

## CHAPTER III

### DISCUSSION OF RESEARCH FOCUS

#### A. The Semiotic Type Found in Marjan Ads Ramadhan 2023 Edition

According to Roland Barthes, semiotic or sign are classified into 2 types of signs, signifier and signified.<sup>38</sup>

##### 1. Signifier

According to Barthes, the signifier is a thing or object that is always material (words, sounds, images).<sup>39</sup> In other words, signifier is something that is real, can be seen, heard, and felt. The form can be image, word, or sound.

In Marjan ads Ramadhan 2023 edition, there are elements of ads in the form of images, words, and sounds that explain the storyline in the ads. It's means Signifier type was found and used to analyze signs such as images, words, and sounds contained in Marjan ads Ramadhan 2023 edition.

##### a. Image

The images contained in the Marjan ads Ramadhan 2023 edition is a production of a series of shooting activities in the Marjan ads Ramadhan 2023 edition which are taken as images such as trash, monster, fisherman, marjan syrup, and facial expressions. In Marjan ads Ramadan 2023 edition, researcher only take image in each scene on the basis of considerations that refer to moral message.

For more details, the researcher will present images taken in Marjan ads Ramdhan 2023 edition on YouTube (<https://youtu.be/IIPwhERDRag> part 1, <https://youtu.be/8CpJ53ADibE> part 2), as follows:

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<sup>38</sup> Roland Barthes, "Elements of Semiology" (1976), 35.

<sup>39</sup> Ibid, 47.



## b. Sound

Second Sound, the sound contained in the Marjan ads Ramadhan 2023 edition is the sound from the voice over, that is the background voice that explains the storyline in the Marjan Ramadhan 2023 advertisement.

For more details, the researcher will present a voice over in Marjan ads Ramadhan 2023 edition on YouTube (<https://youtu.be/IIPwhERDRag> part 1, <https://youtu.be/8CpJ53ADibE> part 2), as follows:

"One day, Baruna, the guardian of the ocean, felt the sea was getting polluted. Trash resurrects a figure that becomes a disaster, Baruna is forced to retreat to save the fishermen back to the village. Baruna and residents were on standby,

disaster came again with greater power. Baruna and the villagers work hand in hand to withstand the onslaught. This is Baruna's ultimate attack, returning peace to all. Marjan celebrates the sweetness of victory".

### c. Word

According to the Cambridge Dictionary, a word is a single unit of language that has meaning and can be spoken or written.<sup>40</sup> So a word is an element of language whose composition consists of a collection of letters or units that have a meaning so that they can function to form sentences, phrases and clauses.

The words in Marjan ads Ramadhan 2023 edition is the subtitles that is in every scene in Marjan ads Ramadhan 2023 edition so that people can better understand the storyline contained in the Marjan ads Ramadhan 2023 edition.

### 2. Signified

According to Barthes, signified is not a thing but a mental representation of the thing.<sup>41</sup> Mental representation here means is mental imagery of things that are not actually present to the senses. In contemporary philosophy, specifically in fields of metaphysics such as philosophy of mind and ontology, a mental representation is one of the prevailing ways of explaining and describing the nature of ideas and concepts. Mental representations enable representing things that have never been experienced as well as things that do not exist.

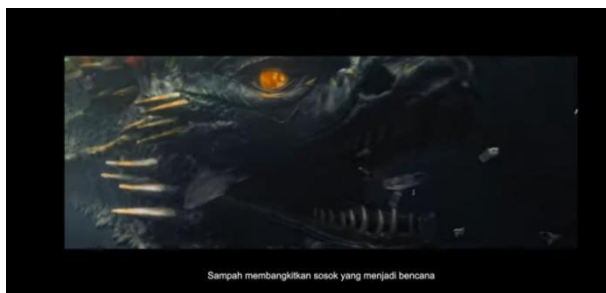
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<sup>40</sup> Cambridge University Press 2022, "Meaning of 'Word' in English", accessed from <https://dictionary.cambridge.org/dictionary/english/word> May 10 2023 at 14:00 WIB.

<sup>41</sup> Roland Barthes, "Elements of Semiology" (1976), 42.

In Marjan ads Ramadhan 2023 edition, signified here interprets or represents the signifier (advertising elements in the ads such as images, words, and sounds) that explain the storyline in the ads.

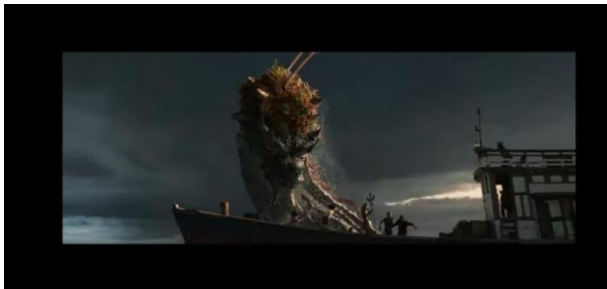
*In scene 1-2*



Signifier: Image of trash and monster dragon and the word “trash awakens a disaster figure”.

