THE ANALYSIS USING SEMIOTIC THEORY ON TEH PUCUK HARUM ADVERTISEMENT

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ABSTRACT

This study it is aiming to analyze an advertisement which will lead to how advertisers communicate with potential consumers and how producers make good and friendly advertisements with everyone. Data analysis of this study uses a semiotic approach with the theory of Ferdinand De Saussure and Roland Barthes. In Saussure's theory, the study is carried out on the sign in the object, namely the signifier and also the signified. The signifier here, according to Saussure, is something that is physical and can be felt, such as images, movements, or sounds. Usually, the advertisement section, which includes the signifier section, according to Saussure's theory, is the photo of the advertisement or the movement of the sign in the advertisement. The signified part is a meaning or value contained in a subject, or in other words, the signified is a description of a signifier. Then the next theory is from Barthes; the theory put forward by Roland Barthes examines three things, namely denotative, connotative, and mythical meanings in an advertisement based on movement and also the signs in an advertisement. The results of the analysis on the "Teh Pucuk Harum" advertisement found that the caterpillar, which is the center of the advertisement, indicates that the animal knows the best part of the tea leaf, so that's where the advertiser uses this method to attract consumers' attention.
Keywords: Semiotic, Linguistic, Advertisement, Language, Discourse

INTRODUCTION

The scientific study of language is known as linguistics. It studies the sounds of language, the structure of words and sentences, the meaning of words and sentences, the evolution of languages, children's language acquisition, language use in social contexts, and the relationship between speech and communication (Al & Puspita, 2021). Linguistics is significant for a variety of reasons. It explains how language works and how it is used in various communities. This can aid our understanding of how language influences our thinking, social interactions, and ability to communicate with others. Linguistics research can also help to inform language education and policy, as well as provide a foundation for the development of natural language processing technology. In this world, it's not just dwelling on a life where there is no interest in something that becomes a need or a need that would be a secondary priority (Akun & Retnowati, 2021).

Discourse analysis is a linguistic method for studying language in context, specifically how language is used to generate meaning and transmit messages in diverse communicative circumstances. Discourse analysis can be used in the context of advertising to investigate how commercials utilize language and other symbols to express a message and persuade the audience to perform a specific action, such as purchasing a product (Sutherland, 2020). For example, the need for goods in the field of communication, transportation, or other goods. A person's interest in goods cannot be separated from the existence of a supporting thing, namely advertising. Without an advertisement, a product or item will be difficult to market or be known by many people. Advertisements are everywhere, whether it's on the street, at home, on television, or on social media. Therefore, an advertisement has a way of communicating with its target community with the amount of discourse they show in a video or advertisement paper.

If an advertisement is not attractive, then many people will tend to have less confidence in the products produced, then each advertiser will provide more attractive advertisements so that their potential customers will be more interested in the products or goods they offer. According to Rios et al. (2020), advertising is an art that aims to encourage the sale of an item offered by the advertiser and has beautiful work done in print, illustrations, and also directly or verbally. In an advertisement, there will be many illustrations given. Indeed, not all fish will succeed in attracting the interest of many people, but each advertisement has its own uniqueness, so this is why advertisements can be interesting to analyze. According to Bara et al. (2021), advertisements usually have many things in them, whether it is a color or a symbol. With many things, such as illustrations, symbols, and other things, an advertisement will appear to provide positive things for potential consumers.

The reason for choosing an advertisement to analyze is because an advertisement is getting more and more interesting from time to time. This goes hand in hand with more and more advertisers who advertise their products creatively so that there are also many creative advertisements that have a lot of messages that they want to give to consumers, which can be said to be quite many can be analyzed such as analyzing an advertisement using semiotic theory by which is quite relevant for a unique advertisement that deserves to be analyzed, namely an advertisement owned by a well-known tea product in Indonesia called "Teh Pucuk Harum." The purpose of analyzing the "Teh Pucuk Harum" advertisement is to find out how producers communicate the advantages of their products by using two caterpillars that are climbing a tea leaf and also tucked comedy in it to potential consumers and how this unique advertisement will give an attractive impression to potential consumers so that consumers think that the products offered are very good, quality, and friendly for all people in Indonesia. The strategy used in this research

is a semiotic theory developed by Ferdinand De Saussure (Dian et al., 2019), which uses analytical semiotic theory, which is divided into connotative, denotative, and mythical.

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LITERATUR REVIEW

Linguistics

The scientific study of language and its structure, use, and development is known as linguistics. Linguistics is an interdisciplinary field that incorporates aspects of psychology, philosophy, computer science, and anthropology, among other disciplines. It covers a wide range of themes, such as the nature of language and the mind, the structure and organization of words, phrases, and sentences, the evolution of languages, and the social and cultural variables that influence language use (Teletov et al., 2019). Linguists investigate language using a variety of methodologies, including observation and analysis of language use in natural contexts, laboratory trials, and analysis of linguistic data from other languages and language communities. Linguistics seeks to understand how language works, how people communicate with it, and how the mind processes it (Gupta et al., 2019).

