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The Series Visual Study of Syrup Advertising In 2024

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ABSTRACTS

Advertisement is a type of marketing communication that refers to the communication techniques used by marketers to reach and convey messages to consumers. In conveying a message, it can be done through various creative and interesting approaches. The 2024 Marjan advertisement raises a story from the folk tale "Putri Hijau and Tuan Jungkat" from North Sumatra and also concerns environmental issues regarding excessive exploitation of nature. In making the advertisement, Marjan packages folk tales and environmental issues into an advertising concept that contains symbols and meanings in its visual elements. The message is packaged in various visual elements, be it the background, property or character. Therefore, it is necessary to analyze what symbols are contained in the 2024 Marjan advertisement and also the meaning of these symbols. This study aims to find out what symbols are contained in the 2024 Marjan advertisement and the meaning of these symbols. The analysis of the meaning of the object focuses on the characters contained in the advertisement. In examining the symbols and meanings of character objects in the 2024 Marjan advertisement, the author uses Charles Sanders Peirce's semiotic method, namely 3 types of signs consisting of icons, indexes, and symbols. The results of this study indicate that the 2024 Marjan advertisement not only contains the main message that it wants to convey but also contains various symbols and meanings contained in the character objects in the

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advertisement, starting from the symbol of a small child who symbolizes happiness, growth, and a bright future. a big man who can be interpreted as a monster that has destructive power and chaos, a body covered in lava and rocks symbolizes anger, destruction and uncontrollable natural elements. This study is expected to provide knowledge about the messages in advertisements that are packaged in symbols on the visual elements contained in an advertisement.

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1. INTRODUCTION

In marketing a product so that it is known by the wider public, advertising is needed. Advertising in a product is carried out as a form of marketing communication that aims to promote a product or service. Advertising is a type of marketing communication which is a general term that refers to all forms of communication techniques used by marketers to reach and convey messages to their consumers. The use of advertising in marketing a product can help encourage consumers in choosing a product by displaying the benefits and advantages of the product so that it can influence purchasing decisions. Advertising is a continuing communication process that brings the audience to the most important information they need to know" (Achmadi & Ihwany, 2023).

Advertisements are also used to build a positive brand image in the eyes of consumers, thereby creating customer loyalty and differentiating products from competitors. In addition, if

advertisements for a product often appear in the eyes of consumers, it is more likely that consumers will remember and recognize the advertised product. They are not only a means of disseminating information about products or services, but are also a powerful communication tool and can influence the way consumers understand and respond to brands.

In a syrup product, advertising is very important to use in marketing its products because in a syrup product there are various competitors so that consumers have many choices in deciding to buy a syrup product, therefore this advertisement is used in syrup products to help introduce products to consumers and help consumers in choosing syrup products, in introducing a syrup product to consumers, advertisements are packaged in such a way related to information about flavor variants, natural ingredients used and the advantages of the syrup product so that it becomes a differentiator from other syrup products. Syrup

product advertisements can be packaged with various concepts depending on what message you want to convey to consumers, including wanting to display a warmth and togetherness of family, a fresh and cheerful atmosphere when drinking the advertised syrup drink, displaying the advantages of various flavor variants found in the advertised product, packaging advertisements using a nostalgic concept using traditional elements ranging from folklore, local wisdom and also the typical culture of a particular region. In understanding a syrup advertisement in depth, an analysis is carried out using various approaches, both in visual communication and advertising message analysis,

In Visual Communication, the process of sending messages involves symbols, text, colors, photos, images, graphics, and other visual elements through various media that have their own meaning (Ha, 2024). Color is an important element that must be used in creating an impression so that the user of the object or thing can feel the meaning contained in the object. In the analysis of messages in advertisements, the meaning contained in the advertisement is analyzed either through a semiotic approach, rhetoric, or narrative analysis. In a syrup advertisement there is a visual content including the main visual elements, symbols and representations, visual style, emotional content. The message in an advertisement is packaged in various visual elements, be it in the background, properties, or characters in an advertisement.

