

A Semiotic Analysis on Morris Lifestyle Advertisement

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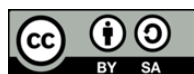
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Abstract

This research aimed to analyse about the signs contained in marketing advertisements of Morris Lifestyle, as well as the meaning of the sign through the symbolic relation between the signifier and the signified. This research applied a qualitative descriptive method with the data source is Morris Lifestyle advertisement video, and the data used in this study are text, images and sound. The findings of this research consist of signs found in advertisements. There are thirteen signs found in the advertisement, for example; Creative, Woman expression, Stylish, Adventure, Manly, Metropolis, Big, Freedom, Long Lasting, Independent, I Want More, Vintage, and Approved 100% Kamu Ganteng. The findings of this study are expected to be a useful resource in other research and for the development of semiotic studies towards commercial work.

Keywords: semiotics, morris lifestyle, sign, symbolic relation



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Sebuah Analisis Semiotika pada Iklan Morris Lifestyle

Abstrak

Penelitian ini bertujuan untuk menganalisis tanda-tanda yang terkandung dalam iklan pemasaran Morris Lifestyle, serta makna tanda melalui hubungan simbolis antara penanda dan petanda. Penelitian ini menggunakan metode deskriptif kualitatif dengan sumber data berupa video iklan Morris Lifestyle, dan data yang digunakan dalam penelitian ini adalah teks, gambar dan suara. Teori yang digunakan untuk menganalisis data adalah teori yang dikemukakan oleh Saussure tentang tanda dan hubungan simbolik yang dikemukakan oleh Barthes. Temuan penelitian ini terdiri dari tanda-tanda yang ditemukan dalam iklan. Ada tiga belas tanda yang ditemukan dalam iklan tersebut, yaitu; Kreative, Ekspresi Wanita, Stylish, Adventure, Gagah, Metropolis, Besar, Kebebasan, Tahan Lama, Mandiri, Saya Ingin Lebih Banyak, Antik, dan Terbukti 100% Kamu Ganteng. Makna ini dipadukan melalui hubungan simbolik penanda (gambar) dan petanda (konsep). Temuan penelitian ini diharapkan dapat menjadi sumber yang berguna dalam penelitian lain dan untuk pengembangan studi semiotika terhadap karya komersial.

Kata kunci: semiotika, morris lifestyle, tanda, hubungan simbolis

INTRODUCTION

Semiotics is the study of the form of a sign and its meaning. Peirce (1931-1958) argued that "sign as something that represents something". Thus, the sign is a cognitive process that comes from what the senses can perceive. In some cases, the sign can be an exact representation of the thing being signified, while in other cases, it may be a symbol associated with it. The basic concepts of semiotics according to Saussure (Sobur, 2016) is the principle that language is a sign system, and each sign is composed of three components; sign, signifier, and signified. In the application of semiotics, it can also be studied using advertising or called semiotics in advertisement. According to Alexander (Morrisan 2010:17), advertising can be defined as "*any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor*". In advertising not only uses language as a tool to communicate, but also uses images, colors, and sounds.

A symbol is a form that marks something other than the embodiment of the symbol itself. The symbol can be understood if someone already understands its meaning. According to Barthes (Fathiyah, 2018) symbolic relation is a relationship between Signified and signifier which will produce meaning. For example, the word "School" can be a sign, as it has a signifier (the word itself) and a signified (real placed where we can learn). Thus, the meaning of the symbolic is someone who can

understand the meaning of a related symbol in the picture. It can be concluded that the concept of a symbolic relationship is that one person grasps the meaning of the related symbols in a picture (sign).

Morris Lifestyle is a perfume advertisement showing the text, music, two characters, man and woman, but without sound or narration. In the advertisement; every scene the man appears and sprays a different perfume, the woman's expression changes, with the gestures and facial expressions they brought, which doesn't appear any relation between the messages conveyed and the product market. An unusual thing in the advertising world in general. In addition, the researcher think it is interesting to analyse the semiotic aspect based on Ferdinand de Saussure theory through language, text, visual and symbol to found the signs and symbolic relations contained in 'Morris Lifestyle' perfume advertisements.

METHOD

In this research, the researcher used the qualitative method; this method is a type of research that produces findings that cannot be obtained by using statistical procedures or by using other means or quantification. This research described a semiotic analysis proposed Saussure's theory in Morris Lifestyle advertisement. The data were the images from the video Morris Lifestyle advertisement and the duration was 50 seconds consist of image and sound, which was published on January 21, 2021 and it can be accessed on Youtube account, *Aroma Prima Livindo* or <https://youtu.be/GNQ2bk2tLK8>. In getting the data, the researcher screenshots each scene from the advertisement video, which consists of images and written text. Then, the researcher transcribe and identify text and visual information to find any signs in 'Morris Lifestyle' advertisement. Thus, data analysis can be defined as the process of organizing and sorting data into patterns, categories, and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data. This advertisement analyzed based on interactive model proposed by Miles, Huberman, and Saldana (2014). According to them, there are four streams in analyzing data, it contains data collection, data condensation, data display, and conclusion drawing/verifying.

