

The Advertisement of Sampoerna Hijau Cigarette *Kondangan* Edition Semiotic Reviews by Roland Barthes

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Abstract

Each sign has a hidden meaning and meaning to be communicated to others in order that communication process functions properly. One example is the advertising media on television. Ads basically uses a persuasive sentence that aims to invite consumers to buy the products. The purpose of the research is to describe the denotative and connotative meaning of the message contained in the cigarette advertisement *Sampoerna Hijau Kondangan* edition. The reason for the selection of *Sampoerna Hijau* cigarettes is because the advertisements displayed contain unique meaning. The contents of the video show three people coming to the wedding invitation, then choose a green chicken that is the identity of cigarettes *Sampoerna*. Chicken with red and yellow colors referring to other cigarettes are illustrated not favorably on the ads. The data of Ads video was taken from YouTube. The method used is listening and taking note techniques by observing the data that appears in every scene. Qualitative descriptive is used to analyze the data. The theory used is Roland Barthes Semiotics, including markers, and connotative signs. The result shows that cigarette ads of *Sampoerna Hijau Kondangan* edition has semiotic signs and messages that show a reflection of smokers. The expression and the slogan *Nikmatnya Rame-Rame* shows that the cigarettes are delicious when consumed together.

Keywords: advertisement; Sampoerna hijau cigarette *kondangan* edition; semiotics by Roland Barthes; society

1. Introduction

Sign is defined as a representation of a phenomenon that has a number of gifts, such as names, roles, functions, objectives, and meanings. These marks are found throughout human life, thus becoming the intrinsic value of every human culture and becoming a sign system used as a regulator of life (Rusmana , 2014). Each sign has a hidden meaning and meaning to be conveyed to others. by understanding the meaning conveyed from the sign we can make our communication process or message run well. The message conveyed can be a belief, idea, or thought of the sign maker. Semiotics is a science that studies the signs in society, showing the shape of the sign and the rules managing it.

Signs that indicate the existence of a process of communication one of which is the advertising media shown on television. Ads basically uses a persuasive sentence that aims to invite consumers to buy the product. In the marketing process ads often uses the sign system in audio visual form to represent the product. The signs are a combination of images, colors, or text that refer to the object.

Advertisement has a sign system in the form of uncommon message often aimed at criticizing something that still has relation to the marketed product. The critiques can be social, economical, political, or cultural critiques. Just as in the cigarette advertisement of *Sampoerna Hijau*, there is a sign system that not only aims to market the product, but also to convey a hidden meaning in the form of ideas to the consumers. The signs contained in the ads depict the social scope of the smokers. The advertisement does not directly describe the cigarette itself, but it is packed with a system of signs that are still related to the community. The audience is served by the advertiser on a thought about smokers reflected in the video which then refers to the quality of the product.

Signs as a system used in literary works may have various perceptions that explain an object, illustrate an event and explain the use of the system that applies as an icon. In all of the time there must be signs that humans decided to use and surely there must something they acknowledge as a means for other things (Eco, 2009).


This study uses listening and taking note techniques by observing the data that appears in every scene that appear in the video. Qualitative descriptive is used to analyze the data. It studied and analyzed all previously collected data to describe *Sampoena Hijau* Cigarette advertisement *Kondangan* edition using Semiotic of Roland Barthes. The purpose of descriptive analysis is to understand the implied message by giving a systematic, factual, and accurate description, or illustration of the facts contained in the video.

2. Discussion


Barthes (in Rusmana, 2014: 185) mentions the process of interpreting sign with signification is the process of placing a sign with a sign that then produces a sign. Barthes develops the concept of connotative meaning and not just stop at the primary meaning (denotative). Denotative meaning is the meaning of the sign that refers to the explicit meaning, which is the actual meaning. Whereas connotative meaning is a meaning that refers to the implicit meaning, i.e., meaning that is not real or hidden meaning.

The denotative meaning (often also called denotational meaning, conceptual meaning, or cognitive meaning as seen from another perspective) is essentially the same as the referential meaning because this denotative meaning commonly gives explanation as meaning in accordance with the observation result according to sight, smell, hearing, feeling, or experience. Thus, this denotative meaning involves objective factual information (Chaer, 2009).