Signified: Trash represents a problem, while dragon monster represent a disaster.

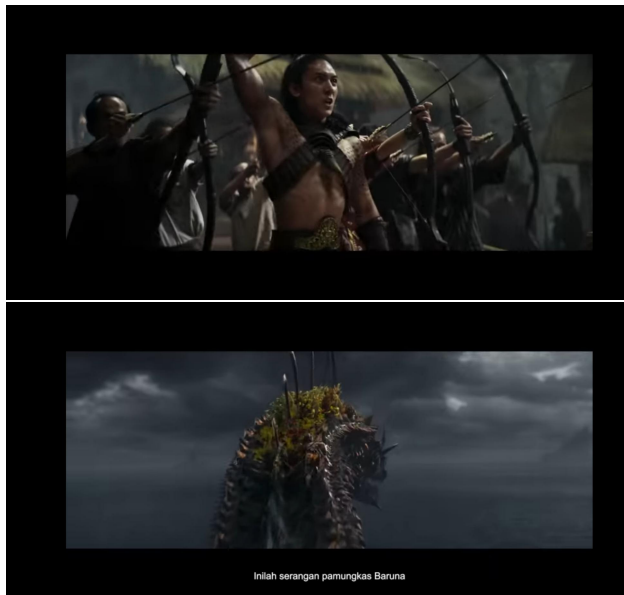
*In scene 3-4*



Signifier: Image of people who throw trash into the sea and image of dragon monster that attacked the fisherman.

Signified: Image of people who throw trash into the sea represent bad habit that people often do, while image of dragon monster that attacked the fisherman represent that bad habit that are often carried out will eventually have a negative impact on themselves.

*In scenes 5-6*



Signifier: Images of people holding bow and ready to shoot arrow and image of dragon monster and word "This is Baruna's ultimate attack"

Signified: Images of people holding bow and ready to shoot arrow represent to always fight and not give up in overcoming problems, while and image of dragon monster and word "This is Baruna's ultimate attack" represent that every problem has a solution.

*In scenes 7-8*



Signifier: Image of marjan syrup and word "Returns peace to all" as well as image of people holding glasses of marjan syrup.

Signified: Image of marjan syrup and word "Returns peace to all" as well as image of people holding glasses of marjan syrup represent that every difficulty there must be ease.

## **B. The Semiotic Analysis Using Roland Barthes Model in Marjan Ads Ramadhan 2023 Edition**

In Barthes perspective, semiotic types consists of the signifier and the signified, but there is something called signification, which is to explain more about the relationship between signifier and signified so as to create a broader meaning. Signification described in terms of levels of representation or levels of meaning. According to Barthes the signification can be conceived as a process, its the act which binds the signifier and signified, an act whose product is the sign.<sup>42</sup> In other word signification is the relationship between signifier and signified, which then creates meaning. The first order of signification is called denotation and the second order of signification called connotation.

According to Barthes a connoted system (connotation) is ideological and thus 'straight', 'non-inverted' or to be clearer and accepting a moral language while a denoted system (denotation) is the apparent literalness of image, object, or sentence.<sup>43</sup> In other words, Denotation is a level of sign or representation explaining the correlation between signifier and signified in which the sign produce the explicit, direct, and real meaning. Meanwhile Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. It creates a second layer of meaning which is formed when the signifier is associated with various psychological aspects, such as feelings, emotions or beliefs. For example, the sign of a flower connotes “affection” or the sign of a skull connotes “danger”.

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<sup>42</sup> Roland Barthes, “Elements of Semiology” (1967), 48.

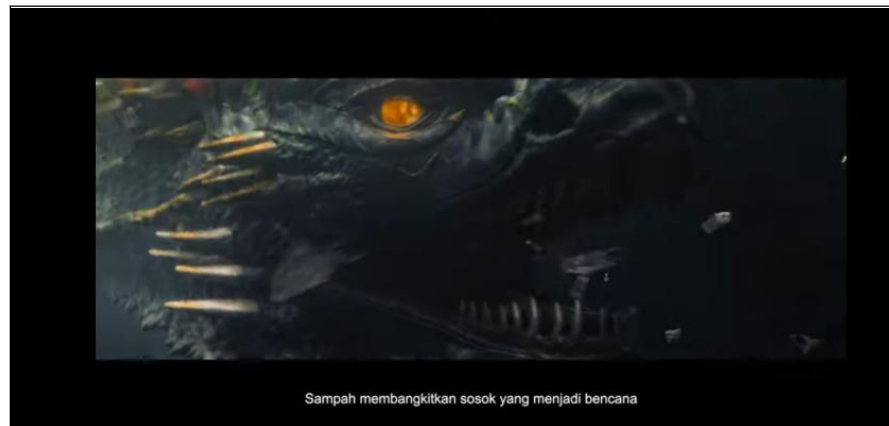
<sup>43</sup> Roland Barthes, “Image, Music, Text” (1977), 166.



