



Semiotic Analysis Mineral Water Advertisement 2017 And 2022: Revealing Symbolic Meanings And Cultural Signifiers

Annisa Luluk Firdausie¹, Santi Agustin²

¹Universitas Islam Negeri Sunan Kalijaga Yogyakarta, ² Universitas Islam Negeri Maulana Malik Ibrahim Malang

annisafirdausie2@gmail.com , santiagstn1@gmail.com

Abstract: This article discusses the semiotic study of mineral drink advertisements version "2017 and 2022". The research is focused on the signs contained in "Mineral Drink Advertisements versions 2017 and 2022" so that the meaning and message are well conveyed to consumers or the public. The ad provides an educative and creative story message. A qualitative descriptive research method with semiotic analysis techniques with Roland Barthes' theory which contains connotative and dotative meanings. The results of the study show that the "2017 and 2022 version of the mineral drink advertisement" contains continuous nonverbal and verbal sign messages so that it has its on meaning. The ad contains one of the local mineral water products in Indonesia which is also correlated with an ad that is very close to the culture and habits of the Indonesian people. As explained how the advertisement represents two Indonesian cultures when celebrating the month of Ramadan or when fasting, and Indonesian culture when welcoming guests. The advertisement does not only represent deeper Indonesian culture, but also serves as literature for the development of marketing ideas for company owners by incorporating cultural elements and the needs of market forces.

Keywords: *Sign; Advertisement; Roland Barthes semiotics; construction of meaning*

1. INTRODUCTION

Exploring and discussing advertisements, both visual advertisements, audio advertisements, video advertisements and advertisements that are scattered along the road or sidewalks is an endless discussion and is widely discussed. Ads shown in the media vary, both on television, newspapers and magazines. The products also vary, ranging from local brand products to even long-distance brands. Because advertising also aims to promote certain products, advertisements will definitely use certain persuasive sentences, words or phrases so that customers are interested in buying them (Bunga, 2017). Especially in Indonesia, where there are many brands that are no less competitive with the international world. Semantics is a study that discusses how listeners interpret what is said by readers. The meaning communicated through language can be learned semantically (Saeed (2016). This implicitly means that the meaning expressed by each language has the characteristic of being a symbolic system (Agung, 2016). The meaning of the speaker can be captured if the listener is aware of what the speaker means. The semantic principle states that the meaning will be different when it is formed by different writings (Suprpto, 2010). Thus, people must agree and comply with the rules to achieve the meaning agreed upon by social life.

In this case, the advertisement that will be used as the object of study and that will be analyzed in this discussion is an advertisement about a mineral water product that has been known for a long time, namely Aqua, which is produced by PT. Tirta Investama, Klaten. This

brand itself already has its own "image" among consumers of mineral water products, for example if a consumer of mineral water products is going to buy mineral water at a shop or distributor, the first thing to be mentioned or asked about is Aqua and not the brand or name of the water product. other minerals. A close examination is made of the various manipulation and arrangement of words, word choice, word order, denotative and connotative meanings of ad slots, and other deviations fore based on the established English code.

In research on uncovering the meaning of symbols and markers of a culture in Aqua packaged beverage advertisements (2017), semiotic theory can also be relevant in this study. Semiotics is a branch of linguistics that studies signs (Irawan, 2019). Meanwhile, the theory of semiotics itself has several kinds such as structural semiotics, pearance semiotics, cognitive semiotics, and others. However, in this study, researchers focused more on and used the theory of cultural semiotics popularized by Roland Barthes. Barthes in (Irawan, 2019) reveals that a sign is a set that is used as an effort to achieve a goal in this life, in the midst of society and with society. He also introduces two semiotic meanings, namely the meaning of denotation and connotation. Denotation is the level of descriptive and literal meaning agreed upon by all members of a culture. Meanwhile, connotation is the level of marking that explains the relationship between the signifier and the signified, where the meaning operates which is not explicit, indirect, and uncertain (Mitak, 97 in Sitanggang, 2020).

