



Analysis of The Semiotics of Roland Barthes: in The "Ari Irham" Version of The Palm Sugar Coffee Advertisement

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ABSTRACT

This study aims to examine the meaning contained in Ari Irham's version of the "Gula Palm" coffee advertisement using the semiotics theory of Roland Barthes. The approach used is qualitative descriptive with a semiotic perspective. The data analyzed includes visual, text, and sound elements in the ad. The findings of the study show that the "Gula Aren" coffee advertisement contains denotative, connotative, and mythical meanings related to the themes of love, happiness, and health. In addition, these ads use persuasive strategies to attract consumers' attention, by taking advantage of the popularity of young celebrities as endorsers.

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INTRODUCTION

Palm sugar coffee is one of Indonesia's typical drinks that is quite popular among the public. This drink is made from coffee beans brewed with palm sugar, which is sugar that comes from palm trees. Palm sugar coffee is known for its sweet, savory, and distinctive aroma. In addition to its deliciousness, this drink is also believed to have a number of health benefits, such as increasing stamina, lowering cholesterol, and preventing diabetes. However, the interest of the younger generation in palm sugar coffee is still relatively low when compared to other coffee drinks, such as milk coffee or black coffee. This is due to a lack of understanding and awareness about the uniqueness and advantages of palm sugar coffee. Therefore, it is important to develop a strategy that can increase the interest of the younger generation in palm sugar coffee, one of which is through effective advertising campaigns.

Advertising is a form of mass communication that aims to influence consumer behavior. In addition to providing information about products or services, advertisements also contain symbolic messages that can be interpreted by the audience. To understand symbolic meaning in advertising, one method that can be used is Roland Barthes' semiotic analysis. In this approach, Barthes distinguishes two types of signs in a text, namely denotative signs and connotative signs. A denotative sign refers to the literal or direct meaning of a sign, while a connotative sign refers to an additional meaning that is influenced by a particular culture, ideology, or values.

Semiotics, or the science of signs, aims to explore the meaning contained in a sign and interpret its meaning. Thus, semiotics help understand how communicators construct a message through the symbols used. In this case, semiotics always uses culture as a basis to form the meaning of a sign. As expressed by Wiryaatmadja (2012), Semiotics is a science that studies the life of signs in their broad meaning in society, both straightforward (literal) and figurative (figurative), both those that use language and non-language". Language as a sign system often contains something mysterious.

In Barthes's view, semiotics is referred to as semiology, which basically studies how humans (humanity) use various objects or things (Sobur, 2012). Barthes then developed Saussure's thought on semiology by translating it into cultural concepts. The Barthes semiotic model is a further development of the model introduced by Saussure (Prasetya, 2019). Meanwhile, Rahmanto (1993), stated that, "There are three interrelated reasons why we read literary works, namely to obtain: (1) pleasure; (2) information of a type that is not the same as an encyclopedia; and (3) to preserve and develop cultural heritage.

This study aims to analyze the "Ari Irham" version of the palm sugar coffee advertisement aired on television using the Roland Barthes semiotics approach. The main

focus of the research is to uncover the symbolic messages in the advertisement which aims to arouse the interest of the younger generation to consume palm sugar coffee. This advertisement tells the story of two teenagers who share a cup of palm sugar coffee in a stall, creating a close and familiar atmosphere. The main problem in this study is: What is the symbolic meaning contained in the "Ari Irham" version of the palm sugar coffee advertisement based on Roland Barthes' semiotics? The hypothesis proposed is that this advertisement conveys a positive and interesting symbolic meaning related to palm sugar coffee through the Barthes semiotic approach. This study uses a qualitative descriptive method with content analysis techniques to examine denotative and connotative signs in advertising. The results of the analysis show that this advertisement is loaded with symbols that represent the themes of love, happiness, simplicity, and local wisdom, which effectively convey an emotional message to the audience.

METHOD

This study uses the Roland Barthes semiotic analysis method. The research process is carried out through several stages as follows:

1. Determination of Research Object: The object analyzed was the "Ari Irham" version of the palm sugar coffee advertisement.
2. Identification of Signs: Identifies the different signs present in your ads, including verbal signs (text or words) and nonverbal signs (visual, gesture or other symbols).
3. Meaning Analysis: Analyze these signs to understand the meaning of denotation (direct meaning) and connotation (implied meaning) using Roland Barthes' semiotic theory (Barthes, 2012).
4. Conclusion: Draw conclusions from the results of the analysis while providing an interpretation of the message you want to convey through the ad.

This method aims to uncover the deeper meaning of each element of the sign displayed in the ad. This research utilizes laptops connected to the internet, notebooks, and stationery as the main media. Data collection techniques are carried out through observation and documentation methods. Observation was made by watching the "Ari Irham" version of the palm sugar coffee advertisement repeatedly, while noting the signs that appeared in the advertisement. Meanwhile, documentation is done by downloading advertising videos from the YouTube platform for further storage and analysis.

