

**Meaning of *Rolex* Advertisements in *Time*
Magazine**



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CHAPTER I

INTRODUCTION

This chapter contains explanation about the background of the study, the research question, the problem of the research, the purpose of the study, the scope of the study, the significance of the study and previous related studies.

1.1 Background of the study

The form of communication has been developed into many form, one of them is through advertisement. In modern society, advertisement has become society daily consumption, especially through mass media. Mass media exist as a tool to communicate to the audience and influence public's daily life because these media are the main source of news and entertainment (Muhammadali, 2011 p.19). Using different kinds of non-biological medium such as printed media, electronic, and digital (Danesi, 2004 p.7), mass media helping advertisement to communicate easily with the reader or potential market. This is because advertisement is a paid mass communication form from an identified sponsor using mass media to persuade or influence people about their products whether it is goods, service or ideas (Moriarty, Mitchel, Wells, 2009: 6). To make the reader understand, advertisement need to send its message to the reader clearly, thus the intended meaning can be understand by the reader. It is important for the advertiser to ensure that every aspect of the advertisement is clear and correct to prevent the misunderstanding about the advertisement.

In printed media, magazine is more attractive than newspaper because it has more variety content, better illustration, and more time for the publishers to preparing the contents in order to gain reader attention (Muhammadali, 2011 p.34-35). Magazine is also one of the popular sources of mass communication and distraction which provides wide variety of information, entertainment and opinion for the readers (Danesi 2002 p.74). In research conducted by Media Management Center at Northwestern University (2003) about *Magazine Reader Experience Study*, the study measured consumers' experiences when they read magazine and how those magazine do (or don't) drive readership and advertising impact.

However the advertisement also must relevant to the nature of a specific media and the institution to avoid contradiction and lowering the quality in the representation of the media. For example, Sulisty from Head of PB PGRI on Monday (6/3) retrieved from Poskotanews.com said that the scholarship, research, teacher's working program and real work study would not sponsored by the tobacco industry. So that it showed that in Indonesia, policy makers agree to free education from tobacco advertising. Because those program is the nature (as the noticeable quality) of education which represent the mission of Indonesia education, could not be realized as long as cigarette still threaten young generation life and it is quite contradictive to the goals and mission of education in Indonesia.

Thus, Time Magazine as an official source for news of Time inc. which has a mission of "adapted to the needs of the ever-busier reader who wished to stay informed." (<http://www.timeinc.com/about/history/>), continue to adapt and

innovate to make sure their products are relevant and appealing to the busy consumer who needs to know or be inspired by what's going on in the world. Relevance is the degree of something which is related or useful to what is happening or being discussed about (Cambridge Advance Learner 3th edition).

Rolex watch advertisement in Time Magazine is chosen because as a one of the most powerful brand in the world and one of the most subscriber magazines in the world, both have a same position and thus interesting to analyzed how they correlate each other. Time Magazine has become big subscriber magazine which spread all across all over the world and come from various diverse of people. However Time Magazine also needs advertisements to get income to fulfill the tax of Time Magazine. With that, many advertisers with different types reach Time Magazine. One of the most standout is Rolex watchmaker advertisement. In Rolex watchmaker advertisement, it is assumed that the advertisement tends to include the event that Rolex sponsored in their advertisement, whether it is in the word or the image. This study will take Rolex advertisement that include in Time Magazine that published in 2014, which also supported by the image or the color on the advertisement as the data to examine the relevant level of Rolex advertisement in Time magazine to the nature (as the noticeable quality) of the magazine.

So in order to convey the meaning behind an advertisement, this study use semiotic analysis theory proposed by Roland Barthes. Semiotic is concerned with meaning-making and representation in many forms, with 'texts' and 'media' as the two obvious forms (Chandler, 2002: 2). A text can exist in various medium

which can be consisting as a verbal, non-verbal, or both. According to Bignell (2002:32), the first step in analyzing an advertisement is to note the various signs within the advertisement itself. Then words and visual representation in the advertisement can carry a meaning to the reader, which is not only visual, but also textual. Barthes (1984: 32) state that the key of semiotic is about how the producer of an image uses the existing structure of meaning to ensure that the product means something, and how the readers extract the meaning. The important distinguishing feature of ads discourse is its function; because this is always to persuade people to buy a particular product.

Several scholars have explored the study of ambiguity and advertisement. Similar study has been conducted by Riska Amelia (2014), on her study entitled *Construction of Youth's Image in Speak Magazine Cover*. This study found out that all the cover construct youth's image which is talented and successful person as they are shown to have many achievements and open minded, thus inspire the readers to be talented and success like them. And another study has been conducted by Maryam Najafian and Saeed Kaetabi (2011) on their journal study entitled *Advertising Social Semiotic Representation: A Critical Approach*. They concluded that the use of signs and colors can help advertisers to communicate better with consumers and make the product more appealing and more popular. Based on those studies, this study proposed to conduct a similar study regarding semiotic in advertisement to fill the gap between studies. This study will use semiotic analysis theory proposed by Barthes to analyze the meaning that

occurred in Rolex advertisement. This study will analyze the use of visual and text in advertisement to conduct a meaning

1.2 Research Question

The research questions that the writer found in this study is:

- What are the meanings behind Rolex advertisement in Time magazine?

1.3 Purpose of The Study

Based on the research question, this study aims to investigate:

1. The meanings through the visual and textual aspect of Rolex advertisement in Time magazine and
2. How relevant the advertisements to the nature of Time Magazine.

1.4 Scope of The Study

The study focuses on analyzing the visual, color, and text shown in the Rolex advertisement that appears in Time magazine by using Roland Barthes semiotic theory.

1.5 Significance of The Study

From this study, it expects that it will give a better understanding in the application of semiotic in advertisement to reveal the meaning behind it. Not only will it increase the knowledge and understanding for the readers. Hopefully this

study will be one of the references for future research and give the reader of this study other perspective to understand the advertisement.

1.6 Previous Related Study

There are some previous related studies that were published previously as a reference to writer study. Riska Amelia (2014), on her study entitled *Construction of Youth's Image in Speak Magazine Cover*. This study found out that all the cover construct youth's image which is talented and successful person as they are shown to have many achievements and open minded, thus inspire the readers to be talented and success like them. She uses a descriptive analytical study By Roland Barthes Semiotic theory to describe and analyze the use of image, color, and text in order to reveal youth's image in Speak Magazine Cover.

Meanwhile, Maryam and Saeed (2011) on their journal study entitled *Advertising Social Semiotic Representation: A Critical Approach* reveals that signs in an advertisement can form messages, which can be decided by acknowledging its textual function and social context of the advertisement. They concluded that the use of signs and colors can help advertisers to communicate better with consumers and make the product more appealing and more popular. Their study and the writer study are related because it holds the similarity in the ways of analyzing advertisement.

CHAPTER II

LITERATURE REVIEW

In this chapter, this study stated what expert said in relation to the object of this study. It involves the semiotic analysis, the concept of advertisement, studies of color, Rolex watch and Times magazine.

2.1 Semiotic Analysis

Semiotic involves the study not only of what we refer to as ‘sign’ in everyday speech, but of anything which ‘stand for’ something else. Signs take the form of words, images, sounds, gestures, and objects. Semiotic is concerned with meaning-making and representation in many forms, with ‘texts’ and ‘media’ as the two obvious forms (Chandler, 2002: 2). A text can exist in various medium which can be consisting as a verbal, non-verbal, or both. Barthes (1984: 32) said the key to semiotics is about how the producer of an image uses the existing structure of meaning to ensure that the product means something, and how the readers extract the meaning.

Semiotic (also known as semiology) is the study of sign that is come up as a theory from Swiss linguist, Ferdinand de Saussure, which seen language as a system of sign whose meanings are arbitrary. He proposed that the linguist sign is a concept and a sound-image, because sign cannot be stand as itself and it is about cultural convention. The meaning of signs must be coherence and related with the

similarity, contrast, etc. between signs. Whereas semiotics is now closely associated with cultural studies, content analysis is well established within the main stream tradition of social research. While content analysis involves a quantitative approach to the analysis of the manifest 'content' of media texts, semiotics seeks to analyze texts as structured wholes and investigates latent, connotative meaning (Chandler, 2002: 8).

Semiotic also studied systems, rules, conventions which allow these signs to have meaning. Semiotics can be defined as a science dedicated to the study of the production of meaning in society, this science assumes that social phenomena or society and culture that is a form of signs. Therefore semiology aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, objects, and the complex association of all these, which form the content of ritual, convention, or public entertainment.

2.2.1 Roland Barthes Semiotic Model

Roland Barthes (1915-1980), is a French literary critic, cultural analyst, and semiotician who developed theory from Saussure linguistic model, which using semiotics to reveal underlying ideological assumptions of the society to create and make explicit from implicit in text and practices of popular culture. He introduces two staggered systems developed to produce staggered meaning of sign: denotation and connotation, which describe the relationship between the signifier and its signified (Chandler, 2002: 140).

In semiotics, denotation can be assumed as what appears. It is a system that explains the relation between signifier and signified, or between sign and reference on reality, they generate explicit, direct, and definite meaning. For example, a photo of bird is the real bird that has wings, beak, etc. Meanwhile, connotation explains an implicit or indefinite meaning (other meanings may appear) between signifier and signified. Connotation meaning formed when the signifier relates to psychology aspect such as feeling, emotion, belief, cultural value, and ideology. Using connotations, people are able to analyze and interpret mass media, literary works, and popular culture phenomena because connotation has an intimate relationship with history and culture. Roland Barthes shows how different levels of meaning that called Order of Signification are associated. This show in figure 2.1

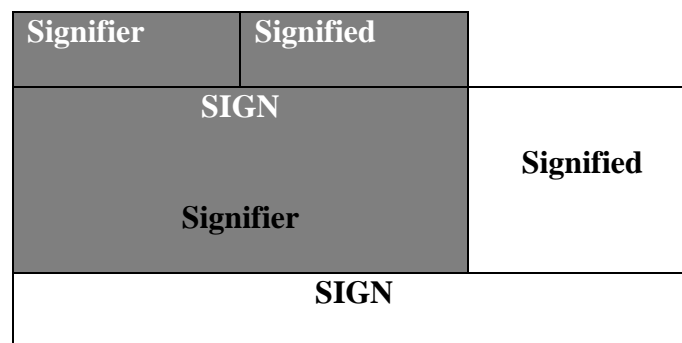


Figure 2.1 Schema of Barthes order of signification

Barthes used the notion from Louis Hjelmslev about different *orders of signification* (Chandler, 2002: 142). This demonstrates the relationship between the denotative or connotative levels of meaning. The first order of signification is denotation and it's consists of a signifier and signified, or between signs and its

references toward reality, to get the meaning explicitly, directly, and definitely. Denotation refers to the literal meaning of a term or object. For example, a picture of a bird means a flying animal with features and wings. The second order of signification is connotation which uses the denotative sign (signifier and signified) as its signifier and attach it to an additional signified. Connotation explains relation between signifier and signified that operates meaning implicitly, indirectly, and indefinitely. Connotation can be associated with myth, which is the signs that carry connotation with larger cultural meaning and the dominant ideologies according to Barthes (Chandler, 2008).

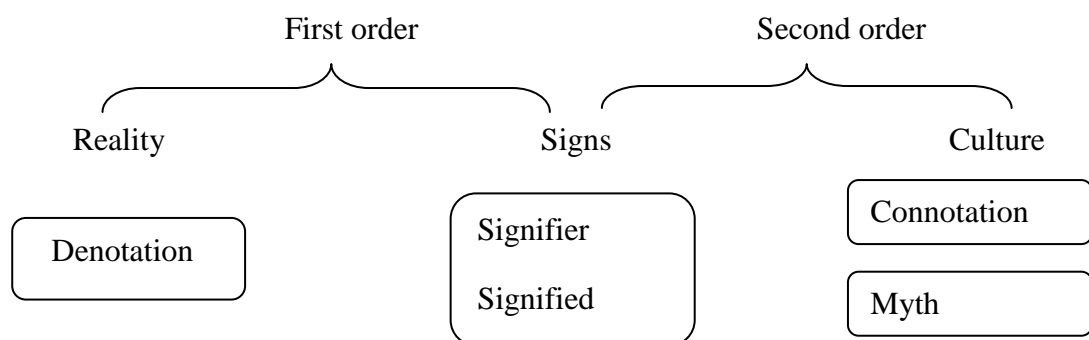


Figure 2.2 Step of Barthes's signification

The process of signification is divided into denotation as primary signification and connotation as secondary signification. Denotative meaning is the part of the meaning of a word or phrase that relates it to phenomena in the real world. While connotative meaning is formed and depicts the interaction that is

occurred among feeling, emotion, and certain culture of the readers when they face the output of the thing that appears.

2.1.1.1 Three Models of Sign

There are three models of sign, which are value, association and conventional (Chandler, 2008: 86). Below are the definition and the example of the three models of sign:

1. Value states that there is a clear correlation between sign and other signs. It is not arbitrary. For example: a portrait, a cartoon, a scale model, onomatopoeia, metaphor, sound effects, in radio drama, a dubbed film soundtrack, and imitative gestures.
2. Association was thought considering that not all arbitrary of signs is arbitrary. People can realize the correlation between the signifier and signified if they see, hear, touch, smell, or taste some elements. For example: natural signs (smoke, thunder, footprints, echoes, and flavor), medical symptoms (pain, a rash, and pulse rate), measuring instruments (weathercock, thermometer, and clock), signals (a phone ringing), recording (photograph, film, and video), and personal trademarks (handwriting).
3. Conventional states that the correlation between signifier and signified is arbitrary (convention). It is depend on social and culture. People have to know it before in order to know the meaning of the sign. For example: language in general (specific language, alphabetic letters, punctuation marks, words, phrases and sentences).

