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## Semiotic Analysis in One Minute Ultra Milk Video Advertisement ô50 Tahun Ultra Milk, Menutrisi Negeri Sepenuh Hatiö

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# Semiotic Analysis in One Minute Ultra Milk Video Advertisement “50 Tahun Ultra Milk, Menutrisi Negeri Sepenuh Hati”

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## Abstract

Advertisement is playing an important role to promote Indonesian milk brand namely Ultra Milk produced by Ultrajaya Milk Industry & Trading Company Tbk. Furthermore, there is a new one-minute video ad released by the company entitled “50 Tahun Ultra Milk, Menutrisi Negeri Sepenuh Hati” that arouses research interest to analyze the sign and symbol within Semiotic study. This research aims to identify the meaning behind the video using Preece's theory to represent ideas and thoughts as a form of public communication. This study used a descriptive-qualitative method through literature review related to advertisement, semiotic analysis, and Pierce's theory to comprehend the findings. Furthermore, the data is reduced based on inclusion and exclusion criteria to interpret the result. The result of this study indicates the correlation applied between icon, index, and symbol as proposed by Pierce that reflect on the way the company creates the video. In conclusion, the identification of sign and symbol within the advertisement in terms of semiotic study has an important role to interfere the meaning in Ultra Milk video advertisement entitled “50 Tahun Ultra Milk, Menutrisi Negeri Sepenuh Hati”.

Keywords: advertisement; indonesian brand; semiotic; ultramilk

## 1. Introduction

In the era of technology, many people have the courage to start opening a business. Many kinds of products, manufacturers will compete to sell them in various ways. One unique way is to promote by making advertisements of videos or photos of the product so that consumers do not feel bored and do not switch to other producers. In addition to providing innovations in product packaging, advertisement is also a medium that is in great demand by Indonesian manufacturers. The conversion medium that is often used to market to promote products is television. In addition, now social media is widely used by manufacturers as a place for product promotion, such as YouTube, TikTok, and Instagram, etc. Manufacturers compete to create very unique creations in their product advertisements of videos or photos. [1] Advertisement is defined as a message that offers a product addressed to the public through a medium. Among others, advertisement contributes to the creation of opinions, the production of certain roles that viewers take up after their idols, and the creation of shared knowledge. Advertisement is not only an economic entity but also deals with values, attitudes, and ideas shaping culture [2].

One of the television advertisements that was released in 2022 and began to spread on YouTube was the ultra milk ad "50 Tahun Ultra Milk, Menutrisi Negeri Sepenuh Hati" which lasted 1 minute. The advertisement said that ultra milk dominates the Indonesian market and has been with Indonesia for 50 years. From the nearest small stall at home to the famous supermarket, ultra milk has always been there to provide the best nutrition for Indonesians since the early 1970s through quality products. Indonesia is an agricultural country with superior commodities produced in the form of agricultural products, one of which is cow's milk. Cow's milk is a food product that has many benefits. Cow's milk contains various nutrients needed by the human body [3], related to this in Indonesia one of the products derived from cow's milk is ultra milk is high-quality natural fresh milk with a variety of goodness of all nutritional content in it, from protein, carbohydrates, vitamins, and various minerals such as calcium, magnesium, phosphorus. making ultra milk full cream a nutritionally balanced milk that is good to drink every day for all Indonesian families. Ultra milk has been aggressively promoting its products so it is not surprising that this product has long been the choice of Indonesian society [3].

This paper contains semiotics, applied to communications, to look at advertisement are share by users to use semiotics to decipher intended meanings. Semiotics is the study of signs and signifying practices. According to Charles S. Peirce, semiotics is "the formal doctrine of signs" (the formal doctrine of signs). [4] Roland Barthes, a prominent semiotician, and philosopher delineate the human subject by deciphering the critical perspective of the self and its relation with the world [5].

Peirce said that the science of signs with the term semiotics, consists of signs as a view, that signs are not as a structure, but a process of meaning carried out with three stages (triadic) or semiosis stages [6], The first theory of Pierce is the representamen (R), something that can be captured by the human senses. The presence of the sign is able to evoke intepretant (i), the second is the designation of the representamen on the object (O), as a concept known to the wearer of the sign, relating to the representamen, and the third is the further interpretation by the wearer of the sign called the intepretant (i) after the representment is associated with the object [6].

