

A SEMIOTIC ANALYSIS ON SYRUP MARJAN SPECIAL RAMADHAN ADVERTISEMENT

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Abstract: *This study conducts a semiotic analysis of Syrup Marjan's special Ramadan advertisements, focusing on their visual and narrative elements to understand the underlying messages and cultural significances. Utilizing the semiotic framework proposed by Roland Barthe's, this research examines the signs, symbols, and myths present in the advertisements. The analysis reveals how the advertisements leverage traditional and contemporary symbols to resonate with the audience's cultural and religious values during Ramadan. The findings suggest that Syrup Marjan's advertisements are not merely promotional content but serve as a medium for social commentary, reflecting communal values, environmental awareness, and the spirit of togetherness. This study contributes to the broader discourse on advertising semiotics and cultural representation in media.*

Keywords: *Semiotics, Advertisement, Marjan, Myth.*

INTRODUCTION

Advertising plays a pivotal role in contemporary society, acting as a driving force for economic growth while also shaping cultural and social norms. It informs consumers about products and services, stimulates market competition, and fosters innovation, thereby driving economic activity. Beyond its economic impact, advertising deeply influences cultural and social landscapes by reflecting and shaping societal values, trends, and behaviors. This influence is especially pronounced in cultural and religious contexts, where advertisements often integrate themes that resonate with the audience's beliefs and traditions. For instance, during significant periods like Ramadan, advertisements may highlight values such as charity, family, and spirituality, aligning brands with the cultural significance of the time. Additionally, advertising can address social issues through awareness campaigns that promote positive change and societal well-being. Overall, advertising is a multifaceted tool that not only drives economic progress but also reflects and molds the values and identities of its audience, particularly in cultural and religious settings.

Syrup Marjan is a well-established brand in the beverage industry, renowned for its high-quality flavored syrups that are particularly popular in Southeast Asia. The brand holds a significant market position, recognized for its wide range of flavors and consistent quality. Syrup Marjan's relevance peaks during Ramadan, a period when communal meals and family gatherings are central to the cultural and religious observance. During this holy month, Syrup Marjan becomes a staple in many households, often used to prepare refreshing drinks that accompany the Iftar meal, the meal that breaks the daily fast. The brand's marketing campaigns during Ramadan emphasize themes of family, togetherness, and tradition, aligning with the values of the season and enhancing its connection with consumers. This strategic positioning not only boosts Syrup Marjan's sales but also reinforces its role as an integral part of Ramadan celebrations.

Ramadan is a critical period for advertisers due to its immense cultural and economic significance, especially in Muslim-majority countries. During this month of fasting, prayer, and reflection, consumer behavior shifts, with an emphasis on communal meals, family gatherings, and acts of charity. This period sees a substantial increase in spending, particularly on food, beverages, and gifts, making it a prime time for brands to engage with their audience. Advertisers tailor their strategies to resonate with the values and themes of Ramadan, such as togetherness, generosity, and spirituality. Campaigns often highlight messages of community, family bonds, and religious devotion, creating a deep emotional connection with consumers. Additionally, the timing of advertisements is strategically planned around key moments, like Iftar and Suhoor, to maximize visibility and impact. By aligning their messaging and promotions with the spirit of Ramadan, advertisers can effectively capture the heightened consumer engagement and drive brand loyalty during this significant period.

Semiotics, the study of signs and symbols and their use or interpretation, is highly relevant in analyzing advertisements. It delves into how meaning is constructed and communicated through visual, textual, and auditory elements. In advertising, semiotics helps to unpack the layers of meaning embedded in imagery, slogans, colors, and even fonts, revealing how these elements work together to convey messages and evoke emotions. By understanding the signs and symbols within an advertisement, analysts can interpret the cultural, social, and psychological nuances that influence consumer perception and behavior. This approach is particularly useful in decoding how advertisements tap into shared cultural narratives and values, making them more relatable and persuasive. For instance, in the context of Syrup Marjan's Ramadan ads, semiotics can reveal how the use of specific symbols, such as traditional family settings or religious motifs, resonates with the audience's cultural and religious sentiments, thereby enhancing the advertisement's effectiveness.