2.2 Concept of Advertisement

Advertisement is one way from the company of the product to convince the consumer to buy their product and not buying product from their rival. The advertisers should make an attractive choice of words in their advertisement's headline, slogan, or tagline in order to get consumer aware of the product which will lead to the customers being persuaded and develops desire to possess it. Advertisement need costumer to create meaning. Saren et al. (2007:128) stated that advertisement utilize a pre-existing referent system of meaning, because the product, prior to signification in the advert, has no meaning. This is because everyone has their own thought about the advertisement and the meaning that is passed through the consumers mind will make the product establish or relinquish.

Landa (2004, 34) stated that an advertisement is a specific message constructed to inform, persuade, promote, or motivate people on interested of a brand or social cause. Those messages are carried by many objects in order to connect or keep contact between the company and their customer. Moriarty, Mitchel, Wells (2003, 6) stated that advertisement is a paid mass communication form from an identified sponsor using mass media (television, newspaper, magazine, billboard, internet, etc.) to persuade or influence people (target audience) about their products (goods, service, and ideas).

In order to create an attractive advertisement that catches attention of the readers, the design of advertisement is an important aspect that invites the reader

to act toward the product advertised. Advertisement has an order structure or prior layout (Arens, 1986: 262), namely:

1. the illustration, which contains information (letters, pictures, or symbols) as a representation of an object to create perception related to objects, places or certain events,
2. the headline, as the primary title in the advertisement which usually consisted of words and or phrases,
3. the body copy, which containing the description of the product or service,
4. the signature line, as an identity of a product or could be called as a brand of a product,
5. slogan as a set of sentences or expressions that usually try to show the eminence or advantage of the product or service.

According to Bignell (2002:32), the first step in analyzing an advertisement is to note the various signs within the advertisement itself.” Then words and visual representation in the advertisement can carry a meaning to the reader. An advertisement, like any semiotic entity such as road sign and child’s drawing is the result of design. The maker of advertisement needs to persuade the consumer with all kinds of resource in his advertisement in order to get target audience attention and make the target wants to purchase the product. One of it is an attractive choice of words in their advertisement’s tagline. Ambiguity can help consumer to remember something or luring consumer into thinking the intended meaning from the creator of this tagline. A combination of an intriguing

ambiguity tagline and an attractive visual of the product make a great advertisement.

2.2.1 Advertisement in Magazine

Magazine is one of the media advertising that contain print advertisement. Magazine offers selective circulation or edition throughout countries, sometime with different topics or headline. Print advertising, which is an advertising media that carry printed message to be read by customer, can be quicker to knowledge by the magazine reader.

Print advertising consist of two major forms, newspaper and magazine. Magazine tends to be read on leisure time, compare to newspaper which usually at the beginning of workday, thus the reader can be relaxed and mentally prepared to receive the message from the advertisement. The advertisement need to be well designed for both aesthetic and functional, in order to catch reader attention before the reader turn the pages.

2.2.2 Functions of Advertising

Wells, Burnet, & Moriarty (2003, 11) stated that there are three functions of advertising. The first is providing product and brand information. This is important in order give relevant information that depends on the target consumer needs, thus help the customer to decide to choose the product. The second is to provide interesting reason for customer to choose. Whether by offering higher quality, cheaper price, or extended warranties, the advertisement need to gives the

customer a reason to change brands, thus the product or brand gain new customer. Lastly, the third is providing reminders and reinforcement. Advertising must constantly remind the customer about the brand name, its benefits, its value, and so on. It also helps reinforce the customer's decision.

The purpose of advertisement is to introduce and promote the product, which include give an interesting view of the product to attract potential consumers. In conjunction with that, Shimp (2003) stated that the function of advertising is to inform, to persuade, to remind, to add value, and to assist. Based on those two explanations, it can be concluded that advertisement is a form of communication that have function to inform the new product, the make the consumer aware of the product, to persuade the consumer, then finally to make the consumer purchase the product.

2.3 Studies on Colors

Color in advertisement is important part, because it has a capacity to create an impression of the product that will be built through. It is often a sign that can be interpreted based on culture, which means a color may have different meanings in every culture. The meaning of a color can be different depends on the interpreter. The role of color in advertising is very influential in the appearance of the form of advertisements, intended to attract more public attention.

Colors have power which could influence image of people who see them (Kusrianto, 2007: 47). This is because the presence of the color display

attractiveness and the right color combination can evoke a meaningful message. According to Raetta Parker from Indiana University, as seen on the website (https://resources.oncourse.iu.edu/access/content/user/rreagan/Filemanager_Public_Files/meaningofcolors.htm), the meanings of some colors are follows.

Red is the color of fire and blood which is associated with energy, war, danger, strength, power, determination, passion, desire, and love. Red is a very emotionally intense color and has very high visibility. It enhances human metabolism, increases respiration rate, and raises blood pressure. In heraldry, red is used to indicate courage. It is the color found in many national flags. Red brings text and images to the foreground. Red is widely used to indicate danger (high voltage signs, traffic lights) and as an accent color to stimulate people to make quick decisions; such as for 'Buy Now' or 'Click Here' buttons on Internet banners and websites. This color is also commonly associated with energy, so you can use it in items related to sports and high physical activity.

Light red represents joy, passion, sensitivity, and love. **Pink** signifies romance, love, and friendship. It denotes feminine qualities and passiveness. **Dark red** is associated with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath. **Brown** suggests stability and denotes masculine qualities. **Reddish-brown** is associated with harvest and fall.

Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy. Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Later the meaning of

yellow was connected with cowardice. Bright, pure yellow is an attention getter but when overused, yellow may have a disturbing influence; such case is that babies cry more in yellow rooms. Yellow is seen before other colors when placed against black; this combination is often used to issue a warning. In heraldry, yellow indicates honor and loyalty. Yellow is very effective for attracting attention and is often associated with food. Men usually perceive yellow as a very lighthearted, 'kiddish' color, so it is not recommended to use yellow when selling prestigious, expensive products to men. Yellow is an unstable and spontaneous color, so avoid using yellow if you want to suggest stability and safety.

Dull (dingy) yellow represents caution, decay, sickness, and jealousy. It is the result of shades of yellow. **Light yellow** is associated with intellect, freshness, and joy. Light yellow tends to disappear into white, so it usually needs a dark color to highlight it.

Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation. To the human eyes, orange is seen as a very hot color and gives heat sensation. It also has very high visibility and very effective for promoting food products and toys, so you can use it to catch attention and highlight the most important elements of your design of the product. Orange increases oxygen supply to the brain, produces an invigorating effect, and stimulates mental activity. It is highly accepted among young people. As a citrus

color, orange is associated with healthy food and stimulates appetite. Orange is the color of fall and harvest just like reddish-brown. In heraldry, orange is symbolic of strength and endurance.

Dark orange can mean deceit and distrust. **Red-orange** corresponds to desire, passion, pleasure, domination, aggression, and thirst for action. **Gold** evokes the feeling of prestige. The meaning of gold is illumination, wisdom, and wealth. Gold often symbolizes high quality.

Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Green has great healing power. It is the most restful color for human eyes; it can improve vision. Green suggests stability and endurance. Sometimes green denotes lack of experience; for example, a 'greenhorn' is a novice. In heraldry, green indicates growth and hope. Green, as opposed to red, means safety; it is the color of free passage in road traffic. Use green to indicate safety when advertising drugs and medical products. Green is directly related to nature, so you can use it to promote 'green' products.

Dark green is associated with ambition, greed, and jealousy. It is commonly used for the things that related with money, financial world, banking, and Wall Street. **Yellow-green** can indicate sickness, cowardice, discord, and jealousy. **Aqua** is associated with emotional healing and protection. **Olive green** is the traditional color of peace.

Blue is the color of the sky and sea. It is often associated with depth and stability and symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body because it is strongly associated with tranquility and calmness. It slows human metabolism and produces a calming effect. In heraldry, blue is used to symbolize piety and sincerity. You can use blue to promote products and services related to cleanliness (water purification filters, cleaning liquids), air and sky (airlines, airports, air conditioners), water and sea (sea voyages, mineral water). Blue is a masculine color; according to studies, it is highly accepted among males. Avoid using blue when promoting food and cooking, because blue suppresses appetite. When used together with warm colors like yellow or red, blue can create high-impact, vibrant designs; for example, blue-yellow-red is a perfect color scheme for a superhero.

Light blue is associated with health, healing, tranquility, understanding, and softness. **Dark blue** represents knowledge, power, integrity, and seriousness. It is associated with depth, expertise, and stability; it is a preferred color for corporate America.

Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance. Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic. Almost 75 percent of children prefer purple to all the other colors. Purple is a very rare color in nature; some people

consider it to be artificial. **Light purple** evokes romantic and nostalgic feelings. **Dark purple** evokes gloom and sad feelings. It can cause frustration.

White is associated with light, goodness, innocence, and purity. It is considered to be the color of perfection. White means safety, purity, and cleanliness. As opposed to black, white usually has a positive connotation. White can represent a successful beginning. In heraldry, white depicts faith and purity. In advertising, white is associated with coolness and cleanliness because it's the color of snow. You can use white to suggest simplicity in high-tech products. White is an appropriate color for charitable organizations. Angels are usually imagined wearing white clothes. White is associated with hospitals, doctors, and sterility, so you can use white to suggest safety when promoting medical products. White is often associated with low weight, low-fat food, and dairy products.

Silver color associate with prestige and wealth. It is seen as a glamorous, sophisticated color related to female energy, prosperity and modernity (<http://www.empower-yourself-with-color-psychology.com/color-silver.html>)

Black is associated with power, elegance, formality, death, evil, and mystery. Black is a mysterious color associated with fear and the unknown (black holes). It usually has a negative connotation (blacklist, black humor, 'black death'). Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color (black tie, black Mercedes). In heraldry, black is the symbol of grief. Black gives the feeling of perspective and depth, but the black background diminishes readability. A black suit or dress can make someone look

thinner. When designing for a gallery of painting or photography, you can use a black or gray background to make other colors stand out. Black contrasts well with bright colors. Combined with red or orange - other very powerful colors - black gives a very aggressive color scheme.

2.4 Rolex Watches

Rolex is founded by Alfred Davis and his brother-in-law Hans Wilsdorf at first as Wilsdorf and Davis, before the company would eventually become Rolex SA, in London, England in 1905. In 1919 Wilsdorf left England due to wartime taxes levied on luxury imports as well as to export duties on the silver and gold used for the watch cases driving costs too high and moved the company to Geneva, Switzerland, where it was established as the *Rolex Watch Company* (Stone, 2006).

In 1908 Wilsdorf registered the trademark "Rolex" and opened an office in La Chaux-de-Fonds, Switzerland and the company name "Rolex" was registered on 15 November 1915 (www.hautehorlogerie.org/en/players/brands/rolex.html). Wilsdorf want his watch brand's name to be easily pronounceable in any language. It is easily pronounceable in many languages and, as all its upper-case letters have the same size, can be written symmetrically. It was also short enough to fit on the face of a watch (Liebeskind, 2004). The Rolex logo is a crown and its name is Oyster. Wilsdorf was known for his love of exquisite things and the sea.

That is why most of the Rolex watches are named after the sea; Submariner, Sea-Dweller, Yacht Master etc. A crown describes prestige and perfectionism; something Rolex has always strived for, and the crown of the sea is held by an oyster (<http://www.authorsden.com/visit/viewArticle.asp?id=49080>).

Rolex is identical with innovations, because Rolex time after time create a first series that never before do in watchmaker world, such as the first waterproof wristwatch "Oyster", (1926), the first wristwatch case waterproof to 100 m (330 ft) in Rolex Oyster Perpetual Submariner, (1953), the first wristwatch to show two time zones at once in Rolex GMT Master, (1954), and the first wristwatch with an automatically changing day and date on the dial in Rolex Day-Date, (1956).

In golf, it is the official time keeper for two of the four majors, The Open Championship and the U.S. Open; the presenting sponsor for one of the five senior majors, The Senior Open Championship; and the official sponsor of the Women's World Golf Rankings. They are also the title sponsor to the 24 Hours of Daytona, from which the Daytona model takes its name, along with the Rolex Sports Car Series. In 2013, Rolex became the official timekeeper to the FIA Formula 1 motor racing championship. Rolex has also been the official timekeeper to the Le Mans 24 Hours motor race since 2001. (<http://www.24h-lemans.com>).

Forbes ranked Rolex No.72 on its 2014 list of the world's most powerful global brands. Rolex is the largest single luxury watch brand, producing about

2,000 watches per day, with estimated 2012 revenues of US\$7.7 billion (www.forbes.com/companies/rolex). The book "*Vintage Wristwatches*" by *Antiques Roadshow's* Reyne Haines listed a price estimate of Rolex watches that ranged between \$650 and \$75,000 (Haines, 2010).

2.5 Time Magazine

Time Magazine is an American news magazine which is based in New York with Time Warner as a parent company. *Time* magazine was created in 1923 by Briton Hadden and Henry Luce (www.time.com/time/archieve/collection/0,21428,c_time_history,00.shtml). Time is a magazine which mostly contains breaking news, hot topics, and top 100 people around the world. Originally as an American news magazine, today Time magazine become worldwide news magazine and has around 20 million readers in domestic and around 25 million readers worldwide. A European edition, which covers Middle East, Africa, and Latin America, published in Europe. An Asian edition published in Hong Kong, and South Pacific edition, which covers Australia, New Zealand, and Pacific Island, based in Sydney.

