

A SEMIOTIC ANALYSIS OF MINERAL WATER PRODUCTS ADVERTISEMET IN YOUTUBE PLATFORM

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Abstract

The purpose of the study was to clarify the signs symbols and meanings of symbols contained in mineral water product advertisements using Charles S. Pierce's semiotic theory. And also to found out the influence of mineral water advertising on consumers. The research used a qualitative method. Data analysis techniques used in the research were observation, interviews, and documentation. The research described the symbols of various video scans of mineral water advertisements and symbol messages contained in mineral water advertisements. There was a different symbol meaning for each video ad scan. and also found out how the influence of advertising on interest in buying mineral water by conducting interviews with customers or consumed mineral water. Researchers also found that consumed mineral water depended on advertising and taste.

Keywords : *Semiotic, Advertisement, Mineral Water, Yuotube*

INTRODUCTION

Advertising is evolving at a breakneck pace at the moment. Advertising's evolution is accompanied by increasingly fierce competition between the goods and services it produces. Advertising is a type of communication that is used to fulfill the marketing function. To be able to carry out the marketing function, advertising activities must include more than just providing information to the public. In order to develop an effective message, it should ideally attract attention, develop interest, arouse desire, and move action. Advertising is one type of message in communication. Advertising is a type of communication tool or media that is used as part of the marketing and promotion of a specific product. Because advertising aims to promote a specific product, it employs persuasive sentences or jargon, or in other words, it attempts to persuade the general public to buy, consume, or use the advertised product phrase. The sentences, phrases, or jargon used in the advertisement must be interesting, easy to remember, and understandable to everyone, from those with little education to intellectuals or scholars.

Advertising, according to Kotler and Armstrong (Hamzah &M. Ismail, 2018), is any form of presentation, promotion, or a non-personal idea related to goods or services that has measurable costs. Advertising informs and persuades the general public to purchase the products offered. Advertising must be capable of influencing buyer selection and decision-making (Helmy, 2012). Without advertising, marketing is incomplete. Advertising is inextricably linked to marketing tasks, the end goal of which is to meet the needs of customers for goods and services (Kotler, 2002). Social media is a marketing tool that makes use of online communities,

social networks, marketing blogs, and other tools. Furthermore, social media allows consumers to share information about product and service brands with their colleagues (Mangold & Faulds, 2009). Youtube is a free and open video-sharing website that was inspired by Flickr, a photo-sharing website. Youtube began with the idea of creating a place for family, friends, and relatives to exchange home videos. (Jim Kim. User-Generated Content, 2010). Since the development of web 2.0, which transformed the world wide web from a static information board into an interactive collaborative platform, the creation and exchange of user generated content has become possible (Kaplan and Haenlein, 2010). User generated content is not limited to social media postings such as Facebook or Twitter, where a user can view the posts of other users. Many bots are active in cyberspace, analyzing users' preferences and interests to provide targeted advertising. This is the most significant distinction between online and traditional video advertisements (Dehghani, 2012).

As a result, many marketing communication strategies have shifted away from traditional advertising media such as television and toward online advertising (Duffet, 2015). As people create, post, and share content of interest, YouTube has evolved into a powerful online space for sharing and spreading experience as well as communicating with a diverse range of people. As a result, it is gaining traction as a new marketing channel for businesses. In other words, YouTube is used as an advertising medium because advertisements are interspersed throughout various videos. According to Aslam (2018), traditional advertising saw the use of television, radio, and printed media to tell, inform, influence, and remind consumers about any brands available in the market. However, their effects on brand awareness are not as strong as those produced by YouTube (Perrin, 2015). YouTube has quickly become the preferred platform for marketers seeking to promote their products and services (Soukup, 2014; Dehghani et al., 2016; Aslam, 2018). YouTube is gaining popularity among marketers (Stephen & Toubia, 2010; Soukup, 2014; Aslam, 2018).

Based on the total salt content in grams after evaporation of 1-liter mineral water dried at 180°C, mineral waters are classified as having a very low mineral content, a low mineral content, a medium mineral content, or a strongly mineralized water (dry residues). Marotta and Sica's (1933) classification, which is subordinate to the authorization for the oral use of mineral waters, is still the most widely used in Italy. Furthermore, global social media use is increasing on a daily basis. As of January 2018, there were 3,196,000,000 people using social media worldwide, accounting for 42% of the world's population. The study's scope is Turkey. Social media is used by 51 million people in Turkey, accounting for 63% of the population (Kemp, 2018). The study investigated the influence of various factors on internet advertising and discovered that informativeness influences attitudes toward internet advertising (Azeem & Hag, 2012).

