

Semiotics in Teh Botol Sosro's Advertisement Ramadan Edition

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Abstract

This study aims to analyze and examine the level of semiotics in the Ramadan edition of Tehbotol Sosro advertisements using Roland Barthes' semiotic theory. The data in this study are scenes that contain denotation and connotation meanings in the Ramadhan edition of Tehbotol Sosro advertisements that obtained from the video advertisement for the Ramadan edition of Tehbotol Sosro which was uploaded by the YouTube Channel account. This research method is descriptive qualitative. Research instrument is the researcher himself. Data collection was carried out by watching an advertisement for the Ramadan edition of Tehbotol Sosro, then taking screenshots of the scene containing denotative and connotative meanings. The results show that there are five denotative meanings, which is (50%) and connotative meanings, which is (50%) in Tehbotol Sosro advertisement Ramadan Edition. It can be seen that in the advertisement there is a direct meaning, namely denotation and an indirect meaning, namely connotation.

Keywords

Semiotic; denotation;
connotation; Tehbotol Sosro
Ramadan Edition; advertisement



I. Introduction

Language is a tool for communicating each other whether it is between one sender and one recipient or one sender with many recipients. Kushartanti, Untung Yuwono, Multamia R.M.T. Lauder (2005) reveals that language is a sign system used by a certain group of people to work together, communicate, and identify themselves. According to Keraf (2005) in M Adiwijaya (2010) language refers to social communication tools that take the shape of sound symbols and are generated by human speaking instruments. While ECM Simatupang, NN Fadhilah, & RA Barokah (2021) defined that language has a role as a communication tool that helps humans as social beings to exchange information, ideas and feelings by communicating with each other. However, not all languages can be understood clearly, sometimes there are some words, sentences, or visuals that contain meaning behind them. Language is one of the most important things in the life of every human being. Each of them is of course inseparable from language, the first time a child gets a language that is heard directly from the father or mother when the child is born into this world. Then as time goes by and as the child grows, they will acquire a language other than the language taught by the mother and father, either in the form of a second, third, foreign language or so on which is called language acquisition where it depends on the social environment and cognitive level possessed by these children through the learning process in their environment. (Purba, N. et al. (2020). This is related with semantics which is the study of meaning. According to John I. Saeed (2009) semantics is the study of meaning as it is conveyed through language and demonstrates how individuals convey meanings through various linguistic constructions. One part of semantic science is semiotics which discusses signs and what meanings are in them. Roland Barthes is one of

the figures who has contributed to the study of this semiotic heritage. Roland Barthes investigates denotation, connotation, and myth as valid semiotic traditions (Andriyanto, 2017). From this it can be seen that in Roland Barthes' theory of semiotics, there are denotations and connotations. Denotation is the true meaning or can be said to be direct meaning. While connotation is the opposite of denotation, which is meaning that is not true or indirect meaning.

In nowadays, technology is advancing and developing. With the advancement of technology, of course everything can be done easily. Technology can be use by anyone. One of the technologies that can be use is mass media, such as newspapers, magazines, radio, television, and even now there is such a thing as the internet. Mass media can be use by the public, especially entrepreneurs who have a product or service because with the media, someone can market their products or services for profit. In other words, the mass media can be a means for people who want to advertise a business or service. Advertising is one way to make products and services more known to many people. The use of mass media is one of the effective means because it can not be denied that people's lives today are not far from technology. However, to attract the attention of the wider community, of course, the advertisement must be packaged as creatively as possible. According to G.F. Wahendarso (2014), advertising is a type of communication that normally aims to persuade potential customers to purchase or use a certain brand's product or service. Sign and verbal language can be found anywhere, including in advertisements which aims to promote a product or service to be known by many people

In 2018 PT. Sinar Sosro made an advertisement for Tehbotol Sosro Ramadan edition on television. Advertisement of Tehbotol Sosro can not only be found on television, but can also be seen in various mass media, one of which is on the global video website, namely YouTube. On the Tehbotol Sosro youtube channel, the ad is titled "Memberikan Kebahagiaan adalah Kebahagiaan" and they added #HariUntukBerbagi. The advertisement was aired one day before the month of Ramadan arrived. The author is interested in researching the Ramadan edition of the Tehbotol Sosro advertisement using the Roland Barthes theory because the author wants to know the meaning of the advertisement.

