

Analysis of Icons, Indexes, and Symbols in YouTube Advertisement of SilverQueen Very Berry Yoghurt

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ABSTRACT

Advertising as a material for semiotic study, this article describes the signs found in SilverQueen chocolate advertisements for the very berry yogurt flavor variant on YouTube and also the meaning of the signs between the signifier and signified based on the object. This study aims to find out signifiers and signifieds, find out the meaning contained in SilverQueen chocolate advertisements with very berry yogurt flavors on YouTube, such as how semiotics looks at the meaning of messages in advertisements. The method used in this study uses qualitative analysis methods. With this method, researchers can study and examine the meaning contained in a sign based on the information obtained by researchers, such as video footage in advertisements depicting messages for consumers, creating recognizable products with the intention of attracting consumer interest in the form of names, packaging, logo, price, and the power of image visualization.

Keywords: *Icon, Index, Symbol, Advertisement*

INTRODUCTION

Linguistics is the science of language. Linguistics and semiotics are interrelated. The linkages between linguistics and semiotics lies in the form of communication. Language and semiotics as cultural systems that produce sign instruments sometimes have different interpretations. Signifiers and signifiers that fail to communicate in accordance with the meaning of the interpreter. While semiotics is the scientific study of signs in the context of writing, sound, or images. In semiotics, signs are the main object of study. The sign contains the rules agreed upon by the user. Signs are also associated with non-verbal communication. Nonverbal communication in signs can be discussed in verbal form. A sign can be a realistic communication if the sign is followed according to the signer's wishes. In this case, the sign as a symbol that represents reality.

As social beings who always interact with other people, of course we need communication tools to understand each other. Many things, one of which is a sign. There are many signs in our daily lives. Advertisements are everywhere and come in all forms. To launch its new product or service, every company, brand, store, etc. has at

least one advertisement. Advertisements usually consist of pictures, messages, product names being sold and have hidden meanings. In this article I use semiotics with Peirce's theory to analyze an advertisement. From an advertisement, signs, signifier, and elements signified with this method can be found.

Everything in this world has its own meaning, then every element is interpreted by humans. Hence, a sign is defined as something that has its own meaning. The main focus studied in semiotics is sign. Semiotics comes from the Greek, namely *semeion* which means sign (Pradopo, 1998). One branch of linguistics that aims to study sign systems that give rise to grammatical and syntactic rules that enable complex, hidden, and meaning-dependent textual meanings. Then this creates an interest in additional meanings and their expression by the use of signs also combinations of signs.

In semiotics there are two figures who are often considered as pioneers, namely Ferdinand de Saussure and Charles S. Peirce. These two figures live in different countries, Peirce in the United States and Saussure in Europe and each of them sets out the basic principles of semiotics with a different focus of discussion. Peirce and Saussure lived in the same era but did not know each other and both built their theory on different footings. Charles S. Peirce used logic as the basis of his theory, while Ferdinand de Saussure used a linguistic model as the basis of his theory. In this study using Peirce's theory. Semiotics according to the theory of Charles Sanders Peirce, semiotics is based on logic because logic studies how people reason, while reasoning itself according to Peirce is done through signs (Kaelan, 2017: 160). According to Nurgiyantoro (2012: 41), states that in Peirce's semiotic theory something can be called a sign if it can represent something else. In one of his studies, Charles S. Peirce divides three elements of signs (triadic relationships) which are referred to as the triangle of meaning. This meaning triangle consists of a sign, an object, and an interpretant. As for the three elements, Peirce makes the process of semiosis.

