

## The Relation Between Text and Image Used in Printed Advertisement Revealed on The Message of Advertising

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### Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara teks dan gambar dalam iklan cetak dan juga untuk mengungkapkan pesan antara teks dan gambar dalam iklan cetak. Penelitian ini menggunakan analisis deskriptif kualitatif karena data dianalisis secara statistik dan 14 iklan cetak dianalisis. Data dari penelitian ini adalah gambar dan teks yang ada dalam iklan cetak. Selain itu, dokumentasi juga digunakan untuk mengetahui bahwa teks dan gambar dalam iklan cetak mengungkapkan strategi pesan iklan. Temuan penelitian ini menunjukkan bahwa teks dan citra saling terintegrasi satu sama lain. Teks memiliki banyak pengaruh dan kekuatan besar untuk mendukung iklan tercetak guna meyakinkan konsumen akan beberapa produk tertentu. Selanjutnya, strategi yang paling banyak digunakan berdasarkan teori kreatif Frazer adalah brand image dan proposisi penjualan yang unik. Pengiklan mencoba untuk menunjukkan merek terkenal mereka dengan mendukung teks unik dan percaya bahwa produk mereka memiliki banyak keuntungan. Akhirnya, penelitian ini jauh lebih bermanfaat bagi mereka yang ingin tahu lebih banyak tentang cara iklannya bisa menarik konsumen. Ada beberapa cara untuk membuat iklan yang bagus dan salah satu strateginya adalah teks dan gambar harus berkorelasi satu sama lain untuk mengenalkan kepada konsumen untuk membeli produk. Selain itu, penelitian ini memberikan informasi tambahan bagi mereka yang berniat melakukan penelitian mengenai topik yang sama namun berbeda objek penelitian untuk mendapatkan hasil penelitian yang bervariasi.

**Kata Kunci:** teks, gambar, iklan cetak, dan semiotika

### Abstract

The aim of this study is to find out the relation between text and images in printed advertisement and also to reveal the message strategy between text and images in the printed advertisement. This study uses descriptive qualitative analysis since the data are not statistically analyzed and 14 printed advertisement are analyzed. The data of this study are picture and text which exist in the printed advertisement. In addition, documentation is also used to know that text and images in printed advertisement reveal the message strategy of advertisement. The findings of this study show that text and image have integrated each other. Text has much influence and big power to support the printed advertisement to convince the consumers of some particular product. Furthermore, the strategy which is used most based on Frazer's creative theory is brand image and unique selling proposition. The advertisers is trying to show their famous brand by supporting the unique text and believe that their product have many advantages. Finally, this study has much beneficial for those who want to know more about the way the advertisements can attract the consumers. There are several ways to make a good advertisement and one of the strategy is text and image must correlate each other to introduce to the consumers to buy the product. Additionally, this research gives additional information for those who intend to conduct the research on the same topic but different object of the research to get varied result of the research.

**Keywords:** text, image, printed advertisements, and semiotic

## INTRODUCTION

In the globalization era, people are excited to anything. Because, they want to follow the style of life by having the newest mobile phones, clothes, furnitures, vehicles, etc. So the consumptive power is increased. Looking to this phenomenon, the businessmen try to fulfill the need of the people by creating some new products to make them fortune. In order to attract the interest of people or we can say customers, the businessman has to think harder to make their product

can be easily sold out. One of the ways to grab the customers' interest is by using advertisements.

Advertisements are everywhere. Every advertisers now use Advertisement as way of communicating, persuading and informing their product to their consumer, it is no doubt that advertisement agencies use various linguistic devices to catch the attention of potential customers to boost persuasiveness of their advertising strategy and the uniqueness of a product. Word play, neologism, alliteration and etc. are used in advertising, to draw attention of the readers who

are potential customers. The usage of such linguistic devices also increases the probability that the reader will remember the ad, therefore the brand, for a long time.