There are studies related to a deeper study of syrup product advertisements, including research conducted by Bella

(2024) regarding the analysis of advertising and marketing communication concepts in the Marjan Ramadhan 2024 advertisement, using qualitative methods with data analysis techniques using the Miles and Huberman model, which explains that the advertising and marketing communication concept used in the Marjan Ramadhan 2024 advertisement is effective in increasing awareness and market opportunities for Marjan products and services. The advertisement also succeeded in increasing customer loyalty to the Marjan brand. Analysis of Marjan Syrup Advertising Media Communication Strategy to Attract Public Attention (2024), using a qualitative method with the Miles and Huberman model data analysis technique, it was explained that Marjan's advertising media communication strategy was proven to be successful in gaining public attention, making its products superior among other products, and the use of the Ramadan moment in Marjan's communication strategy was proven to be successful in increasing their sales in 2024 (Bella, 2024; Bian & Jian, 2021; Ewin et al., 2023; Fathimatuzzaro & Kusumandyoko, 2023).

Representation of Moral Messages in the Marjan 2024 Advertisement on YouTube Digital Media, using a descriptive qualitative method with Roland Barthes' semiotic theory, it was explained that the Marjan 2024 Advertisement succeeded in conveying a strong moral message by combining visual and audio elements effectively, such as emphasizing the importance of awareness and collective action in protecting the environment to protect nature from exploitation and damage caused by greedy behavior (Haikal 2024).

Interpretation of the 2023 Marjan Advertisement "Baruna Sang Jaga Samudera" using a qualitative method with a semiotic approach which explains that the Marjan advertisement is dominated by an inspiring moral message and can influence consumer perception and actions, plus the Marjan advertisement in 2023 also uses CGI (Computer Generated Image) technology in the visuals displayed so that the animation in the advertisement creates new creativity and innovation from previous Marjan advertisements, therefore CGI can create an attraction for the audience when watching the Marjan advertisement because of the realistic audio visuals. Then in the rational appeal, Marjan wants to show that its products can support global warming by recycling its products as useful materials for everyday life (Leila & Sutrisna, 2021; Patanani *et al.*, 2021; Terkan, 2014; Zhang *et al.*, 2016).

Analysis of Visual Rhetoric of the Marjan Advertisement Series "Baruna Sang Jaga Samudra" Episode 1 using a descriptive qualitative method by applying Sonja K. Foss's visual rhetoric theory, it is explained that this Marjan Advertisement conveys community legends, environmental issues, and providing visual displays with CGI (Computer-Generated Imagery) technology which is a digital 3D imaging that can provide a more realistic effect on a film scene. Marjan advertisements provide education on preventing environmental pollution by displaying visualizations of the major impacts of environmental pollution conveyed in the form of visual stories of community legends. The research conducted by the author is different from previous research, namely examining the symbols and meanings of the symbols contained

in the 2024 syrup advertisement, the syrup advertisement taken by the author is about the 2024 Marjan syrup advertisement which raises environmental issues (Fathimatuzzahro & Kusumandyoko, 2023).

In an advertisement there is a message that a product wants to convey to consumers, the message is packaged into visual symbols contained in an advertisement (Kuksov *et al.*, 2013), the 2024 Marjan advertisement raises environmental issues and also the folklore of Putri Hijau and Tuan Jungkat from North Sumatra. In making the advertisement, Marjan uses a strong narrative to raise environmental issues by using characters in folklore, so that the advertisement is rich in symbols and meanings in it. Therefore, an analysis is needed regarding what symbols are contained in the 2024 Marjan advertisement and also the meaning of these symbols. This study aims to find out what symbols are contained in the 2024 Marjan advertisement and the meaning of these symbols. In this study, the author uses the semiotic method because the semiotic method is used to analyze signs and visual meanings in an object. Semiotics as a science or analysis method to study signs. In line with that, Zoest put forward his opinion that semiotics is a science that studies signs and the production of meaning.


RESULTS AND DISCUSSION


In making its advertisements, Marjan always inserts a message that it wants to convey to the audience besides its main topic, namely the product, in the 2024 advertisement, Marjan takes character figures from the folklore of Putri Hijau and Tuan Jungkat from North Sumatra and also about environmental issues

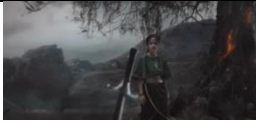
regarding excessive exploitation of nature. Therefore, the researcher wants to study what symbols are packaged in the 2024 Marjan advertisement and the meaning of the symbols. The author analyzes the symbols from the objects contained in the selected scene, the object analysis focuses on the characters in the advertisement. In studying the symbols and meanings of the character objects in the 2024 Marjan advertisement, the author uses Charles Sanders Peirce's


semiotic method, namely 3 types of signs consisting of icons, indexes, and symbols (see Table 1).