Charles S. Peirce is a semiotician, The Father of Pragmatism, or as we know Peirce, was an American philosopher, logician, mathematician, and scientist. Educational history Peirce was trained as a chemist, and for 30 years he has worked as a scientist. For his contributions (to logic, philosophy, mathematics, scientific methodology, semiotics, and pragmatic discoveries.) Peirce is appreciated. (Sakinah, Alfiqri, & Hanifa, 2020)

The problem raised in this paper is how to dissect and analyze the signs contained in SilverQueen chocolate advertisements. Analyze is a verb that comes from the word analyze/analyse which means to dissect and observe something critically by highlighting the details of each part (M. Dwi Marianto, 2011:37). To solve the problem that has been formulated in order to be able to trace the meaning contained in a SilverQueen chocolate advertisements for the very berry yogurt flavor variant on YouTube. The process of collecting data in this study was carried out by studying the literature and watching the chocolate advertisements through YouTube. This research article aims to provide academics with a deeper understanding of the importance of the role of the discipline of semiotics and to find out how the sign system works. There is also a theoretical approach used to analyze the sign system in a SilverQueen chocolate advertisement using the theory of Charles Sanders Peirce.

METHOD

Research method is divided into qualitative, quantitative, and mixed of qualitative and quantitative methods approach and provides direction in research design (Cresswell, 2017). This research uses descriptive qualitative. Qualitative research methods are a process of studying the understanding of a human social problem, based on the construction of a complex and holistic picture formulated in words, containing the informants' views in detail and carried out in a natural setting (Cresswell, 2017). This research uses qualitative analysis methods, library research methods namely methods of gathering information and managing research materials. The data is analyzed in the form of text. Qualitative research is used to describe and analyze icons, indexes, and symbol in YouTube Advertisement of SilverQueen Very Berry Yoghurt. The study approach to advertising can be matched with semiotic theory. Semiotic analysis tries to find the meaning of the sign, including the things that are hidden behind the sign. Because the sign system is very contextual and depends on the user of the sign. With this method, researchers can study and examine the meaning contained in a sign based on information obtained by researchers, which can be in the form of text or photos. Based on Charles S. Peirce's theory about icon, index and symbol which will be the purpose of answering this research in analyzing YouTube Ads of SilverQueen Very Berry Yoghurt.

1. Semiotics Theory of Charles S. Peirce

One of the sciences that has studied signs for a long time is Semiotics. Understanding or view of semiotics is divided into two. The first view was put forward by Ferdinand de Saussure and the second view was put forward by Charles S. Peirce. It has been said by Peirce that there are three sides to a sign including representamen, object, and interpretant. It is said in the book *Philosophical Writings of Peirce* that a sign is something that has a meaning. Peirce provides a definition of three sides, the first is the representamen as the sign itself, the second is the object as the thing referred to, and the third is the interpretant as the product of the relationship between the interpretant and the object. The three sides of the sign referred to by Peirce are something that must always be together, cannot be separated because they themselves have a function to determine one another so that can clearly describe or define a sign.

There are several approaches that can be used as analytical methods to carry out semiotic analysis. Therefore, this study was conducted on the semiotics of SilverQueen Very Berry Yoghurt advertising. In expressing the meaning of the message in this ad, the researcher used Charles S. Peirce's visual semiotics method. The results of data analysis will look at three aspects based on the object, Peirce divides the sign of the icons, indexes, and symbols in the YouTube Advertisement of SilverQueen Very Berry Yoghurt.

A sign signifies something other than itself. Signs will basically indicate a meaning that can be understood by humans who use it. Charles S. Peirce argues (in Sobur 2003:15) that semiotics as "*...a relationship of many signs, an object, and a*

meaning..." (a relationship between signs, objects, and meaning). Berdasarkan objeknya, Peirce yaitu:

- Icon is a sign whose relationship between the signifier and the signified are the same as the natural form or in other words, It is called an icon because this sign contains a resemblance so that the wearer can easily recognize it. In icons, the relationship between representamen and objects is embodied in similarity in a quality.
- Index is a sign that indicates a natural relationship between signs and signifieds that are causal or causal, or signs that directly refer to reality. The causal relationship is the nature of the relationship between signs and objects.
- Symbol is a sign that shows the natural relationship between the signifier and the signified. Symbols are something that can represent and epitomize ideas, thoughts, and objects. However, reference to these objects is not due to a causal relationship or because of similarities but is a social agreement.