Ease of use and practical packaging are also important factors. Bottles that are easy to open and pour make Marjan Syrup an efficient choice, especially in the context of daily activities and special moments such as the month of Ramadan. Visually attractive packaging also adds additional appeal, creating a more complete experience for consumers. In addition, Marjan Syrup has expanded its product range with various innovations, including the launch of low-calorie variants and special variants for certain purposes. This flexibility reflects a response to changing consumer trends and market needs, making Marjan Syrup a brand that is adaptive and continues to innovate. Today's advertisements are not only consumed for commercial purposes, but also for cultural and artistic purposes. Advertising Content success depends on the semiotic codes revealed in advertising texts.

Previous studies have reported the semiotics analysis on advertisement, especially refers to Marjan Syrup. Kim (2015) the Marjan syrup advertising explores how Indonesian culture is portrayed in its messaging. It examines a number of components, including language, images, and themes, in order to identify the underlying cultural representation. Sihombing(2023) uses Pierce semiotic to analyze, argues that Marjan Syrup's commitment to social activities and sustainability programs provides an additional dimension to the brand. Participation in positive initiatives creates a positive image in the eyes of consumers, illustrating

that Marjan Syrup not only cares about product quality, but also about the community and the surrounding environment. Marjan Syrup's appreciation for the diversity of local Indonesian flavors is also one of its advantages. Authentic tropical fruit variants reflect Indonesia's natural richness, giving consumers an experience that connects with the diversity of flavors and aromas around them. Thus, Marjan Syrup is not only a drink, but also a medium to celebrate and promote Indonesia's tropical fruit heritage. The diversity of Marjan Syrup products also includes the launch of low-calorie variants, responding to the needs of consumers who are increasingly concerned about health and a balanced lifestyle. This innovation shows the brand's sensitivity to health and wellness trends, making it more relevant in an ever-evolving market.

In terms of distribution, Marjan Syrup has wide product availability, both in local grocery stores and large supermarkets. This provides easy access for consumers from all walks of life to enjoy these quality products without any hassle. The combination of consistent taste quality, involvement in social and sustainability activities, and product innovation makes Marjan Syrup a superior and trusted choice among other syrup brands. With its ability to adapt to market changes and remain relevant in meeting consumer needs, Marjan Syrup continues to maintain its status as an icon in the world of syrup. In the month of Ramadan, Marjan Syrup advertisements can focus on aspects that are in accordance with the nuances and values respected during this holy month. First of all, advertising can highlight the diversity of fruit variants of Marjan Syrup as a symbol of fusion that celebrates the diversity among the different types of fruit used. Visuals and audio featuring colorful tropical fruits can give a fresh and festive impression, in line with the spirit of the month of Ramadan which is filled with joy and togetherness. Furthermore, focusing on the practicality and ease of using Marjan Syrup can be an important part of advertising. By emphasizing packaging that is easy to use and can be served straight away, advertising can highlight how Marjan Syrup can be a loyal friend at the iftar table without the need for a long preparation time. The social involvement and sustainability aspects of Marjan Syrup can also be introduced in this advertisement. All the research above states that the advertisements analyzed have several explicit and implied signs and meanings contained in the advertisement. These signs can perfectly capture consumers' interest in purchasing the product.

Research conducted by Sara (2017) also states that analyzing the meaning of signs using a semiotic approach can help customers capture hidden messages conveyed through advertising videos.

This research continues the research above but uses different data regarding Marjan syrup advertising videos. From previous research, the researchers used photos of Marjan syrup to analyze data on Marjan syrup advertisement, while my data here uses video on youtube of Marjan syrup advertisements as an analysis of the advertisement. Furthermore, while the previous studies use Charles Pierce's theory, this study uses Barthes' theory (1983). This research focuses more on the myths contained in the Marjan special Ramadhan syrup advertising video as well as the connotative and denotative meanings of each sign.

RESEARCH METHOD

This research aims to identify verbal and non-verbal signs and the intended meaning of these signs in the promotional video for Marjan Special Ramadhan Syrup.

Therefore, researchers in this case use a qualitative research approach. Anggito & Setiawan (2018) argue that qualitative research is a part of research that uses researchers as the main instrument to explain events that occur in the natural environment. Silverman (2020) also notes that qualitative research emphasizes subjective meaning when describing people's experiences through reading or words without calculation. In addition, researchers used a descriptive approach to achieve research objectives. According to Gay (1987:11), descriptive research requires collecting information to test theories or provide answers to questions about the conditions that exist in the research subject. This shows that in descriptive research, research occurs spontaneously, and research can only measure what already exists. In qualitative descriptive research, researchers collect data, view advertisements on YouTube and then describe their findings.