Table 1. Episode 1 entitled the green princess and the village of life.


No	Research Object	Icon	Index	Symbol	Meaning
1	 <p>Frame 1 Minutes: 0.03 The visual depicts happiness, as well as growth where adult women as mentors of the new generation lead to a bright future.</p>	<ul style="list-style-type: none"> • Small child • Green traditional clothes • Adult female • Brown traditional clothes 	<ul style="list-style-type: none"> • Small • Cheerful • Green clothes • Tall • Big • Guide • Brown clothes 	<ul style="list-style-type: none"> • Small child • Small children from a pronatalist perspective • Ulos cloth clothes • Green traditional clothes • Adult female • Brown traditional clothes 	<ul style="list-style-type: none"> • Little children symbolize happiness, growth, and a bright future • The presence of children is considered very important in marriage, especially for couples who live in environments with high pronatalist values (Patnani et al., 2021). • Ulos cloth symbolizes a bond of love between parents and their children, or between one person and another (Syabrina & Saqinah, 2024, 12)


					<ul style="list-style-type: none"> • Green traditional clothes signify life, fertility, prosperity and hope • Adult women become symbols of leaders or mentors of the new generation • Brown clothes reflect cultural roots, wisdom and maturity
2	 <p>Frame 2 Minutes: 0.17 The visual depicts a battle where the knight is the protector of the values or principles of truth, while the old man depicts a character full of anger and cruelty.</p>	<ul style="list-style-type: none"> • Adult male • Knight's clothes • Sword • Old man • Robe • Red energy 	<ul style="list-style-type: none"> • Attacking posture with sword • Focus on the enemy • Dirty or shabby clothes • Protective red light • Steadfastness in the midst of attacks • Aura or energy ray 	<ul style="list-style-type: none"> • Sword • knight's clothes • Attacking action • Red • Robe • Bald character 	<ul style="list-style-type: none"> • The sword signifies honor, strength and the pursuit of justice. • Knight's clothes symbolize the role of protector and courage • Attacking action shows defense of values or principles of truth • The color red is a symbol of great power that contains anger, destruction and power. • The negative meaning of the color red symbolizes immorality, cruelty, revolution,

					<p>battle, anger and aggression. (Achmadi & Ihwanny, 2023, 3)</p> <ul style="list-style-type: none"> The color red has different meanings based on the perspective of each culture, for example in Africa dark red symbolizes death, in France red symbolizes masculinity (Ha, 2024). The robe reinforces the impression of wisdom and spirituality Bald head indicates a strong and wise spiritual character
3	 <p>Frame 3 Minutes: 0.39 The visual depicts a small child who is appointed to continue a struggle.</p>	<ul style="list-style-type: none"> Small child Sword Traditional clothing 	<ul style="list-style-type: none"> Stare at the sword Upright body gesture Position of the sword in front of the child Stuck in the ground 	<ul style="list-style-type: none"> Small child Sword 	<ul style="list-style-type: none"> Children represent the hopes and future of the next generation Looks and gestures show readiness to accept responsibility The sword stuck in the ground signifies the legacy of struggle that

					<p>must be continued</p> <ul style="list-style-type: none"> • A sword stuck in a tree is likened to the struggle of someone who has fallen (Abdollah & Ahmad, 2011) • Traditional clothing strengthens inherited cultural values
4	 <p>Frame 4 Minutes: 0.42 The visual depicts an adult woman who is focused on training and struggling to achieve a goal.</p>	<ul style="list-style-type: none"> • Adult female • Cream and green clothes • Sword 	<ul style="list-style-type: none"> • Body gestures that are defending or ready to attack • Firm and focused facial expression • Position of the sword in the hand 	<ul style="list-style-type: none"> • Adult female • Green • Sword 	<ul style="list-style-type: none"> • Adult women symbolize a strong, independent and brave character • Cream and green clothes reflect harmony, peace and a dynamic life. • Green color, symbolizes harmony and health, the meaning of green is a generous and relaxing color that revitalizes the body and mind, this color balances emotions and makes a person feel safe and protected, while in Chinese culture, green