Time Magazine as an official source for news of Time inc. has a mission of “adapted to the needs of the ever-busier reader who wished to stay informed.” (<http://www.timeinc.com/about/history/>), continue to adapt and innovate to make sure their products are relevant and appealing to the busy consumer who needs to know or be inspired by what’s going on in the world.

Time magazine also use red color as their signature color to used in 'TIME'. But it is change into black as a symbol of mourning and show the news after 11 September, before reverted back into red. The border also changed again three times. Additionally, the April 28, 2008 Earth Day issue, dedicated to environmental issues, contained a green border. The next change in border was in the September 19, 2011 issue, commemorating the 10th anniversary of September 11 attacks with a metallic silver border. Lastly, the most recent change using silver border was in the December 31, 2012 issue, noting Barack Obama's selection as Person of the Year. It is also the first e-magazine on the iPad when the device launched. And subsequent tablet app launches from Time inc (Russell (2011)).

Time's most famous feature throughout its history has been the annual "Person of the Year" (formerly "Man of the Year") cover story, in which *Time* recognizes the individual or group of individuals who have had the biggest impact on news headlines over the past 12 months. The distinction is supposed to go to the person who has most affected the course of the year; it is therefore not necessarily an honor or a reward. In recent years *Time* has assembled an annual list of the 100 most influential people of the year. Originally, they had made a list of the 100 most influential people of the 20th century. There have, in some cases, been over 100 people, when two people have made the list together, sharing one spot.

Time also one of the prestigious magazines in the world, having held various achievements such as the Hottest Overall Magazine and Hottest General

Interest Magazine from Ad Week's annual Hot List. Time has the world's largest circulation for a weekly news magazine, and has a readership of 25 million, 20 million of which are based in the United States. As of 2014, its circulation was 3,286,467 (Alliance for Audited Media, 2014). Although Time magazine has maintained high sales, its ad pages have declined significantly over time (<http://www.guardian.co.uk/media/greenslade/2013/jan/31/time-magazine-downturn>). Thus making the competition harder for the brand to advertise their product in Time magazine, but in the same time it will undoubtedly without rival when the product being advertised in Time magazine.

2.6 Studies on Nature of Magazine

Magazine as one of the printed mass media has characteristic that different from other printed media. Each magazine also has different characteristic to other magazine. Characteristic or noticeable quality of magazine could be seen from the content of message which delivered by the articles. Nature as noun means the types or main characteristics of something, while characteristic as noun means a typical or noticeable quality of someone or something (Cambridge Advanced Learner's Dictionary 3rd edition). Wells (2000) in his books 'Advertising and Practice' stated that magazines are a valuable media to reach many demographic groups. By their nature, magazine must fill a niche with unique editorial content to satisfy specific group readers.

Magazine accepts advertisement which is related to the type of its magazine to gain more profit and stay in business. Sometime if the magazine has

special theme issues, they will notify the advertisers in advance to create a harmony between the advertisement and the article. Rather than the type, magazine can be divided by advertiser type (Campbell, Martin, Fabos, 2005): consumer magazine which become a place of general consumer product advertisement; business or trade magazine which include advertisements for product and services for occupational groups; and farm magazines which contain advertisements for agricultural products and farming lifestyle.

2.7 Studies of Relevance

Relevance is the degree to which something is related or useful to what is happening or being talked about (Cambridge Advanced Learner's Dictionary 3rd edition). Sperber and Wilson (1986) in Cruse (2004, 200) said that in relevance theory, there are things that become representative and interpretive. Relevance studies on how a message could be understood by the recipient and determine that communication not only to transfer the idea of message speaker/writer to the recipient/reader thought, but also cover the extensive of cognitive environment both side. It could assess as relevant if it had the same topic, or related to researched subject or topical relevance.

The central idea of Sperber and Wilson's theory is that all utterances are encountered in some context, and the context interpretation of particular utterance is the one that allows most new implications to be made in that context on the basis of the least amount of information necessary to convey it. For Sperber and

Wilson, relevance is conceived as relative or subjective as it depends upon the state of a hearer/recipient when they encountered an utterance. Relevance is restricted to relationship between utterance and interpretations.

2.8 Types of Advertising

Wells, Burnet & Moriarty (2003) classified nine major types of advertising, they are:

1. Brand advertising: focuses on the development of a long term identity and image, while also tries to develop distinctive brand image for a product
2. Retail or local advertising: The message announces products or service that are available locally while emphasize on price, availability, location, and hours of operation to create a distinctive image for the store.
3. Political advertising: used by politicians to persuade people to vote them
4. Directory advertising: used by people in order to find out how to buy a product or service.
5. Direct-response advertising: the message tries to stimulate a sale directly with the uses of any advertising media such as direct mail. Then the consumer can response it and the product will be delivered directly to the consumer.
6. Business-to-business advertising: contain the messages directed at retailers, wholesalers, and distributors, as well as industrial purchasers and professionals such as lawyers and physicians.

7. Institutional advertising: Focused on establishing a company or organization identity or getting the public to the point of view of the company or organization.
8. Public service advertising: conveys a message on interest of some good cause, such as stopping drunk while driving or prevent child abuse
9. Interactive advertising: delivered to individual customers who have access to the internet via web pages, banner advertisement, and so on.

2.9 Study of Typography

According to Childers & Jass (2002), typography is the art or skill of designing communication by means of the printed word. The core of typography is that different typefaces or fonts carry different connotations and can have differing influences on the readability, interpretation, and impact of the words and concepts they represent. Typefaces have four major elements of type. These are line, weight, orientation and size. Line is the basic element of type that gives each character its form and style. The weight of a typeface refers to its thickness in relation to the volume area its letters displace with ink, which can vary from light, to medium, to bold. Orientation refers to the vertical position of the typeface. The final element of type is style.

Two final properties having an important effect on typography are leading (rhymes with wedding) and line length. Leading refers to the amount of vertical space between lines of type. It is the principle on which the concepts of single and double spacing are based. Excessively tight leading makes text appear unduly

dense and hampers effective reading. Line length on the other hand, refers to the distance between the right and left margins in the text.

2.10 Theoretical Framework

This study will analyze the meaning created by the Rolex in their product advertisement in Time magazine and does the advertisement relevant with the mission or nature of Time Magazine. It will be analyzed by using semiotic theory by Roland Barthes theory using denotation and connotation. This study focusing on analyzing the image, color, and words (includes phrase and sentence) which constitute to the denotative and connotative meaning.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, it discusses the methodology of the research in this study, source of data and data, data collection procedures, and data analysis procedures.

3.1 Research Method

This study will be used semiotic analysis to identified and analyze the use of Rolex advertisement in order to figure out the implicit meaning behind it. While this study can also uses descriptive analytical study, a method in which the researcher describes the collected data and followed by analysis (Ratna, 2004: 53), semiotic analysis is more suitable because semiotic is concerned with meaning-making and representation in many forms, with ‘texts’ and ‘media’ as the two obvious forms (Chandler, 2002: 2). A text can exist in various medium which can be consisting as a verbal, non-verbal, or both.

3.2 Data and Source of the Data

The sources of the data in this study are seven Rolex advertisements that contain in Time Magazine which published in 2014. The data are image, color, and word (phrase and sentence) within the advertisement. The study will analyze the Rolex advertisement, both in denotative meaning and connotative meaning, in

order to analyze the meaning behind the Rolex advertisement and the dominant event that showed in the advertisement.

3.3 Data collecting procedure

1. Selecting the Time Magazine
2. Reading the Time Magazine
3. Choose the advertisement as a source of the data
4. Observing the 7 Rolex printed media advertisement.
5. Identifying the image, color, and word found in each advertisement

3.4 Data analysis procedure

The data will be analyzed by following these steps.

1. Categorizing the sign and images based on denotation level
2. Categorizing the sign and images based on connotation level
3. Analyzing the denotative meaning
4. Analyzing the connotative meaning
5. Interpreting the result of analysis of each advertisement.
6. Put the result of each advertisement analysis into table below to analyze the relevance of advertisement to the nature of Time Magazine.

No	Representation of advertisement	Nature of Magazine									
		Photography	Science	Technology	Adventure	Travel	Culture	History	Nature	Environment	Health

7. Drawing the conclusion

No.	Signifier	Signified/ Denotative	Connotative	Interpretation
1				

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the analysis and the result of the study about Implied Meaning in Rolex Advertisement in Time Magazine. This analysis and result consisting of findings and discussion of the study, in order to answer the research question which has been stated previously in chapter 1

4.1 FINDING

Through analyzing the data of the image, color, and words (phrase or sentence) from the 7 Rolex printed advertisement taken from 2014 edition of Time Magazine, this study could find the main image and the verbal section that reveals the meaning of the advertisement. These 7 advertisements consist of different type of advertising. The study adapted table analysis to classify the type of advertising from Wells, Burnet, & Moriarty (2003).

Table 4.1 Types of advertisement in Time magazine

No	Advertisement	Type of Advertising	Remarks
1	Ads no 1	Brand advertising	It is goods product
2	Ads no 2	Brand advertising	It is goods product
3	Ads no 3	Brand advertising	It is goods product
4	Ads no 4	Brand advertising	It is goods product
5	Ads no 5	Brand advertising	It is goods product

6	Ads no 6	Brand advertising	It is goods product
7	Ads no 7	Institutional advertising	It is service product

Six from seven advertisement categorized as brand advertising and goods products. It showed how Rolex create an image and identity to distinguish themselves from other brands. Based on the findings, this study can conclude that Rolex put all their advertisement at a relevant place, which is in Time Magazine because Time magazine mission is ‘adapted with the needs of the ever-busier reader who wished to stay informed’. Thus Time Magazine successfully provides its customer by the new information about the product that trending or the event that happen across the continent.

4.2 DISCUSSION

In this part, the study describes all the discussion attached in table of signification process. This study analyzed seven Rolex printed advertisement which published in 2014 in Time Magazine, in order to find out the implied meaning at the Rolex printed advertisement. All the advertisement are analyzed by signification order which analyzed by the concept of denotation and connotation by Roland Barthes.

4.2.1 Ads 1: Rolex advertisement in Time Magazine (November 17, 2014)



Denotation Level

The first signifier is the illustration of Rolex Oyster Perpetual Milgauss watch with Rolex symbol in white color as a background. A Rolex Oyster Perpetual Milgauss watch was developed by Rolex as a special timepiece for technicians and engineers. The second signifier is the signature line “A gold crown”. Gold is a valuable, shiny, yellow metal that used to make coins and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for queen and king.

The third is the headline, ‘OYSTER PERPETUAL MILGAUSS’ text in silver color. The name "Mille" in French means "thousand". The watch was made of 40mm stainless steel case, polished bezel, blue dial, green sapphire crystal, and Oyster bracelet. It is also water resistant to 100 meters and resistant to magnetic flux density of 1,000 gauss without sacrificing the performance and accuracy. (<http://www.swissluxury.com/rolex-watches-milgauss.htm>)

Connotation Level

The illustration of Rolex Oyster Perpetual Milgauss watch is showed that the watch uses silver color in the body of the watch and blue color in the time display inside the watch. Silver color associate with prestige and wealth. It is seen as a glamorous, prosperity and modernity (<http://www.empower-yourself-with-color-psychology.com/color-silver.html>), it means that the company wishes to emphasize these traits by using silver color. Thus the product can be looked more

modern and glamorous in customer wrist. So, the customers of Rolex watches will be much more attracted to buy the product. Meanwhile, blue is the color of the sky and sea. It is often associated with depth and stability. It is seen as a loyalty, confidence, and intelligence. It shows that Rolex watches can create confidence for the one who wear it, because this watch is intelligent which is accurately tell the time and can be rely on when the user needed badly. Rolex emphasize that the time display in this watch can be easy to see because of the contradictory between silver and blue. This will make things easier for the user to look at the time, because the user can be straight to the blue color which is the time display color.

Then, the signature line “A gold crown”. Gold associates with the feeling of prestige and often symbolizes high quality. The crown is to show that Rolex watch is synonym with superior and to make costumer knows that Rolex watch is made from high quality material to ensure Rolex high standard. Green associates with growth, stability and endurance. It is to represent the reliability of Rolex watch. Rolex become a superior watch with its high quality and reliability that consumer can rely on.

The headline ‘OYSTER PERPETUAL MILGAUSS’ is used as the information about the type of the watch in the advertisement. Oyster represents more durability in design. The text perpetual has a meaning of eternal which describes Rolex’s durability in prolonged use, while Milgauss is two words combine into one word. The name "Mille" in French means "thousand", while gauss is a technology that Rolex used in this watch which related to magnetic field. Thus the Oyster Perpetual Milgauss can be concluded as a watch that uses

modern technology and is produced with some extra safety and reliability features compared to Rolex's more casual or dress models to ensure customer satisfaction.

The advertisement use white as a dominant color. At the background of the watch, there is a very big Rolex symbol which occupied much of the advertisement. The symbol is embossing from the ground and also using white color same as the background. White means safety and cleanliness. Rolex emphasize this color to persuade the consumer to show that their product represents safety and clean which shows that Rolex watches is intended to produce reliability in a cleanest look so the consumer who buys the product can rely on its watch and be confident.