Semiotics is the study of how humans interpret things, which means that the object not only carries information but also the formation of a structured system of signs (Sobur, 2004). The nature of the signified has prompted linguistic debates that have centered primarily on its degree of reality. Many people, however, agree that the signified is not "a thing," but rather "a mental representation of the thing" (Barthes, 1964). Semiotics is concerned with the representation of signs such as language, image, and object. Visual signs have a more direct meaning in visual semiotics than in language. Visual signs have a more direct meaning in visual semiotics than in language. Not only does the representation depict the world, but it also depicts its interactions. This interaction, whether or not accompanied by text, will produce a recognizable type of text (painting, poster, magazine, etc). Jewitt (2004) Semiotics gained

popularity after Roland Barthes extended it from linguistics to visual images such as photography, advertisements, and motion pictures. According to Saussure, the semiosis system is based on signifier and signified, whereas Peirce explains it with a three-element integral: representamen, interpretant, and object. The representamen is a sign; an interpretant is a group or person who connects the sign and the object; and the object symbolizes the sign (Kucukerdogan, 2011).

METHOD

The research used a qualitative method. Khan (2014) says that qualitative research was based on observing and interpreting people's perceptions of various events and taking pictures of people's perceptions in a natural setting. The purpose of using qualitative approach was to obtain explanations and descriptions while analyzing the data. From the advertisement of mineral water products. Creswell (2007) says that he has identified four qualitative data collection techniques that can be adopted by researchers. These are fieldwork, observation, interviews (including group and focus group interviews), and document analysis. The data used in the analysis of this study came from research interviews with mineral water consumers.

According to Douglas (2015), there are several methods for gathering data for research, and they are all classified into two categories: primary data and secondary data. Primary data included surveys, experimental findings, questionnaires, individual interviews, and so on. Internal records, books, journal articles, websites, and government publications, on the other hand, were examples of secondary data. The primary data source for this study is information obtained from video advertisements for mineral water products. In this study, interview notes, books, journals, and articles are used as secondary data. According to Nicholas (2010), collecting qualitative data via the internet has the advantage of cost and time efficiency in terms of lowering costs for data transcription. It also provides flexibility in terms of space and time, allowing for time to consider and respond to information. It also allows for more space and time to think about and respond to information. As a result, it can provide a more in-depth reflection on the topics discussed. According to Kvale and Brinkmann (2009), more collaborative interviews in which the researcher and participants approach equality in questioning, interpreting, and reporting are recommended.

According to Muchemwa (2015), the research instruments included questionnaires, interviews, and readings. The research must ensure that the instrument chosen is valid and reliable. The suitability of the instrument has a significant impact on the validity and reliability of each research project. As part of the data collection process, researchers used cellphones and cameras to photograph mineral water consumers and notebooks to record important details about the responses and reasons for drinking mineral water. Researchers also used mass media, such as the internet, journals, and browsers, to obtain relevant secondary information and data. According to Cavana (2001), units of analysis can be individualists, dyads, groups, and organizations. The unit of analysis must be determined early in the research process as a conceptual framework; data collection techniques and sample sizes are dependent on the unit of analysis.

To analyze the data in this research, the researchers used qualitative descriptive analysis techniques. Therefore, the data were presented in the form of a descriptive explanation. In addition, researchers conducted interviews with respondents and conducted documentation. The researchers then watched and downloading videos of mineral water products on Youtube. The

next step was to analyze the index, icon and symbol using the semiotic analysis technique of Charles S. Pierce by looking for images or photos of mineral water products and analyzing the meaning of the symbols contained in the image or video. After explaining and analyzing, the researcher wrote a conclusion.

FINDINGS

1. Sign of Symbols in Mineral Water Advertisement

a. Aqua



*Picture 1: Mild dehydration can reduce concentration and focus
(Capture Video Ads #AdaAQUA "Moment Failed to Focus: SEKIP")*

In the picture above, there are several men who are on the plane wanting to do skydiving, then one of his friends lacks focus and concentration.



*Picture 2: An adult woman with several school children
(Capture Video of Aqua's Ad "Celebrate Independence and #Embrace Kindness for Education in Indonesia")*

In the picture above are some elementary school children and a girl. The elementary school child is wearing a school uniform and carrying a red and white flag.

b. Le Minerale



*Picture 3: Choose healthy choose Le Mineral
(Capture Video Iklan Le Minerale 2015)*

In the picture above shows the product packaging of le mineral and a picture of the mountains shows that the mineral le water is pure from natural mountain water.