The theory presented by Peirce really helps the writer to analyze the relationship between the sign and other visual elements in the YouTube Advertisement of SilverQueen Very Berry Yoghurt, in the advertisement there are many interesting snippets to study with this theory in order that the writer can find clarity on the research contained in the advertisement.

RESULTS AND DISCUSSION

Findings

Basically, advertising is not something new in the history of the Indonesian economy. Whether you realize it or not, the number of advertisements in various media is increasingly felt. The mass media is a means to convey various kinds of information to the public. As Sobur (2004: 114) said that theoretically the mass media aims to convey information to the public correctly and efficiently. Even Trindjojo (2008:1) emphasized that the mass media has the ability to shape and guide public opinion and can be seen as a factor that determines the processes of change. Until now, our lives have always been overshadowed by advertising. There are many media that can be used as places for advertising, be it print or electronic, such as television, radio, internet, newspapers. In addition, there are still media that can be used in small format sizes such as posters, leaflets, brochures and stickers.

Every advertisement must have a hidden meaning, through the relationship between signs, signifiers, and signified will lead us to the hidden meaning of these chocolate advertisements. In expressing the meaning of the messages in this ad, the analysis of the data used Charles S. Peirce's theory. Based on the object, namely icon, index, and symbol in the YouTube Advertisement of SilverQueen Very Berry Yoghurt.

Datum	Picture	Description
Datum 1	 <p data-bbox="699 633 778 656">Picture 1.</p>	<p data-bbox="1007 315 1430 461">This sign belongs to the type of index sign. The advertisement snippet shows a person in a very dominant pink spot in the ad.</p>
Datum 2	 <p data-bbox="699 985 778 1008">Picture 2.</p>	<p data-bbox="1007 667 1430 891">This sign belongs to the type of icon sign. The advertisement snippet above has the text "ASLI" and surrounded by strawberries, blueberries and cashews.</p>
Datum 3	 <p data-bbox="699 1337 778 1359">Picture 3.</p>	<p data-bbox="1007 1019 1430 1243">This sign belongs to the type of icon sign. The advertisement snippet above has the text "FRESH" surrounded by strawberries, blueberries and cashews.</p>
Datum 4	 <p data-bbox="699 1688 778 1711">Picture 4.</p>	<p data-bbox="1007 1370 1430 1639">This sign belongs to the type of index sign. The text on the image "ASIK ASIK ASIK ASIK" was displayed in the advertisement of SilverQueen Very Berry Yoghurt alongside a female model.</p>
Datum 5		<p data-bbox="1007 1722 1430 1906">This sign belongs to the type of index sign. The text on the image "FUN". There are 6 words FUN was displayed in the advertisement of SilverQueen</p>



Very Berry Yoghurt alongside a female model.

Picture 5.

Datum 6



This sign belongs to the type of **index** sign. The text on the image "SERU". There are 16 words "SERU" was displayed in the advertisement of SilverQueen Very Berry Yoghurt alongside a female model.

Picture 6.

Datum 7



This sign belongs to the type of **index** sign. The text on the image "COOL" was displayed in the advertisement of SilverQueen Very Berry Yoghurt alongside a female model.

Picture 7.

Datum 8



This sign belongs to the type of **icon** sign. Strawberries, blueberries and cashews on top of a bowl of yoghurt are the main ingredients in the chocolate ad above.

Picture 8.

Datum 9



This sign belongs to the type of **icon** sign. In the advertisement snippet above, the female model is biting a piece of chocolate and next to it is the phrase "VERY BERRY YOGHURT".

Picture 9.

Datum 10



Picture 10.

This sign belongs to the type of **index** sign. This snippet appears in the advertisement after picture 9. There is a smiling female model, it can be seen that the model is on a social media platform like she is reviewing the chocolate. After the first bite, the model showed a happy expression along with the emoji in the picture, showing how much she loves the chocolate.