Scene 1

Signifier	Signified
Three men looked at the various chicken menus and they were tempted	The Men want to taste all the chicken available
<p>Denotative Sign</p> <p>Three men who wanted to taste the three chicken menus</p> 	
Connotative Signifier	Connotative Signified
There are three brands of cigarettes available in front of the three men	The concept of advertising strategies that strive to cause curiosity to consumers.
<p>Connotative Sign</p> <p>The man tried all the flavors of cigarettes from three different brands, namely chocolate is <i>Djarum</i>, red is <i>Surya</i>, and green is <i>Sampoerna</i>. Basically, in advertising marketing, the consumers are made curious about the product and the quality served, then the consumer is made to think with a point of thought made by the advertiser. The advertiser gives suggestions and creates a sense of confidence in the community (the consumers) in order to gain enormous profits.</p>	

Scene 2

Signifier	Signified
The three men tasted the brown chicken	Chicken flavor was bland, not tasty
<p>Denotative Sign The chicken was not delicious</p> 	
Connotative Signifier	Connotative Signified
The cigarette is described as brown Djarum.	Cigarettes other than green Sampoerna not tasty, tasteless (showing less in qualities).
<p>Connotative Sign</p> <p>The ads is in the form of satire (indirectly) and shows that it is as if only <i>Sampoerna Hijau</i> cigarettes which is the best quality of all. In reality in the scope of the entertainment world advertising an item by turning off another product is one of the marketing strategies that actually cause misunderstandings. Indirectly these satires can also contain violence in the case of defamation of a product that can cause a sense of unhealthy competition between one party to another.</p>	


Scene 3

Signifier	Signified
Three people who came to the invitation tried the red spice chicken dish.	The concept of people who like to try.
<p>Denotative Sign Try the red chicken</p> 	
Connotative Signifier	Connotative Signified
Draw three people who took the red spice chicken dish and tasted it.	The concept of the habit of people who like to try something. In additions, it also tells the people around him about his assessment of something he tried it.


Scene 3, cont.

Connotative Sign
Culture of Indonesian people who are interested in the variations that exist. In addition, the community also seeks to find the right fit with his wish by trying the variations that exist one by one. After trying the variations that exist, they make judgments and will tell people nearby like friends, relatives, neighbors, and others.

Scene 4

Signifier	Signified
Three people who smelled the last chicken dish that is spicy chicken chili.	The concept of society that finds something to their liking.
Denotative Sign	
Three men will taste the green chicken	
	
Connotative Signifier	Connotative Signified
Picture of three people who inhale the smell of green chicken dish with some expressions want to eat the dish.	The concept of a society that finds something tasty and appropriate to their tastes, in this case is green chicken dish, which is expressed with several expressions of each.
Connotative Sign	
A culture of society that always expresses what they feel about what they think is good and interesting. Each man expresses differently.	

Scene 5

Signifier	Signified
Some people are starting to take food in the form of chicken flavored with green chili.	The concept of consumers who have chosen <i>Sampoerna hijau</i> product; green color is a sign (characteristics) of the product.
Denotative Sign	Connotative Signified
Dishes selected by the three men	The concept of consumer's choice that believes that <i>Sampoerna Hijau</i> cigarette has good quality, so it is worth to be chosen.
	
Connotative Sign	
Referring to the freedom of consumers' right to choose the tobacco products they want to buy. The choice of consumers is in fact still heavily influenced by the thoughts and assumptions of others. So, people are made to think repeatedly when deciding a choice.	

3. Conclusion

In *Sampoerna Hijau* cigarette advertisement, there are a number of sign systems aimed not only as marketing strategy, but also as a way of presenting some thoughts about smokers related to a particular culture. The sign system is examined based on Roland Barthes's theory of connotative and denotative marks. In the cigarette advertisement was found the reflections of smokers, color symbols, expression shapes, and the sign of the fun of *rame-rame* affirming patterns that reflect the quality of the product. Communities or consumers are served with a form of advertising that indirectly provide suggestions that are packaged with marketing strategies by providing a form of reflection.

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