
Effectiveness Of Text Public Service Announcements Bone Regency: Semiotic Analysis Of Charles W. Morris

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Abstract

This study aims to describe the ideology revealed in the Bone district government public service announcements using Charles W. Morris's semiotics. Public service announcements made by the government of Bone Regency are expected to pragmatically have an effect on the community, as with commercial advertisements. Ideology in PSA is expected to have a positive effect on recipients of PSA messages. The ideology that is understood is expected to be the attitude and behavior of the people as targets of existing PSAs. This research is a qualitative descriptive type. The data is sourced from existing texts in PSA made by the Bone district government. The data collection procedures in this study are the recording technique, listening technique, and note taking technique, and interview techniques. This research will describe the ideological effects of Bone Local Government PSA based on the work culture and work spirit tagline

Keywords: *semiotics, effectiveness; ideology; Local Government Bone and PSA (public service announcements).*

INTRODUCTION

Public service announcements are said to be effective if they are successful in influencing society. The message carried is well received by the audience. The success of the message arrived at the audies open solely influenced by the ILM creator organization. However, the language chosen is very involved including verbal and nonverbal languages.

The development of communication media including advertising is able to touch all social strata and spread widely without limits. Through advertising, it is possible for people all over the world to communicate with one another to convey messages and receive messages. This happens because there are various media that are used as a means of delivering messages. However, what is more important is known behind the message that information is connected as a result of the construction of

reality expressed using language as its basic tool. The use of language through the words chosen by the sender of the message essentially expresses the choices, attitudes, and tendencies of the communicator with the intention of channeling it to the recipient of the message.

Advertising will not be separated from human life in the current global information age. With the ease of advertising jargon, it permeates the nature of people's thinking in communication. That is why according to Barthes revealed that the language in advertising is used as a means of exchanging messages and a means of communication between producers and consumers. Through images or photos and words or text, an advertisement produces a sign which contains a signifier and a signified which then forms a denotative meaning that is an explicit meaning which is only a conveyance of information and connotative meaning that involves feelings, emotions, and cultural values. This forms a communication process that has an important force as a marketing tool in persuasive information styles.

ILM is full of signs that need to be interpreted and even analyzed. Therefore, semiotic theory is very appropriate to answer the existing markers and markers. The author is interested in conducting research on the effectiveness of public service announcements made by the local government of Bone Regency in terms of Morris semiotics. With the hope that existing ILM can be effective as a means of community information in Bone Regency.

THEORY BASIS

1. Ideology

The term ideology was first used in 1796 by A.L.C. Destutt de Tracy to establish a "science of ideas". In a more free sense of value, ideology is a system of norms, values, beliefs, or *weltanschauungen* that directs social and political attitudes and actions of a group, a class, or a society as a whole (Nort, 2006: 384).

According to Althusser, ideology is something that creates subjectivity through the interpellation of consciousness carried out by the Ideological State Apparatus. He points to the contents of the following consciousness: values, beliefs, hopes, ideals, world views and understanding horizons. Ideology is a set of interpretations, a filter of perception, which is used by subjectivity to make sense of the

world around it. Ideology can be widely applied if it can then be articulated as social action through human action.

2. Public Service Announcements (PSA)

Public service announcements (PSA) are invitations or appeals to the public to take or not take an action in the public interest through changing the habits or behavior of people who are not / not good to be better. Public service announcements are social, not solely for profit (business). PSA appears based on the condition of the country / community which is hit by a social problem, so the messages that are displayed are mostly social. PSA always develops in accordance with the development of society, technology, and problems that occur in the community. Each advertisement requires special and specific handling so that the advertised message gets the attention of the community. The main task of an PSA is to inform the social message to the community to be interested and follow it / run it. Pujiyanto (2013: 9).

3. The Effects of Communication on Public Service Ads

In Kamus Besar Bahasa Indonesia, effects are interpreted: effects; influence. Namely the impression that arises in the mind of the audience, listener, reader, and so on (after hearing or seeing something). KBBI, (1995: 250).