In the advertisements, there are lots of ways to attract the attention of the customers. One of them is the way the language is uttered or spoken. Language can take a control of the advertisements itself. It has a power to make the advertisements can create a center of attention from the consumers. The advertisements agencies try to sell the product by conveying the message via text in order to get the consumers to feel affection for the product. By using the attractive language text or attractive spoken language, advertisements can be easily remembered and make everybody talk more and more about the product. Attracting and sustaining the reader's attention, making the advertisement memorable, and prompting the reader into appropriate action (Bruthiaux: 1996:26).

Rogers (2004:268) ever said in her book *An Introduction to Critical Discourse Analysis in Education* that education is just like any other business: to make a good income we have to catch the attention of consumers. From the statement that Rebecca Rogers has, it can be seen that even there is a difference from the scope which Rogers focusing on Education, to make much earnings or income; we have to focus for attracting consumers. From the surface, it has a big distinction between any product which the producers sell and education. But, to make the good result for both obsessions, they have to catch the attention of the customers.

This thesis is conducted to analyze the meaning of the written language or text which available in the printed or multimedia in the advertisements. Bauks et al. (2012:31) Texts are statements of the intellectual memory of many people. It means that every human being has different understanding when interpreting text. The capacity of each individual thought is different. From one person can say another person can say B in one same text. As stated by Hoey (2001:11), that text could be defined as the visible that had a purpose interaction between one or more authors and one or more audiences that the authors control the interaction and produce most of all the language.

Fairclough (1995:4) argues that another text type is an image. Texts not only can be seen in the form of written but it also could be seen in the form of cultural artifact, picture, a building, and a piece of music. Barthes (1977:15) defines the photograph become a center and the surrounding of the photograph constituted by the text. Beside, this analysis also focused on image interpretation. Goddard (1998:15) argued that image was different form from verbal text that stands alone and it was simply

designed to catch readers attention. In advertisements, image used to point out the product to attract customers' attention.

In addition, images are used in the magazine cover to persuade the readers' attention to buy the magazine. McKay (2000:170) argued that for many magazines publications the readers reason to buy the magazine was from the photographs and illustrations. It was in line with the statement made by Coulthard and Coulthard (1996:252) point out that a lot of people bought the magazines just to look at the pictures or the actor of the cover magazine. The better image cover magazine, there would be more buyers.

From the explanation above it can be concluded that this current research discuss deeper than the previous researches. This existing research analyzes the relation between text and image in the printed advertisements. Knox (2009:147) defined the importance things for looking to the relationship between language and other modalities such as image, layout, typography had been evident at least from Barthes's (1977) discussion of anchorage. This research is conducted in order to make a deep analysis on how the image can combine with the text which can attract customer attention and can represent the concept of the product. Moreover, it is aimed to give information to the readers that text and image work in interrelated way. If the text and image related to each other means that the advertisement has good quality that can attract customers' attention to buy the product, whereas if the text and image in the advertisements did not related to each other, so people will feel doubt about the product and have a lack of interest.

## METHOD

This article used descriptive qualitative and interpretative method. The sources of the data in this research are the printed text in the form of words, phrase, sentence and utterances and also pictures which are already exist in some advertisements in Surabaya and Sidoarjo. The data of the study is the image and text in selected printed advertisement in Surabaya and Sdoarjo. The basic instrument that used in this study was document. Creswell (2012:14) defined that in qualitative data collection, the research used instrument as a tool to measure, observe, or document qualitative data. The data analysis technique was done in three levels; 1.Data Condensation; 2.Data Display; 3. Data Conclusion

## RESULT AND DISCUSSION

### RESULT

#### Semiotic analysis of advertisement

In this study, Charles Sanders Pierce's (1860) theory became a tools to analyze advertisement specifically on the sign and objects its referred to. By looking at the sign and its meaning in the advertisement, the object is trying to express something. The first stage in analyzing the signs is identifying the signs themselves. Based on the object, Pierce splits the sign in icon , index , and symbol. Based on those types of signs, it can be identified the meaning of each signs as the unit of analysis studied. There are fourteen advrtisement which is used in this study.