Picture 4: Drink Le Minerale water which is fresh and protected by minerals.
(Le Minerale Ad Video Capture)

In the picture above shows a man who is drinking le minerale water. the combination of blue and white in the picture shows that mineral le water is very clean and fresh

c. Ukhuwah



Picture 5: Ukhuwah Healthy Drinking Water
(Capture of Ukhuwah Healthy Drinking Water Advertisement Image)

In the picture above shows four bottles of ukhuwah water on a cardboard. and there is the Indonesian Muslim University (UMI) logo on the Ukhuwah healthy drinking water bottle.

2. Messages of Symbols are used in the Mineral Water Advertisement

a. Aqua

picture 1. Contains a message that mild dehydration can reduce concentration and focus. Therefore, consume more Aqua water.

picture 2. "Buy 2 Bottles of Aqua Supports Indonesian Children's Education". Contains a message that Indonesian children need education.

b. Le Mierale

picture 1. "Choose Healthy Choose Le Menerale" the symbol contains a message that Le Minerale water is a choice drinking water to be healthier and also hygienic.

picture 2. There is a message that mineral le water has a different freshness which is characterized by a slightly sweet taste. The taste also strengthens the freshness when drinking mineral water.

c. Ukhuwah

picture 1. Giving a message that Ukhuwah drinking water is healthy drinking water and has Indonesian National Standards.

3. The Influence of Mineral Water Advertisement of the Customers to Buy Products

Mineral water advertisements are very influential on customers because, from an advertisement, customers can find out what brand of mineral water is good and of good quality. Mineral water has a different brand and also has a different taste. And also, mineral water customers find it easier to know the advantages of each mineral water product. mineral water advertising is very influential on the sale and purchase of mineral water.

DISCUSSION

According to Dyer (2009), the primary function of advertising is to introduce various consumer goods to the public and thus support a free market economy. However, this is clearly not its only role; over time, he has become increasingly involved in the manipulation of social values and attitudes, and has become less concerned with the communication of critical information about goods and services. Danesi (2004) classified advertisements into three types: consumer advertising, trade advertising, and political-social advertising. Consumer advertising is used to promote specific products. Arens (2004) provides an advertising definition. "Advertising is the structured and composed non-personal communication of information about products, services, ideas by identified sponsors through various media," he says.

The information can be found in printed advertisements, which allow people to easily understand and respond to it. That is why the simplest principle used by advertisers to target and influence customers to buy their products is "know your customer" (Hill, 2017). The findings show that lipstick advertisement semiotics by Charles Sanders Peirce theory can be used with verbal (written text) and nonverbal signs in the analysis (images or pictures). According to Dyer (1993), as cited in Agustini et al. (2017), advertising attracts attention and draws it to someone or something. Furthermore, findings in advertising show the icons, index, and symbols (written language) with semiosis process by Peirce's theory.

Semiotics, a branch of linguistics, is the study of signs or the presence of signs in societal life (Yakin & Totu, 2014). Icons, indexes, and symbols are the three types of signs. The icon is the similarity or resemblance between a representamen and an object. A tagged image that is clearly identified as an icon. An index is a physical and existential sign that connects a representation and an object. While index refers to a sign that indicates the cause and effect. Symbols are signs with written language vocabulary that serve as symbols (Yohana, 2015). In terms of semiology. C.S. Pierce is regarded as the semiotics field's founder. Semiotics, according to him, is the study of signs. According to Pierce, as cited in Chandler (2007), "a sign is something that stands for something to somebody in some respect or capacity." (Kriyantono, 2006) A sign is something in physical form that can be spoken by the five human senses and refers to (represents) something outside the sign itself. According to Daulay (2019), language is used to convey messages, purposes, persuade, or for someone who wishes to convey information.

1. Sign of Symbols in Mineral Water Advertisement

a. Aqua

This ad is set in the background of an airplane that is seen being Sky Diving by an adult male. The text written in the ad is not too long but has a lot of meaning. Namely "mild dehydration can reduce concentration and focus". Behind the word, there is an intention that mineral water is very important and affects one's concentration. And the writing on this ad uses the Calibri font.

Furthermore, the researchers analyzed the sign using the theory of Charles S. Pierce:

a. Icon

1. The plane is used for skydiving. The plane has become an icon for skydiving because it helps skydivers to be able to fall freely
2. Some grown men. The icons beside the plane are several adult men helping other adult men who are skydiving due to lack of concentration and lack of focus.

b. Index

1. The color of the clothes used for skydiving is blue which gives the impression of affection, love, and sharing.

c. Symbol

1. The text "Slight Dehydration Can Reduce Concentration and Focus" This text is a symbol in advertising because behind the word the meaning of the symbol can tell that lack of water can lead to mild dehydration resulting in a lack of concentration and focus.