Datum 11



Picture 11.1



Picture 11.2

This sign belongs to the type of **symbol** sign. At the end of the advertisement, in figure 11.1 the female model shows a chocolate product by holding the chocolate with both hands, figure 11.2 shows more clearly the appearance of SilverQueen chocolate which is pink in color wrapped in white mixed pink packaging with the SilverQueen logo which is typical in the community.

Based on the identification results above, the authors found that there were 11 data including 4 icons, 6 indexes, and 1 symbol.

Analysis

Datum 1:



Picture 1.

In datum 1 above, there is a snippet of someone in a pink colored spot which is very dominant in the advertisement. The trailer appears at the start of the ad scene. The dominating application of pink indicates that the pink color of SilverQueen branded chocolate products has been categorized into an **index** sign system. This is because the index is a sign that has a causal relationship with what it represents or is also called a sign as evidence. In the index, this sign has a relationship between the representative and the object.

The purpose of this index sign system is to inform customers that the color pink has become the main index of this chocolate ad, this ad has the main objective to show, inform and promote to the whole community about this SilverQueen branded chocolate product. In the ad display, the color image of SilverQueen branded chocolate products is more varied, namely the Very Berry Yoghurt variant.

Datum 2:



Picture 2.

In datum 2 there is an ad snippet showing the text words "ASLI" surrounded by some strawberries, blueberries and cashews. The snippet above appears in the ad after image datum 1. In this advertisement, a text of the word "ASLI" has been displayed which has been categorized into an **icon** sign system. This is because the icon is a sign that is similar to the object it represents, the icon has characteristics that are owned by what is intended. In icons, the relationship between the representamen and the object manifests itself in a number of qualities.

The meaning of the icon system is to explain to consumers that the "ASLI" text shown in the SilverQueen Very Berry Yoghurt ad snippet is proof of the use of strawberries, blueberries and cashew nuts in SilverQueen Chocolate Very Berry Yoghurt flavor variant. With the intention of strawberries, blueberries and also the cashews used in the chocolate are from real fruits and nuts.

Datum 3:



Picture 3.

In datum 3 there is an ad snippet showing the text words "FRESH" surrounded by some strawberries, blueberries and cashews. The snippet above appears in the ad after image datum 2. In this advertisement, a text of the word "FRESH" has been displayed which has been categorized into an **icon** sign system. This is because the icon is a sign that is similar to the object it represents, the icon has characteristics that are owned by what is intended. In icons, the relationship between the representamen and the object manifests itself in a number of qualities.

The meaning of the icon system is to explain to consumers that the text "FRESH" shown in the SilverQueen Very Berry Yoghurt ad snippet is proof of the use of strawberries, blueberries and cashews in SilverQueen Chocolate Very Berry Yoghurt flavor variant. With the intention of strawberries, blueberries and cashews used in the chocolate from fresh fruit and nuts.

Datum 4:



Picture 4.

At datum 4, there is an ad snippet that displays the text "ASIK ASIK ASIK ASIK" in the SilverQueen Very Berry Yoghurt ad along with a female model. The snippet above appears in the ad after image datum 3. This ad has displayed a text that says "ASIK". There are 4 words "ASIK" that have been categorized into an **index** sign system. This is because the index is a sign that has a causal relationship with what it represents or is also called a sign as evidence. In the index, this sign has a phenomenal relationship between the representative and the object.

The following text in datum 4 "ASIK" is displayed in an advertisement for a chocolate product branded SilverQueen Very Berry Yoghurt together with a female model. The meaning contained in the index sign above is to explain to consumers that the writing shown on the snippet represents eating a variant of chocolate Very Bery Yoghurt will feel in a good mood, smiling female models can be interpreted as friendliness and joy, eating this variant of chocolate will put consumers in a good mood.

Datum 5:



Picture 5.

At datum 5, there is an ad snippet that displays the text "FUN" in the SilverQueen Very Berry Yoghurt ad along with a female model. The snippet above appears in the ad after image datum 4. This ad has displayed a text that says "FUN". There are 6 words "FUN" that have been categorized into an **index** sign system. This is because the index is a sign that has a causal relationship with what it represents or is also called a sign as evidence. In the index, this sign has a phenomenal relationship between the representative and the object.