#### Coca-cola advertisement

Based on the identification of the sign in the Coca-cola advertisement which is found in Giant Supermarket Sidoarjo, there are three signs in the form of one icon, one index, and one symbol.

In the icon belongs to the Coca-Cola advertisement. There is a picture of the product of Coca-Cola. By showing directly the product, customer can see the product easily and clearly enough. The display of the product is big enough which represent that Coca - Cola is confident to show their product.

In the index, The background of this picture is all in red color and white in text. From this sign, it clearly shows that the color is related with the color of the product.

In the symbol, The most interesting thing from this advertisement is that the text which available there, "SAFER THAN HEROIN". In this advertisement, the advertiser strongly claims that both Coca-Cola and heroin are safe products. although. As we know, the common perspective in the society that both of them are questioned of the health. It is good for body or not. Exposed by some scientifically articles, both of them are not good for body moreover for the health. In fact, both of them are giving pleasure to it user when consumes it. So this product is recomended for because it is still safer than consuming heroin.

Based on the relation between image and text in advertisement, we can say text and image in the Coca-Cola product is integrated each other to send the message, feeling, and thought. The advertiser tried to send the message to the customer that drinking Coca-Cola is giving pleasure with minimal risk to its user. And also the advertiser tried to share a good feeling and thought to be not afraid drinking Coca-Cola. So, from

this sticker we can conclude that the relation between image and text is to send the message, feeling, and also thought of the producer to make people not avoid Coca-Cola anymore.

#### Olympus Camera

Based on the identification of the sign in the Olympus advertisement which is found on the front door of the camera shop in Hi-Tech mall in Surabaya, there are three signs in the form of one icon, one index, and one symbol.

In the symbol, From the text which available in the advertisement, "YOUR BIG MOMENT DOESN'T HAVE TO BE ALL THAT BIG". The Olympus camera shows us that it does not need a big camera to capture a great or big moments in our life.

It also supported from the icon that a man carries on the big camera and he failed to capture a picture of the zebra. In this advertisement it is clearly enough to be seen that the text and image above are integrated into one point. In this advertisement icon are used as an example of problem and the text as a solution of the problem.

In the index, there is one scenery which refers to vast expanse of desert. The advertisers try to claim the international quality of this product by showing a scenery that is not a scenery in Indonesia

In this picture it is clearly enough to be seen that the text and image are integrated into one sendings particular message. The advertiser wants to show to the customers that it is not necessary to be confused to record or to make documentation about the experiences. What the customers need is only Olympus camera, a small camera but have a the best technology to capture every moment in consumer lives. The combination of these image and text help people understand that this camera is good enough to be bought. This camera offers the product by giving the example of the problem in photography and than offer a solution for it.

#### Maybelline

Based on the identification of the sign in the Maybelline advertisement which is taken from the banner or billboard on the road next to the CITO mall Surabaya, there are three signs in the form of one icon, one index, and one symbol.

In the icon, we can see that Velove as the brand ambassador of the product. Maybelline wants to represent the effects of their products to their customers by the figured of Velove who has beautiful face. the smile on the face of velove gives the impression that this product can cause happy and fresh effect for its users. As one of the beauty products, Maybelline seeks to campaign a safe



cosmetic products which is not have side effects for the user.

In the symbol There are a texts related to the advertisement "WHITE SUPER FRESH". The use of "white" and "super fresh" words in this ad is related to the definition of beauty according to most of the majority of women in Indonesia. Moreover, it is very important For Maybelline to use those two words to attract the attention of its users, especially women in Indonesia.

In this index, white was taken for the background. It is in harmony with the theme and previous signs. The advertisement is about the cosmetic product which is face powder's from Maybelline.