From this advertisement, we can assume that Rolex Oyster Perpetual Milgauss watch is designed to provide modern technology while also maintained the looks of the watch. Rolex become a superior watch with its high quality and reliability that consumer can rely on. It supported by the meaning behind the visual and the text.

4.2.2 Ads 2: Rolex Advertisement in Time magazine (April 7, 2014)



MASTERS



THE MASTERS
AUGUSTA NATIONAL GOLF CLUB
APRIL 10TH TO 13TH, 2014

THIS WATCH HAS SEEN TRADITIONS UNCHANGED,
AND MIRACLES UNFOLD.



OYSTER PERPETUAL SKY-DWELLER IN 18 CT WHITE GOLD



ROLEX

Denotation Level

The first signifier is the first illustration, which is the photograph that depicts the event of The Masters Golf tournament. The golf tournament always in held in sunny day, to make sure that the tournament can be enjoyable for golfer and audience. The second signifier is the signature line number one which is from The Masters golf tournament with the text ‘THE MASTERS’, ‘AUGUSTA NATIONAL CLUB’, ‘APRIL 10TH TO 13TH, 2014’ below the symbol and it has black color with the background has white color. The Masters Tournament, played at Augusta National Golf Club, is the only major tournament held at the same venue each year which was created in 1934 with an invitation-only policy to attracts golf’s elite (<http://www.rolex.com/rolex-and-sports/golf.html>)

The third signifier is the headline ‘THIS WATCH HAS SEEN TRADITIONS UNCHANGED. AND MIRACLES UNFOLD’ text and the text uses black color. Since its inception in 1934, The Masters Golf Tournament have a lot of miracles moment who sees sometimes the favorite may not always win, or sometime there is a surprise winner. The fourth signifier is the illustration of Rolex Oyster Perpetual Sky-Dweller watch supported by ‘OYSTER PERPETUAL SKY-DWELLER IN 18 CT WHITE GOLD’ text in black. Oyster is a bivalve mollusk with rough irregular shells and may be farmed for food or pearls. Sky-Dweller is a thing that lived at a specified place, in this case is the watch in the sky. The fifth signifier is “A gold crown”. Gold is a valuable, shiny, yellow metal that used to make coins and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for queen and king.

Connotation Level

The first signifier is illustration number one, which is the photograph that shows the situation of the Masters Golf Tournament, can be correlated with the Rolex brand, as a sponsors, and both the Rolex brand and Masters Golf Tournament long history. Both of them have long history and timeless, which shows that the quality that both the Rolex and the tournament has not degrading. This advertisement shows the sign of Rolex has already put through a test of time in the watch manufacturing world to prove themselves.

Then, the second signifier is the signature line number one, which is the Master Golf tournament. In here they put the thing straightforward which just consist of the golf course layout, THE MASTERS' text, 'AUGUSTA NATIONAL CLUB' text, and 'APRIL 10TH TO 13TH, 2014' text. Thus the reader can be easier to catch the meaning that The Masters golf tournament, held in Augusta national Club golf course, is where the golf master or elite compete to prove which is the best of the best in a competition that start on April 10 to 13, 2014.

The third signifier is the headline, which is the text 'THIS WATCH HAS SEEN TRADITIONS UNCHANGED. AND MIRACLES UNFOLD'. Since its inception in 1934, The Masters Golf Tournament have a lot of miracles moment who sees sometimes the favorite may not always win, or sometime there is a surprise winner. These are some of the most memorable moments in the tournament's history. Ed Sneed in 1979 entered the final round with a 5-stroke

lead, but he stumbled down into the tournament's first sudden-death playoff with Masters rookie Fuzzy Zoeller. Zoeller won on the second playoff hole. Then Jack Nicklaus in 1986, which was assumed by the media that he was past his prime, became the oldest person ever to win the Masters tournament. Next is the miracle from young Tiger Woods in 1997. At the age 22 and had not won a golf major before this, came along and outshone everyone at the most prestigious golf tournament in the world. (<http://www.msn.com/en-us/sports/golf/meltdowns-and-miracles-at-the-masters/ss-AAaEiuf>). This correlated with the headline that the masters golf tournament always competed by the golf masters and sometime create an unsuspecting event that lead to miracles happen. Just as Rolex, they always maintain its high quality production and makes innovation that never been done before such as, such as the first waterproof wristwatch "Oyster" in 1926.

The fourth signifier is the illustration number two, which is the illustration of Rolex Oyster Perpetual Sky-Dweller watch in 18 carat white gold. Oyster represents more durability in design. The text perpetual has a meaning of eternal which describes Rolex's durability in prolonged use and Sky-Dweller represent various act or sports that happen in high altitude. The Rolex Sky-Dweller watch is showed that the watch uses silver color in the body of the watch and white color in the time display inside the watch. Silver color associate with prestige and wealth. It is seen as a glamorous, prosperity and modernity. It means that the company wishes to emphasize these traits by using silver color. Thus the product can be looked more modern and glamorous in customer wrist. So, the customers of Rolex watches will be much more attracted to buy the product. Meanwhile the

white color is to show clean and safety. The display will be easier to watch if it's clean and white color gives that representation.

Last, the fifth signifier is the signature line "A gold crown". Gold associates with the feeling of prestige and often symbolizes high quality. The crown is to show that Rolex watch is synonym with superior and to make costumer knows that Rolex watch is made from high quality material to ensure Rolex high standard. Green associates with growth, stability and endurance. It is to represent the reliability of Rolex watch. Rolex become a superior watch with its high quality and reliability that consumer can rely on.

From this advertisement we can assume Rolex as a leading sponsor for the master golf tournaments around the world and also sponsored golf superstars such as Tiger Woods. Thus it shows that Rolex has Commitment to the Golf by putting their advertisement in the tournament and also sponsored the tournament, not only as a symbol of tradition but also as a prestige. Because Rolex are attract the consumer by the offer of the highest of quality and innovative design not only designed for golfers, but also for casual consumer who wants to taste the feel of golfer watches on their wrist to gain accurate time and more confidence.

4.2.3 Ads 3: Rolex Advertisement in Time Magazine (June 2, 2014)

10,000 HOURS OF PRACTICE:
0.498 SECONDS SAVED

IT'S ALL ABOUT TIME

OYSTER PERPETUAL
COSMOGRAPH DAYTONA

ROLEX
OFFICIAL
TIMEPIECE

THE FORMULA 1™ LOGO IS A TRADE MARK OF FORMULA ONE LICENSING SA & FORMULA ONE GROUP COMPANY

The advertisement is a full-page spread in Time Magazine. The left half features a close-up photograph of a pit crew member in a blue racing suit with yellow accents, working on a car's wheel. The right half is a white background with a Rolex watch centered. The watch is a Rolex Oyster Perpetual Cosmograph Daytona with a white dial, three sub-dials, and a metal link bracelet. The Rolex crown logo is visible above the brand name. At the bottom right, the Formula 1 logo is present, along with a small line of text.

Denotation Level

The first signifier is the headline ‘10000 HOURS OF PRACTICE: 0,498 SECONDS SAVED’ text in white color. Then the second signifier is slogan, which is ‘IT’S ALL ABOUT TIME’ text and it has green color and has white background. Below the text is the third signifier, which is the illustration of the Rolex Oyster Perpetual Cosmograph Daytona with the text ‘OYSTER PERPETUAL COSMOGRAPH DAYTONA’ below the image of the watch and it has black color.

The fourth signifier is second illustration which is the picture of pit-lane atmosphere in Formula 1 racing. This section dominates the advertisement which occupied larger section rather the right section which is about the picture of the watch. In the picture there is a Red Bull team pit crew who want to change the tire of the formula 1 race car. The pit-crew wearing helmet, wore fire-resistant suits & fire-resistant gloves, balaclava, socks and shoes. The Picture shows the pit-crew that want to change the tire of Formula 1 car. The pit-crew outfit has to meet the guidelines set by FIA because the pit-stop situation is a potentially hazardous situation. (<http://www.fia.com/sport/Regulations/driverequipregs.html>)

The fifth signifier is the signature line “A gold crown” and ‘F1 OFFICIAL TIMEPIECE’ text in green color. Gold is a valuable, shiny, yellow metal that used to make coins and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for queen and king.

Connotation Level

The first signifier is the headline, which is '10000 Hours of Practice: 0,498 Seconds Saved'. To be the best, we need to endless practice in order to hone our skills. In here the text is accompany by the illustration of Formula 1 pit-crew when they changing the tire of the race car. They need to practice repeatedly to change the tire as fast as possible to cut their time. If they can do it faster than other time, then the winning can come closer.

The second signifier is a slogan, which read 'It's All About Time'. This slogan represent that Rolex always put emphasize to make sure that their watch can provide the most accurate time. It is important because in the race, time is the most crucial aspect. It determines whether the racer wins the race or loses. Thus if Rolex can provide the most accurate watch, it will help, not only the motorsport figure, but also other activity.

The third signifier is the illustration of the formula 1 pit-crew from Red Bull team changing the tire. In Formula 1 race, pit-stop crew also had the aspect that determines the result of the driver. That is why each team in Formula 1 race hire the best pit-stop crew possible to ensure that their driver will not losing time when the driver get into pit-stop to change tire, refueling, fixing the damage on the car, etc. in shortest time possible thus ensure that their driver still have a chance to win the race. Thus the precision and the accuracy is the most important aspect for them.

Next, the fourth signifier is the illustration number two, which is the Illustration of Oyster Perpetual Cosmograph Daytona. This series was named after

the famous racing town in Florida and marks 50 years of Daytona's. The silver color of the watch associate with prestige and wealth. It is seen as a glamorous, prosperity and modernity. It means that the company wishes to emphasize these traits by using silver color. Thus the product can be looked more modern and glamorous in customer wrist. Meanwhile the white color is to show clean and safety. The display will be easier to watch if it's clean and white color gives that representation. Oyster represents more durability in design. The text perpetual has a meaning of eternal which describes Rolex's durability in prolonged use. Cosmograph marked it out as a different new model with an equally innovative style which is dedicated to racing drivers. In here the dial has been simplified and functional friendly without sacrificing the quality. So, the customers of Rolex watches will be much more attracted to buy the product.

Lastly, it is the fifth signifier which is the signature line "A gold crown" and F1 Official Timepiece. Gold associates with the feeling of prestige and often symbolizes high quality. The crown is to show that Rolex watch is synonym with superior and to make costumer knows that Rolex watch is made from high quality material to ensure Rolex high standard. Green associates with growth, stability and endurance. It is to represent the reliability of Rolex watch. The signature of F1 official timepiece is to show to the reader that Rolex ability to create accurate watch has been approved by the Formula 1. Rolex become a superior watch with its high quality and reliability that consumer can rely on.

From this advertisement, Rolex want to emphasize the precision and the accuracy. These two things are the things that Rolex want people that see this advertisement to acknowledge, by putting the photo of the Formula 1 pit-crew changing tire and the oyster perpetual cosmograph Daytona watch from Rolex. The precision can be seen in the effort that the pit-crew put when they changing tire, while the accuracy can be seen in how fast the pit-crew can finish their job and make the car ready for race again. Rolex also put emphasize that their watch is safe and capable even when the user is in extreme condition, such as the Formula 1 pit-crew who must maintain their precision and accuracy in very hot condition beside the engine of Formula 1. Thus, the person who buys the product will feel much more confident and safe to choose Rolex as their watch.

4.2.4 Ads 4: Rolex advertisement in Time magazine (July 7/July 14, 2014)

Tiger Woods

2014 Rolex Golf
1989 U.S. Open Championship II
Sponsor of the U.S. Open Golf Championship by the USGA and Rolex

Competition: Tiger Woods
Round: 1
Start: 9:30 a.m.

18	11	12	13	16	18	19
364	364	364	364	364	364	364
454	454	454	454	478	441	441
4	3	4	5	4	3	4
4	4	5	4	4	3	4

EXCISE
Previous Total
This Round
New Total
Verified

LETTER BRIDGE

TIGER WOODS
ROLEX
SHEET # 1019
ROLEX S.A.

Just being a master scuba diver wasn't enough,
so he trained himself to hold his breath for four minutes.

Just helping undeserved kids wasn't enough,
so he established a foundation of his own.

He approaches each new challenge with
the same intensity that he brings to his game.

And no matter how far he goes, or even how deep,
Tiger Woods' Rolex rarely leaves his wrist.

To him, it's a reminder.
Of everywhere he's been.
And the places he's yet to go.

ROLEX

Denotation Level

The first ninth signifiers are consisting of 9 illustrations that related to Tiger Woods. Tiger Woods is one of the most popular professional golfer, He has been awarded PGA Player of the Year a record eleven times (<http://golf.about.com/b/2009/10/20/woods-wins-pga-player-of-the-year-award.htm>). And has the most career major wins and career PGA Tour wins than any other active golfer in 2015. (<http://nbcsports.msnbc.com/id/3295562/>). The illustrations are the photos of (1) Tiger Woods golfing wearing golf outfit, a hat, and a glove. His golf outfit consists with polo shirt and long pants with belt. Hat is a shaped covering for the head worn for warmth, as a fashion item, or as a part of a uniform. Glove is a hand cover to protect the sportsman. (2) Tiger Woods relaxing in a couch in black-white photograph. Couch is a long upholstered piece of furniture for several people to sit. (3) Tiger Woods after scuba diving, holding the oxygen pipe to help him breathe. Scuba diving is the sport of swimming underwater using a scuba. The oxygen pipe transforms the air from the oxygen tube to the user, in order to help user easier to catch some air. (4) Tiger Woods wears tuxedo on a backseat of a car. Tuxedo is a suit for formal evening clothes. Car is a vehicle, typically with four wheels, powered by an internal engine and able to carry a small number of people. (5) The photo of Tiger Woods left hand wears Rolex watch. Rolex is a watch manufacture based in Switzerland.