The following text in datum 5 "FUN" is displayed in an advertisement for a chocolate product branded SilverQueen Very Berry Yoghurt together with a female model. The meaning contained in the index sign above is to explain to consumers that the writing shown on the snippet represents eating a variant of chocolate Very Bery Yoghurt will feel pleasure, smiling female models can be interpreted as friendliness and joy, eating this variant of chocolate will put consumers in a good mood.

Datum 6:



Picture 6.

At datum 6, there is an ad snippet that displays the text "SERU" in the SilverQueen Very Berry Yoghurt ad along with a female model. The snippet above appears in the ad after image datum 5. This ad has displayed a text that says "SERU". There are 16 words "SERU" that have been categorized into an **index** sign system. This is because the index is a sign that has a causal relationship with what it represents or is also called a sign as evidence. In the index, this sign has a phenomenal relationship between the representative and the object.

The following text in datum 6 "SERU" is displayed in an advertisement for a chocolate product branded SilverQueen Very Berry Yoghurt together with a female model. The meaning contained in the index sign above is to explain to consumers that the writing shown on the snippet represents eating a variant of chocolate Very Bery Yoghurt will feel exciting, smiling female models can be interpreted as friendliness and joy, eating this variant of chocolate will put consumers in a good mood.

Datum 7:



Picture 7.

At datum 7, there is an ad snippet that displays the text "COOL" in the SilverQueen Very Berry Yoghurt ad along with a female model. The snippet above appears in the ad after image datum 6. This ad has displayed a text that says "COOL". There is one word "COOL" has been categorized into an **index** sign system. This is because the index is a sign that has a causal relationship with what it represents or is also called a sign as evidence. In the index, this sign has a phenomenal relationship between the representative and the object.

The following text in datum 7 "COOL" is displayed in an advertisement for a chocolate product branded SilverQueen Very Berry Yoghurt together with a female model. The meaning contained in the index sign above is to explain to consumers that the writing shown on the snippet represents eating a variant of chocolate Very Bery Yoghurt will feel shooting, smiling female models can be interpreted as friendliness and joy, eating this variant of chocolate will put consumers in a good mood.

Datum 8:



Picture 8.

In datum 8 of the ad snippet above, there are some strawberries, blueberries and cashews on top of a bowl of yogurt. The snippet above appears in the ad after the datum of figure 7. In this ad, several strawberries, blueberries and cashews that are on a bowl of yogurt have been categorized into an **icon** sign system. This is because the icon is a sign that is similar to the object it represents, the icon has characteristics that are owned by what is intended. In icons, the relationship between the representamen and the object manifests itself in a number of qualities.

The meaning of the icon sign system above is to inform consumers that the strawberries, blueberries and cashews on top of a bowl of yogurt are the main ingredients of chocolate in the very berry yogurt flavor variant which is made from selected strawberries mixed with blueberries, cashews and yogurt from the SilverQueen chocolate variant.

Datum 9:



Picture 9.

In datum 9 there is an ad clip showing a female model biting a pink chocolate bar and next to it is the sentence "VERY BERRY YOGHURT". The snippet above appears in the ad after the datum image 8. In this ad, a woman who is biting a pink chocolate with a text sentence "VERY BERRY YOGHURT" has been shown which has been categorized into an **icon** sign system. This is because the icon is a sign that is similar to the object it represents, the icon has characteristics that are owned by what is intended. In icons, the relationship between the representamen and the object manifests itself in a number of qualities.

The meaning contained in the icon sign system above is to explain to consumers that the pink chocolate that the woman eats is proof of a chocolate product branded SilverQueen Very Berry Yoghurt. With evidence that the chocolate is pink according to the background color, also because the main ingredient is SilverQueen Very Berry Yoghurt chocolate as has been analyzed in Picture 8, and the writing on the side of the woman shows the taste variant.