The advertisement has the aim of holding an Indonesian campaign in the form of education. It is hoped that this campaign can embrace the community to do good by buying 2 bottles of Aqua which are the same as giving one support for Indonesian education.

Furthermore, the researchers analyzed the sign using the theory of Charles S. Pierce

a. Icon

1. Children in elementary school uniforms. Children in uniform or called students become icons in education because students play a role in studying. And the student drawn is an icon in need of education.
2. Mature women. In this case, adult female figures have become icons of consumers who have helped give alms for education in Indonesia, the role of women is supported by inviting students to do good.

b. Index

1. The color of the clothes worn by women. In the picture, women are wearing white clothes which symbolize purity and unity.

c. Symbol

1. The red and white flag. The image of the flag in this ad is a symbol that Aqua is holding a campaign as a way to commemorate independence day. The red and white flag is a symbol of the Republic of Indonesia
2. The text "Buy 2 bottles of AQUA, support the education of Indonesian children" This text is a symbol in the campaign because behind the symbol consumers can give alms through Aqua for education in Indonesia.
3. Draw two Aqua bottles. The image is a symbol of the product being promoted, and the image, it symbolizes that consumers can give to charity by buying two bottles of Aqua.

b. Le Minerale

The fish is a mountainous background that is very clearly visible. In the ad image, there is a bottle of Le Minerale water and the text that says "Choose Healthy Choose Le Minerale" the text written on the ad is not too long but has a meaning, namely choose Le Minerale branded mineral water as a healthy choice because drinking water very influential on the health of the body.

Furthermore, researchers analyzed using anchovies Charles S. Pierce:

a. Icon

1. Mountains, in this case, the mountains become an icon in mineral le ads because mountain mineral water comes from selected mountain springs that are filtered and rich in natural minerals

b. index

1. The colors in the background, and the blue and white colors in the image have a very attractive color combination and look fresh.

c. symbol

1. The text "choose healthy choose minerals" This text becomes a symbol because the sentence is a speech addressed to consumers to choose le Minerale water as a healthy choice.

The ad shows a man drinking Le Minerale water. In the ad image, there is a logo that says Le Minerale. And as for the text that says "Anugrah Minerals Natural Mountain Water is Fresh, Protected by Minerals" the text written on the ad is not too long but has a meaning, namely that the fresh Le Minerale water is different and has protected its minerals and is natural from mountain water.

Furthermore, the researchers analyzed using the theory of Charles S. Pierce:

a. ikon

1. an adult man, in this case, the figure of an adult male becomes an icon for consumers who will consume the mineral water. From the picture, it can be seen that the adult man is drinking Le Mineral water. This implies that the man chose Le Minerale as his choice.

b. index

1. The color of the clothes worn, in the ad image, there is a man wearing a white shirt which symbolizes purity.

c. Symbol

1. The text "The Natural Mineral Award of Mountain Water" "The Freshness is Different, the Minerals are Different" This text is a symbol in advertising mineral water because behind the symbol consumers can consume Le Minerale naturally and different from fresh mountain water.

c. Ukhuwah

In the picture above shows four bottles of ukhuwah water on a cardboard. and there is the Indonesian Muslim University (UMI) logo on the Ukhuwah healthy drinking water bottle. In the ad image, there are several bottles of Ukhuwah water on an Ukhuwah water box. On the Ukhuwah water bottle, there is the words "Healthy Drinking Water Ukhuwah Oxygen & Hexagonal Drinking Water". In addition, there is the Indonesian Muslim University logo on the Ukhuwah water bottle. The Ukhuwah water is treated with Reverse Osmosis technology in USA and Bio Disc Energi in Germany.

2. Messages of the Symbols are used in the Mineral Water Advertisement

a. Aqua

Contains a message that mild dehydration can reduce concentration and focus. Therefore, consume more Aqua water. Contains the message that mild dehydration can reduce concentration and focus. Water is very important to improve one's concentration and focus. Therefore, consume more Aqua water. The body needs minerals for various purposes that are vital for health. Minerals are known to help the body to grow, develop and stay healthy. In addition, minerals are also useful for bone strength, nerve performance, hormone production systems, and efforts to maintain a normal heart rate. However, the body cannot produce minerals on its own. Humans can only get it from a variety of foods and drinks consumed. Therefore it is highly recommended to get the best minerals for the health of our bodies. The quality of the minerals in AQUA can be guaranteed because the water source is protected. Only AQUA protects the springs as well as the environment in order to maintain the water source. Thanks to that, AQUA is able to deliver quality mineral water. Because the environment around the water source is maintained, the balance of minerals in it is maintained.