(6) The photo of Jupiter Beach panorama. Tiger Woods home is located in Jupiter Island. His house area property stretches from the Intracoastal Waterway to the Atlantic Ocean. Contain personal four-green golf course

(<http://www.forbes.com/pictures/ekkl45fge/tiger-woods-home-jupiter-island-florida/>). (7) A black-white photo of the plane that fly above two palm tree. This is the photo of Tiger Woods private jet Gulfstream G550. It can take 16 people in normal seating configuration. This plane is one of the highest range business class Jet ever made and one of the finest business class Jet in the world. (<http://www.tsmplug.com/cars/tiger-woods-car-collection/>) (8) At the back those various photos, there is official score card of Tiger Woods in 108th U.S. Open Championship. and (9) the map of Olympic Club Golf Course from that championship event, which created by Tiger Woods foundation. The Tiger Woods Foundation was established in 1996 by Tiger Woods and his father, Earl Woods, to create and support community-based programs that improve the health, education, and welfare of all children in America. Our programs break the cycle of poverty through college-access opportunities for low-income students. (<http://www.tigerwoodsfoundation.org/about/what-we-do>)

Then, at the bottom left of the advertisement, there is the tenth signifier, which is a body copy; “Just being a master scuba diver wasn’t enough, so he trained himself to hold his breath for four minutes. Just helping underserved kids wasn’t enough, so he establishes a foundation of his own. He approaches each new challenge with the same intensity that he brings to his game. And no matter how far he goes, or even how deep, Tiger Wood’s Rolex rarely leaves his wrist. To him, it’s a reminder. Of everywhere he’s been. And the places he’s yet to go” text in black color. The eleventh signifier is signature line “A gold crown”. Gold is a valuable, shiny, yellow metal that used to make coins and jewelry. Crown is a

circular of decoration for the head that made of gold and precious stone for queen and king.

Connotation Level

In this advertisement, Rolex put an emphasize in the intensity of the watch, which Rolex showed in more photograph that depict the Tiger Woods wearing Rolex watches in various activities such as scuba diving.

The first signifier is the illustration of Tiger Woods golfing wearing golf outfit, a hat, and a glove. Even in his golf attire, Tiger Woods still wear his trusty Rolex watch. This is clearly seen that Tiger Woods never doubted the perfection of Rolex. In golf, golfers not only need perfect shoot in order to put the ball as fast as possible to the hole, but golfers also needs to put comfortable but stylish in their attire in order to synergizes with their game. Thus golfers not only rated by their game, but also by their attire.

The second signifier is the illustration of Tiger Woods relaxing in a couch in black-white photograph. This illustration is related with the photo of Jupiter Beach panorama. In this photo, Tiger Woods looks very relax and very comfortable while still wear his trusty Rolex watch. It can be assume that Tiger Woods is relaxing in a couch in his home, because he is seen smiling while put his feet slightly up while always wearing a Rolex watch. This illustration represents that not only in serious activity that Tiger Woods trusted Rolex, but also in leisure activity to complement his style and outfit.

The third signifier is the illustration of Tiger Woods after scuba diving, holding the oxygen pipe to help him breathe. Tiger Woods is scuba diving while wearing Rolex watch, because he needs to maintain his precision and accuracy in holding breath under water to ensure that he can count his maximum time. In this illustration, Rolex put emphasize that their watch is safe and reliable even when the user wear it in extreme condition, such as scuba diving sport. Thus, the person who buys the product will feel much more confident and safe to choose Rolex as their watch, because of its accuracy and reliability.

The fourth signifier is the illustration of Tiger Woods wears tuxedo on a backseat of a car. This is showing the symbol of luxury. The luxury being represented by Tiger Woods wears the tuxedo and Rolex while sit at the back of the car, which implied that he is have a personal driver. Rolex want to emphasize that their product also synonym with the luxury. Rolex uses top material and high class manufacturing to ensure that their product is the best, thus with itself symbolize luxury.

The fifth signifier is the photo of Tiger Woods left hand wears Rolex watch. Lastly is the photo of Tiger Woods hand, which show wearing Rolex watch. This represent that Rolex is Tiger Woods trusty watch which he always wearing in any activity. Rolex watch is showed as all-in-one watch that has many features that Tiger Woods needs in watch, which is comfort, endurance, and looks. Thus Rolex watch is correlated with the character of Tiger Woods which is

one of the most popular golfers in the world today that need all the best thing possible for himself.

The sixth signifier is the photo of Jupiter Beach panorama in Jupiter Island, Florida. The home of Tiger Woods. This illustration is related with second illustration because Jupiter Island is where Tiger Woods house is. Home can be synchronized with comfort, as Robert Frost (American poet) said, "Home is the place where, when you have to go there, they have to take you in." (<http://www.brainyquote.com/quotes/quotes/r/robertfros100246.html>). The illustration of panorama of Jupiter Beach complement this feeling to make sure that the reader gets the meaning of the illustration. This represent that even in relaxed and not in serious or formal, Rolex always get the trust from the wearer, in this case Tiger Woods. Because Rolex watch is suitable and still matching with the relax condition.

The seventh signifier is black-white photo of the plane that flies above two palm tree which is the photo of Tiger Woods private jet. This represent that Tiger Woods home is comfortable and chilly by the two big palm trees. It's create a relaxing atmosphere. Rolex want to show that their collection of watch also feels good when the user wears it in leisure activity.

The eighth signifier is the illustration of Tiger Woods official score card in 108th U.S. Open Championship. It is represent that Tiger Woods is striving for the best and never back down from challenge. In his professional career, Woods has broken numerous golf records. He has been awarded PGA Player of the Year a

record eleven times (<http://golf.about.com/b/2009/10/20/woods-wins-pga-player-of-the-year-award.htm>). He has won 14 professional major golf championships, 18 World Golf Championships and 79 PGA Tour events. Thus makes him the most career major wins and career PGA Tour wins than any other active golfer today. (<http://nbcsports.msnbc.com/id/3295562/>). Thus it clearly shows that Rolex want the reader of the advertisement feel the characteristic of Tiger Woods in Rolex watches. Rolex always try to give the best of their product for the customer, which symbolize that Tiger Woods and Rolex is important in their respective world, Woods in golf and Rolex in watch, and both of them profited from these relationship.

The ninth signifier is the illustration of the map of Olympic Club Golf Course from that championship event, which created by Tiger Woods foundation. Then, the photograph of the golf course in Jupiter Island is designed by Tiger Woods Design. Tiger Woods Design is a service-driven golf course design firm led by Tiger Woods. Rolex put this photograph to show that they also passionate and valuing something distinctive and memorable. Tiger Woods Design can deliver to create an unforgettable golf course that golfers can enjoy from Tiger Woods vision and strategic insight into the game of golf.

The tenth signifier is the body copy, which read “Just being a master scuba diver wasn’t enough, so he trained himself to hold his breath for four minutes. Just helping underserved kids wasn’t enough, so he establishes a foundation of his own. He approaches each new challenge with the same intensity that he brings to his game. And no matter how far he goes, or even how deep, Tiger Wood’s Rolex

rarely leaves his wrist. To him, it's a remainder. Of everywhere he's been. And the places he's yet to go". These text represent that Tiger Woods is always strived for the best and always push himself to gain what he want. Not only as a golfer, but also as a master scuba diver, and the CEO of Tiger Woods Foundation. And no matter how much his activity, he always trust Rolex watch in his wrist. Because Rolex watch is just not a tools to see the time, but also as a remainder to every place and every activity that he do. Thus Rolex want to show to the customer that Rolex watch is suitable for every place and every activity.

Lastly, the eleventh signifier is the signature line "A gold crown". Gold associates with the feeling of prestige and often symbolizes high quality. The crown is to show that Rolex watch is synonym with superior and to make costumer knows that Rolex watch is made from high quality material to ensure Rolex high standard. Green associates with growth, stability and endurance. It is to represent the reliability of Rolex watch. Rolex become a superior watch with its high quality and reliability that consumer can rely on.

From this advertisement, we can assume that Rolex want to create a feeling that the famous person always wears Rolex in every activity that they do. This mean that Rolex watch is equally important as the wearer because in this Advertisement, Tiger Woods Rolex watches never leaves his wrist. Rolex creates a high quality watch, comfortable and looks good, to synonym its work with Tiger Woods Design by not only creates a good looks watch but also a watch that worthies the price from by the quality and reliability. This advertisement also show that Rolex watch will make the user feels safety because of the reliability of

Rolex watch and can be comfortable when wearing Rolex with various outfit. This means that Rolex watch is very important so they always wear Rolex watch in every occasion, just like Tiger Woods.

4.2.5 Ads 5: Rolex advertisement in Time magazine (September 29, 2014)

PERFECTING START REACTION:
0.125 SECONDS SAVED

IT'S ALL ABOUT TIME

OYSTER PERPETUAL
COSMORAPH DAYTONA

ROLEX
OFFICIAL
TIMEPIECE
Formula 1

THE F1 FORMULA 1 LOGO IS A TRADEMARK OF FORMULA ONE LICENSING BV, A FORMULA ONE GROUP COMPANY.

Denotation Level

The advertisement is divided into two sections. The first signifier is headline, which is 'PERFECTING START REACTION: 0,125 SECONDS SAVED' text in white color. Perfect is having all required or desirable elements, qualities, or characteristics, as good as possible to be. Save is avoiding the need to use up or spend. The second signifier is slogan, which is 'IT'S ALL ABOUT TIME' text located at the top of the advertisement and it has green color with white background. The phrase 'About time' is used to convey that something now happening or about to happen should have happened earlier.

The third signifier is the illustration number one, which is the photograph of the starting line atmosphere in Formula 1 racing. In the picture are all the teams and drivers which compete for the 2014 Formula 1 championship season. The fourth signifier is the illustration number two, which is the illustration of The Oyster Perpetual Cosmograph Daytona accompany with 'OYSTER PERPETUAL COSMOGRAPH DAYTONA' text and it has black color. Rolex has considerable history in motorsport, having sponsored the 24 Hours of Daytona and the Le Mans 24 Hours for many years. In 2014, it took over from Tag Heuer as the official timekeeper of Formula 1. The latest Rolex Oyster Perpetual Cosmograph Daytona, named after the famous racing town in Florida, marks 50 years of Daytonas in which Rolex also contribute in it. (<http://www.crankandpiston.com/lifestyle/the-watches-of-formula-1/>)

The fifth signifier is signature line the signature line “A gold crown” and ‘F1 OFFICIAL TIMEPIECE’ text in green color. Gold is a valuable, shiny, yellow metal that used to make coins and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for queen and king.

Connotation Level

The first signifier is the headline which read ‘PERFECTING START REACTION: 0,125 SECONDS SAVED’ to imply that every second matters in Formula 1 race. To be the fastest formula 1 driver, the driver need to endless practice in order to hone their skills and to gain the fastest time as possible. In here the text is accompany by the illustration of Formula 1 car in starting line, where the driver line up each other in their respective starting grid. The start of the race is very important to ensure where will be the driver going to be after the first turn. Because while the driver in front row of the starting line is going to be favored by the audiences, it is without a doubt that the best start, which as fast as possible, is the goal for every driver to make sure that they still in the front row after the first turn and possibly higher the chance of winning the race. But the start also needs to be accurate in order for the driver to avoid a penalty. That is why, perfecting start reaction is not only fast, but it also needs to be accurate

The second signifier is a slogan, which read ‘It’s All About Time’. This slogan represent that Rolex always put emphasize to make sure that their watch can provide the most accurate time. It is important because in the race, time is the

most crucial aspect. It determines whether the racer wins the race or loses. Thus if Rolex can provide the most accurate watch, it will help, not only the motorsport figure, but also other activity.

The Third Signifier is the illustration number one, which is the atmosphere of Formula 1 race when each driver in their respective car is on the starting line. In Formula 1 race and various motorsport competitions around the world, the driver need to start at their respective stating line, before the race begin. This create a sensation of pulse beat, waiting to the race begin and see the driver race each other before the first turn which determines the result of the driver furthermore. That is why each team in Formula 1 race hire the best driver possible to ensure that their car will not losing time when race starting. The driver needs to react as quick in shortest time possible to ensure that they still have a chance to win the race. Thus the precision and the accuracy is the most important aspect for them.

Next, the fourth signifier is the illustration number two, which is the Illustration of Oyster Perpetual Cosmograph Daytona. This series was named after the famous racing town in Florida and marks 50 years of Daytona's. The silver color of the watch associate with prestige and wealth. It is seen as a glamorous, prosperity and modernity. It means that the company wishes to emphasize these traits by using silver color. Thus the product can be looked more modern and glamorous in customer wrist. Meanwhile the white color is to show clean and safety. The display will be easier to watch if it's clean and white color gives that representation. Oyster represents more durability in design. The text perpetual has

a meaning of eternal which describes Rolex's durability in prolonged use. Cosmograph marked it out as a different new model with an equally innovative style which is dedicated to racing drivers. In here the dial has been simplified and functional friendly without sacrificing the quality. So, the customers of Rolex watches will be much more attracted to buy the product.

Lastly, the fifth signifier is the signature line "A gold crown". Gold associates with the feeling of prestige and often symbolizes high quality. The crown is to show that Rolex watch is synonym with superior and to make customer knows that Rolex watch is made from high quality material to ensure Rolex high standard. Green associates with growth, stability and endurance. It is to represent the reliability of Rolex watch. Rolex become a superior watch with its high quality and reliability that consumer can rely on.

