

## **THE MEANING OF SYMBOLS IN BEAR BRAND MILK ADVERTISEMENTS (2021)**

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### **ABSTRACT**

This study analyzes the meaning of symbols in Bear Brand Milk Advertising (2021). The author aims to reveal the meaning of the symbols contained in the Bear Brand milk advertisement (2021). This study uses a qualitative method with a semiotic approach to the Roland Barthes model. Data were collected by analyzing sentences and visuals that appeared in Bear Brand's (2021) milk advertisements. There are two types of meaning, namely denotation and connotation contained in the sign of a black creature, a white dragon and a can of milk packaging contained in the Bear Brand (2021) milk advertisement. The sign serves as a bridge to represent the message that will be conveyed in Bear Brand dairy products.

**Keywords: Denotation, Conotation, signifier, signified**

### **INTRODUCTION**

Advertising is a medium that aims to promote and persuade the general public to be interested in a product being offered. Advertisements must be made as attractive as possible in order to attract potential consumers to consume the advertised product. Therefore, advertisements are not made without any meaning contained in them. Ad producers make an ad as creative as possible so that the message is conveyed to the audience. So that the audience knows the purpose to be conveyed. One of the creative and unique advertisements is Bear Brand milk advertisement. As we all know, Bear Brand milk is cow's milk, but the packaging logo has a bear image on it. And the ad is different again by showing a white dragon. The author intends to identify the sentences and visuals of the Bear Brand milk advertisement (2021) and analyze what messages to convey through the Bear Brand milk advertisement.

Symbols are conventional signs that are produced by humans through speech tools (Chaer, 2012). A symbol is a word in a language, while meaning is an object that we live in in the world in the form of a reference to the symbol. Symbols have meanings such as signs in paintings, writings, words that state something. Symbols do not signal directly, but through something else (Mufida, 2016). A coat of arms is a sign used to symbolize something else. Symbols in semantics are concepts that represent a word (Pateda, 2010). As for the various symbols in language, namely symbols of objects, symbols of color, symbols of sound, which represent the special meaning of the sound of a musical instrument or a certain combination of sounds, and symbols of atmosphere, which means describing something, event, or situation with other things (Syakur, 2018).

Symbols developed into a theory called semiotics. Semiotics has three aspects that are closely related to linguistics, namely syntactic aspects, semantic aspects, and pragmatic aspects (Sudaryat, 2019). Semiotic syntax is the study of relations which is

often focused on the search for rules that basically function together (Fatimah, 2020). Semiotic syntax cannot limit itself to only studying the relationship between signs in the same system (Sobur, 2017). If the focus is on the relationship between signs, then it is included in the field of semiotic syntax. Semiotic semantics is a study that focuses on the relationship between signs and their “denotatum”, and their interpretation. The pragmatic aspect, if the object of research is the relationship between signs and the use of signs, then we enter the field of semiotic pragmatics. Three aspects of semiotics, namely semantics related to signs; syntax deals with the combination of signs (the arrangement of signs); while pragmatics deals with the origin, use, and consequences of the use of signs in language behavior. The founders of semiotic theory are Ferdinand de Saussure and Charles Sanders Peirce. Saussure as the father of modern linguistics uses the term semiology, while Peirce, a philosopher uses the term semiotics. Previous research related to symbols has been carried out by Mufida. The difference is that the 2015 edition of the advertisement relates to honesty in conveying information according to Islamic teachings, such as information that is not false.

## METHOD

To get the data, we need a method in the process. This study uses qualitative methods to assist the analysis of data collection. Qualitative research is a researcher's effort to collect data based on a natural setting (Moleong, 2008). The data is described based on the description of the findings that are in fact (Amalia and Juanda, 2021). The main data subjects of this study are sentences and visuals that appear in Bear Brand milk advertisements. The author downloaded the Bear Brand (2021) milk advertisement which lasted 30 seconds from the internet. Then observe and analyze the text and images contained in the ad. Roland Barthes' semiotics method was used to help obtain data and was also supported by journals. In mapping a meaning, Barthes develops the sign map to see the meaning of the first level and the significance of the second level of denotation and connotation. Barthes said that denotative consists of signifier and signified. Then the denotative signifier is also a connotative signifier at the same time. In Barthes' concept, connotative signs not only have additional meanings but also contain two denotative signs that underlie their existence. For more details, see the table below.

**Table 1.** Source: Syakur, A. A., Rusdiawan, R., & Sukri, M. (2018). Text of cigarette advertisement: A semiology study of Roland Barthes. *International journal of linguistics, literature and culture*, 4(3), 72-79.

1. Signifier	2. Signified
3. Denotative sign	
4. Connotative signifier	5. Connotative signified
6. Connotative sign	

Signs do not have their meaning because of a direct relationship with objects or actions in the world. A sign is the combination of a material signifier (sound or written mark) and a signified (concept). The signified is not the object or action but its mental concept.

