

The Myth of SUN Purple Sweet Potato Baby Cereal Advertisement in Television (A Semiotic Study)

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Abstract: *The purposes of this research were (1). to explain the denotation meaning and connotation meaning consisted in SUN purple sweet potato baby cereal advertisements on television that create myths. (2). to explain the meaning of the myth which is represented in SUN purple sweet potato baby cereal advertisements on television. The theories that were used to analyze the data came from Peirce's theory to find the icon, index, and symbol of each image in the advertisement. In finding myth, this research used Barthes' theory. The method used in this research was qualitative method. The data that were analyzed and the results of the analysis were in the form of description of phenomena, not in the form of numbers or coefficients about the relationships between variables. The researcher used the observation method by directly observing, recording the SUN purple sweet potato baby cereal advertisement on television, then note taking the verbal and non-verbal texts of the advertisement. The results of this research indicate that denotation meaning is explained by using icons, indices, and symbols; from there the connotation meaning is created. The meaning of myth in this research is created from the connotation meanings in SUN purple sweet potato baby cereal advertisement, that SUN purple sweet potato baby cereal is a healthy food for the babies because it contains of anthocyanin that contained antioxidant that is good for the babies' growth.*

Keywords: denotation meaning, connotation meaning, myth, SUN baby cereal advertisement.

1. Introduction

In interacting with the communities around us, surely we will face different individuals. In communicating between one another, we are confronted with signs that make us understand each other about a thing. In terms of understanding the signs, we must interpret the signs and we should have the same concept, therefore no misunderstanding will arise. With the meaning of these signs, humans will be able to communicate with one another and also they can adapt to their environment. But sometimes in reality, the sign is not always understood correctly and have the same concept. Every individual has their own interpretation of meaning for a variety of reasons.

In communicating, the message that is conveyed must be understood by the recipient of the message. So that the communication will run smoothly. Inside the message there are varieties of information to attract attention, to persuade, to invite, to provide information to each other and so forth. We can see various forms of messages, one of which is advertisement. Advertisement is a means of persuasive communication that aims to persuade people in a community and also to influence them. The information provided in advertisements, both informs the products in the form of goods and informs the services offered, makes the recipients of the message inevitable from the offering of these products through various mass media such as television, radio, newspapers, magazines, internet and so on. Through advertisement, we realize that we will depend on certain products that are offered; therefore we will unconsciously continue to use these products.

The function of advertisement besides to offer or to promote a product, it also sells ideas such as needs, desires, expectations, and solutions for consumers. In advertisement presentation, both from texts and from interesting images

and sounds, there are constructions of meaning that influence, encourage or persuade us to consume the products that offered. Myers (2012: 85) argues that advertisement is not only forming a brand and informing the benefits of a product, but also the product itself must have something meaningful. The emphasis in advertisement is how the product is seen as a meaningful sign for us. In the society, signification can be understood in its real meaning, while some signs have connotation meaning. If the connotation becomes stronger in society, then connotation will become a myth.

Based on the phenomena above, the researcher conducts this research in order to explain the construction of myth in the television advertisement of SUN baby cereal. In terms of its purpose, baby cereal advertisements have purposes of influencing and persuading the society, especially mothers, to buy the products offered for their babies, because after the babies consume only the breast milk for 6 months, mothers will introduce food to their babies. In this practical era, instant baby cereal will make it easier for mothers to provide food for the baby. It is more practical and saves time; therefore it will reduce the mother's task. Babies also learn to taste food therefore baby cereal products are usually available with many variants of flavor, so that the babies can taste the food well.

From the explanation above, the purpose of this research is to explain the signification process that creates myths in the television advertisement of SUN baby cereal and to explain the meaning of the myths represented in these advertisements.

2. Theoretical Review

De Saussure's theory of signs states that a sign consists of a binary structure (dichotomy), that is, the structure consists of

two parts: (1). the concept is called signifier (*signifiant*), and (2). Sound image (acoustic image) is called signified (*signifié*). Signifier and Signified are closely related, both of which are psychological entities, they were not naturally formed but they were formed based on the culture and social conventions. Thus the convention or agreement is very important to regulate the relations between the two.

De Saussure’s theory was developed by Barthes (1952-1980) which described a signifier (*signifiant*) and signified (*signifié*) as a two-stage process. Barthes makes the static concepts signifier (*signifiant*) and signified (*signifié*) becomes dynamic. Barthes developed that theory into a denotation and connotation theory.

The connotation theory was later developed by Barthes and become a theory of myth. This myth is a modern myth; Barthes called it mythologies, which is a semiological system that is a system of signs that are interpreted by humans. The interpretation is arbitrary so it is open to various possibilities. Semiology is a science of forms, since it studies the significations apart from their content (Barthes, 1998: 111).