The symbol of the text buy 2 bottles of aqua to support the education of Indonesian children. Contains a message that Indonesian children need education. By buying 2 bottles of aqua, consumers can give to charity through aqua for Indonesian education. Education is very important in life and very important for the growth of a nation. Education is a basic need for every human being, with a good education a person can provide benefits for himself and others.

The country of Indonesia, which is so vast and has so many islands, must be balanced with good education for each of its citizens, with abundant natural resources and intelligently managed by the people and the state, it will make our nation a great nation. Together with Aqua embrace goodness with support for Indonesian education.

b. Le Minerale

"Choose Healthy Choose Le Menerale" the symbol contains a message that Le Minerale water is a choice drinking water to be healthier and also hygienic. The symbol contains a message that Le Minerale water includes selected drinking water to be healthier and also hygienic because it is bottled directly from selected springs, the combination of minerals is good for the body, and uses mineral protection system technology, to protect essential mineral content. Le Minerale also has a seal cap to prevent counterfeiting and a tight lid to keep the mineral content intact until it reaches the hands of the Indonesian people. Le Minerale drinking water also has a halal logo from the MUI listed so it is safe for consumption.

There is a message that mineral le water has a different freshness which is characterized by a slightly sweet taste. The taste also strengthens the freshness when drinking mineral water. In addition, mineral minerals are produced using mineral protection system technology so that natural mineral content is good for the body to consume every day. Therefore, mineral le water has a different fresh and protected mineral. "The Natural Mineral Award of Mountain Water" "The difference is fresh and protected by minerals" the message symbol on the advertisement is to inform consumers to consume Le Minerale water. Le Minerale is prepared from selected mountain springs, so it has a distinctive freshness that is characterized by a slightly sweet taste. This distinctive freshness comes from the balance of the amount of natural mineral content in Le Minerale. Le Minerale uses the first mineral protection technology in Indonesia, namely the Mineral Protection System. This technology keeps Le Minerale's unique freshness intact until it reaches consumers. Le Minerale, Fresh Difference, Proof of Protected Minerals.

c. Ukhuwah

Giving a message that Ukhuwah drinking water is healthy drinking water and has Indonesian National Standards. Water is a basic need of mankind, without water humans cannot live. Water can bring better health, but it can also bring disease depending on the water content itself. Ukhuwah drinking water is healthy drinking water and has the Indonesian National Standard. The message of the Ukhuwah Healthy Drinking Water symbol is to attract buyers to consume the water. Ukhuwah drinking water is guaranteed and makes the body healthier when consumed.

3. The Influence of Mineral Water Advertisement of the Customers to Buy Products

Mineral water advertisements are very influential on customers because, from an advertisement, customers can find out what brand of mineral water is good and of good quality. Mineral water has a different brand and also has a different taste. And also, mineral water customers find it easier to know the advantages of each mineral water product. mineral water advertising is very influential on the sale and purchase of mineral water. Mineral water advertisements are very influential on product purchases. This is because the increasing population growth has contributed to the increasing demand for bottled drinking water. The high demand for drinking water creates competition and brand variations in the mineral water market. One of the activities to introduce mineral water products is by carrying out promotional activities through Youtube ads to generate consumer buying interest. Mineral water brands Aqua, Le Mineral, and Ukhuwah are mineral water products that use internet advertising as promotional media. Mineral water advertising is very influential on buying interest. The components in Youtube ads that have the most influence on buying interest are advertising messages, story illustrations, advertising stars, and music or advertising jingles. Through advertising mineral water customers can find out the advantages of some mineral water. mineral water fish have a positive and significant influence on the decision to buy mineral water products. from advertisements customers know the importance of mineral water for the body.

CONCLUSION

The researchers can conclude that the text analysis is carried out in one scene in the Aqua, Le Minerale and Ukhuwah mineral water advertisements there are signs and symbol messages contained in the advertisement using the semiotics of Charles Sanders Peirce. The semiotic theory of Charles Sanders Peirce describes a continuous sign in advertising as conveying the meaning of the purpose of product offerings. where the mineral water product gives the impression of a creative and funny concept to the delivery of product advertisements. advertisements for mineral water products Aqua, Le Minerale and Ukhuwah which provide the concept of educating consumers in conveying their messages. the message is clearly expressed and visualized creatively to attract consumers attention. So, through Charles Sanders Peirce's semiotic approach, several messages contained in the Aqua, Le Minerle and Ukhuwah advertisements are shown that the scenario and concept of the advertisement can be accepted by consumers.

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