The type of control applied in this study is internal control. This control is carried out by ensuring that the data collected is relevant to the object of research, that no data is missed, and that there is no possibility of bias or error in the analysis process. In addition, internal control is also carried out by comparing the results of the analysis with other relevant references, such as Roland Barthes' semiotic theory (Barthes, 2012), in order to increase the validity of research findings.

FINDINGS

The "Ari Irham" version of the Gula Palm Coffee advertisement is an interesting example of an advertisement to be analyzed using the Roland Barthes semiotics approach. This advertisement depicts the story of several teenagers who form friendships but do not care about each other due to busyness. Palm sugar coffee is used as a symbol, which creates a connotative and mythical meaning of a sweet and warm friendship relationship. Roland Barthes' semiotic analysis can help us understand how these ads convey messages and meanings through the various visual and verbal signs used. Thus, we can see how these ads are strategically to attract consumers to buy the product.

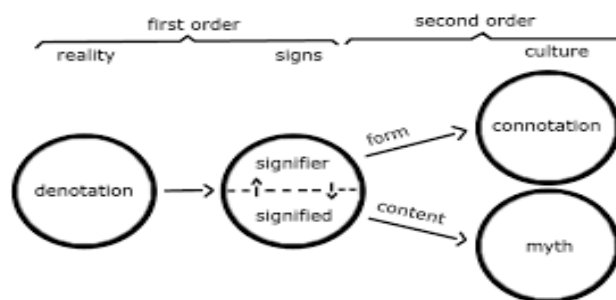
This research aims to reveal the meaning contained in the "Ari Irham" version of the palm sugar coffee advertisement through the Roland Barthes semiotics approach. This advertisement is part of a series of palm sugar coffee advertisements featuring Indonesian celebrities. The author uses the Roland Barthes semiotic analysis method which includes two levels of meaning: denotation and connotation. Denotation refers to the literal meaning that is immediately visible from the signs in the advertisement, while connotation includes the meaning that arises from the association, interpretation, or ideology attached to the signs. The author found that this advertisement contains meanings related to love, happiness, simplicity, and health.

a. Elements of Barthes Semiology

If you pay attention, the semiological ideas and concepts put forward by Barthes are a development of Saussure's thought. Barthes seeks to explore the possibility of applying semiology in various other fields, such as language, culture, society, and mass media. Barthes agrees with Saussure's thinking that signs are formed from signs and signs that are arbitrary or unnatural, meaning that the signs are formed based on an agreement between the party giving and receiving the sign. As long as there is an understanding between the two, the sign can be understood easily and generate a response or feedback. This process is known as a speech circuit (*parole*) according to Saussure. According to Barthes, the semiological concept proposed by Saussure can still be further developed at a deeper level. Barthes meticulously developed the process of sign signification on two levels: denotation and connotation. At this point, Barthes began to touch the realm of mythology related to the ideology, fragments, and culture of the societies that supported it.

Semiology, according to Barthes, generally seeks to expand and develop the concepts that exist in Saussure's semiology. Barthes tried to show that semiology was not only limited to language, but could also be applied to a variety of other fields, such as culture, society, and mass media. Barthes agreed with Saussure that signs are formed from two elements, namely markers and signs, which are arbitrary or unnatural. In other words, a sign does not have a definite relationship with the object it represents, but is formed based on an agreement between the giver and receiver of the sign, which allows the sign to be understood and provide a response or feedback. This process is referred to by Saussure as a speech circuit (*parole*). According to Barthes, although Saussure's semiological concept is already very fundamental, he believes that the idea can still be further developed to reach more complex dimensions. Barthes focuses on developing the process of sign signification by distinguishing between levels of denotation and connotation. In this case, Barthes connects

the sign with mythology, ideology, and the cultural fragments of the society that support it.



Roland Barthes 2012 Sign System Pictures

Signs in the realm of denotation on a picture consist of elements of markers and signs. In Saussure's linguistic perspective, a marker is understood as a representation of a phenomenon or behavior that exists in the real world, which is the place for mythology to develop. According to Patriansah, in the ideology of the Minangkabau community, a woman is expected to become a mother (*bundo*) who has an important position and role in *Rumah Gadang*, such as taking care of children and guiding them to become a better person. Therefore, Minangkabau women spend more time at home and must maintain their words, behaviors, and actions, including in interactions with men, how to dress, eat, drink, speak, and so on (Patriansyah, 2014).

However, according to Barthes, mythology always starts from a first-degree sign or denotation. Without denotation, there would be no connotations or myths. The following is an illustration of the semiological process according to Barthes which can be seen in the figure. The author draws on a variety of theoretical sources and previous research relevant to the topic of semiotics and advertising, such as Barthes (2021), Chandler (2002), Fiske & Hartley (2003), and others. For example, the word "tree" in the context of denotation is a marker, but the word itself is not a real object. The object in question is always related to plants that have tall and large stems and dense leaves. This process of interpretation is referred to as an external sign or reality.