Semiotics

Semiotics is an interdisciplinary field that relies on ideas from linguistics, philosophy, psychology, anthropology, and other disciplines (Lubis et al., 2019). It is used to investigate diverse modes of communication, such as language, visual imagery, and other types of representation. Semiotics is a branch of linguistics that provides a framework for understanding how signs and symbols are utilized to communicate meaning in language. It can be used to investigate language in a variety of contexts, including conversation, literature, advertising, and political discourse, to mention a few. Semiotics can also be used to investigate the relationship between language and culture, as well as how cultural, historical, and social influences shape language and meaning.

Discourse

Discourse analysis can help us understand how advertising utilizes language to produce both conscious and unconscious meanings. It enables us to examine how advertising utilizes language to develop a certain image or representation of the object being sold and how this representation is intended to affect audiences' ideas and behaviors. In conclusion, discourse analysis is a good approach for analyzing advertising because it allows you to understand how advertisements utilize language and other signs to construct meaning and impact audiences (Sutherland, 2020). By analyzing the visual and verbal features of advertising as well as the cultural and historical context in which they were created, we can acquire a better understanding of how commercials employ language to transmit messages.

Empirical

The same research is known to have been carried out by Susanti (2019), namely on the communication analysis carried out on Garnier and Pantene advertisements. Subsequent research that has a similarity was carried out by Liyana (2018), in which this research analyzed the language used by advertisers in advertising a product because it is from this language that advertisers can convey messages to the public about whether their products are good or not.

RESEARCH METHOD

The object of this data analysis is an advertisement originating from a product called "The Pucuk Harum," which was broadcast on national television in 2011. The Authors obtain advertising sources by searching for them in several media, such as on the Google search page and also on youtube media, and then getting interesting advertising sources from one of the most well-known tea producers in Indonesia, namely "The Pucuk Harum." This ad that aired around 2011 when it aired was enough to grab a lot of attention because it's quite funny and also creative; that's why the authors chose this ad to be analyzed. This advertisement has a sign that is quite interesting, namely by using two caterpillars that are climbing a tea leaf where the tea leaf is the forerunner of a bottle of "The Pucuk Harum" product. The reason why the researchers analyzed this is to know that the advertisement for fragrant shoots tea is increasingly widespread and has an impact on the producers, namely by the increasing demand for tea sold in the market by Mayora as the developer of the "Harum Puss Tea" production.

Just like the theory that will be used to analyze this ad, this article will analyze it more in several different aspects, namely, more linguistic and visual. The author of this article uses the semiotic theory of Roland Barthes (Siregar, 2022) and also the semiotic theory of Ferdinand De Saussure, using the analysis of signs in advertisements and also the meaning of connotation, denotation and myth (Rilley et al., 2019). In Saussure's theory, we use the signifier and the signified, while in the theory section proposed by Roland Barthes, we use three things, namely connotation, denotation, and myth which will be analyzed in an advertisement. After analyzing the data, of course, a conclusion will be made where in conclusion. It will be explained how the advertiser communicates with prospective buyers so that the product is in high demand since the advertisement was broadcast on Indonesian television.

FINDING
Scene 1:
Signifier:

Figure 1. The Conversation Between Caterpillars

Signified:

In the first scene, two caterpillars are seen talking while crawling on the stems of tea leaves toward the top tea leaves that they want to eat. The following is a conversation on the ad.

Ulat 1: "Jauh amat sih pucuk tehnya!"

Ulat 2: "Kan mau yang terbaik"

Ulat 1: "Ah, yang ini aja deh (berusaha memakan daun yang ada di tengah-tengah batang)"

Ulat 2: "Jangan, daun teh terbaik hanya di pucuk"

Translate:

Caterpillar 1: "The tea shoots are far away!"

Caterpillar 2: "I want the best!"

Caterpillar 1: "Ah, just this one (trying to eat the leaves in the middle of the stem)."

Caterpillar 2: "No, the best tea leaves are only on the shoots."

Seen from the first ad scene where in the conversation, two caterpillars appear to be talking on a branch of a leaf. In the first conversation, the caterpillar said that he wanted to go to the top of the tea leaves, and the second caterpillar also said that they wanted the best leaves to go there. Then the first caterpillar gave up and wanted to take a nearby leaf but could not do it because the second caterpillar warned that the leaf there was worse than the one on top. In this advertisement, the initial concept can be seen, which can make the audience even more interested in seeing it further. The analysis of the first scene of this advertisement is as follows, this scene is started with two caterpillars who are moving in search of leaves they want to eat, their main goal is to move toward the top, but in one scene, one of the caterpillars is seen wanting to eat the closest tea leaf, the other caterpillar tells his friend not to eat the closest leaf, but keep moving in order to get the best quality leaves that are on the shoots. In the ***denotative*** part, the denotative meaning of this scene is how two caterpillars are climbing on a tea leaf stalk to eat it, but one of his friends feels like giving up because the tea leaf shoots are so high that one of the

caterpillars actually wants to eat a leaf that is closed before being told by caterpillar friend to continue to the top. The connotative part, the ***connotative*** meaning of this advertising scene, is how animals can sort out which leaves are good or which leaves are not good, and also that caterpillars that want to eat the closest leaf really want to eat the leaf. In the ***myth*** section, the two caterpillars originally intended to eat tea leaves, but not necessarily the caterpillars to eat the tea leaves they wanted.