On the research (Juniarti & Wahjudi, 2019) shows that there are cultural values, namely intercultural harmony, having good communication, and mutual respect among family members. a form of harmonization of values that is reflected in enthusiasm for the Chinese New Year, a sincere sense of love and affection, regardless of degree and age, mutual respect for cultural differences, and admiration for the awards received. In research (Rafkahanun et.al, 2022) produces connotative and denotative meanings, namely the culture of Indonesian people who visit each other in the context of friendship. In his research, there is a representation of how Ramadan culture in Indonesia is depicted through advertisements. In research (Budiastomo, 2019) shows about Japanese culture. like in the ad (aqua ad which is Japanese), we are also shown Japanese culture at a glance. In this study it was found that even though Japan has advanced technology and is developing rapidly, it does not make Japan eliminate its culture. they still preserve traditional culture. thus Japanese culture remains a key element of their national identity, and Japanese people are proud of their cultural heritage. Overall, these three studies show the importance of cultural values,

intercultural harmony, hospitality, and efforts to preserve traditional culture. These findings illustrate how important the culture shown in advertisements is in influencing people's identities and enriching everyday life.

In this study, in addition to data objects that have not been discussed in previous studies, there is a novelty in research on visuals or markers on the object under study. Researchers highlight that this aqua advertisement has cultural markers that are closely related to Indonesian society. semiotic analysis is used to analyze these markers. These markers are characterized by the behavior arising from hotel employees who are carrying out their duties to welcome the Japanese delegation to their hotel. This research can provide a new contribution in understanding aqua advertising that actively uses local cultural markers to achieve communication goals and can build a strong identity and connect with the audience emotionally.

This research is unique in that it reveals the meanings and symbols related to culture and the characteristics of the majority of Indonesian people. Indonesian people who are generally known for their friendly culture with others are an example of one of the semantic symbols examined in this research in this Aqua 2017 advertisement. In this study, the researcher assumes that in the Aqua video advertisement footage on the YouTube platform with the title "Aqua Ads - Japanese Speaking #AdaAqua" there is a scene that symbolizes the sign and the sign has an implicit or explicit meaning. In this case it can be termed like Barthes in that there are connotative and denotative meanings in several scenes in the ad video about a symbol that symbolizes something or a symbol of a culture of Indonesian society (Rafkahanun, 2022).

The purpose of this study is to obtain an in-depth description of the semantic analysis contained in the Aqua 2017 video advertisement. The types and semantic patterns reflected in the Aqua 2017 advertisement video are more directed at how the connotation meaning in Indonesian people is friendly and the habit of Indonesians in delaying a job. More specifically, this study will answer two questions. First, what are the semantic signs contained in the ad video that describe the culture or habits of the Indonesian people? and second, what are the two semantic meanings according to Rolland Barthes in the video advertisement?.

2. METHOD

This study uses a type of qualitative research. In the quote mentioned by Cresswell (1998:24), Strauss and Corbin reveal that qualitative research is a type of research that

produces findings that cannot be obtained through the use of statistical procedures or other measurement methods. From these various definitions, qualitative research can be interpreted as research that aims to explore in depth phenomena, events, social activities, and so on using sustainable methods (Fauzi, 2022). Research with this qualitative method uses existing data. The data instrument was taken from video footage of mineral water product advertisements under the Aqua brand which were produced in 2017 and 2022. The first advertising video produced in 2017 was 48 seconds long with highlights of one of the male actors in the ad video along with his colleagues, co-workers who are welcoming guests from Japan. The video is titled "Aqua Advertisement – Japanese Speaking #AdaAqua". Meanwhile, the second advertising video produced in 2022 is 30 seconds long with highlights on how Indonesians are active or habitual during the month of Ramadan. The video is entitled "Whatever your activities are in this Holy Month, #AQUADULU".