Rolex using white background to emphasize safety, purity, and cleanliness. Rolex use this color to persuade the consumer to show that their product represents clean and safety. Rolex also put emphasize that their watch is safe when the person who wear it is in extreme condition, such as the Formula 1 driver who must maintain their precision and accuracy in very hot condition inside the Formula 1 car to ensure they have the best and fastest starts as possible. Thus, the person who buys the product will feel much more confident and safe to choose Rolex as their watch.

From this advertisement we can assume that Rolex is capable to provide the watch that is accurate and comfortable, because the drivers need to be fast and

accurate to ensure the possibility of winning the race. Rolex provided a watch that clearly can make sure that the time those drivers seen in their watch is very reliable. Because to be an official timepiece of sport such as Formula 1, the watch needs to be accurate as possible, endure all the gravity that the driver takes, and still symbolize Formula 1 and motorsport activity. Rolex want its audiences to see that Rolex can give its wearer safe feeling about their time, because Rolex watches is capable to provide accurate time and the watch is reliable in every condition to make sure that the user never miss anything while still feeling comfortable.

4.2.6 Ads 6: Rolex advertisement in Time magazine (October 27, 2014)

Cellini

THE CLASSICAL WATCH BY ROLEX

ROLEX PRESENTS THE NEW CELLINI COLLECTION, A CONTEMPORARY CELEBRATION OF CLASSICISM AND THE ETERNAL ELEGANCE OF TRADITIONAL TIMEPIECES. CONSISTING OF 12 CLASSICALLY INSPIRED MODELS, THIS NEW COLLECTION COMBINES THE BEST OF ROLEX KNOW-HOW AND ITS HIGH STANDARDS OF PERFECTION WITH AN APPROACH THAT HEIGHTENS WATCHMAKING HERITAGE IN ITS MOST TIMELESS FORM.

ROLEX
GENÈVE
Cellini

ROLEX
GENÈVE
Cellini

ROLEX
GENÈVE
Cellini

ROLEX

Denotation Level

The first signifier is the illustration number one, which is the first photograph that using extreme close-up photo of the time display of watch. This photo show that the display of the watch using black as the color of the minute and gold color for the arrow, the hours, ring that surround the display and the rest. The second signifier is the illustration number two, which is the second photo, located at the right side of the advertisement. The photo is showing the appearance of the watch from front. This photo includes the appearance of leather wrist that complements the appearance of first photo.

The third signifier is the headline, which is ‘Cellini THE CLASSICAL WATCH BY ROLEX’ text, with Cellini text using hand-write type of font in black color. Cellini is Rolex watch line for very formal dress and activity (<http://www.ablogtowatch.com/rolex-cellini-time/>). Classical is representing an exemplary standard within a traditional and long-established form or style. The fourth signifier is the body copy, which is a text that read, ‘ROLEX PRESENTS THE NEW CELLINI COLLECTION, A CONTEMPORARY CELEBRATION OF CLASSICISM AND THE ETERNAL ELEGANCE OF TRADITIONAL TIMEPIECES. CONSISTING OF 12 CLASSICALLY INSPIRED MODELS, THIS NEW COLLECTION COMBINES THE BEST OF ROLEX KNOW-HOW AND ITS HIGH STANDARDS OF PERFECTION WITH AN APPROACH THAT HEIGHTENS WATCHMAKING HERITAGE IN ITS MOST TIMELESS FORM’ in black color. Contemporary is living or occurring at the same time. Classic is judged over a period of time to be of the highest quality and outstanding

of its kind. Perfection is the action or process of improving something until it is faultless. The fifth signifier is the signature line “A gold crown”. Gold is a valuable, shiny, yellow metal that used to make coins and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for queen and king.

Conotation Level

The first signifier is the illustration number one, which is the first photograph that using extreme close-up photo of the time display of watch. This first illustration shows that Rolex want to capitalize its classical look of their watch and the craving of the watch time display to claim that Rolex watch not only looks great from the people that sees it, but also it will looks great too for the wearer. The very close-up looks also added the intimate atmosphere between the advertisement of image Rolex Cellini and the consumer who sees the advertisement to make the consumer who read the advertisement feels that Rolex Cellini is on their wrist. When the wearer want to know what time it is, Rolex want to make sure that the Rolex user who check their watch will feel loud and proud to wear such watch as Rolex because it will make the wearer feels confident but also not to worry about losing time.

The second signifier is the illustration number two, which is the second photo, located at the right side of the advertisement. The photo is showing the appearance of the watch from front. This photo includes the appearance of leather

wrist that complements the appearance of first photo. The second photo is the Rolex Cellini watch being showed from the front in standing position just as a watch being displayed in the store. Rolex want to show to the reader of this advertisement, how it's the looks of Rolex Cellini if it is on display. Rolex want to clearly show the classic appearance of its Cellini watch by using leather as its wristwatch. It clearly shows that people, who claim him or herself to loved the classical looks, should buy Rolex Cellini to complement its style. Whether it is for the formal or non-formal activities, Rolex want to make sure that their buyer will always have Rolex in their wrist by providing the good looks and the reliability from high standard production

The third signifier is the headline, which is 'Cellini THE CLASSICAL WATCH BY ROLEX' text. Rolex Cellini watch is one of the few Rolex watch that does not use oyster as its case, thus make this watch line does not hold very well against water. This is because Cellini line is Rolex's line of present to the consumer a dress watch for tuxedo or very formal occasions. The classical look of Rolex Cellini has been supported by this illustration. To emphasize the classical looks of the watch, Rolex clearly shows the leather wristwatch. Thus Rolex use two illustration to put over the Cellini to appeal the customer that want to wear something classic but also with the modern technology.

The fourth signifier is the body copy, which is a text that read, 'ROLEX PRESENTS THE NEW CELLINI COLLECTION, A CONTEMPORARY CELEBRATION OF CLASSICISM AND THE ETERNAL ELEGANCE OF TRADITIONAL TIMEPIECES. CONSISTING OF 12 CLASSICALLY

INSPIRED MODELS, THIS NEW COLLECTION COMBINES THE BEST OF ROLEX KNOW-HOW AND ITS HIGH STANDARDS OF PERFECTION WITH AN APPROACH THAT HEIGHTENS WATCHMAKING HERITAGE IN ITS MOST TIMELESS FORM'. The body text represent that the Cellini not only looks classic and elegance, but it also using the best Rolex technology and their know-how about watch to make a watch that look classic, but still modern. This is to make sure the reader of the advertisement, that Rolex also can create classical look watch without sacrificing its quality. Thus the customer can looks good in classic but also feel safe because of the reliable watch that Cellini provide.

Lastly, the fifth signifier is the signature line "A gold crown". Gold associates with the feeling of prestige and often symbolizes high quality. The crown is to show that Rolex watch is synonym with superior and to make costumer knows that Rolex watch is made from high quality material to ensure Rolex high standard. Green associates with growth, stability and endurance. It is to represent the reliability of Rolex watch. Rolex become a superior watch with its high quality and reliability that consumer can rely on.

Rolex using white color in the background to emphasize safety, purity, and cleanliness. Rolex emphasize this color to persuade the consumer to show that their product represent clean and safety. Thus, the person who buys the product will feel much more confident because it complements the classical looks by being clean and have the watch that can always be rely on when the wearer wants to know the time to choose Rolex as their watch.

From this advertisement we can assume that Rolex is capable to provide the watch that is looks classic but still provide modern technology to ensure that the user need to worry anything, because the Cellini still accurate and reliable to wear in various activity. Rolex provided watches that make sure that the user who wants to looks classic, can be looks classic without being outdated. This advertisement show that Rolex want its audiences to see that Rolex can give another innovation to the consumer, by providing a watch that combine the classic and modern inside it. Cellini watches is capable to provide accurate time and the watch is reliable in various condition to make sure that the user never miss anything while still feeling comfortable to wear it, whether it is in formal or non-formal activities.

4.2.7 Ads 7: Rolex advertisement in Time magazine (November 3, 2014)

**ANYONE
CAN CHANGE
EVERYTHING**

Rolex is proud to recognise five young visionaries for making a profound impact on the world. Learn more about the 2014 Young Laureates at rolexawards.com.

Francesco Sauro
EXPLORING THE UNKNOWN
IN THE GALAPAGOS

Arthur Zang
REINVENTING CARDIOLOGICAL
CARE IN CAMEROON

Hosam Zowawi
FIGHTING SUPERBUGS
IN THE GULF STATES

Neeti Kailas
SCREENING INDIA'S NEWBORNS
FOR HEARING LOSS

Olivier Nsengimana
SAVING THE GREY
CROWNED CRANE IN RWANDA

ROLEX
Awards for Enterprise

Denotation Level

The first signifier is the headline, which is a text that read ‘ANYONE CAN CHANGE EVERYTHING’ in black color. Change is an act or process through which something becomes different. The second signifier is body text, which is ‘Rolex is proud to recognize five young visionaries for making a profound impact on the world. Learn more about the 2014 Young Laureates at rolexawards.com’ text in black color. Recognize is show official appreciation and acknowledge the existence, validity, or legality. Visionary is a person with original ideas about what the future will or could be like. Profound is very great or intense. Laureate is a person who is honored with an award for outstanding creative or intellectual achievement.

The third signifier is the illustration of world with each visionary has different color to represent different part of the world which consists from many straight lines. They are Francesco Sauro, which EXPLORING THE UNKNOWN IN THE CAVES OF TEPUIS in green color, Arthur Zang which REINVENTING CARDIOLOGICAL CARE IN CAMEROON in yellow color, Olivier Nsengimana which SAVING THE GREY CROWNED-CRANE IN RWANDA in orange color, Hosam Zomawi which FIGHTING SUPERBUGS IN THE GULF STATES in blue color, Neeti Kailas which SCREENING INDIA’S NEWBORNS FOR HEARING LOSS in pink color. The advertisement use white color as a background. The fourth signifier is the signature line “A gold crown”. Gold is a valuable, shiny, yellow metal that used to make coins and jewelry. Crown is a

circular of decoration for the head that made of gold and precious stone for queen and king.

Connotation Level

The first signifier is the headline, which is a text that read 'ANYONE CAN CHANGE EVERYTHING'. This award from Rolex is given to the person around the world who act and doing something to make a change for the good future. This text provides that we can do everything and we should not give up in every condition. Because every person in the world is different, thus together no matter whom the person are, as long as we act and doing something, we can make a change and change everything for the good. This is represent that Rolex urge the audience to go out and do something to change, because change does not come instantly but through hard work and great idea.

The second signifier is body text, which is 'Rolex is proud to recognize five young visionaries for making a profound impact on the world. Learn more about the 2014 Young Laureates at rolexawards.com' text. This text represent that Rolex is proud to recognize and give them award for their hard work and acknowledge their existence. These 5 persons are doing activity that change the world, from dangerous activity such as exploring the unknown cave, to the grueling activity to screening newborns for hearing lost. They create an idea and go hard work with it to make the better future, not only for them, but also for the

people around the world. This is to show to the audience that Rolex also care with the world and the future, by giving these persons award as an achievement.

The third signifier is the illustration of world with each person that Rolex recognize has different color to represent different part of the world which consists from many straight lines. Rolex uses world map to easily symbolize the origin from each people and the place where they contribute. Each person also has a color that Rolex uses to represent the person and the world, which consist of Blue, green, yellow, orange, and pink. Francesco Sauro is the spelunker who explores the caves in Venezuela and Brazil in order to collecting geological and geo-microbiological data and analyzing the potential of the caves, for the indigenous people. He is now planning more expeditions to study the life that exists in the caves, formed over millions of years, and ensured that the research stays healthy to the environment. Green symbolizes growth, harmony, freshness, and fertility. Green suggests stability and endurance.

Arthur Zang invented Africa's first medical tablet, called Cardio Pad, which will allow health-care workers in rural areas to send the results of cardiac tests to heart specialist via a mobile-phone connection. The Cardio Pad allowing measurement and transmission of integrated information on a patient's health profile, which could help diagnose many other disease. Yellow is associate with joy, happiness, intellect, and energy. Olivier Nsengimana is a volunteer as a field veterinarian for Gorilla Doctors, which currently on a mission to save grey crowned-crane, also known as Gorilla, from endangerment because of illegal poaching. Nsengimana hopes that this project can inspire neighboring countries,

thus makes other African countries can balance between protecting the environment and economic development. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

Neeti Kailas is a designer who creates a device that screens new born babies for hearing impairment. She, supported by her husband, hopes that ultimately every single baby born in India to be screened for hearing impairment. They started from door-to-door service because it is important in rural areas where clinics are scarce. Pink signifies romance, love, and friendship. It denotes feminine qualities and passiveness. Hosam Zomawi is a microbiologist who studying about superbugs, a strains that are immune to all known antibiotics which rendering them so resilient. Zomawi project particularly raising awareness of the issue in the Gulf states (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates). Blue is associated with depth and stability and symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

Describe as a dot connected by lines, Rolex depiction of each and every person who contribute in 2014 Young Laureates at rolexawards.com portrayed in certain color that represent each person. Francesco Sauro being represented by green because his works is related to the nature and how to bring the goods from nature more easily to the human. Arthur Zang is represented by yellow because his work will measure the health of the user of his tools. When the user is far from sick, then they will feel joy and happy. Olivier Nsengimana is represented by

orange because his works will make the various Africa countries together help each other to protect environment and economic development. When the country that helping each other gains the benefit of it, it will create a determination and encouragement to make other African country to join, which in turn they all together develop the economics of African continent and protect the environment. Hosam Zamawi is represented by blue, because it works is represent to peace and the issue of new danger for health from Gulf state. If we together help each other to create a solution for the issues, then we can expect that the country in Gulf state will be more stable and trust each other. Last is Neeti Kailas, which is represented by pink. Because every baby in the world is the love gift to their parent, and thus must to be taken by special method. So if we can help to make sure that no more hearing loss for the babies, then we will see that the world will be full of love and friendship.