The marking process according to Saussure is at the first level or denotation, which is the original meaning of a sign. Meanwhile, the signification process at the second level is known as the term connotation. For example, the object of a 'tree' is not only interpreted as a plant that has a tall, large, and dense trunk. The meaning of a tree can develop into something scary, such as when the tree is a 'banyan tree'. From this, myths emerge that reflect a certain culture in society. Roland Barthes explains that myths appear in text at the code level. Myth is a message that carries ideology (Barthes, 2012). In other words, there are certain codes that operate in the text and refer to the conventions of the society that supports it, both based on historical and cultural value. The coding system in this text can involve the realms of hermeneutic, proairetic, cultural, semiotic, and symbolic.

b. Structure and signs in the "Ari Irham" version of *Gulan Aren Coffee Advertisement*
 Roland Barthes' semiotic analysis is one of the approaches to understanding the meaning contained in an advertisement. This approach focuses on two levels of signs, namely denotation and connotation. Denotation refers to the literal or objective meaning of a sign,

while connotation refers to the more subjective or figurative meaning that arises from the sign. In the "Ari Irham" version of Top Coffee Gula Aren't advertisement, there are various signs that can be analyzed through a semiotic perspective, including:



Picture of Ari Irham and his best friend hugging while holding a glass of palm sugar top coffee.

1. This sign has a denotative meaning that shows they are friends who are enjoying coffee together
2. Meanwhile, its connotative meaning illustrates that Top Coffee Gula Aren can create an omantic and harmonious atmosphere between two best friends.



Palm sugar top coffee image

1. This sign has a denotative meaning, namely that palm sugar is one of the main ingredients in Palm Sugar Pikopi.
2. The connotative meaning is that palm sugar is considered a healthy and delicious natural sweetener, and is able to give coffee the right sweetness.



Coffee Time writing in white and a unique font

1. This mark denotatively refers to the name of the product that is being advertised.
2. Meanwhile, its connotative meaning shows that Top Coffee Gula Palm is a unique coffee drink, because it uses palm sugar as a sweetener, which gives it a distinctive taste and aroma that is appetizing.

CONCLUSION

Roland Barthes' Semiotic Analysis of the "Ari Irham" Version of Top Coffee Gula Palm Advertisement is the "Ari Irham" version of the Top Coffee Gula Palm Advertisement featuring a young actor sharing a cup of coffee in a music studio. This ad carries Roland

Barthes' semiotic approach to convey a certain message to the audience. In this analysis, we will discuss how Barthes' semiotics are applied in the advertisement to reveal the deeper meaning behind the images and symbols used.

1. Denotative signs refer to signs that have a literal or literal meaning, without any additional interpretation or connotation. Some of the denotative signs that can be found in these ads are:
 - a. Ari Irham is a young actor and musician popular among teenagers.
 - b. Top Coffee Gula Aren, an instant coffee product that uses palm sugar as a natural sweetener.
 - c. Music Studio, as a backdrop for an ad location that depicts a place that supports creativity
 - d. A cup of coffee, the main object in the advertisement that becomes a symbol of warmth and intimacy.
 - e. Soft and romantic background music, which supports the atmosphere in the ad.
2. Connotative signs refer to elements that have an additional or implicit meaning, which is highly dependent on the context as well as the culture. Some of the connotative signs found in this advertisement include:
 - a. Ari Irham: Representing the young generation who are modern, cheerful, and have a strong musical spirit.
 - b. Top Coffee Gula Palm: Positioned as a healthy, natural, and high-quality coffee, suitable for an active and dynamic lifestyle.
 - c. Music Studio: The place chosen in this advertisement to show culture, as well as a medium for expressing ideas, feelings, and emotions.
 - d. A cup of coffee: It serves as the main object in the advertisement and symbolizes love and happiness.
 - e. Soft and romantic background music: It is an element that supports the mood of the ad, while also reinforcing the expression of the feelings you want to convey.
3. A myth is a concept or ideology that is built through connotative signs, which have a universal and natural meaning. In the context of this advertisement, the myths contained in it are:
 - a. Top Coffee Gula Aren is considered a coffee that can beautify, enjoy, and give meaning to life.
 - b. Ari Irham and others are described as true friends having a harmonious and happy relationship.
 - c. The music studio, considered the perfect place to enjoy coffee and relax with friends.

Based on Roland Barthes' semiotic analysis of the "Ari Irham" version of the Top Coffee Gula Palm advertisement, there are two main meanings contained in this advertisement, namely the meaning of denotation and connotation. The meaning of denotation refers to the literal meaning contained in various elements of the ad, such as images, colors, text, and sound. Meanwhile, connotation meaning involves a deeper

interpretation, related to the culture, values, and ideologies that these elements carry. These ads use a mythical strategy to attract consumers' attention by associating coffee products with concepts such as love, happiness, and modern lifestyles. The use of a popular young actor, Ari Irham, as an advertising star also serves to increase the attractiveness of the product. Therefore, these advertisements not only convey information about coffee products, but also build a positive and emotional image that can affect consumer perceptions.

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