3. FINDINGS and DISCUSSION

From the data that has been collected and examined using a qualitative descriptive method, the results show a cultural signifier or cultural signifier contained in different mineral water packaging advertisements. The researcher explained that several scenes or scenes in advertisements have denotative and connotative meanings.

Advertisements from bottled mineral water create content that adapts to Indonesian culture during Ramadan

Ramadan is one of the holy months according to the beliefs of people who are Muslim because in it there is one of the obligations that are carried out for a full month, namely fasting. The Indonesian people are of course very familiar with welcoming the month of Ramadan and carrying out fasting for a full month because the majority of Indonesia's population is Muslim. According to data from the Ministry of the Republic of Indonesia, referring to demographic data, Indonesia's Muslim population has now reached 229.62 million people, in other words around 87.2% of the total population in Indonesia. This states that the celebration of the month of Ramadan can be one of the close and emerging cultures in Indonesia.

This can be something that is easily close to and remembered by Indonesian people. Therefore, several industrial companies, both those working in the field of F&B (Food and Beverages) in particular, can take advantage of this to support their marketing. One of them is by creating advertisements. The advertisement for bottled mineral water discussed in this

discussion shows and uses Indonesian culture during the month of Ramadan. Thus the implementation of the ritual has presented religion as a means to build a better life order among religious people (Aijudin, 2017: 119- 124).



Figure 1. The sound speaker in the market

In an advertisement for bottled mineral water produced by one of the wellknown local brands in Indonesia in 2017 with the title "Whatever your activities are in this Holy Month, #AQUADULU" displays a symbol of Indonesian culture during the month of Ramadan. One of the scenes with a duration of 0.02 to 0.05 seconds presents the sound of a beduk as a characteristic sign that the time for breaking the fast has arrived. According to Eco : 1979 (in Sathvika & Rajasekan, 2022) defined that semiotics is concerned with everything that is interpreted as a sign. Relate to Barthes theory that semiotics creates a meaning. He introduces two semiotic meanings, namely the meaning of denotation and connotation. Then in the ad with a duration of 0.02 to 0.05 the meaning of the denotation that can be seen and captured is the sound of the sound of the drum that is heard then the actress in the video advertisement seems to stop for a moment and look for a seat to finally drink the packaged drinking water being promoted. Then, the meaning of the connotation in the scene is to describe the atmosphere when breaking the fast has arrived which is always marked by the sound of a drum. This is a depiction of social culture in Indonesian society which is used in an advertisement so that the audience feels closer and more interested in the advertisement.



Figure 2. A women who's knocking the door

Another cultural depiction is found in the scene at a duration of 0.08 to 0.11 seconds. In the scene, a woman is depicted, in the context of the ad video it can be interpreted that the woman is a boarding house mother. another term for a boarding house refers to the manager of a boarding house managed by a woman or a mother. The boarding house looks like knocking on the doors of all the boarding house children from door to door to wake up for sahur. As said by the boarding house mother in her scene "Wake up children, let's wake up fast for sahur!". after that it is depicted with children who wake up to see Aqua bottles in front of the door. As in Barthes's theory, the connotative meaning describes the culture of concern for Indonesians who always wake up the pre-dawn meal, so that people who want to fast are not late in serving the pre-dawn meal. besides that this scene also depicts as a form of Indonesian concern for others. Thus religious rituals are an effective means for the community to maintain togetherness (Rahman, et.al, 2020).