Many factors influence the way messages are understood from media material, in this case public service announcements, and how the material influences the audience. These factors include:

a. Source

Sources relate to the nature of power possessed by those who convey the message. Sources mainly refer to the people who created the material and the people who presented it to the audience / recipient of the message. For example, there is referent power when viewers can identify themselves with a presenter as someone who belongs to their "type" and with the presenter's views. Then they will tend to believe what the person is doing. In addition, expert power (expert power), when the readers of the magazine tend to be able to trust what is informed to them someone who is called an expert or who they believe to be an expert.

Likewise, there are concepts of opinion makers in the media. They are respectable individuals who are considered knowledgeable and worthy of trust, so they can easily be trusted. News readers are examples of such people. Burton, (2008: 242).

b. Context

Context is something that is shared with the text and becomes the environment or situation of language use. There are concepts of opinion leaders that are adapted to a social context. Research has shown that most people in social groups tend to listen to certain respectable individuals (that person can be a mother, friend, teacher, leader). If these people support the opinions expressed through the media, or provide an opinion about the material, then the audience tends to listen to them. Burton (2008: 243).

c. Message

The first statement conveyed here is that what is not said, what the audience / message recipient does not know because it is not said, will determine the various effects of communication.

Repetition of messages tends to increase the effect of those messages. People tend to believe something if it is said often enough (as long as it is not far-fetched). Another determining factor is whether the message is about something that has been presented in the media. Burton (2008: 244).

Furthermore the problem is the use of various conventions in presenting messages. It is clear that if a news item is presented through a headline with very large letters and dramatic photos this will condition the reader's response. Likewise, various conventions in visual presentations in comics make audiences tend to be locked in a form of fantasy in terms of realism, and tend to expect humor and satire.

4. Semiotics C.S. Morris

C.S. Morris explains the three dimensions in semiotic analysis, namely the syntactic, semantic, and pragmatic dimensions, all of which are interrelated. Syntactic is related to the study of the sign itself individually and its combination, especially the descriptive analysis of the sign and its combination. Semantics is the study of the relationship between signs and significance or their meaning. In the context of structural semiotics, semantics is considered to be part of semiotics. Pragmatics is the study of the relationship between signs and their users (interpreters), especially those relating to the use of concrete signs in various events (discouraged) and their effects or impacts on users. It deals with the value (value), the intent and purpose of a sign, which answers the

question: for what and why, as well as questions about the exchange and value of the utility of the sign for the user.

Morris defines "the science of the relationship of signs to interpreters" as a branch of semiotics which examines the origin of the use and effects of signs ". Morris proposes that the scope of pragmatic studies is much broader than the scope of pragmatics that exists in the study of language today. (Noth, 1995: 52)

This Moral Classification is very important in design research because it can explain the level of a study, whether at the syntactic level (structure and combination of signs), semantic level (meaning of a sign or text) or the pragmatic level (acceptance and effect of signs on society) (Piliang 2003: 256).

RESEARCH METHOD

This research is descriptive qualitative. Data sourced from public service ad text in Bone Regency. The data obtained are three public service ad texts. Data collection techniques are carried out by listening and note taking. Furthermore, the data were analyzed using the Charles W. Morris semiotic approach, so that the effectiveness of ideology becomes manifest as action.

DISCUSSION

The effectiveness of an PSA, can be seen if the existing ideology can change people's attitudes into real actions in the community. There are three public service advertisements made by the District Government of Bone, which are the data in this discussion.

In fact, visual communication design works such as PSA contain two forms of message at once, namely verbal and nonverbal (visual) messages. In the context of visual communication design, nonverbal languages have the opportunity to "tear" the target's concentration. With the help of nonverbal language, messages are faster and easier to understand by the public that is the target of PSA.



**WORK CULTURE OF BONE DISTRICT ORGANIZATION
SMART WORK
HARD WORK
SINCERE WORK
COMPLETE WORK (D.1)**

In the text (D.1) it is very clear, 50% of PSA space on the upper side, is used for photos of the Regent and Deputy Regent of Bone, with the logo of the Bone local government in a symmetrical position just above the photo. 50% of the space on the carrying side there is a verbal message, with a yellow background in accordance with the color of the political party supporting the regent and vice regent. There are four messages from ILM texts that become ideologies, namely: 1). smart work, 2). hard work, 3). sincere work, and 4). complete work.