## RESULTS

Bear Brand's milk advertisement (2021) features a place with lots of trees and looks like a lake with a safe and serene atmosphere, lightning, an image of a black creature and a white dragon. These are signs that will be analyzed using Roland Barthes' semiotics (1967). To see the meaning explicitly and implicitly, it will be analyzed in two stages. The first is the stage of studying denotatively. Then the second examines the sign connotatively. At this stage the cultural context or myth will be contained in it. Barthes introduces meaning involving the concept of myth and culture. Myth is a second level of signification system, which is built from reading the first level sign. The following is the author's identification data.

### A. The appearance of a black creature (Seconds 1-10)



**Figure 1.**Source: Author screenshot

1. Signifier  
Narration: At any time, our bodies can be attacked.
2. Signified  
Nature and green place with the sound of birds chirping. Then there was a sound of lightning and a black creature appeared that burned everything in its path.
3. Denotative sign  
The black creature that appeared made everything in its path look like it was scorched.
4. Connotative signifier  
Nature and green places signify the state of our bodies that are healthy and fit. And the black creature that appears is a manifestation of a disease that can attack us at any time.
5. Connotative signified  
Nature and green places indicate a healthy and fertile environment. And black is synonymous with fear, crime and death.
6. Connotative sign  
Diseases that can attack our healthy body at any time.

B. The white dragon appears and attacks the black creature (Seconds 11-23)



**Figure 2.** Source: Author screenshot

1. Signifier  
Narration: Purity helps protect and restore balance.
2. Signified  
In the clear sky a white dragon appeared and immediately attacked the black creature.
3. Denotative sign  
The white dragon that appeared from the sky after the black being began to scorch the place.
4. Connotative signifier  
The blue color of the sky indicates where the white dragon came from. That is a trusted place or company that produces Bear Brand dairy products. And the white dragon is a symbol of Bear Brand milk.
5. Connotative signified  
Blue color symbolizes something that is reliable, responsible and brings positive things in life. And the white dragon is a symbol of purity and protection.
6. Connotative sign  
Bear Brand Milk is present as a trusted product that can maintain health and protect against disease.

C. The white dragon entered the milk packaging (Second 24-30)



**Figure 3.** Source: Author screenshot

1. Signifier  
Narration: Bear Brand, Feel the purity.
2. Signified  
The white dragon entered the milk packaging.
3. Denotative sign  
The white dragon which is the symbol of Bear Brand milk is included in the packaging.
4. Connotative signifier  
The purity of Bear Brand milk products will always be maintained until consumers will feel it because it is packaged well.
5. Connotative signified  
Ready-to-drink canned milk.
6. Connotative sign  
Packaged milk whose purity is always maintained.

## **DISCUSSION**

### **1. Figure 1**

In figure 1, the narration at the beginning of the scene when the advertisement starts, says that at any time our bodies can be attacked with the backdrop of nature and a calm green environment and there are birds chirping. Then there was the sound of lightning and after that a black creature appeared which began to scorch what it passed in that place until the place also began to blacken. Green nature indicates a healthy and fertile environment. This shows the state of our bodies that are healthy, fit, and fine. Then there was the sound of thunder. This shows that our bodies have given signals such as symptoms of being sick or of certain diseases. After hearing the sound of lightning, then a black creature appeared that ravaged the place. Makes nature and the environment that was originally green turn black. This is like our bodies which were originally healthy and when exposed to disease, the whole body will drop like green nature turns black after being attacked by black creatures. As we know, black is synonymous with evil, death and other bad things. In this case the black creature is a disease that can attack our bodies at any time, as mentioned in the narrative at the beginning of the ad.

### **2. Figure 2**

Then in Figure 2, it continues to the next scene with a narrative of purity helping to protect and restore balance. After the black creature attacked, a white dragon appeared from the blue sky and attacked the black creature back. This shows that even though we are attacked by disease, there is a trusted product that can restore our health, namely Bear Brand milk. The blue sky showed the place from which the white dragon appeared. In this case, it is the company or place of production of this Bear Brand milk that is trusted and accountable for its quality. Blue is synonymous with reliable and carries a positive meaning. Then a white dragon that appears symbolizes the product, namely Bear Brand milk which can restore health and freshness to the body when you are sick. Likewise, the white color of the dragon symbolizes purity and purity. In East Asian civilizations, the dragon is depicted with a pear-shaped pearl on its forehead which has magical properties and the power to heal. In eastern culture dragons can be considered to represent gods who can protect and protect humans. But myths about dragons can vary according to the beliefs of each region.

### 3. Figure 3

In the last picture, after the white dragon managed to defeat the black creature and restore freshness to the place, the dragon then went into a packaging tin. Then ends with the slogan Bear Brand, feel the purity. This means that this is to attract consumers that the product from Bear Brand milk is maintained in its pure quality and packaged properly until it reaches the hands of consumers.

### CONCLUSION

From the results and discussion, it can be concluded that there are three signs in the advertisement that represent the message of the advertisement. The marks are a black creature, a white dragon and a can of milk packaging. Then overall Bear Brand milk advertisement (2021) has the meaning that even though our bodies remain healthy and fit, we are still susceptible to illness and disease. To keep our bodies healthy, Bear Brand milk products are made by trusted experts by maintaining quality from purity to the hands of buyers to be able to restore fitness and health to stay awake.

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