The relation between two texts and the images here are noticeable enough. Velove uses the cosmetic by smiling means she happy to use it. It looks so comfort when the model uses the cosmetic. And she has a fresh face to be seen. This significance idea is established from the presence of a text in the advertisement "white super fresh". This text can be recognized from the appearance of the comfortable of the model itself. It means that between this text and the image is related each other which relates to the beautiful model who performs the product.

### **Roberto Bravo Jewelry**

Based on the identification of the sign in the Roberto Bravo advertisement which is taken from the Brochure on the Grand City mall Surabaya, there are three signs in the form of one icon, one index, and one symbol.

In this icon and index sign, we can see that there is a woman which is an international model being the model of the product. In the scene illustrates that the model wear jewelry in the back neck. The appearance of the model who wears the necklace in wrong way back makes the readers or the customers really curious why the designer makes that happen for the necklace. There is something uncommon or extraordinary from this sign. Even the message is unclear, but it catch the attention of the reader to look the other elementsto get the concept of the product.

Interestingly, a symbol in the text "EXTRAORDINARY JEWELLERY FOR EXTRAORDINARY WOMAN". Explain the concept of the product which is try to claim the "extraordinary" of the product. For woman, it will easily understand that the product about this jewelry is really special for them.

From this phenomena, it is clearly enough that the text which available in this advertisement supports the image to create a better understanding for the customers. The support of the image creates some thought to the customers that the jewellery is very

superior. It is only the extraordinary women who can use this product. From this idea, at least someone rich who has a big ego will absolutely buy this product. This is how the image and text are related each other, supporting each other to gain the best appreciative of the product.

### **Huawei Mate 7**

Based on the identification of the sign in the Huawei advertisement which is taken from the billboard near Tunjungan mall Surabaya, there are four signs in the form of two icons, one index, and one symbol.

In the advertisement, we can see there are two icons, first is the mobile phone itself and the second is the finger print. By showing directly the product, customer can see the product easily and clearly enough. The display of the product is big enough which represent that Huawei is confident about the quality of their product. Moreover, the second image which is finger print. It represents the excess of new technology that Huawei offer to the customer.

In the index, the product is fit with the hand which represent the simplicity of the product which will is support the text "simple and secure"

And for the text between the pictures we can see "Simple and Secure". For the advertisement here, The word simple is related with the appearance of the mobile phone itself. One simple hand phone that offer multi applications. The applications can be seen from the home mode screen which the image shows the hand phone. And the word secure it refers to the image of finger print. This hand phone offers the security system to help the owner to be not worried if somebody who has no the responsibility opening the mobile phone because this hand phone is secured by the owner's finger print.

Finally, text and image in this advertisement is related each other. From the text, two images accompanied a text which is the product of the mobile phone showing the quality of the product.. The images and the text are clearly work together to construct the "simple and secure" to the reader's mind.

### **N1 Oppo**

Based on the identification of the sign in the Oppo advertisement which is taken from the billboard near Tunjungan mall Surabaya, there are three signs in the form of one icon, one index, and one symbol.

In the icon on the advertisement, there is an image of the back body of a woman. The advertiser tried to show up the elegant of the woman body which represents the backside of the mobile phone which is advertised.

In this index, black was choosen for the background. It is used to boost the product to look mysterious and elegant.

In the symbol it is supported with the existence of the text "Don't just touch the front, the back is also interesting". The advertiser makes an effort to show us that the mobile phone has the excellent thing. Not only the front is good but the back side of the hand phone is also good.

From those visual signs (image and text) from this advertisement, we can say that the image tried to make the customers' mind about the product is elegant. The hand phone is represented by the body of human. It makes the customers can easily be attracted. This idea is supported by the existence of the text "Don't just touch the front, the back is also interesting". People will think how come that one thing such OPPO mobile phone is symbolized by the woman body.. The way the advertiser combines the image and text is somewhat creative. The advertiser seems knowing so well about the work of them well if they are being joined in one frame.

### **G Star Raw Jeans**

Based on the identification of the sign in the G-Strar Raw advertisement which is taken from the Brochure on the Royal plaza Surabaya, there are three signs in the form of one icon, one index, and one symbol.