Figure 3. Family whom do iftar together

^ In the scene with a duration of 0.08 to 0.11 seconds, a small family is depicted carrying out the sahur prayer. In terms of the denotative meaning taken from Barthes' theory, the scene depicts a mother, father and a child sitting in a circle together at the dining table. There is a dish of food in the midst of them which can be interpreted they are enjoying a meal of breaking the fast. Meanwhile, connotatively this can be interpreted with the habits of the Indonesian people who like togetherness. Besides that, in this scene also contains family values. The family shows concern for one another. In everyday life, family togetherness is often a strong foundation for forming individual character and strengthening relationships between families so that the tradition of breaking the fast together becomes a moment to strengthen and create warmth in the family environment. This concept refers to humanity-based brotherhood (Syam, 2018: 97). This is in line with what was stated by (Abdullah, 1996: 73) that the cultivation of Islamic values needs to go through a process in the form of Islamic appearances that are friendly, sympathetic, polite, and smiling.

Aqua advertisements create content that adapts to the Indonesian culture of welcoming foreigners

Indonesian people who are famous for their hospitality have become a global cultural identity. Many foreign tourists after visiting Indonesia say this. The friendly nature of Indonesian people is a manifestation of the cultural values that exist in society. Almost all cultures in Indonesia teach about manners and being kind. The majority of Indonesian people themselves still adhere to these values. It is undeniable that this friendly and polite attitude has become the culture of the nation. In certain areas, being friendly and polite to others is even ingrained. Indonesians are used to responding to other people with a smile, both to people they know and not. This is in line with the opinion (Haryono & Putra, 2017) which also explains how friendly and smiling attitudes occur by Indonesian people to anyone they meet. According to Prasetya 1991, most tribes in Indonesia do have a friendly attitude by expressing a smile, this is because they want to help and please other people. In Where this is often something that is rare elsewhere, even in countries other than Indonesia. Indonesia can be an example in the eyes of other countries. That way, we as Indonesian citizens should maintain a friendly attitude towards others and improve it regularly, because this friendly attitude can have a universal impact on the Indonesian state. In interacting with other countries, Indonesia still upholds its friendly culture. It's not even strange if concern for others is one of their characteristics. As in offering something, Indonesians tend to be said to be generous with their close friends.

In the advertisement "Aqua Ngomong Jepang: 2017" at 13-14 seconds. Buaday Indonesia can be seen in this advertisement where one of the hotel crew invited the Japanese delegation to enter the lift with a smile curved on his lips. There are connotative and denotative meanings here. Where the connotative meaning means that Indonesian people are said to be friendly and always smile when connecting people. Mkana's own denotation is where it is indeed the job of a hotel crew to always be friendly to their guests in order to maintain the image and maintain the quality of the hotel crew themselves.



Figure 4. Indonesian friendly culture

In the ad "Aqua Ngomong Jepang: 2017", a situation is depicted where the hotel crew is welcoming a Japanese delegation visiting Indonesia. This ad shows the interaction between two hotel crews in 06-07 seconds. In that moment, one of the hotel crew was seen offering his colleague to drink water with the Aqua brand, hoping to improve his work focus. In that second, two meanings were revealed, both in connotation and denotation. The connotative meaning symbolizes the friendly nature of Indonesians in treating others. These actions reflect our caring culture and are always ready to help others. In the advertisement, the act of giving Aqua drinking water to colleagues can also be considered as an act of caring and kindness which is a positive characteristic in Indonesian culture (Ganjar, 2016).

On the other hand, the meaning of the denotation reflects the hope of colleagues to be more focused at work. By offering Aqua drinking water which is known to have the benefit of increasing hydration and concentration, the hotel crew hopes to provide support to their colleagues to work better. However, at that moment, his colleague refused to drink the water, perhaps due to personal reasons or different preferences in choosing a drink. In the advertisement picture, you can see the facial expressions of the hotel crew who offer Aqua full attention and care. He held out the Aqua bottle with an outstretched hand, displaying a

friendly demeanor and willingness to help. On the other hand, his refusing partner appears to maintain his stance firmly, perhaps with a slight facial expression of disapproval or with a shake of his head.