This research uses qualitative research methodology. Sugiyono (2009:306) claimed that "the researcher in qualitative research is as human instrument; his function is to determine the research focus, to determine the informant as source of data, to collect data, to assess quality of data, to analyze data, to interpret data and to conclude of the findings". This type of research is semiotics analysis on advertisement by Roland Barthes. Semiotics focuses on the role of communication in stabilizing and maintaining values and how those values enable communication to have meaning.

This advertisement was made into a series by broadcasting on television and also uploaded to Marjan Boudoin's YouTube account. Using the YouTube page so that videos or films can be enjoyed by a wider audience (Prawiranegara, Djudjur, & Radjagukguk, 2020). Marjan's advertisement was broadcast in February 2023 and has now reached 14 million views.

From the description above, researchers will examine the advertisement using Roland Barthes' semiotic theory, with the meaning of a sign which is divided into 3 main points of understanding a sign, namely connotation.

FINDING AND DISCUSSION

Findings

Mosques, scenes of prayer, and get-togethers for iftar are among the traditional and religious symbols that are extensively displayed in the campaign. These components emphasize the communal and spiritual aspects of Ramadan while evoking a strong cultural resonance with the viewer.

Environmental problems are symbolically represented by the scenes showing a dragon-like creature attacking a fishing boat and a monster eating trash in the water. By emphasizing the negative effects of pollution and overfishing, these visual metaphors raise awareness of environmental issues.

1. THE ROLAND BARTHE'S THEORY

Table 4.1 Roland Barthes Theory

CONCEPT	Application to "Baruna the Guardian of the Ocean" Advertisement
Sign	The combination of visual and textual elements in the advertisement, such as the character Baruna, the monstrous creature, and the village setting.

Signifier	The specific forms and representations used, including Baruna (the guardian), the sea monster, traditional village scenes, and the Marjan Syrup product.
Signified	The underlying concepts and ideas these signifiers represent, such as protection of cultural and natural heritage, environmental stewardship, and Ramadan values.
Denotation	The literal content of the advertisement: Baruna fighting the sea monster to protect the village and the Marjan Syrup product being featured.
Connotation	The deeper meanings associated with the advertisement: Baruna symbolizes cultural heroism and environmental protection, while the product embodies traditional values and community unity during Ramadan.
Myth	The advertisement promotes the myth of the heroic guardian protecting the community from external threats, reflecting ideals of bravery, unity, and cultural pride during Ramadan.

The narrative that centers on Baruna and the people highlights themes of bravery, resiliency, and teamwork. The village's cooperation in defeating the monster serves as a reminder of the significance of communal cohesion, which is especially important during Ramadan.

The commercial discreetly promotes moral and ethical integrity. The people's victory over the monster represents the triumph of good over evil and echoes the spiritual battle against sin, which is a major Ramadan theme. Utilizing religious and cultural symbols in the campaign is a calculated move that makes the target audience instantly relate to it. Through its alignment with the principles and customs of Ramadan, Syrup Marjan skillfully portrays itself as a vital component of the holiday. Because the environmental theme is in line with concerns about sustainability around the world, it is very notable. The commercial presents the company as socially and environmentally sensitive while simultaneously bringing attention to pressing concerns like overfishing and pollution.

This table separates the denotative (literal meaning or direct appearance) and connotative (additional or symbolic meaning) elements of the advertisement, providing a deeper understanding of how messages and values are conveyed through the advertisement "Baruna The Guardian Of The Ocean" by Sirup Marjan.

Table 4.2 The Denotative and Connotative Meanings

ASPECT	DENOTATIVE	CONNOTATIVE
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Character Of Baruna	Baruna is depicted as a protector of the sea, wearing traditional or mythological clothing, fighting against sea monsters.	Baruna symbolizes courage, cultural protection, and strength, as well as a symbol of heroism and protection of the community and the environment.
Sea Monster	A terrifying sea creature, threatening the village and the environment.	Depicting threats to well-being and the environment; symbolic of the challenges that must be faced to protect culture and community.
Traditional Village	A depiction of a traditional fishing village with a Ramadan atmosphere.	Symbolizing community, togetherness, and traditional values that are important in Indonesian culture, as well as the spirit of celebrating Ramadan.
Ramadan Celebration	A scene showing families and communities gathering to break their fast.	Depicts values of family, togetherness, and spirituality; associations with meaningful celebrations and traditions.
Marjan Syrup Products	Marjan Syrup is featured as part of the Ramadan celebration, often served in dishes or drinks.	Showing that this product is an important part of the Ramadan tradition, adding a special flavor and deliciousness to the celebration.
Sea	A beautiful image of the sea, sometimes in calm or turbulent conditions.	Symbolizes the source of life, the richness of nature, and the need for environmental preservation and responsibility towards natural resources.