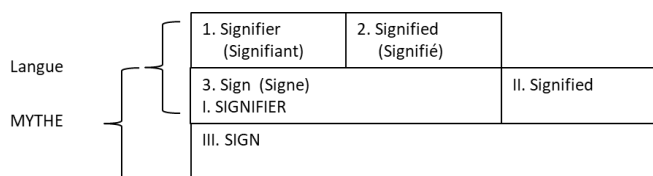


Figure 1: Roland Barthes signification map (source: Mythologies (Barthes,1957:113))

In myth, there are three dimensional patterns, namely: signifier, signified, and sign. But myth is a special system, because it is formed from a series of pre-existing semiological chains: myth is a second-level semiological system. The sign (i.e the total combination of concepts and images) in the first system becomes the signifier in the second system. In this research, Barthes' myth is used to find out the myths that exist in the television advertisement of SUN baby cereal.

According to Peirce, the sign and its meaning is a cognitive process called semiosis. Semiosis is the process of meaning and interpretation of signs. This process of semiosis goes through three stages, namely representamen (R), object (O), and interpretant (I).

Representamen is a part of a sign that can be perceived (physically or mentally) that refers to something that is represented by an object. Then the Interpretant is part of the process that interprets the relationship of the Representamen with the Object. Because of its nature that connects three aspects, namely representamen, objects, and interpretants, in a process of semiosis, this semiotic theory is trichotomic. There are three types of signs which are located on the axis of representamen and objects, namely an Icon, an index, or a Symbol.

An *Icon* is a sign which refers to the Object that is denotes merely by virtue of characters of its own, and which it

possesses, just the same, whether any such Object actually exists or not. An *Index* is a sign which refers to the Object that it denotes by virtue of being really affected by that Object. In so far as the Index is affected by the Object, it necessarily has some Quality in common with the Object, and it is in respect to these that it refers to the Object. A *Symbol* is a sign which refers to the Object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the Symbol to be interpreted as referring to that Object. (Buchler,1955:102).

3. Research methods

This research uses qualitative method because it uses method that produces descriptive data. The data are in the form of verbal (text) and nonverbal language (video images) of television advertisement that is SUN baby cereal. The data are the slogans, taglines and narrative texts of SUN baby cereal advertisements on Indonesian national television. In supporting this research, the researcher uses some references such as books, research papers, magazines, and the internet. The data are taken only through observation of research objects and they are not processed by using any calculation method.


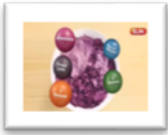



The data collection method in this research is first, observe the advertisement of SUN baby cereal on Indonesian national television, then record it. Second, make notes about the slogan, tagline and narration text of the advertisement. The last step, determine the signifier, signified, and signs that create myths from television advertisement of Milna organic baby cereal.

The method of data analysis in this research is first, analyze the signification process that creates myths in the television advertisement of Milna organic baby cereal and explain the meaning of myths represented in these advertisements by using Barthes theory. The data are presented in the form of tables and maps of Barthes signification.

4. Analysis of SUN Purple Sweet Potato Baby Cereal Advertisement

Through advertisement, consumers can find out the messages that are conveyed by the producer of a product by providing information about the products offered. In analyzing the data the researcher used a semiological system that is by using signification process which then creates a myth.

No.	Picture	Verbal Texts	Non-Verbal Texts
1.		Pertama di Indonesia... SUN Ubi Ungu (The first in Indonesia SUN purple sweet potato)	The picture of slices of sweet potatoes

2.		Mengandung Antosianin sebagai anti oksidan alami (<i>Contain Anthocyanin as a natural antioxidant</i>)	the picture of SUN purple sweet potato in its box package, beside it a bowl of sweet potato slices. The visual text id Antosianin (Anthocyanin).
3.		Antosianin, Zinc, 7 mineral, tinggi serat, dan 11 vitamins (<i>Anthocyanin, 7 Mineral, high food fiber, 11 vitamins</i>)	The picture of a bowl of SUN purple sweet potato with the ingredients are Antosianin, Zinc, 7 mineral, high food fiber, and 11 vitamins
4.		Gizi seimbang (<i>a balanced nutrition</i>)	The picture of a bowl of purple sweet potato that contains of a balanced nutrition
5.		Dukung tumbuh kembang adik bayi (<i>For baby's growth</i>)	The picture of a baby who is fed by her mother.
6.		Baru Kasih SUN kasih alami ibu (<i>SUN's Love is a mom's natural love</i>)	The picture of the box of SUN purple Sweet potato and th real sweet potato beside it with the visual texts "Kasih SUN kasih alami ibu " (<i>SUN's Love is a mom's natural love</i>)

Context:

SUN baby cereal is the first baby cereal in Indonesia which is made from purple sweet potato and contains anthocyanin which is a natural antioxidant. Other ingredients in SUN baby cereal are Zinc, 7 minerals, food fiber, and 11 vitamins which are the balanced nutrition for baby's growth and development.

