is interested in the goods and services that are offered.

Advertisement has a function to disseminate information about the supply of a product, idea or service. The existence of a good or service is known by the consumers through advertising. Advertisement tries to provide information about the advantages, benefits and nurture of properties given by goods, services or ideas that are intended or recommended. On the other hand, advertising is a means of persuasion that consumers buy or use the goods, services or idea. In contrast to a story in the newspapers, advertisements do not just convey information about an object or service, but have the nature of "push" and "persuaded" that people like, select it and then buy it.

In the process of advertising a process related to the discipline of psychology; starting from the dissemination of information as an initial process, up to the stage to move consumers to buy or use the services is a psychological process. Ads can be said to be successful if it is able to mobilize consumers for the first time when he saw the appearance of these ads; visual stimuli from the appearance of the ad immediately gets the attention of observers. The following process is the presence of a final assessment of the content or message of the ad by considering the feelings of potential consumers, which give rise to the actions or attitudes in accordance with the final assessment.

On cigarette ads, because of the prohibition to visualize people who smoke then uses the connotative figure, so it often leads signs that has structural meaning, additional meanings besides the true meaning, the meaning has nature an indirect, abstract, or implied .

## 2.3 Semiotics

Semiotics terminologically is the study of the broad array of objects, events, all cultures as a sign. Scholes expressed in Budiman, Semiotics is usually defined as an assessment of the signs (the study of signs), essentially a study of codes, ie any system that allows us to look at certain entities as signs or as something that meaningful (Budiman, 2011: 3).

A study of the specific codes more specifically if it has to do with our lives, even if there is an error so fundamental articulation on these codes. The trigger created a law can be started from the codes of a sign that has been agreed upon and be thorough culture. We can see how certain signs of different meanings from those that are divided into various aspects such as geographic, demographic, ethnic and cultural. So for Ferdinand de Saussure semiology is a general science of signs, "a science that studies the life of signs in society". The signs in society that have been agreed actually the result of logical thinking.

Ferdinand de Saussure develops the concept of Saussurean synchronic linguistics in range particular dichotomies, namely the langue and parole, syntagmatic and paradigmatic, as well as the signifier and signified.

According to Barthes, in the picture, connotation can be distinguished from the denotation. Denotation is what in the picture, while the connotation is how the picture was taken. "Semiotics is a science or method of analysis to examine the mark. Sign is a device used in an attempt to fight their way in this world, among the human and together with the human. Semiotics, or in terms of Barthes semiology, basically wants to learn how is humanity (humanity) to make sense of things (things). To interpret (to signify), in this case cannot be confused premises to communicate (to Communicate). To interpret means to interpret the objects not only carry information, in which case the objects are about to communicate, but also constitute the structured system of signs ". (Barthes, 1998: 179).

1. Signifier	2. Signified
3. Denotative sign	
4. Conotative Signifier	5. Conotative Signified
6. Connotative Sign	

**Figure 1.** The sign map of Roland Barthes

## 2.4 Inference

Inference according to Yule (1996: 17) is the knowledge of the hearer or listener to know that there is the implied meaning in the speech of speaker. Maltin (1995: 94) adds that the inference is a logical conclusion which is not separated from the original material. While Catherin (2012 : 11 ) explains that the inference emerges from conversations but implied meaning of addressees or listener can understand the intended meaning.

There are three types of inference by Garnham (1985, which in executives from Cohen, 1996: 267) when the hearer / reader trying to compare the text or story:

1. Logical Inference, which follows the lexical meaning.
2. Bridging inferences, the relationship between the new information with previous information.
3. Elaborate inferences, obtaining conclusions based on information or knowledge of addressees and knowledge of the world (cognitive and AI).

According to Cummings (2005), there are three types of inference, namely:

1. Deductive inference.

Reasonings associated with syllogisms and assessment of the meaning of utterances based on semantic meaning.

2. Elaborative inferences

This inference is not related to the language compared with deductive reasoning.

3. Conversational inference

According to Cummings that Sperber and Wilson think, the principle of cooperation initiated by Grice does not provide clear provisions in the process of inference.