The advertisements show how marine pollution harms biological resources and provide examples of actual environmental degradation in Indonesia and around the world. The advertisements highlight the negative effects of plastic garbage consumption on ecosystems and human health by portraying marine life. Additionally, they draw attention to the negative effects of ongoing pollution, such as the deterioration of

seawater quality and its effects on a variety of industries, including agriculture and tourism. The integration of environmental communication into PT. Lasallefood's advertising is indicative of a corporate social responsibility campaign that aims to increase public awareness of the crisis caused by plastic trash in the ocean. In contrast to earlier cultural and normative methods, this shift in attention toward tackling important environmental challenges suggests a more serious approach. This endeavor corresponds with the concerning data on plastic pollution in the global waters, where Indonesia is among the leading contributors. The advertisements stress the wider effects on human health and the economy in addition to the threats to marine life (Mutia, 2022). This advertisement clearly demonstrates a representation approach related to marine pollution with the goal of educating the public to better protect the environment, in addition to CSR environmental communication as a corporate responsibility.

Discussion

The Myth of Syrup Marjan

In ancient times, the sea was a source of life and blessings for coastal communities. However, behind its beauty and riches, the sea also holds great danger. Threatening sea creatures often appear to destroy the peace of the village and steal the fishermen's catch. To protect the village and ensure the welfare of the villagers, the gods created Baruna, a guardian with extraordinary powers and a deep connection to the sea.

Baruna is a respected figure with magical powers that allow him to communicate with sea creatures and control the waves. He protects the village from danger, keeping the sea clean and safe for fishermen. Whenever a threat emerges from the depths of the sea, Baruna will step in, ensuring that balance and harmony are maintained.

One day, a great threat comes in the form of a giant sea monster filled with dark powers. This monster wreaks havoc on the ocean, polluting the water, and frightening the villagers. In desperation, the villagers prayed to Baruna, hoping that the guardian would come to save them.

Hearing their call, Baruna immediately took action. With his strength and courage, he fought the monster in a majestic battle in the midst of the raging sea. Baruna used his abilities to overcome the monster's power, cleanse the sea of the damage it had caused, and restore peace to the village.

Baruna's victory became a symbol of strength, protection, and loyalty. After the battle, the sea was peaceful and clean again, and the fishermen could continue their lives in peace. The villagers celebrated this victory with gratitude, and Baruna became a symbol of courage and devotion.

In the context of the Marjan Syrup advertisement, this myth is revived to illustrate the values of protection and unity. Baruna is not only the guardian of the sea, but also a symbol of the need to maintain tradition and the environment amidst changing times. Marjan Syrup, which is often enjoyed during the Ramadan celebration, is associated with the spirit of community and the warmth of tradition, reflecting how this product is part of the celebration and togetherness that involves the entire community.

In a peaceful fishing village on the coast of Indonesia, there is an ancient myth passed down from generation to generation about Baruna, the Guardian of the Sea. According to folklore, Baruna is a legendary hero tasked with maintaining the balance and safety of the rich and mysterious sea.

CONCLUSION

The conclusion in this study based on the results of the previous discussion is that the advertisement Marjan Baruna Sang Jaga Samudera 2023 represents the meaning of heroism of the main character Baruna and shows the importance of maintaining environmental cleanliness, especially in the ocean to prevent marine pollution. The meaning of heroism is displayed in the scene of the Marjan 2023 advertisement with the character Baruna in his heroic action against the dragon as a sign of the coming disaster due to the sea being polluted by garbage. This is reflected when Baruna shows his heroic side accompanied by the Trisula spear, especially in the advertisement scene part 2 at a duration of 0:43 seconds through the narration "This is Baruna's ultimate attack" as a sign of the final destruction of the dragon and a form of victory. Then related to marine pollution which is reflected in the packaging of the Marjan 2023 advertisement storyline invites the audience to foster the importance of maintaining and caring for the cleanliness of marine areas in order to avoid unexpected disasters, especially regarding pollution due to plastic waste that is disposed of irresponsibly.

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