In the combination of index and the icon, the advertiser uses a man model to be the representation of the men when wearing the product. The man acts that he is really comfort aand look stylish even he poses like that.

In the Symbol text "wear it #tightorwide" tried to give the customer an explanation that you wear the jeans trouser even the tight one or the wide one is still comfortable. From this combination between text and image can be seen clearly enough that jeans trouser is really good for those who wants to have it.

The image and the text here are supporting each other to make the better understanding for the customers to trust or choose jeans to be the only trouser product that they have. Because, if you want to have the tight one you can choose jeans, wear it. If you like the wide one, choose jeans and wear it. They are still comfortable. The idea is taken from the act of the man model in the picture.

### **LG G Flex 2**

Based on the identification of the sign in the LG advertisement which is taken from the Brochure on the Hi-Tech Mall Surabaya, there are four signs in the form of two icons, one index, and one symbol.

In the icon there are two signs that are being the role model to promote the product. The first is the woman who has the different hair style from the common women

hair style, and the second the uncommon curve of the LG mobile phone is provided. It is different than any mobile phones have commonly. The advertiser wants to show up the customers who want to have mobile phone, to buy this product. Because the advertiser wants to claim that LG is the sexiest mobile phone. The two images here have the big support to maintain the text about "SAME IS NOT SEXY".

In this index, white was taken for the background. It is used to boost the reader attention to focus only on the picture.

In the symbol text "SAME IS NOT SEXY" and accompanied by two images. The first is the woman who has the different hair style from the common women, and the second the uncommon curve of the LG mobile phone itself. This is very clear that the text and the images have the same meaning. The text said same is not sexy and the two images have the uncommon form than any other. It can be said that the LG phone is not same with the other phone. So, this product is sexy. The advertiser has the purpose, to make people like this product because this mobile phone is sexy. From this we know that the advertiser builds a virtuous combination between two visual signs to attract people.

### **Nestle's Chocolate**

Based on the identification of the sign in the Nestle advertisement which is taken from the Brochure on the exhibition in Surabaya, there are three signs in the form of one icon, one index, and one symbol

In the icon, there a product of the chocolate itself and there is one melting chocolate in the can bucket. there are many chocolates in this advertisement belongs to one of the chocolate product which is Nestle's. This product is one of the best products in the chocolate industry. In this advertisement we can see a lot of chocolate which is used to attract the reader who loves chocolate.

In the index, The background of the poster are dominated with brown and black which is represent two types of chocolate, dark and brown chocolate..

In the symbol, the text "nestle's makes the very best chocolate" the advertisers want to claim that their product is the best than any chocolate product.

From these two combining things between the image and the text that the advertiser carries on, this advertisement looks like ravishingly. This image can make us want to eat more chocolate than we can eat commonly. And the text strengthens the image to make it exaggerating. Seductively, people who see this advertisement will be easily attracted to buy the product. Because, the advertiser succeed transforming the message to the people that this nestle's chocolate product is very

delicious. So, people will always remember about the product. It can be proven from the spread of this chocolate.

### **Campina Ice Cream**

Based on the identification of the sign in the poster that sticks on the wall next to the front door of Indomart shop, this advertisement belongs to the campina ice cream product. The locals ice cream that Indonesian people often see it in every shop. In this advertisement, Campina tried to show the new product of ice cream. The ice cream is made low fat and non-dairy. It can be seen in the below of the image which is pointed by the capital letter there. there are three signs in the form of one icon, one index, and one symbol.

In the icon, there is an image of the woman who enjoys eating ice cream accompanied by the heart image behind her. It ensures us that this ice cream is really healthy. Not only the image of the woman and the heart which exist behind it. The index in the background color of the advertisement which help the text to transform the message to the customer. Green is the background color. We know that green is fresh. This color represents the natural and life itself. From this, the advertiser of Campina ice cream succeeds in transforming the natural & healthy message to the customers.