Analysis:

Denotation and connotation meaning will be analyzed based on its icon, index and symbol.

Picture 1. The picture as the icon of the purple sweet potato which is the main ingredient in SUN baby cereal and the first baby cereal that contains purple sweet potato. The index of picture 1 is purple sweet potato contains anthocyanin which is a natural antioxidant; it is a good nutrition for the baby. Baby will be healthy if the baby consumes anthocyanin that contained in purple sweet potato. Purple sweet potato is the symbol of natural antioxidant. The connotation of picture 1 is the purple sweet potato is a natural antioxidant that is good for the babies.

Picture 2. The picture as the icon of the box package of SUN purple sweet potato baby cereal, and beside the box, there is a bowl of purple sweet potato slices inside it, and also a non-verbal texts "anthocyanin". The index of the

picture 2 shows that anthocyanin is contained in purple sweet potato means that SUN purple sweet potato baby cereal contains anti-oxidant from anthocyanin. Anthocyanin is the symbol of antioxidant that contains in SUN baby cereal. The connotation of picture 2 is that anthocyanin in SUN purple sweet potato baby cereal has a function as an antioxidant that is good for babies.

Picture 3. The picture the icon of the nutrition contained in SUN purple sweet potato baby cereal, they are Anthocyanin; Zinc; 7 minerals; food fiber; and 11 vitamins. Index of picture 3 is the nutrition contained in SUN purple sweet potato baby cereal shows to convince the customer that SUN purple sweet potato baby cereal contains much nutrition. The nutrition contained in SUN purple sweet potato baby cereal can make our baby healthy. Nutrition in SUN purple sweet potato baby cereal is the symbol of good nutrition for the baby. Connotation of picture 3 is that all the nutrition contained in SUN purple sweet potato baby cereal are good nutrition for babies.

Picture 4. The picture as the icon of all nutrition in picture 3 that are joined into one as a balanced-nutrition. Index of picture 4, a balanced-nutrition is the good nutrition for babies, shows that SUN purple sweet potato baby cereal is a healthy food. A balanced-nutrition is the symbol of healthy. Connotation of picture 4 is that SUN purple sweet potato baby cereal contained a balanced-nutrition that is good for babies' growth.

Picture 5. The picture as the icon of a baby is fed by his mom. The baby looks so happy. Index of picture 5, the baby looks happy because he was fed SUN purple sweet potato baby cereal by his mom. A smiling baby is the symbol of happiness, means that he likes SUN purple sweet potato baby cereal. Connotation of picture 5 is that a baby love to eat SUN purple sweet potato baby cereal, besides the taste is good, it is also healthy.

Picture 6. The picture as the icon of a box package of SUN purple sweet potato baby cereal and the purple sweet potatoes beside it. The non-verbal text " Baru (new)", and "Kasih SUN kasih alami ibu (*SUN's Love is a mom's natural love*)". Index of the picture 6 is SUN baby cereal is good for babies because purple sweet potatoes contain anthocyanin. SUN purple sweet potato baby cereal is the symbol of a love that given by a mother to her baby. Connotation of picture 6 is that SUN purple sweet potato baby cereal is care for a baby's growth, like a love of a mother to her baby.

To have a myth of SUN purple sweet potato baby cereal advertisement, we can see from the connotation of each picture. The connotation of picture 1 is the purple sweet potato is a natural antioxidant that is good for the babies. The connotation of picture 2 is that anthocyanin in SUN purple sweet potato baby cereal has a function as an antioxidant that is good for babies. Connotation of picture 3 is that all the nutrition contained in SUN purple sweet potato baby cereal is good nutrition for babies. Connotation of picture 4 is that SUN purple sweet potato baby cereal contained a balanced-nutrition that is good for babies'

growth. Connotation of picture 5 is that a baby love to eat SUN purple sweet potato baby cereal, besides the taste is good, it is also healthy. And the last is the connotation of picture 6 is SUN purple sweet potato baby cereal is care for a baby's growth, like a love of a mother to her baby.

From all connotations of each picture in the SUN purple sweet potato baby cereal advertisement, we can say that the myth of SUN purple sweet potato baby cereal advertisement is SUN purple sweet potato baby cereal is a healthy food for the babies because it contains of anthocyanin that contained antioxidant that is good for the babies' growth.

5. Conclusion

After analyzing the icon, index and symbol of each picture in SUN purple sweet potato baby cereal advertisement, we can see the denotation and connotation meaning of the advertisement. And from the connotation of each picture we can say that the myth of the advertisement is SUN purple sweet potato baby cereal is a healthy food for the babies because it contains of anthocyanin that contained antioxidant that is good for the babies' growth.

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Author Profile



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