In this study, the writers use Roland Barthes's semiotic theory, because it can answer the problem formulation contained in this study, which discusses the advertisement of Ultra Milk "50 Tahun Ultra Milk, Menustrisi Negeri Sepenuh Hati", to explain meanings contained in a sign or interpreting those meanings so that it is known how the communicator constructs the message.

## **2. Research Method**

This Research is using descriptive qualitative method. According to Sugiyono in 2016, quantitative Method is a writing method that is used to research a natural object condition where the writes as the key instrument. This Descriptive Qualitative method is reviewed trough an observation of Ultra Milk advertisement by online and literature reviewed that comes from many database. The writer is using literature review to elaborate findings that can be gotten trough many database source that have good Accreditation on National or International level. The using of this method is based by the time effectivity that are relatively short only by relying on secondary data.

The secondary data that is gotten from many good database that can have both National and International reputation with a publication time span of the last 7 years that is 2015-2022. The Database that we have used is Google Scholar, SINTA, GARUDA ELSEVIER etc. The Keywords that is used in the literatures finding process is "Semiotic", "Advertisement", "Ultra Milk", and "Pierce Theory". The chosen Article have been trough reduction process and duplication checks by Mendeley. In the process of choosing and reducing the article, the writer have done two steps; first, after they got the article based on the keywords they used, then the next process of skimming on the title and abstrak to identify inclusion and exclusion criteria on the text.

Inclusion and Exclusion criteria also applied to support the article credibility. Inclusion criteria includes the following: (A) The published article in the span of seven years that is from 2015-2022, (b) The article content answered the formulation of the problem, (c) comes from the targeted database (d) had a clear writing structure. Next the exclusion criteria include the followings: (a) published before 2015, (b) not answering the formulation of the problem (c) article source is unclear and not indexed by a trusted publisher (d) the writing is not according to the rules.


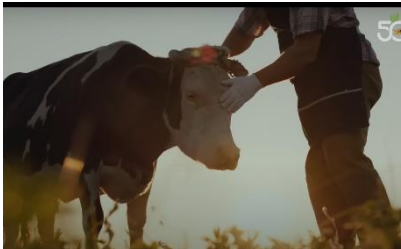
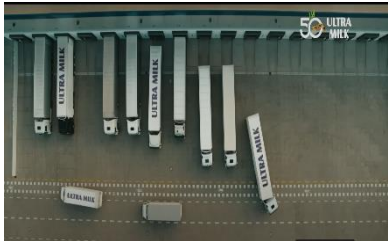
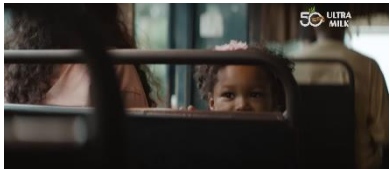

## **3. Results and Discussion**



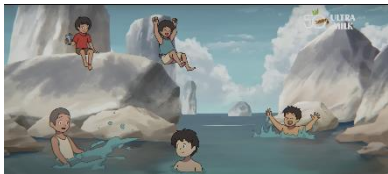



As already explained that the sign is the main focus in semiotics, meanwhile, advertising is included in communication media that uses a lot of signs. Mass media has a wide variety of forms, one of which is advertising [7]. Advertising has a function as a communication medium used to convey messages from producers to consumers, therefore what is done in advertising activities must be more than just providing information about the products offered to consumers, but also changing consumer attitudes.




Piliang posits that advertising as a representation of imagery, constructs society into lifestyle groups, whose life patterns are organized according to certain themes, imagery and symbolic meanings [8]. Logically, a company will not want to spend tens or even hundreds of billions of rupiah on advertising if the advertisement cannot change the perception and desire to buy in the public. Producers produce meaning and create identity in consumers through the elements of advertising that are built. The images in the advertisements contain symbols about life represented from social reality, hence the symbols become a visual dialectic in society. Using semiotics, the signs visualized in advertising can be analyzed and understood.

Advertising posters as a productive and effective medium to disseminate information regarding the promotion and introduction of products to be marketed. Advertising posters also present data in short and concise words but can create a quick response that can be captured by consumers, in addition to access in public spaces and various social media that makes it easier for consumers to access it [9].