In the symbol text which exists in this advertisement is "Luv Your Life". Actually, the real meaning of the text is loves your life. This means that this ice cream is different than any other ice cream products in the market. Because this is the first ice cream in the Indonesia that served low fat and non-dairy. So it is healthy. That is why the advertiser tries to show the customers that this ice cream is not only taste good but also healthy. That is the special thing from this ice cream. By combining all the signs, the advertiser tried to inform the reader that their product is natural and good ice cream.

### **Coca-Cola 2<sup>nd</sup> advertisement**

Based on the identification of the sign in the poster that sticks on the wall next to the front door of alfamart shop, this advertisement belongs to the Coca-Cola product. there are three signs in the form of one icon, one index, and one symbol.

In the icon, it can be seen from the image that someone's hand is holding tight the small Coca-Cola. The Coca-Cola is prosperous enough with the hand. in this advertisement, the advertiser shows us that Coca-Cola has a new style of packaging.

In this index, white was taken for the background. It is used to boost the reader attention to focus only on the picture and the text.

In te symbol text "Fitting, isn't it?" The text here tries to make an explanation to help the image to be easily well understood by the customers.

The combination of the image and text really suit each other to help the advertiser transforming the message to the customers about their new product.

### **Sven**

Based on the identification of the sign in the Sven advertisement which is taken from the billboard near Tunjungan mall Surabaya, there are three signs in the form of one icon, one index, and one symbol.

In the icon, the image in this advertisement was really clear enough that this ring is one of The superior ring product from SVEN. The image of this product is showing the ring that has so many superiors quality. The image in telling the people who want to have such a superior quality of diamonds. Just go to the Sven because SVEN is the right place to be visited if people want to wear the brightest, clearest, choicest, and finest diamond.

In this index, black was choosen for the background. It is used to boost the product to look elegant.

In the symbol, there is a text "for diamonds of superlatives brightest, clearest, choicest, finest". The text and image present the power of this product. the purpose of the text is to support the image. Telling the product and describing the superior things of the product, giving the brave explanation about the product.

Finally all of signs were supported each other to construct the attractive thought to the customers that their diamond is the best to be collected.

### **Sony Camera**

Based on the identification of the sign in the Sony advertisement which is taken in the one of the market inside the Royal Mall Surabaya, there are three signs in the form of one icon, one index, and one symbol.

in this advertisement, there are two icons are shown up in it. The first image is the product of the camera itself. There are full sets of the SONY camera that exist there. From the camera, several line of lens, and also the blitz lamp of the camera. This image are represent of the product which is advertised. The second image which presents in the advertisement is the visual of the result of the photograph that was shot by this camera. It is clearly enough that the advertiser of this advertisement wants to show to the customers that this camera can take a shot of running animal. This image are represent of the quality of the product.

In the index, black was taken for the background. It is used to boost the reader attention to focus only on the picture and the text.



In this advertisement, the text is also available there "IN PHOTOGRAPHY TIMING IS EVERYTHING". This text is an explanation for the second image. Even the object is running so fast, the quality of the picture is still good. So hopefully, people will feel that this camera is the best camera that they should buy.

### Sketchers

Based on the identification of the sign in the Sketchers advertisement which is taken in the one of the market inside the Royal Mall Surabaya, there are three signs in the form of one icon, one index, and one symbol

In the icon in, this advertisement is served the scene that some people have a run in the night. And they do not need lamp to shine the road. Without lamp they can easily see the road. In the advertisement, the image shows that the shoes are shining. Because of this shiny shoes, the man who wear the shoes can observe the road clearly enough.

In the index, black was taken for the background. It is used to represent of the night situation which can also related with hard situation.

In the symbol, the text "HAVE A BRIGHT RUN". This text is can be represent as a solution to the runner who need a shoes that can help even in hard situation.