### 3. Methods

The method used in this research is descriptive qualitative method that will be used to analyze and explain the meaning of billboard of Marlboro advertisement in Be >Marlboro edition. The approach used in this study will deal with the theory related to the theory of semiotics and the theory of Inference.

The object of research is the outdoor media advertising, billboard of Marlboro advertisement in Be>Marlboro edition, which will be the object of this study. This study will be conducted in Bandung. The primary data source: Collection of billboard of Marlboro advertising in Be>Marlboro edition. Secondary data sources: The study of literature in the form of reference books, data obtained from a variety of supporting literature, such as papers, research articles, theories about the meaning and relationships, with the theory of Semiotics. Secondary data is derived also from interviews, internet media and other information sources. Data collection techniques are triangulation technique, ie participatory observation, interview and documentation study at the site

### 4. Analysis

#### 4.1 The Structural Data Analysis of *Be > Marlboro*

Billboard of Marlboro advertisement in Be > Marlboro edition has signs that can be studied through semiotics, when it is seen from the structure. Advertising can be divided into two parts: ( 1 ) The illustrations in the form of photography and ( 2 ) Copywriting and logo can be seen in the figure below .



**Figure 2.** Billboard 1 of Marlboro Advertisemnt.  
 (Source: Syarip Hidayat, 2014)

#### 4.2 The Analysis of Semiotics in Be > Marlboro

The study will be presented through the perspective of semiotics. Linkages between semiotics and graphic design are one of them is through a symbolic semiotic approach, with denotative (meaning straight) and connotative meaning ( meaning indirect / implicit ) .

The table below describes the denotative (meaning straight) and connotative meaning (meaning indirect / implicit) that exist on Billboard of Be > Marlboro.

**Table 1.** The Analysis of dikotomic Semiotics

Symbolic/Object	Denotative	Connotative
Structure 1. Photography Illustration <ul style="list-style-type: none"> <li>▪ Mountain Bike</li> <li>▪ Mountain View</li> </ul>	<ul style="list-style-type: none"> <li>▪ Outdoor sports equipment</li> <li>▪ Place doing outdoor sports</li> </ul>	<ul style="list-style-type: none"> <li>▪ A masculine brave adventurous.</li> <li>▪ Natural, full of challenge.</li> </ul>
2. Copywriting and logotype <ul style="list-style-type: none"> <li>▪ Text: Maybe (crossed) I will take the challenge</li> <li>▪ Logotype: Be &gt; Marlboro</li> </ul>	<ul style="list-style-type: none"> <li>▪ A young man hwo brave to accept the challenge.</li> <li>▪ be Marlboro</li> </ul>	<ul style="list-style-type: none"> <li>▪ Firm, has a stand</li> <li>▪ Marlboro cigarette makes the young man become firm, brave, ready to take the challenge.</li> </ul>

From the explanation above, it can be viewed that Marlboro keeps using adventure theme, but with the different image, in the previous year, Marlboro used the cowboy adventure, and the new nuance is using extreme sport adventure games, the adventure by using extreme outdoor sports, on advertising that studied here selected the sport of mountain biking included into extreme sports, because the terrain is taken quite steep and braveness to get through.

#### 4.3 The analysis of inference in the selected data of Be> Marlboro

Billboards Be > Marlboro can be assessed through the semiotics and or pragmatics. Specifically in terms of analyzing the text or copywriting, researchers use a pragmatic approach.



**Figure 3.** Billboard 2 of Be>Marlboro.

(source: Syarip Hidayat, 2014)





**Figure 4.** Billboard 3 of Be>Marlboro.

(Source: Syarip Hidayat, 2014)

Tagline existed in the advertisement billboards Be > Marlboro is 'MAYBE I WILL TAKE THE CHALLENGE' and 'MAYBE I WILL LEAD'. The researcher will analyze the inference implied in the ad tagline by using the theory of Cummings (2005 : 75 ). In analyzing the meaning of inference, Cummings offers two kinds of ways: deductive inference and elaborative inference. In this study the researcher will adjust from two type which is the proper way to analyze inference of tagline on billboard advertising *Be>Marlboro* edition in Indonesia. After being analyzed the researchers will use deductive inference in analyzing the tagline billboard Be >Marlboro ad in Indonesia.