Those entire thing is to represent that Rolex symbolize that every person in their designated places can make a change. Because every breakthrough that people do, can affect others. Therefore, from every breakthrough, it will become unison. That unison is a proof that all of the societies in the world are regarded as one, thus the breakthrough in one place will affect the rest of the world.

Then, the signature line “A gold crown”. Gold associates with the feeling of prestige and often symbolizes high quality. The crown is to show that Rolex watch is synonym with superior and to make costumer knows that Rolex watch is made from high quality material to ensure Rolex high standard. Green associates with growth, stability and endurance. It is to represent the reliability of Rolex

watch. Rolex become a superior watch with its high quality and reliability that consumer can rely on.

From this advertisement, we can see that Rolex put aside their watch collection and make a decision to help these visionaries by giving them an award to help their study and experiment. Rolex want to show that, if these people given proper award, then their study will be smoother and thus makes the result can be seen to the others. Rolex also using this advertisement to encourage people that we can do anything. In the end Rolex want to make the world know that they are also care about the world and the people behind the study to make better future for human.

4.3 Nature of Time Magazine

The noticeable quality of Time magazine is in its articles which represent the Time Magazine mission to ‘adapted with the needs of the ever-busier reader who wished to stay informed’ in the form of technology, science, culture, history, prominent figure, environment of places and all things around the world to inspire, give information, and attract people to make a positive change.

For nature and environment articles reported and conveyed such as (1) Flames in the land of fire and ice – the massive Bardabunga volcano in Holohraun, Iceland, erupts on Sept 13, (2) Home Smart Home – Home ishuman, sensitive to your situation, (3) New Dawn – a few flames still smolder amid the smoke and ash on May 16 one day after wildfires spread the hillside of Escondido, California.

For science, technology, and health articles reported and conveyed such as (1) How much salt is safe – a result of how Sodium linked to our high blood pressure, (2) New energy – the case for staying connected, we need the power business, (3) Launch party – NASA picks a pair of new orbiters to boost its chance for survival.

For prominent figure, culture, and history articles reported and conveyed such as (1) U2’s new mission – The four evangelist want to persuade consumers to value music again, (2) Family recipe – how to make the kind of movie that doesn’t get made anymore, (3) War to peace – an American veteran returns to Vietnam to help make it safer for former enemy.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In this study, the Rolex advertisements are already analyzed by semiotics. From the seven of Rolex advertisement, it can be concluded that Rolex are not only for the luxury community, but also to the sport community who want the best as possible in their watch. It is supported by the data that this study retrieved that four from seven advertisements is aiming to sport, which two advertisements for golf and other two for the Formula 1.

The conclusion based on the data analysis in the previous chapter shows that all seven Rolex advertisements in Time Magazine that published in 2014 have an explicit and implicit meaning in order to make the reader anxious which will lead to more costumers. Based on Roland Barthes semiotic theory, all seven advertisements is analyzed using denotative and connotative procedure in order to reveal the meaning behind each advertisement. In these seven advertisements each contains the image and text that reveal the meaning in order to make the reader easily memorable the product in advertisement, which will lead to the consumer anxious to try the product. The use of meaning in their advertisement can make the reader explore the real messages from advertisers into the audience. That is

why they need to be creative in their advertisement to make their advertisement stand out in reader mind.

The advertisement also correlate Time Magazine in which the result show that Rolex reveal 4 advertisements about technology, 2 advertisements about travel and 1 advertisement about science. This showed that all Rolex advertisements are relevance with the Time Magazine, because Time Magazine mission is to adapted with the needs of the ever-busier reader who wished to stay informed. By these, Time magazine successfully provide its reader with the new information about the trending product or the event that happen across the continent.

5.2 Recommendation

Some recommendations are proposed based on the findings and conclusion for future researcher who attempts to conduct a research about printed media, especially advertisement. They are:

1. The studies of semiotic and the media need to be learned more deeply
2. The students, especially English Department can learn use of semiotic study to get the good way how to interpret the meaning behind sign, which can be image, text, and color,
3. People who will analyze either printed advertisement or television advertisement to read more and learn more about the thing deal with to understand the concept of advertisement to make it interesting and appreciated by the reader

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APPENDICES

Table no 1

Rolex ads in November 17, 2014

No	Signifier	Signified	Connotation	Interpretation
		Denotation		
1	The illustration 'Rolex Oyster Perpetual Milgauss watch'	Rolex Perpetual Milgauss is a watch that created to as good as oyster but also can stand in 1000 gauss	Oyster Perpetual Milgauss represents Rolex mission to provide the best watch for people, while maintain good looks. The watch can make user stay are of the time even if they are in extreme condition.	Association: the watch is a tool to check the time
2	The signature line 'A gold crown'	Gold is a valuable, shiny, yellow metal that used to make coind and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for king and queen	Rolex become a precious of superior watch to complement the outfit of the user even in extreme condition	Conventional: Gold represents valuable and precoius things. Association: Crown represents superior and excellent thing
3	The headline 'Oyster perpetual milgauss'	Oyster is a crown of the sea and it is so durable. Milgauss is from 'Mille' which means 1000 in France and 'Gauss' which is a unit of magnetic induction	Oyster Perpetual Milgauss means that the watch is precious and ready to take on as a superior companion in unusual condition	Association: Oyster here represent precious and Milgauss represent durability

Table no 2

Rolex ads in April 7, 2014

No	Signifier	Signified Denotation	Connotation	Interpretation
1	<p>The illustrations: (1) The photograph of the condition of The Masters golf tournament in a golf field</p> <p>(2) the illustration of Rolex Oyster Perpetual Sky-Dweller watch</p>	<p>The Masters is the only major golf tournament held at the Augusta National Club. Golf field is the arena or place where golfer play.</p> <p>Oyster is a bivalve mollusk with rough irregular shells and may be farmed for food or pearls. Sky-Dweller is a thing that lived at a specified place, in this case is the watch in the sky</p>	<p>Rolex watch is trusted by the masters golf tournament as an sponsor that could benefited from the motto of the masters tournament and create an opportunity in golf.</p> <p>The watch is durable and can be wears in extreme condition such as high above the land.</p>	<p>Association: golf field is the area where golfer play. This area usually contain tree, grass, sand, and so on.</p> <p>Association: Oyster represent durability. Sky-Dweller represents flexibility</p>

2	<p>The headline 'THIS WATCH HAS SEEN TRADITIONS UNCHANGED. AND MIRACLES UNFOLD'</p>	<p>Watch is a small timepiece worn typically on a strap on one's wrist. Tradition is a long-established custom or belief that has been passed on from one generation to another. Miracle is a remarkable event or development that brings very welcome consequences</p>	<p>Rolex Oyster Perpetual Sky-Dweller is a watch that seen time after time event that will be tell to the next generation how in the Master tournament remarkable event can happen</p>	<p>Association: Watch represents tools to know the time. Tradition represent the culture of the Masters tournament that been passed. Miracles represent the remarkable event that happen in The Masters tournament.</p>
3	<p>The signature line: (1) 'THE MASTERS, AUGUSTA NATIONAL CLUB, APRIL 10th TO 13th, 2014' text in black (2) The signature line 'A gold crown'</p>	<p>The Masters is the only major golf tournament held at the same venue each year which was created in 1934 with an invitation-only policy to attracts golf's elite Gold is a valuable, shiny, yellow metal that used to make coind and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for king and queen</p>	<p>The Masters tournament is the major golf event that only being held in Augusta National Club which attended by the golf masters to prove which one is the masters Rolex become a precious of superior watch to complement the outfit of the user even in extreme condition</p>	<p>Conventional: black represent power Conventional: Gold represents valuable and precoius things. Association: Crown represents superior and excellent thing</p>

Table no 3

Rolex ads in June 2, 2014

No	Signifier	Signified	Connotation	Interpretation
		Denotation		
1	<p>The illustrations: (1) Formula 1 pit-stop crew changing tire</p> <p>(2) the illustration of Rolex Oyster Perpetual Cosmograph Daytona watch</p>	<p>(1) Formula 1 is the 4wheel seater motorsport activity that held every year and use the circuit around the world. In the picture is the Red bull pit-stop crew which positioned as a tire changer.</p> <p>(2) Rolex Oyster Perpetual cosmograph Daytona is the watch series named after the famous racing town in Florida and marks 50 years of Daytona's race event.</p>	<p>In the picture, the pit-stop crew changing the tire of the Formula 1 race car when the car engine is still on and the crew needs to change the tire as fast as possible in the extreme condition</p> <p>Rolex uses Oyster material in this series to ensure its durability and the reliability of the watch, because it is an essential factor on motorsport</p>	<p>Conventional: (1) The crew in the picture is from Red bull Formula 1 team. Using standarized outfit to ensure his safety when he is doing his job</p> <p>(2) Rolex Oyster perpetual cosmograph watch marks the 50 years anniversary of Daytona race event.</p>
2	The slogan 'IT'S ALL ABOUT TIME'	All is completely or the whole quantity of a thing. About is concerning. Time is a moment or definite amount of time allotted, used, or suitable.	The watch give the best accuracy to the people who cannot miss a single second.	Association: Time is represents everything that matter for the formula 1 pit crew.

	<p>The headline '10.000 HOURS OF PRACTICE: 0.498 3 SECONDS SAVED'</p>	<p>Practice is repeated exercise in an activity or skill to acquire or maintain proficiency in it. Save is avoid the need to use up or spend money, time, or other resources.</p>	<p>Endless practice will result to the best time possible for the pit-crew when they changing tire.</p>	<p>Association: Practice represents hard work, saved represents the result of the hard work</p>
4	<p>The signature line (1) 'A gold crown'</p> <p>(2) the signature line of Formula 1 'OFFICIAL TIMEPIECE'</p>	<p>Gold is a valuable, shiny, yellow metal that used to make coin and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for king and queen</p> <p>Official is employed by an authority or public body in a position of authority. Timepiece is an instrument for measuring time.</p>	<p>Rolex become a precious of superior watch to complement the outfit of the user even in extreme condition Rolex watch capability has ensured trust from Formula 1 authority to give Rolex a chance to prove in the Formula 1 sport as an instrument for measuring time.</p>	<p>Conventional: Gold represents valuable and precious things. Association: Crown represents superior and excellent thing</p> <p>Association: Official means that Rolex watch is a legitimate watch in Formula 1 sport.</p>

Table No 4
Rolex ads in July 7/July 14, 2014

No	Signifier	Signified	Connotation	Interpretation
		Denotation		

1	The Illustrations: (1) Tiger Woods in his golf attire	Golf is a game played on a large open-air course, in which a small hard ball is struck with a club into a series of small holes in the ground, the object being to use the fewest possible strokes to complete the course.	Golf as a sport which played on a large open-air course needs a specific attire to ensure that the golfers feel comfort and safety	Conventional: The golf attire is an attire which golfers wear when they playing golf to ensure their comfort and safety.
2	(2) Tiger Woods while he is relaxing on his sofa	Relax is to make or become less tense or anxious. Sofa is a long upholstered seat with a back and arms, for two or more people.	Tiger Woods relaxing in sofa is to showed that even the top golfers can feel comfort in the sofa, away from his activity.	Conventional: Sofa is used for relaxing body and make the body feels less tense.
3	(3) Tiger Woods after going scuba-diving	Scuba-diving is the sport or pastime of swimming underwater using a scuba.	Tiger Woods is doing scuba-diving to ensure that he can hold his breath and keep his concentration, which can be a gift while he is in pressure condition	Association: Scuba-diving represents concentration in underwater, which can make the person more aware with his surrounding.
4	(4) Tiger Woods wears tuxedo at the backseat of the car	Tuxedo is a suit of formal evening clothes.	Tuxedo is a formal attire which only used when the person goes to formal event to ensure they look classy and not out of place.	Association: Tuxedo represents classy, formal, and elegant.

5	(5) Tiger Woods left wrist wearing Rolex watch	Watch is a small timepiece worn typically on a strap on one's wrist	Tiger woods wears watch on his left arm showed that he is right-handed and the watch complement his weakest arm to make it simultaneous with his strongest arm.	Association: Watch represent the elegant, classy, and as a complement to the outfit
6	(6) The Jupiter island panorama	Island is a piece of land surrounded by water. Panorama is a picture or photograph containing a wide view.	Jupiter Island photograph is showed as a relaxing place that will make people less stress and less tense when they come here.	Association: Jupiter Island panorama represent relax and comfortability.
7	(7) Private jet fly above two palm trees	Private is belonging to or for the use of one particular person or group of people only. Palm is an unbranched evergreen tree of tropical and warm regions, with a crown of very long feathered or fan-shaped leaves, and typically having old leaf scars forming a regular pattern on the trunk.	Private jet is a luxury property because of its high price, but in here it lessdominance than the palm tree to showed that relax and comfort can be achieved when we far from daily activity.	Association: Palm trees represent relax and peace while Private jet represent classy and luxury
8	(8) Tiger Woods official scorecard in 108th U.S. Open	Official is having the approval or authorization of an authority or public body. Scorecard is a card, sheet, or book in which scores are entered	The official scorecard showed how Tiger Woods tenacity in golf, which is approved by the public and the authority that represents golf	Association: Scorecard represents that decision and abilityto overcome the odds.