Smart work is able to calculate risks, be able to see opportunities and find solutions so as to achieve the expected goals. Based on the level of ability possessed by an employee that is able to be professional in their field. Whatever the profession as long as it is cultivated with smart work, it will produce maximum results.

Hard work is a maximum effort to meet the necessities of life in the world and in the hereafter accompanied by an optimistic attitude. Work and endeavor is the duty of all humans. Therefore, to achieve the goal of human life,

especially in a career, have to work hard first. People will succeed if they are always learning and not lazy.

Sincere work is to work earnestly based on a sincere heart, done without complaints. This must start from good intentions in the Buginese language called "*ininnawa*" Sincere work is a form of sacrifice of both thoughts and feelings.

Complete work is not half-work and is able to organize parts of an integrated business from beginning to end to achieve maximum results. Complete work among the Bugis Bone is known by the principle of "*tellabu essoë ri tengnga bitaræ*" ie if you want to do something work then contemplate then unite your heart and mind then do it and don't stop in the middle of the road. Like other Bugis expressions, which state "*lettuno munnappa lao*" means to arrive before leaving, meaning to think carefully about something that will be done.

A State Civil Servants (ASN) or civil servants are required to be smart in thinking carefully about the work to be carried out which is their main duty, after thinking about it in accordance with standard operating procedures (SOP), the work is done in earnest. Furthermore, ASN in the scope of the Regional Government of Bone, is required to work sincerely. With sincere work an ASN does not demand a tip (envelope) from each work done because they are principled it is a responsibility that must be done with a sincere heart. The last principle is complete work, every work done must be complete. As the advice of the ancients said *riappemmaliang makkamporo narekko ga jama ri* (beginners leaving the work that we must complete). By carrying out the four working principles announced by the Bone Regional Government, negative impressions about the worst services are usually found in government offices, will be lost and the accessibility of fair and quality services to all people regardless of their nature.



REGIONAL LEADER OF BONE REGENCY SAY HAPPY NEW YEAR 2018. Let's continue to work together. Creating a healthy, smart and prosperous Bone community (D.2)

In (D.2), congratulations on the new year 2018, which is coupled with PSA, a quarter of PSA space is a photo of the Bone district leadership, Forkompida (regional leadership coordination forum), consisting of the regent, deputy regent, chair of regency DPRD, district police chief, head of the district attorney's office, head of the district court, head of the military district command, head of the religious court, and district secretary. The ideology conveyed is "let's continue working together" the healthy, smart and prosperous Bone community, in accordance with the vision of Bone Regency. The ideology of cooperation for all levels of regional leadership is the core of this PSA.



GOVERNMENT OF BONE DISTRICT congratulates the 688th anniversary of April 6, 2018. With the spirit of Bone's Anniversary we strengthen togetherness. *Siatting Lima, Sitorra Ola* ; *Tessibelleang* IN THE FRAME OF SUMANGE TEA LARA SPIRIT.' (D.3).

PSA data (D.3), expressed in the form of statements (representative). The 688th anniversary of Bone's congratulatory statement was delivered in the form of PSA with the tagline "With the spirit of Bone's Anniversary we reinforce togetherness, which is reinforced by the Bugis language expression which is the motto of Bone Regency, *Siatting Lima, Sitorra Ola, Tessibelleang* in the frame of the *Tea Lara spirit*" . The meaning of the five denominations is hand in hand with one another. *Sitorra ola* means to walk in the same direction, one word, consensus. *Tessibeleang* means not to betray or cheat each other. *Tea Lara* means not to be separated, so that it means strong and strong (togetherness). The ideology of the PSA tagline is motivation and encouragement of *Sumange Tealara Spirit*.

CONCLUSIONS

The effectiveness of PSA released by the Regional Government of the Regency of Bone is realized by the tagline about the work culture of the Bone local government which includes hard work, smart work, hard work, sincere work, and complete work. Hope remains solid in working with the tagline, let's continue working together. Finally, a recommendation to strengthen the spirit of togetherness in the spirit of *Sumange. Tealara*.

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