1.1 Research Question

1. What are the levels of Semiotics of Tehbotol Sosro's ads?
2. What are the meanings of Tehbotol Sosro's ads?

II. Review of Literature

2.1 Semiotics

Semiotics is the study of signs to find out what the sign means. Rusmana (2014) in S Halim (2021) defined that semiotics is the study of signs and the symptoms they cause, as well as how they work (semiotic syntax), how they relate to other signs (semantic semiotics), and who they are sent and received by (semiotic pragmatics). According to Saussure, semiotics is the study of signs in social life, including anything that is a sign and the rules that govern how signals are created. According to Saussure (1966), since words are symbols, we should only actually focus on symbols. Although his followers acknowledge that Saussure's sign's physical manifestation is known as the signifier, the mental idea it represents (the signified) may be connected to the signifier in arbitrary or iconic ways. R Halid (2019). Then, Barthes developed semiotics into two levels of signification, namely the level of denotation and connotation. Denotative and connotative

meanings are part of Roland Barthes' concept known as the Two Order of Signification. The level of signification known as meaning denotation describes how the link between the signifier and the signified results in actual or direct meaning. While Connotation meaning describes the interactions that take place when signals come into contact with the reader's thoughts or emotions as well as the values derived from personal and cultural experience. AF Rohmaniah (2021)

2.2 Denotation

Denotation is one of the levels Roland Barthes semiotic theory which means directly and truly. According to ZP Yanti and A Gusriani (2022), Denotation also known as conceptual meaning, is the meaning of a word that is in line with the actual meaning or in accordance with the meaning of the dictionary. While TR Antika, N Ningsih, and I Sastika (2020) claim that the meaning of a denotation is the original meaning that a lexeme possesses. With regard to lexical meaning, this meaning is nearly identical. Y Kusumarini (2006) also defined about denotation in MP Sari, RL Nisa, and L Apriliani (2020) that denotation is the level of signification that explains the relationship between signifiers and signifieds to reality, providing explicit, direct, and sure meanings. According to Wahidah, E (2008), denotation is the meaning of a word with its original concept, as it is without modifying meaning; this meaning is also known as simple meaning.

2.3 Connotation

Connotation is the second level of Roland Barthes semiotic theory which means indirectly. The meaning of a word depending on one's sentiments or thoughts is known as connotative meaning. Connotative meaning is a type of denotative meaning that has additional meaning. The enrichment or comparison with other objects or things might be the form of the addition. As a result, connotative meaning is sometimes referred to as figurative meaning or contextual meaning. Wahidah, E (2008). According to Y Kusumarini (2006) in MP Sari, RL Nisa, and L Apriliani (2020) connotation is the level of signification that explains the relationship between the signifier and the signified in which the meaning operates which is not explicit, indirect, and uncertain. While Nurpadillah (2017) in IP Sari (2021) defines that connotation as the meaning of words with additional taste or feeling. According to Barthes, connotation is a human component of the decision-making process for what was chosen to be the emphasis of the frame, for example. Fiske (2007) in A Nathaniel and AW Sannie (2018)

2.4 Advertisement

Advertising is a communication that aims to market a product or service to the wider community. The advertisement itself can be in the form of audio, visual, or audio-visual. According to MF Juddi (2019), advertising is a type of message presentation carried out by non-personal communicators through the media and aimed at the communicant through payment. Advertising is one of the most important aspects of acquiring customers. "Advertising has been an important factor in keeping the automobile industry running at full speed," says John N. Willys, creator of the Willys-Knights and Whippets. HB Rutledge (1929). Solik, M (2014) defined that advertising is a type of communication in which the author or sponsor sends a message to a receiver (consumer) with the intentional purpose of selling a product (or an idea) to the customers.

2.5 Semantics

Semantics is the study of meanings. According to BV Salsabila and ECM Simatupang (2021) semantics is a subfield of linguistics investigates the meaning that each language convey. Greek 'semainein', which means 'meaningful,' is where the word "semantics" originates. The word "sema" is a noun that signifies "sign" or "symbol." The word "semaino" is the verb, and it means "to mark" or "to interpret." Semantics investigates the meaning that words have or the meaning that is expressed through linguistic media. C Butar-butur (2021). Chaer (1990) in C Butar-butur (2021) makes the definition that semantics primarily analyzes meaning associated with language as a medium of verbal communication.

III. Research Method

The type of research used is qualitative descriptive. Kountur (2009) in A Riwu & T Pujiati (2018) defines descriptive research as a sort of study that gives a concise overview or description of a condition without addressing the subject of the study.

The sources of data obtained in this paper are primary data obtained directly from the Tehbotol Sosro advertisement and secondary data obtained through the internet related to the focus of the research. The data collection technique used is screenshots which then identify symbols or signs in the form of audio-visuals that have meaning.