Datum 10:



Picture 10.

In datum 10 there is an advertisement snippet that presents a smartphone with a female model on the screen along with lots of emojis such as heart eye emoji, heart shaped strawberries and others. This snippet appears in the advertisement after figure 10. Showing a smiling female model, it can be seen that the model is on a social media platform such as reviewing chocolate which has been categorized into an **index** sign system. This is because the index is a sign that has a causal relationship with what it represents or is also called a sign as evidence. In the index, this sign has a phenomenal relationship between the representative and the object.

The meaning contained in this index sign system is to inform consumers that after trying the first bite, the model shows a happy expression along with the emoji in the picture, indicating that the chocolate flavor in the Very Berry Yoghurt variant is delicious and she likes it.

Datum 11:



Picture 11.1



Picture 11.2

In picture 11.1 above there is a clip of a woman showing a chocolate product by holding the chocolate with both hands. The trailer appears at the end of the ad scene. You can see a rectangle, white mixed with pink and has the words "SilverQueen" like the picture above. From this explanation it can be categorized into a **symbol** sign system. This is because a symbol is something that can symbolize and represent ideas, thoughts, and objects based on social agreements.

The meaning of this symbol system is to inform consumers of chocolate product flavor variants, because SilverQueen products besides the flavor variants in this advertisement have many different flavors. This provides important information to consumers so they are not mistaken in buying chocolate products in this variant. Picture 11.2 shows more clearly the appearance of SilverQueen chocolate which is pink in color,

which is a flavored variant of SilverQueen Very Berry Yoghurt wrapped in white mixed with pink packaging which also has the SilverQueen logo which is distinctive in the community.

CONCLUSSION

Advertising is one of the means of communication used by companies or producers to convey information about goods or services to the public, especially customers through a mass media. Advertising is also one of the most common promotional media and is much favored by business people because it is quite effective in developing a business. This study aims to determine the relationship between icons, indexes, and symbols on the YouTube advertisement of SilverQueen Very Berry Yoghurt and also the message on the SilverQueen Very Berry Yoghurt advertisement to be conveyed to readers based on Charles S. Peirce's theory. In this study, the authors aim to provide a deeper understanding of the importance of the role of semiotics and how the sign system works in an advertisement. After identifying and analyzing SilverQueen Very Berry Yoghurt advertisements on YouTube, the writer can draw conclusions.

SilverQueen is a well-known brand of chocolate bars in Indonesia. This product was founded in 1950, operating under PT Petra Food which is a company from Garut that was originally known as NV Ceres. PT Petra Food in collaboration with Procter & Gamble for the world market, which also manages Ceres and Delfi. The company is headquartered in Indonesia.

In studying this research, researchers can not only get it from studying at colleges or universities. It will be easier to learn by reading lots of books or searching for articles on the internet or asking the experts. In analyzing advertisements, researchers can use one of the semiotician's thoughts, depending on which one is suitable. Using one of their ways of analyzing ads can make it easier. However, the writer suggests using Peirce's theory because he is one of the pioneers of modern semiotics. To analyze, ad readers can be more careful in reading an ad because the message in the ad depends on the object that reads it.

In the SilverQueen Very Berry Yoghurt advertisement, the writer has reviewed that there are 11 data that can be analyzed using Charles S. Peirce's theory. From the 11 data the author has identified several types of signs including 4 icons, 6 indexes, and 1 symbol. Based on the identification results, the types of signs can be classified each with a different visualization and meaning. It can be concluded that every advertisement, especially chocolate, has various meanings and is very dependent on the wishes and background knowledge of the giver of meaning and new agreements that exist in society.

In the results of the analysis above, the system of icons and indexes is the most dominant data found, while the system of symbols only finds 1 data. Based on the data that has been found, the advertisements shown on television and YouTube only last 15 seconds in such a way that the data found is relatively small. The writer realizes that this research is still far from perfection. Apart from all that, the author hopes that the results of this study can be useful for those who see and read it.

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