Connotation can produce a second layer of meaning that is implicit, hidden, which is called connotation meaning.

**Table 1 (Scene 1-2)**


<b>Signifier</b>	<b>Signified</b>
Image of trash and monster dragon and the word “trash awakens a disaster figure”.	Trash represents a problem, while dragon monster represent a disaster.
<b>Denotation Meaning</b>	
Trash that revived monster figure.	
<i>Scene 1-2</i>	
 <p data-bbox="730 1525 970 1547">Merasakan laut yang semakin tercemar</p>	



### **Connotation Meaning**

The moral in this scene is that the small problems that we often let drag on will become big problems later which can even have a negative impact on us if they are not resolved immediately. Like a pile of trash in this scene that brings up a terrible dragon.

**Table 2 (Scene 3-4)**


<b>Signifier</b>	<b>Signified</b>
Image of people who throw trash into the sea and image of dragon monster that attacked the fisherman.	Image of people who throw trash into the sea represent bad habit that people often do, while image of dragon monster that attacked the fisherman represent that bad habit that are often carried out will eventually have a negative impact on themselves.
<b>Denotation Meaning</b>	
Indiscriminate disposal of garbage by fisherman makes monster come back to attack them.  <i>Scene 3-4</i>	
	



### **Connotation Meaning**

The moral in this scene is that the problem we create, no matter how small, will eventually come back to us. If we do bad things like littering we will also be affected like floods and if we do good things we will get good in the end.

Table 3 ( Scene 5-6)


<b>Signifier</b>	<b>Signified</b>
<p>Images of people holding bow and ready to shoot arrow and image of dragon monster and word "This is Baruna's ultimate attack"</p>	<p>Images of people holding bow and ready to shoot arrow represent to always fight and not give up in overcoming problems, while and image of dragon monster and word "This is Baruna's ultimate attack" represent that every problem has a solution.</p>
<p><b>Denotation Meaning</b></p> <p>Residents holding bows and preparing to attack monster abd Baruna with spears also attack monster and defeat them.</p> <p><i>Scene 5-6</i></p>	
	



### **Connotation Meaning**

The moral in this scene that no matter how big the problems or tests we face, we must not give up, we must fight to get through everything, even though the chances are very small, because in difficulties there must be ease, like in this scenes, Baruna with the help of the residents fought against a dragon that's very big even can spit fire but in the end loses because Baruna and residents continue to put up a relentless resistance.

Table 4 ( Scene 7-8)

<b>Signifier</b>	<b>Signified</b>
Image of marjan syrup and word "Returns peace to all" as well as image of people holding glasses of marjan syrup.	Image of marjan syrup and word "Returns peace to all" as well as image of people holding glasses of marjan syrup represent that every difficulty there must be ease.
<p><b>Denotation Meaning</b></p> <p>A bunch of glasses filled with marjan syrup and then te residents celebrate the victory by drinking marjan syrup together.</p> <p><i>Scene 7-8</i></p>	
 <p style="text-align: center; font-size: small;">Mengembalikan damai untuk semua</p>	



### **Connotation Meaning**

The moral in this scene is that every problem has a solution and every test has a way out, no matter how big the test is, believe that there must be a way out to complete the existing test as long as we don't give up. Just like Baruna and the residents who were patient and alert in dealing with the dragon monster, they finally managed to defeat it.

After analyzing the scenes in the Marjan Ads Ramadhan 2023 Edition, the researcher will present the results of the analysis regarding the meaning of the Signifier and Signified contained in the Marjan Ads Ramadhan 2023 Edition. Marjan ads Ramadhan 2023 edition tells the story of Baruna who begins to feel the sea water is increasingly polluted with garbage, then the trash raises a monster who becomes a disaster figure. Baruna and the residents were always on standby in the face of this disaster. Finally, Baruna with the help of the residents, was able to defeat this figure with the help of their reliable weapons (trident and arrows) and restore peace to the village.



From the tables previously presented, it can be seen that each scene featured in the Marjan ads Ramadhan 2023 edition has two meanings which are applied to the signifier and signified. However, each table which are made do not stand alone because between one scene and another have an attachment in building a meaning that will be captured by the public.

The appearance of a dragon, sea water polluted with trash, fishermen and residents around the coast in the context of this ads are as "Signifier". This is in line with Roland Barthes' view of his semiotic which means that a signifier is a thing or object that is always material (words, sounds, images).

Then the depiction of the meaning of the signifier becomes a form of the signified. Just as explained by Roland Barthes which means that the signified is not a thing but a mental representation of the thing.<sup>44</sup> The relationship between signifier and signified at the same time become denotation and connotation meaning.

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<sup>44</sup> Roland Barthes, "Elements of Semiology" (1976), 42-47.