Scene 2:

Signifier:

Figure 2. The officer Takes tea leaves

Signified:

In the first picture, you can see two caterpillars that continue to climb to the top of the tea leaf, but suddenly someone wearing teh pucuk harum logo picks the tea leaf and looks at the leaf as if satisfied with the quality of the leaf, while the second looks disappointed to see the leaves they want are picked. The person makes a nonverbal gesture (Kurniadi & Mahaputra, 2021) as if the leaf looks so good and so refreshing that he takes it. You can see the expression of disappointment from the caterpillar figure in the broadcast so that the ads shown are more interesting, and what the advertiser communicates to potential customers becomes more visible. Entering the analysis section, in the ***denotative*** analysis section, it was seen that the two caterpillars were disappointed after the leaves they wanted were picked by someone because the caterpillars knew which part of the tea leaves were really of high quality, and also that person also knew that the best part of tea leaves is in the shoots so that the shoots will be processed into tea. Now, this ***connotative*** section shows how many pests actually exist in each plantation, forcing farmers to harvest with limited yields, as in this scene, they can only pick the shoots of the tea. In ***myth*** analysis, sometimes the best part of tea that deserves to be picked is not only at the top; it can also be in the middle of the stem.

Scene 3:
Signifier:

Figure 2. Two Young People Drinking Tea

Signified:

In this last scene, two young people are shown drinking "the pucuk harum" after processing the tea leaves that are in the shoots; judging by their facial expressions, it can be seen that they quite enjoy the tea, and the last picture shows the producer's message to consumers that fragrant shoots tea is made with the shoots of tea leaves and gives the reason that the best taste of tea is in the buds. Entering the first analysis, which is ***denotative***, in this section, it can be seen that the tea leaf shoots are indeed the basic ingredients for making tea used in this "teh pucuk harum" product, and as promised by the producer, it is seen that two people who drink it seem to really enjoy their drink, which gives a positive impression that their product can be trusted. Then in the ***connotative*** part, the taste of the pucuk harum, which was considered delicious by the two young people, gave a disguise that many local tea drink products in Indonesia rarely prioritized the quality of the drink and more often used unnatural ingredients. Lastly, in the ***myth*** section, not all of the tea leaves are used for the basic ingredients of the drink, but there are still many tea flavors that are added to the drink so that the taste is more similar to tea.

DISCUSSION

In this discussion, Discourse analysis can evaluate additional components of communication, such as the tone and style of the commercial, the intended audience, and the cultural and historical context in which the advertisement was produced, in addition to the words and pictures used in the advertisement. Discourse analysis may reveal how advertising discourse operates, how it shapes our beliefs and behaviors, and how it is influenced by numerous social, cultural, and economic aspects. It can be found that in the implementation of advertising, the advertisements given must certainly be comfortable and friendly for the audience. Advertisers have really realized this; wherein in the first scene, you can see the impression of fun that is displayed, so this advertisement is quite friendly for children. In the second scene, it can also be seen how the expressions are issued,

especially in the nonverbal expressions carried out by the characters in the advertisement, so that there is communication in the advertisement, namely between the caterpillar and the officer who picks the tea leaves and also the initial communication from the producer and prospective buyers regarding the quality of the product being produced. They produce. In the next scene, it is found that two teenagers are drinking a drink which is said to be a product that can be drunk from the plucked leaves. In the expressions evoked both denotatively and connotatively, it was found that the two teenagers looked very happy and very refreshed when they drank the drink. Through this communication, it can make prospective buyers desire to buy the product. In fact, the advertiser's way of concocting their advertisements is very good; they combine the concepts of comedy and fun to give the impression that their product is safe for all ages and also that their advertisement is safe for people of all ages to watch.

CONCLUSION

Based on the analysis that has been done above of an advertisement owned by one of the beverage producers in Indonesia, namely Mayora, who named their product "Teh Pucuk Harum," where they have a quite unique advertisement that makes the author is interested in analyzing it using semiotics theory by Ferdinand De Saussure and Roland Barthes. As stated in the previous analysis, the purpose of this analysis is to find out how producers convey messages about their products via advertisements to the wider community using this type of advertisement. In accordance with the analysis that uses semiotic theory, namely by using two leaf caterpillars looking for leaves that are on the top of the tea plant, where this producer gives a message or communicates with consumers who watch the advertisement that the best tea is tea made using existing young leaves. On the top of the tea plant. Producers finally give a message to potential consumers through the ad intermediary that the "tea shoots fragrant" drink they offer uses young leaves that are on the top of the tea plant; this means the producer or advertiser is telling consumers that the tea they offer is very good tea. According to the analysis carried out, this advertisement is friendly to all people because, from a denotative point of view, this advertisement is an entertaining advertisement, and also how the creativity of the creator of this advertisement gives a positive aura to the advertised product to consumers.

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