Based on the theory and methods used in the research, several analyzes were found which resulted in an understanding of the advert "50 Years of Ultra Milk Menutrisi Negeri Sepenuh Hati" which lasted 1 minute. Here are the discussion:

No.	Duration	Representament	Object	Interpretant
1.	0:01/1:00	 <p>Figure 1. A herd of cows with grass</p>	In the first second, a herd of cows can be seen on the pasture enjoying the dawn in the morning.	In this show, it can be described that cows as the main producers of UHT dairy products get freedom in nature to start their production activities.
2.	0:04/1:00	 <p>Figure 2. Cows with their owners</p>	The second piece, shows a man caring for and accompanying his cow enjoying the dawn of the field	This piece of show can be interpreted to mean that the production of UHT Ultra Milk is carried out by paying attention to the product that is the main ingredient so that it reaches consumers safely.
3.	0:08/1:00	 <p>Figure 3. White trucks lined up</p>	In the video footage, it shows several white trucks with the Ultra Milk logo leaving the production warehouse	This impression describes the marketing of production that is well channeled to consumers and guarantees the safety of the product
4.	0:14/1:00	 <p>Figure 4. A child on the bus</p>	In the next show, a child is seen sitting on the bus and looking at the other child	This show depicts the impact of Ultra Milk products that always have a positive impact on children towards their future with Ultra Milk
5.	0:22/1:00	 <p>Figure 5. A man are in the office</p>	This piece of impression illustrates the situation of Ultra Milk products in the modern era with various office activities	The description of the show in the video clip states that with the development of the times, Ultra Milk products continue to exist in various circles.
6.	0:25/1:00		a girl lying down enjoying her relaxing time while playing	This video clip gives an understanding of Ultra Milk products that can be a drink to relax between

No.	Duration	Representament	Object	Interpretant
			with her phone and drinking Ultra Milk	generations and become an option at all times
7.	0:28/1:00	<p>Figure 6. A girl lying down</p>  <p>Figure7. A man drinks milk</p>	A man who is a wood artist, appears to be drinking Ultra Milk products while working on his activities as a craftsman	This video clip gives an understanding of how an artist with his handicrafts that requires high concentration, makes Ultra Milk products a morale booster for him
8.	0:34/1:00		a child with one hand holding an Ultra Milk product while drinking it enjoying the game with his other friends	This situation illustrates when even in the world of playing, Ultra Milk products have become the main choice for everyone from the past until now
9.	0:36/1:00		It can be seen that elderly couples who exercise together enjoy their activities in good health	It can be interpreted that Ultra Milk products not only have an impact on young people, but the elderly also get a positive effect on their health by drinking Ultra Milk products from time to time
10.	0:38/1:00		Photos of a young girl with many achievements she got during her youth	This show means that the growth and achievements of the child, in line with the development of Ultra Milk products that always provide the best nutrition since 50 years ago
11.	0:41/1:00		The child who was in the previous photo has grown into an adult girl who is the pride of both parents	It can be interpreted that over time, Ultra Milk always accompanies the life journey of each generation to welcome a new life

No.	Duration	Representament	Object	Interpretant
12.	0:45/1:00	 <p>Figure 12. Men and women wearing white dresses</p>	A couple enjoying their wedding event who were young girls in the duration of the previous show	In the show, it is interpreted that the existence of Ultra Milk which always accompanies everyone's life, along with their life journey
13.	0:46/1:00	 <p>Figure 13. Baby's hand with mother's hand</p>	new life after marriage i.e. a new family with a new member is a baby	From the beginning to the re-beginning of a life, Ultra Milk faithfully accompanies everyone's life journey from time to time
14.	0:56/1:00	 <p>Figure 14. Trucks running on the road</p>	A truck down the road travels to deliver Ultra Milk products	Ultra Milk always provides the best service from time to time with full taste and a long journey for 50 years of wholeheartedly nourishing the country

Kotler and Armstrong's view of the marketing communications mix is specific guidelines for advertising, sales promotion, public relations, personal selling, and marketing tools direct that companies use to communicate customer value persuasively and also with the purpose of relationships with consumers can be built and stronger [10].

#### 4. Closing

Based on the result of this findings, it's concluded that Semiotic have an important role in interpreting signs and symbols in Media. Also, Semiotic can also play a role to study the implied message and implied meaning in the ultra Milk advertisement video deeper

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