Finally, The text "HAVE A BRIGHT RUN" with the image which shows the scene of some people has a run in the night. And they do not need lamp to shine the road. Without lamp they can easily see the road. It refers to how they work together to make the customers have the good understanding about the advertisement. They run in the night with the shiny shoes has the representation of the text that this advertisement has already stated. The advertiser hopes that people who see this advertisement will love the shoes.

**Tabel 1. Data Tabulation**

No	Data	Relation between Text and Image	Message of Advertisement
1.	Coca-cola tin (Safer than Heroin)	Image and text are integrated each other	drinking Coca – Cola is still safe
2.	Olympus Camera "Your Big Moment Doesn't Have to be All that Big"	Image and text are integrated each other	Olympus Camera is Showing their advantages of the product

3.	Maybelline "White Super Fresh" "Maybe She's Born With It. Maybe It's Maybelline"	Image and text are integrated each other	The advertiser is showing the superiority effect of the product to the consumer.
4.	Roberto Bravo Jewelry "Extraordinary Jewellery for Extraordinary woman"	Image and text are integrated each to	The advertiser is showing the uniqueness of the product
5.	HUAWEI mate 7 "Simple and Secure".	Image and text are integrated each other	The advertiser is showing the advantages of the product
6.	N1 OPPO "Don't just touch the front, the back is also interesting"	Image and text are integrated each other	The advertiser is showing the uniqueness of the product.
7.	G STARRAW JEANS "wear it #tightorwide"	Image and text are integrated each other	The advertiser sends a message to the customers by combining these two things that the product is really excellent in every situation.
8.	LG G FLEX 2 "Same is Not Sexy"	Image and text are integrated each other	By combining the text and two images here, the message is focusing to influence consumer's lifestyle.
9.	NESTLE'S CHOCOLATE "Nestle's Makes the Very Best Chocolate"	Image and text are integrated each other	The advertiser combines the image and the text to showing the superiority effect of the product to the consumer.
10.	CAMPINA ICE CREAM "Luv Your Life"	Image and text are integrated each other	The combination between text and image send a message about

			the product is healthy.
11	COCA-COLA bottle "Fitting, Isn't it?"	Image and text are integrated each other	The advertiser is showing the innovation of the product.
12	SVEN "For Diamonds of Superlatives Brightest, Clearest, Choicest, Finest"	Image and text are integrated each other	The advertiser combines the image and the text to showing the superiority of the product.
13	SONY CAMERA "In Photography Timing is Everything"	Image and text are integrated each other	Image and text are integrated each other Showing advantages of the product
14	SKETCHERS "Have a bright run"	Image and text are integrated each other	Image and text are integrated each other Showing advantages of the product

There are fourteen advertisements which is used in this study, every advertisement has their own message to send. But the relation between text and image are same.

## DISCUSSION

### The Relation between Image and Text

The first part discussed was the author's intention through texts and image. The author tried to convey the intention to the reader by using texts provided in the image. Texts provided in the image represented the content of the image itself. All of the texts represented the image intention and it copied all of the content of the image. By translating factual meaning in the texts by using dictionary or prior knowledge, each individual had his/her own interpretations based on the meaning of the texts.

Furthermore, images and texts are both "Sign elements" that substitute other things, their referents. The relationship between text and image is unique, images are encoded differently in our memory than words: when we see information in image form, our perception of the features of that image interacts with our memories of real objects and with other mental images we have. That is why we can more easily remember the information we get from images.

Text are good at expressing abstract objects and action. In addition, Text are more accurate than images and text make it possible to describe things unambiguously. Images are good at expressing concrete objects, spatial relationships and location. They reduce the cognitive load, are remembered easier and faster than words, and they are good at comprising information.

In addition, Wigan (2008) mentions that when words and images are in a complementary relationship they can provide complete information about the action to take: the images give the user spatial cues about where to press or pull, while the text offers exact information about what to do and when to do it. Moreover, an image may illustrate something that is hard to understand only with words, or a sidebar may unpack an image. If the user has trouble imagining what is intended, text and images can help to clarify the content or expand the ways in which the user interprets the main ideas of advertisement content

### The Relation between Text and Image relates on the Message of Advertisement.

This research is conducted by using theory from Wigan (2008). He stated that text and image are two visual signs to share message, emotions, ideas, and visual commentary. Then words and pictures can develop the meaning deeper which is separating and countering meaning.