9	(9) The layout of Olympic Club Golf Course that being used in that event, build by Tiger Woods foundation.	Golf Course is a course on which golf is played. Foundation is an institution established with an endowment.	Golfcourse is the pace to payed golf, by build a golfcourse, Tiger Woods foundation helps to keep golf have a different course to play.	Conventional: Golf course is used for a golf player to play golf which usually is an outdoor arena.
10	The body copy: 'Just being a master scuba diver wasn't enough, so he trained himself to hold his breath for four minutes. Just helping underserved kids wasn't enough, so he establishes a foundation of his own. He approaches each new challenge with the same intensity that he brings to his game. And no matter how far he goes, or even how deep, Tiger Wood's Rolex rarely leaves his wrist. To him, it's a remainder. Of everywhere he's been. And the places he's yet to go'	Master is a skilled practitioner of a particular art or activity. Foundation is an institution established with an endowment. Challenge is a call to someone to participate in a competitive situation or fight to decide who is superior in terms of ability or strength.	This body copy showed that Tiger Woods try to strive for the best in everthing he do, and he trust Rolex watch to complement his outfit everywhere because of the watch capability.	Association: This signifier represent that Tiger Woods is always striving for the best but also remember that helping others is one way to be the best.
11	The signature line 'A gold crown'	Gold is a valuable, shiny, yellow metal that used to make coind and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for king and queen	Rolex become a precious of superior watch to complement the outfit of the user even in extreme condition	Conventional: Gold represents valuable and precoius things. Association: Crown represents superior and excellent thing

Table no 5
Rolex ads in September 29, 2014

No	Signifier	Signified	Connotation	Interpretation
		Denotation		

1	The headline 'PERFECTING START REACTION: 0,125 SECONDS SAVED' in white	Perfect is to make something completely free from faults or to make as good as possible. Save is to avoid the need to use up or spend something, in this case is a time	This signifier means that every second is precious in the race, because it will determine the position of the racer, thus the hard practice is needed	Association: perfect and saved in here represents a fastest and best decision
2	The slogan 'IT'S ALL ABOUT TIME'	Time is a moment or definite portion of time allotted, used, or suitable for a purpose	Its all about time means to decide something as fast as possible to ensure that we keep in front of the others with trusty watch	Association: time represents a decision
3	The first illustration: the photograph of the starting line atmosphere in Formula 1 racing	Starting line is the place which usually marked by the grid or line in which race car is placed before going to race. Atmosphere is the pervading tone or mood of a place, situation, or creative work	In this picture, Rolex creates an intensity of the driver before the race. The start is important because the fastest start will not be achieved without practice and superior watch to count the time	Conventional: Starting line represents the start whether the driver will be in a better position or not
4	The second illustration: the illustration of The Oyster Perpetual Cosmograph Daytona accompany with 'OYSTER PERPETUAL COSMOGRAPH DAYTONA' text	Oyster is any of a number of bivalve molluscs with rough irregular shells. Perpetual is never ending or changing	with superior and percious things to ensure their watch can survive and still reliable even in the extreme condition	Rolex oyster perpetual cosmograph watch marks the 50 years anniversary of Daytona race event.

5	The signature line 'A gold crown'	<p>Gold is a valuable, shiny, yellow metal that used to make coin and jewelry.</p> <p>Crown is a circular of decoration for the head that made of gold and precious stone for king and queen</p>	Rolex become a precious of superior watch to complement the outfit of the user even in extreme condition	<p>Conventional: Gold represents valuable and precoius things.</p> <p>Association: Crown represents superior and excellent thing</p>
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Table No 6
Rolex ads in October 27, 2014

No	Signifier	Signified	Connotation	Interpretation
		Denotation		
1	The first illustration: the photograph, using extreme close-up photo to the time display of watch. This photo show that the display of the watch using black as the color of the minute and gold color for the arrow, the hours, ring that surround the display and the rest	<p>Gold is a valuable, shiny, yellow metal that used to make coin and jewelry.</p>	Rolex using gold in this watch to showed that this watch is precious and superior companion	<p>Conventional: Gold represents valuable and precoius things.</p>
2	The second illustration: the second photo, located at the right side of the advertisement. The photo is showing the appearance of the watch from front.	Watch is a small timepiece worn typically on a strap on one's wrist	While showed that this watch is precoius and superior, Rolex also showed that this watch still looks classy and elegant.	Association: watch represent a classy and elegant

3	The headline: 'Cellini THE CLASSICAL WATCH BY ROLEX' text	Classical is representing an exemplary standard within a traditional and long-established form or style. Watch is a small timepiece worn typically on a strap on one's wrist	Classical means that this watch is the standard of long-established form of style with the new looks that add their superior companion.	Conventional: this classical watch represent the standard and the superior of Rolex watch
4	The body copy: 'ROLEX PRESENTS THE NEW CELLINI COLLECTION, A CONTEMPORARY CELEBRATION OF CLASSICISM AND THE ETERNAL ELEGANCE OF TRADITIONAL TIMEPIECES. CONSISTING OF 12 CLASSICALLY INSPIRED MODELS, THIS NEW COLLECTION COMBINES THE BEST OF ROLEX KNOW-HOW AND ITS HIGH STANDARDS OF PERFECTION WITH AN APPROACH THAT HEIGHTENS WATCHMAKING HERITAGE IN ITS MOST TIMELESS FORM' text	Contemporary is a following modern ideas in style or design. Elegant is graceful and stylish in appearance or manner. Classical is representing an exemplary standard within a traditional and long-established form or style.	Rolex Cellini watch is a classic and elegant looks watch with the modern technology to ensure its reliability and appearance.	Association: Rolex Cellini watch means that a classical appearance of watch can be added by superior things to ensure its reliability as a companion.
5	The signature line 'A gold crown'	Gold is a valuable, shiny, yellow metal that used to make coind and jewelry. Crown is a circular of decoration for the head that made of gold and precious stone for king and queen	Rolex become a precious of superior watch to complement the outfit of the user even in extreme condition	Conventional: Gold represents valuable and precoius things. Association: Crown represents superior and excellent thing

Advert no 7

Rolex ads in November 3, 2014

No	Signifier	Signified	Connotation	Interpretation
		Denotation		
1	The headline: 'ANYONE CAN CHANGE EVERYTHING'	Change is an act or process through which something becomes different	This signifier means that to make something different is not bound by something, because everyone can makes a positive change	Association: Change here represent process to makes or becomes different
2	The body copy: 'Rolex is proud to recognize five young visionaries for making a profound impact on the world. Learn more about the 2014 Young Laureates at rolexawards.com'	Recognize is acknowledge the existence, validity, or legality of something. Profound is very great or tense. Laureate is a person who is honoured with an award for outstanding creative or intellectual achievement.	Rolex acknowledge these people and give the award to showed that Rolex also care with the earth and human being	Conventional: the award representthat Rolex relate to the hardwork that these person do and their change to the world
3	The illustration of world with each person that Rolex recognize has different color to represent different part of the world which consists from many straight lines	World is a human and social interaction place. Straight is extending or moving uniformly in one direction only, without curve or bend.	This means that no matter where are you know, the change that you make will have an impact to the rest of the world directly	Association: world represents people, people from all over the world
	(1) Francesco Sauro, which EXPLORING THE UNKNOWN IN THE CAVES OF TEPUIS in green color	Explore is travel through an unfamiliar area in order to learn about it	Francesco Sauro Explore the unknown caves to makes a better live for the next generation	Conventional: Green symbolizes nature, harmony, and safety.

	(2) Arthur Zang which REINVENTING CARDIOLOGICAL CARE IN CAMEROON in yellow color	Reinvent is change something so much that it appears to be entirely new	Arthur Zang reinventing cardiological care showed that in the future, we can hope that cardiological will not be a big problem anymore	Conventional: Yellow symbolizes joy, intellect, and energy.
	(3) Olivier Nsengimana which SAVING THE GREY CROWNED-CRANE IN RWANDA in orange color	Save is to rescue someone or something from harm or danger	Olivier Nsengimana saving the grey crowned-crane to ensure that this species will live for another day and the people in the future have a chance to see them	Conventional: Orange symbolizes determination, encouragement, strength and endurance.
	(4) Hosam Zomawi which FIGHTING SUPERBUGS IN THE GULF STATES in blue color	Fight is struggle to overcome, eliminate, or prevent	Hosam Zomawi fighting superbugs to ensure that the medical world will keep growing to fight the new danger	Conventional: Blue symbolizes depth, stability, confidence, intelligence, and faith
	(5) Neeti Kailas which SCREENING INDIA'S NEWBORNS FOR HEARING LOSS in pink color	Screening is the testing of a person or group of people for the presence of a disease or other condition.	Neeti Kailas screening newborn to ensure that no more hearing loss for the babies, not only in India but also for the rest of the world	Conventional: Pink symbolizes romance, love, and friendship

4	The signature line 'A gold crown'	<p>Gold is a valuable, shiny, yellow metal that used to make coind and jewelry.</p> <p>Crown is a circular of decoration for the head that made of gold and precious stone for king and queen</p>	<p>Rolex become a precious of superior watch to complement the outfit of the user even in extreme condition</p>	<p>Conventional: Gold represents valuable and precoius things.</p> <p>Association: Crown represents superior and excellent thing</p>
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Table 4.4 Relevance of Advertisements to the nature of the Time Magazine

No	Representation of Advertisements	Nature of Magazine									
		Photography	Science	Technology	Adventure	Travel	Culture	History	Nature	Environment	Health
Ads 1	Rolex Oyster Perpetual Milgauss watch is designed to provide modern technology while also maintained the looks of the watch. By using high standard manufacture Rolex become a superior watch with its high quality and reliability that consumer can rely on.			X							
Ads 2	From this advertisement we can assume Rolex as a leading sponsor for the master golf tournaments around the world and also sponsored golf superstars such as Tiger Woods, must maintain its standard in their watch to ensure the best quality and accurate. Thus it shows that Rolex has Commitment to the Golf by putting their advertisement in the tournament and also sponsored the tournament, not only as a symbol of tradition but also as a prestige. Because Rolex are attract the consumer by the offer of the highest of quality and innovative design not only designed for golfers, but also for casual consumer who wants to taste the feel of golfer watches on their wrist to gain accurate time and more confidence.					X					

<p>Ads 3</p>	<p>Rolex want to emphasize the precision and the accuracy. These two things are the things that Rolex want people that see this advertisement to acknowledge, by putting the photo of the Formula 1 pit-crew changing tire and the oyster perpetual cosmograph Daytona watch from Rolex. The precision can be seen in the effort that the pit-crew put when they changing tire, while the accuracy can be seen in how fast the pit-crew can finish their job and make the car ready for race again. Rolex also put emphasize that their watch is safe and capable even when the user is in extreme condition, such as the Formula 1 pit-crew who must maintain their precision and accuracy in very hot condition beside the engine of Formula 1. Thus, the person who buys the product will feel much more confident and safe to choose Rolex as their watch.</p>			X							
<p>Ads 4</p>	<p>Rolex want to create a feeling that the famous person always wears Rolex in every activity that they do. This mean that Rolex watch is equally important as the wearer because in this Advertisement, Tiger Woods Rolex watches never leaves his wrist. Rolex creates a high quality watch, comfortable and looks good, to synonym its work with Tiger Woods Design by not only creates a good looks watch but also a watch that worthies the price from by the quality and reliability. This advertisement also show that Rolex watch will make the user feels safety because of the reliability of Rolex watch and can be comfortable when wearing Rolex with various outfit. This means that Rolex watch is very important so they always wear Rolex watch in every occasion, just like Tiger Woods.</p>				X						

Ads 5	<p>Rolex is capable to provide the watch that is accurate and comfortable, because the drivers need to be fast and accurate to ensure the possibility of winning the race. Rolex provided a watch that clearly can make sure that the time those drivers seen in their watch is very reliable. Because to be an official timepiece of sport such as Formula 1, the watch needs to be accurate as possible, endure all the gravity that the driver takes, and still symbolize Formula 1 and motorsport activity. Rolex want its audiences to see that Rolex can give its wearer safe feeling about their time, because Rolex watches is capable to provide accurate time and the watch is reliable in every condition to make sure that the user never miss anything while still feeling comfortable.</p>			X							
Ads 6	<p>Rolex is capable to provide the watch that is looks classic but still provide modern technology to ensure that the user need to worry anything, because the Cellini still accurate and reliable to wear in various activity. Rolex provided watches that make sure that the user who wants to looks classic, can be looks classic without being outdated. This advertisement show that Rolex want its audiences to see that Rolex can give another innovation to the consumer, by providing a watch that combine the classic and modern inside it. Cellini watches is capable to provide accurate time and the watch is reliable in various condition to make sure that the user never miss anything while still feeling comfortable to wear it, whether it is in formal or non-formal activities.</p>			X							
Ads 7	<p>we can see that Rolex put aside their watch collection and make a decision to help these visionaries by giving them an award to help their study and experiment. Rolex want to show that, if these people given proper award, then their study will be smoother and thus makes the result can be seen to the others. Rolex also using this advertisement to encourage people that we can doing anything. In the end Rolex want to make the world know that they are also care about the world and the people behind the study to make better future for human.</p>			X							