IV. Result and Discussion

This ad describes how the situation in the month of Ramadan, precisely on the last day of the month. This advertisement carries a message about sharing happiness. In this research, Roland Barthes's theory of semiotics is used, in which there are denotations and connotations. From the data obtained, the following analysis can be generated:

Data 1



This scene depicts a shop with a closed red folding gate, then a white paper is attached with the words "TOKO TUTUP LIBUR LEBARAN, BUKA TGL 20 JUN. 2018" means "Store closed for Eid holiday, open on 20 June 2018". Before Eid, usually the average place to shop will be closed.

The denotation meaning of this scene is that the shop is closed during Eid and will reopen on 20, June 2018. So, during Eid buying and selling activities are not carried out. The connotation meaning of this scene is the owner of the shop is spends the time with the family during Eid because Eid is a very precious moment.

The picture is obtained from the video of the Tehbotol Sosro advertisement in scene one, minute 0:02 - 0:03 which was uploaded by the YouTube Channel account.

Data 2



The picture above depicts the situation at the ticket counter one day before Eid. Seen a man cursing a black hat and a white shirt with a red stripe on his arm about to buy a ticket and someone behind him wearing a gray dress. Unfortunately, there is a red text indicating that the tickets are sold out.

The denotation meaning of this scene is a man and someone waiting in line behind him who will buy tickets but the tickets are sold out. The connotation meaning of this scene is that at the moment of Eid, ticket sales are selling very well. Because before Eid many people anticipate running out of tickets so they buy tickets a few days in advance.

The picture is obtained from the video of the Tehbotol Sosro advertisement in scene two, minute 0:10 - 0:11 which was uploaded by the YouTube Channel account.

Data 3



In this data, there are two shots in one scene. In the first shot, the sun is so bright, then there is a public transportation that passes through a village that looks still beautiful because there are expanses of rice fields that are so green. While in the second shot, there are several passengers in it and some luggage to be brought to their hometown. This is one of the traditions in Indonesia that still survives until now, where every big day like Eid, people will return for a moment to their hometown or commonly called "*Mudik*".

The denotation meaning of this scene is people who will return to their hometowns to celebrate Eid with their families. The connotation meaning of this scene is that people pause all their work in overseas lands to return to their hometowns.

The picture is obtained from the video of the Tehbotol Sosro advertisement in scene three, minute 0:17 - 0:21 which was uploaded by the YouTube Channel account.

Data 4



The picture above shows a public transport driver wearing a white t-shirt with a small towel around his neck and a male passenger wearing a short shirt. They stopped at the side of the road then hold a bottle of Tehbotol Sosro and sharing each other.

The denotation meaning of this scene is that they will drink a bottle of Sosro to break their fast, because it is the last day of Ramadan. The connotation meaning of this data is that Tehbotol Sosro is a drink that can be used to iftar while traveling. They iftar by drinking a bottle of Tehbotol Sosro to quench their thirst.

The picture is obtained from the video of the Tehbotol Sosro advertisement in scene four, minute 0:28 - 0:30 which was uploaded by the YouTube Channel account.

Data 5



In the fifth data, there are two shots in one scene. The first shot shows the atmosphere at night where a young man who just got off public transportation then hugs his parents to release his longing. While in the second shot, the public transport driver is looking at them.

The denotation meaning of this scene is a driver who sees his passenger meeting with his family on night before Eid. The connotation meaning of this scene is when the public transport driver sees his passenger meeting with the family, it is reminded of his family because tomorrow is Eid. Usually the public transport driver can not go home on Eid because their job is to take passengers to meet their families and indirectly he has shared happiness for his passengers.

The picture is obtained from the video of the Tehbotol Sosro advertisement in scene five, minute 0:44 - 0:49 which was uploaded by the YouTube Channel account.

V. Conclusion

Based on finding and discussions, it can be concluded that there are two levels semiotics in the advertisement for Tehbotol Sosro, there are five denotation (50%) and five connotation (50%). That means that in every denotation contained in the scenes in the Tehbotol Sosro advertisement, there is also a connotation. So, of the five data that have been presented, there is no data that is dominant or appears more often in the Tehbotol Sosro advertisement, which means the same. The meaning of the Tehbotol Sosro advertisement in the Ramadan edition is to teach about the beauty of sharing or giving with others. Because it is the same age as the advertisement's title which is "*Memberikan Kebahagiaan adalah Kebahagiaan*" which means "*Giving happppiness is happiness*" and then there is a tag #HariBerbagi which means #SharingDay and it can be seen in one of scenes, which is in the fourth data where there is a scene that shows a drive of public transportation and a passenger sharing a product of Tehbotol Sosro. Besides that, it can also be seen in the fifth scene where a public transportation driver giving happiness to his passengers by taking his passengers to meet his family. This scene is directly related to the title of the advertisement because the driver looks happy when he sees the passenger happy to meet his family.

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