**Table 2.** The Analysis of Textual Data

No	Data	Inference	Explanation
1	<b>MAYBE I WILL TAKE THE CHALLENGE</b>	<del>Uncertainty</del> <i>I will take the challenge.</i>  Here, the synonym of word <i>maybe</i> is <i>uncertainty</i> .	The analysis is taken from the theory of inference proposed by Cummings (2005:75).  The tive inference type of



		<p>However, because the word <i>maybe</i> itself is crossed the meanings <i>possible/uncertainty</i> is not longer exist, so that the inference from that sentence is <i>firmly I will accept the challenge</i>.</p>	<p>inference applied is deductive which the inference is taken from premise related to syllogism and meaning based on semantic approach, in other word the inference based on semantic meaning.</p>
2	<p><b>MAYBE I WILL LEAD</b></p>	<p><del>Uncertainty</del> <i>I will take the challenge.</i></p> <p>The synonym of word <i>maybe</i> (perhaps) is <i>uncertainty</i> it can be said <i>not firm</i>.</p> <p>However, because the word <i>maybe</i> itself is crossed, therefore the meaning <i>maybe/uncertainty</i> becomes is not exist. Hence, the inference from that sentence is</p> <p><i>Firmly I will lead.</i></p>	
3	<p><del>Maybe</del> <b>I will Leave My Dream</b></p> <p><b>Be&gt;Marlboro</b></p>	<p><del>Uncertainty</del> <i>I will Leave My Dream</i></p> <p>The synonym of the word <i>maybe</i> (perhaps) is <i>uncertainty</i> that can be inferred not firm.</p> <p>However, because of the word <i>maybe</i> is crossed the word <i>uncertainty</i> is no meaning. So that the inference from that sentence is</p> <p><i>Firmly I will leave my dream.</i></p>	

From the analysis of textual data above, it can be concluded that the tagline ~~MAYBE~~ I WILL TAKE THE CHALLENGE with words *maybe* crossed out means that firmly and did not hesitate he will be able to accept the challenge, with brave and there is no doubt whatever. Because of words *maybe* crossed out that reinforce indications that there was no doubt to accept the challenge. And so it is Marlboro

For tagline MAYBE I WILL LEAD ', from the analysis above it can be concluded that the writer is sure / do not hesitate he would lead, with raised the word *maybe* crossed is an indication that with firmly and brave he will be able to do it, which as it is Marlboro.

From the tagline **MAYBE** I WILL LEAVE MY DREAM, through inference analysis of Cummings in getting that the writer clearly stated that he *will leave his dream*, in the presence of word *maybe* crossed it is an indication that with firm and brave he will be able to do it. Which will resolutely abandon his dream is the Marlboro.

The taglines above are the taglines taken from tobacco advertisement namely Marlboro of be>Marlboro edition. The advertisers want to convey the message intrinsically that Marlboro smokers are firm and brave.

## 5. Results/Finding/Conclusion

Advertising is a medium of information which besides the direct meaning (denotative) there are also other things that implied (connotative) in the delivery of such information, tobacco products must not be appeared onn the billboard, it is requiring a high creativity through a variety of approaches made by the advertiser. The indirect meaning becomes strengthen in tobacco advertising. It appears in the Marlboro advertisement of Be> Marlboro edition.

The billboard *Be> Marlboro* is more emphasis on Marlboro logotype, which is used to inform about its products, Marlboro promotes to maintain its brand image when competing with local brands in Indonesia. Tagline *Be> Marlboro* is associated with the word "Maybe" a word that means  *mungkin* in Indonesian, the meaning *uncertainty* raises the uncertainty attitude, because it is the power of the "Be" which means established meaning of firmness. Then the Be> Marlboro's strength on the association between the two words, and coupled with an overview of the challenges of extreme sports, through visual objects on a mountain bike extreme sports and environmental target audiences.

Additional information implied in this ad, Marlboro will organize a program that involves the audience, namely adult smokers to become involved in the challenge to take a decision, here are the steps taken to get a response from the target audience with the nuances of the new ad.

The Benefit from the research is a cigarette advertisement can not display the product directly and thus require a different way of delivering these products, the results of the analysis of semiotics and pragmatics shows that new nuance of Be>Marlboro can be used as a reference for advertising tobacco products.

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