					<p>symbolizes life, peace and vitality (Bella, 2024)</p> <ul style="list-style-type: none"> • Cream brown is a natural color that gives a psychological influence of strength, endurance, security, safety, comfort, warmth (Haikal, 2024). • The sword contains the meaning of honor, responsibility and the spirit of justice
5	 <p>Frame 5 Minutes: 0.50 This visual depicts the success of something that is a goal.</p>	<ul style="list-style-type: none"> • Adult female • Traditional clothes colored cream and green • Old woman • Traditional clothes colored cream and brown 	<ul style="list-style-type: none"> • Facial expressions smiling and looking at each other • Traditional clothing • Holding a drink 	<ul style="list-style-type: none"> • Cream and green color • Young woman • Cream and brown clothes • Old woman 	<ul style="list-style-type: none"> • Cream and green colors symbolize life, hope, warmth • Interaction between generations shows continuity of values and culture • Cream and brown colors symbolize wisdom, warmth and stability
6	 <p>Frame 6 Minutes : 0.02</p>	<ul style="list-style-type: none"> • Adult female • Green knight clothes • Bracelet 	<ul style="list-style-type: none"> • Knight's clothing • Upright posture and looking 	<ul style="list-style-type: none"> • Green clothes • Bracelet • Knight's clothing • Sword 	<ul style="list-style-type: none"> • The color green symbolizes hope, the power of nature, and balance.

	<p>The visual depicts a spirit that focuses on a goal to defend the truth.</p>	<ul style="list-style-type: none"> • Sword 	<p>straight ahead</p>		<ul style="list-style-type: none"> • The color green is often associated with natural elements, fertility, and hope (Ha, 2024; Patnani <i>et al.</i>, 2021). • Bracelets symbolize strength and power • Knight's attire presents him as a protector, defender of values and honor • The sword symbolizes justice, strength and struggle
7	 <p>Frame 7 Minutes: 0.25 The visual depicts a struggle with strength and hope to fight against an uncontrollable anger.</p>	<ul style="list-style-type: none"> • Adult female • Sword • Big man 	<ul style="list-style-type: none"> • Pose of a woman attacking with a sword • Green light effect from the sword • A big man of fire and rock 	<ul style="list-style-type: none"> • Adult female • Glowing sword • Big man 	<ul style="list-style-type: none"> • Adult women symbolize strength, courage, leadership • The shining sword symbolizes strength, goodness, hope, harmony with nature • Big man symbolizes a destructive force and also chaos • Lava and rocky bodies symbolize anger, destruction and uncontrollable

					natural elements.
8	 <p>Frame 8 Minutes: 0.51 The visual depicts a victory of a knight.</p>	<ul style="list-style-type: none"> • Adult female • The knight's clothes and cloak are green • Gold bracelet and crown • A group of people 	<ul style="list-style-type: none"> • The woman who came down flew from top to bottom with a happy expression • The knight's clothes and green robe • Gold crown and bracelet • Joyful expression raising hands and carrying a glass 	<ul style="list-style-type: none"> • Knight outfit and green cloak • Gold crown and bracelet • A group of people 	<ul style="list-style-type: none"> • Adult women in knight clothes symbolize heroism, closeness to nature, hope, growth. • The golden crown symbolizes honor, leadership • Gold bracelets symbolize heritage, ancestral power • A group of people symbolizes a symbol of society, a collective celebration.

The results of the analysis show that in an advertisement there is a message that wants to be conveyed, these messages are packaged in visual elements in an advertisement that contain symbols and meaning. Based on the research objectives, namely to find out what symbols are in the 2024 Marjan advertisement and the meaning of these symbols which focuses on the meaning of character objects in an advertisement. The research objective has been achieved with the presence of symbols and meanings contained in a 2024 Marjan advertisement. The symbols and

meanings contained in a character are obtained from the results of the study of each scene selected by the author in the 2024 Marjan advertisement. By using Charles' theory, the author found symbols and meanings that were divided into three types of signs, namely icons such as children, traditional clothes, adult women, swords, indices such as knight clothes, the position of the sword in front of the child, stuck in the ground, attacking posture with a sword, symbols such as children, small children from a pronatalist perspective, ulo cloth clothes, sword, red color, green color.

4. CONCLUSION

From the results of the analysis that has been done, the author found symbols contained in the character objects of each scene studied in the 2024 Marjan advertisement, both episodes one and two. In episode one, in frame 1, the icon sign is a small child, green traditional clothes, adult women, brown traditional clothes, the index is small, cheerful, green clothes, tall, big, leading, brown clothes, the symbol of a small child small children from a pronatalist perspective, ulos cloth clothes, green traditional clothes, adult women, brown traditional clothes

The conclusion of the meaning of the symbols obtained in the Marjan advertisement episode one in frame 1 is that a small child symbolizes happiness where the presence of a child is a very important thing, a small child experiences a growth process where a guide is needed for a brighter future, a ulos cloth shirt also symbolizes a bond of affection between parents and children or someone and someone else, a small child wearing a green shirt can be interpreted as a seed that will grow and an adult woman wearing a brown shirt can be interpreted as an old leaf, so that there is a re-generation to achieve a brighter future.