The advertising background features a bright and warm atmosphere, depicting the friendliness and friendliness of the Indonesian people. With local accents highlighted in this advertisement, elements of Indonesian culture can also be seen, such as the distinctive room layout and traditional clothing worn by several hotel crews. Overall, this advertisement successfully portrays the values of kindness, friendliness, and caring in Indonesian culture. In that brief moment, this ad conveys a message about the importance of peer support in achieving better focus and productivity.



Figure 5. Offering an Aqua by one of the crew



Figure 6. One of crew said “Jepang”

At 34-36 seconds in the show, the picture of the situation is getting tense. The Japanese delegation is seen trapped in the problematic elevator. Several members of the delegation looked panicked and confused, not knowing how to communicate the difficult

situation they were experiencing. On the other hand, the hotel crew who felt less confident and lacked command of Japanese also felt confused about asking the delegation what really happened and how they could provide the necessary assistance.

Under these circumstances, the hotel boss felt the need to know which of the hotel crew could speak Japanese. With a sense of urgent confusion, the boss asked, "Who can speak Japanese?" Confused cheers rang out among the hotel crew who glanced at each other. The message is a set of meaningful symbols of the communication process in the form of a blend of one's thoughts and feelings using symbols conveyed by the communicator to the communicant (Onong Uchjana Effendy, 2009:24).

However, one of the hotel crew, who seemed to be trying to take the initiative, raised his hand and resolutely stated that he could speak Japanese. Without hesitation, the hotel's superiors assigned the task to the crew, hoping for his help in this situation. However, at that second, there are two meanings that arise, both in connotation and denotation. The meaning of the denotation refers to the fact that the hotel crew in question lacked focus in Japanese, and he accidentally only said the word "Japan". This mistake made the situation even more confusing for the Japanese delegation who were trapped in the elevator. They may think, "Is that the only word this hotel employee can communicate?". On the other hand, the connotative meaning leads to the assumption that the hotel crew is less focused because he didn't drink Aqua before starting his job. It's possible that Aqua's lack of water made the expressions on the faces of the hotel crew who agreed to speak Japanese look anxious and awkward. Because water itself is an important component in the human body. At least 80% of an individual's needs come from fluids, including water, and the rest is obtained from food nutrition (Popkin et al, in Aprillia and Khomsan, 2014). The background of the image conveys a tense atmosphere, with dim lighting reflecting the tense situation. Several other hotel guests could be seen looking at the lift with curiosity, while the other hotel crew looked worried and tried to find a solution to help the trapped Japanese delegation. As we know, "the relationship between the signifier and the signified is not similar but equivalent. It is not what then leads to the other but the relationship that unites the two" (Kurniawan, 2001:22). Overall, the image manages to capture the moment of shock and confusion that arises when the Japanese delegation gets into trouble in the elevator, while the hotel crew who lack confidence and speak Japanese try to help. There is a double meaning that appears, both denotatively and connotatively, which adds a touch of comedy to this confusing situation.

5. CONCLUSIONS

In the video advertisement for the mineral water product here, namely the Aqua brand, it has proven how the culture of the Indonesian people is depicted and represented in the advertisement. In this case, because the video ad is one of the local mineral water products in Indonesia, they therefore create an ad with a nuance that is very close to the culture and habits of the Indonesian people. As explained how the advertisement represents two Indonesian cultures when celebrating the month of Ramadan or when fasting, and Indonesian culture when welcoming guests. In the analysis of Barthes' theory used in this study, researchers also find and reveal two semantic meanings according to Barthes, namely connotative and denotative meanings. Both of these meanings are contained in several scenes or scenes in the advertisement video so that it can be concluded that Barthes' theory is very helpful in uncovering the meanings contained in the advertisement video which are correlated with the cultural representations of Indonesian society in it. This research can be used as literature for the development of marketing ideas for company owners. In accordance with what has been mentioned above, how the role of culture is very close to Indonesian society, it is advisable for producers of a product to rethink in order to make advertisements by presenting and incorporating cultural elements for marketing needs. The application of this is not only for mineral water products, but also for other products such as food, soft drinks, or others.

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