It is clearly stated that two visual sign or we can say text and image are integrated each other to send the messages, feelings, thoughts, and remark illustration. From the explanation we know that this theory tells us about what is the relation between images and text which we know that in the first research question, their relation is to share the message to the customers about the product, strengthen one another to make a good idea to give well explanation or understanding to the customers, so the customers will easily catch the value of the product. So now, how they related each other is can be analyzed also from this theory that it is implied between texts and images are helping each other to make sure that the message will be straightforwardly understood by the customers. For instance, the text about "Extraordinary Jewellery For Extraordinary Woman" in one of the data. It is always accompanied by the beautiful and sexy woman picture. The woman picture is always visualized as beautiful as possible. The image is to emphasize the text that the woman is worthy to be the extraordinary woman. The woman represent that she is the most beautiful woman when she is wearing this kind of jewelry although she has not white skin but she looks sexy and pretty although she is seen from the back.



According to Mariëlle Hageman and Marco Mostert (2000) in "Reading Images and Texts Medieval Images and Texts as Forms of Communication" that writing is a visual system representing speech and becomes image. Every written text combines with image divide some aspect. It also happens when language and image develop over time and become history, it consequences different meaning and interpretation

From this theory we can say according to the Mariëlle Hageman and Marco Mostert (2000) that text is the symbolize of the oral speech and because of this, text is also image. In this theory also stated that the text is useful for finding meaning in images and vice versa. Therefore, this study supports these two theories which exist and stated that image and text have been integrated each other. The two has never had different meaning. Additionally, text and image correlates each other. It is also supported with the previous studies Cahyani (2014) used Smartfren products as her research object. Her research also found that every texts cannot be separated with the utterances because those elements are related each other. This means that text and image or utterances has one meaning and support each other.

## Conclusion

It can be concluded that the relation between text and image is to transfer message, feeling, and thought of the image which exist. Text and image cannot be separated each other, because text functions as the supporting features of image itself. The two are integrated each other although there is few of them that text and image does not have any relation. But in this study, text have much influences on the picture. Beside that, picture itself help the text to send the message to the readers. For example is the product of Huawei Mobile phone. The advertiser has unique picture and language to distribute their idea to the reader. Therefore, they provide the picture by the existence of a lot of application in home mode of the phone. We can see Google, time, weather, and more application that we can imagine. Those applications do not need much hand phone to be bought, but it only needs Huawei Mobile Phone. And certainly the text has good language that can make the consumer buy this product. In addition, text has big effect to the reader, therefore the unique language they use, the big curiosity of the consumers will be. Hence, text must be unique and clearly to be understood by the reader.

Furthermore, beside the relation between text and image is sending the intention of the feeling, text and image also can reveal the message which is used by the advertiser to market their product.

## Suggestion

It is suggested for the next researcher to investigate other area in discourse analysis on other printed media. They can analyze the relation between cover magazine and text, picture in some particular products although it is not printed advertisement. If they have broader area to be investigated, the result also have many outcomes to the researcher and especially for the reader. Because to analyze text, it needs some innovative strategy to understand what is behind the text and why it uses some particular unique languages. What is the intention behind the text, this needs proper skill to analyze those particular language.

Besides that, other researchers can examine the same topic by using other theories of relation between text and image. Many theories stated that text and image are integrated each other. If other researchers use different theories, there will have different result. In relation with the strategies which are used in advertisement, it needs further complete information about this strategies. Because this is something new in this research that there is any previous studies who conduct this kind of research using this theory strategies on advertisement. Therefore, it needs some more information about this strategies. Hence, other subjects can be used and investigated by other researcher to conduct the research in relation to text and other pictures which exist in other media.

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