In episode one on frame 2 the icon signs are adult male, knight's armor, sword, old man, robe, red energy, index is attacking posture with sword, focus on enemy, dirty or shabby clothes, red light that protects, steadfastness in the middle of attack, aura or energy beam, sword symbol, knight's armor, attacking action, red color, robe, bald character

The conclusion of the meaning of the symbols obtained in the Marjan advertisement episode one in frame 2 is that the knight's clothes symbolize the role of a protector and also the courage shown from the action of attacking to defend the values or principles of truth, the bald head and also wearing a robe indicate a character who has a strong spirituality, red energy is a symbol of a great power that contains power, anger and destruction.

In episode one on frame 3 the iconic signs - a child, a sword, traditional clothing, the index is a gaze towards the sword, an upright body gesture, the position of the sword in front of the child, stuck in the ground, a symbol of a child, a sword, The conclusion of the meaning of the symbols obtained in the Marjan advertisement episode one on frame 3 is traditional clothing to strengthen the inherited cultural values, the stuck sword signifies a legacy of struggle that must be continued, the child represents hope and the future as the next generation with a gaze and gesture showing readiness to accept responsibility.

In episode one on frame 4 the icon of an adult woman, a cream and green dress, a sword, the index is a body gesture that is defending or ready to attack, a firm and focused facial expression, the position of the sword in the hand, the symbol of an adult woman, the color green, a sword, The conclusion of the meaning of the symbols obtained in the Marjan advertisement episode one on frame 4 is that the sword contains the meaning of honor, justice, responsibility, and enthusiasm where adult women train themselves to achieve a goal, adult women symbolize a strong and independent character and dare to fight,

the colors cream and green reflect harmony, peace, and a dynamic life

In episode one on frame 5 the icon signs are adult women, cream and green traditional clothes, old women, cream and brown traditional clothes, the index is a smiling facial expression and looking at each other, traditional clothes, holding a drink, cream and green color symbols, young women, cream and brown clothes, old women, The conclusion of the meaning of the symbols obtained in the Marjan advertisement episode one on frame 5 is the interaction between generations that shows the continuity of values and culture, the colors cream and green symbolize warmth, life and hope, the colors cream and brown symbolize wisdom, warmth and stability.

In the second episode on frame 6 the icon sign of Adult Women, green knight clothes, bracelets, swords, the index of knight clothes, upright posture and straight ahead gaze, the symbol of green clothes, bracelets, knight clothes, swords, Conclusions from the meaning of the symbols obtained in the first episode of Marjan advertisement on frame 6 are that the color green is often associated with natural elements, fertility and hope and also symbolizes hope, the power of nature and also balance, the sword symbolizes justice, strength and struggle, the bracelet symbolizes strength and power and the knight's clothes represent as protectors in defending values and honor.

In the second episode on frame 7 the icon sign of adult women, swords, big people, the index is the pose of a woman

attacking with a sword, the effect of green light from the sword, a big man who is on fire and rocky, the symbol of an adult woman, a glowing sword, a big man, The conclusion of the meaning of the symbols obtained in the first episode of the Marjan advertisement on frame 7 is that adult women symbolize strength, courage, leadership and the glowing sword symbolizes strength, goodness, hope and also harmony with nature, a big man can be interpreted as a monster that has destructive and chaotic powers, a body covered in lava and rocks symbolizes anger, destruction and uncontrollable natural elements.

In the second episode on frame 8 the icon sign of adult women, green knight clothes and robes, gold bracelets and crowns, a group of people, the index of women who descend flying from top to bottom with a happy expression, green knight clothes and robes, gold crowns and bracelets, cheerful expressions raising hands and carrying glasses, symbols of green knight clothes and robes, gold crowns and bracelets, a group of people, The conclusion of the meaning of the symbols obtained in the first episode of the Marjan advertisement on frame 8 is that adult women in knight clothes symbolize heroism, closeness to nature and hope, crowns and bracelets symbolize honor, leadership and also the legacy of ancestral strength, a group of people symbolize a symbol of society, collective celebration.

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