FINDINGS AND DISCUSSION

This part used to analyze the data to answer the problems of the study. The first problem is analyzed using the theory proposed by Saussure, which states a dyadic model. He defined a sign as consisting of:

- a signifier : the form which the sign takes
- the signified : the concept it represents

In other words, a sign is a combination of signifier and signified. Thus, to answer the first problem in this study, the analysis of the sign from the data obtained was carried out using this theory, because it states that there are two components to create the sign; the researcher's task is to find one part of the compartment and then proceed to analyze the data using the clue and theory.

Meanwhile, to answer the second problem, the researcher used the theory from Barthes (2007) about the symbolic relationship, namely the relationship between the signified and the signifier that produces meaning. If the other signifier does not have an official concept from the official Morris site is reanalyzed to find the signified by looking at it from the point of view of social influence. In this advertisement, it starts to display all types of fragrances that are in the Morris Lifestyle advertisement.



Figure 1. Morris lifestyle products

It is represented by six fragrances, namely; Creative, Adventure, Metropolis, Freedom, Independent, and Vintage.



Figure 2. All kind of creative in morris lifestyle ad

The first scene, the signifier for this image is Perfume with the name 'Creative' itself while the signified is a man who wears a shirt like a hoodie with a creative design. It can be seen from the combination of different colors on the clothes. The dark blue color is more impressive intelligence, It can be attributed to the word 'Creative'. The order of event was a man standing right behind him has a yellow background with an abstract design of blue stripes. Then, he sprayed his perfume so that a woman who sat in a high chair inhales the fragrance.

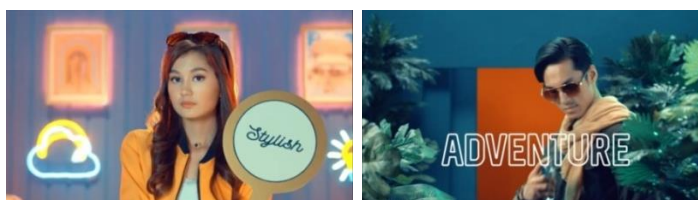


Figure 3. All kind of adventure in morris lifestyle ad

The signifier for the second scene is the adventure itself while the signified is how do you define adventure itself, like in the sequence of pictures above a woman holding a board that says 'Stylish' the researcher linked this scene to the previous scene that means she asks for a stylish perfume fragrance, then a man who is an actor appears with different clothes in green and a background of trees. Besides that, the orange scarf wrapped around the man's neck also symbolizes an adventure and the glasses with dark brown to black lenses that the man wears give the impression that he is still stylish even though he is doing adventures in nature. Thus, it can be concluded that the adventure according to the picture above is an adventure that is close to nature and by wearing this fragrance they will be more stylish.

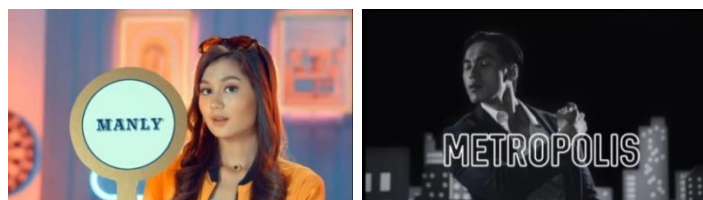


Figure 4. All kind of metropolis in morris lifestyle ad

The third scene; it means that a fragrance reflects a person who lives or is in a big city both in terms of economic and social activities. The signifier of this image is the fragrance with the name metropolis itself and a woman holding a board that says 'Manly'. The signified is a man who changes his clothes into a formal clothes.

The sequence of events is a woman shows a board that says 'Manly' which can be interpreted that the woman wants a manly and elegant fragrance. Then, a man came wearing his formal clothes and then sprayed the perfume. The background is tall buildings in the middle of the city which represents a manly man in a metropolitan city and the fragrance of the perfume.

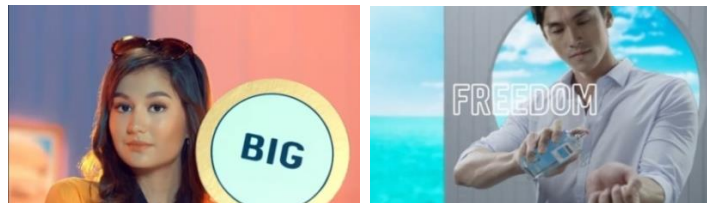


Figure 5. All kind of freedom in morris lifestyle ad

The fourth scene; the signifier of this image is the fragrance with the name 'freedom' itself. While, the signified is how people define the meaning of freedom itself. However, here the researcher defines the meaning of freedom based on the picture above is a man wearing a white shirt, the white color in the context of the image means freedom. Then, a man standing while spraying perfume and behind him there is a background like above the clouds or in the sky. Thus, from the background it can be interpreted that the sky or the clouds like a freedom because it is wide without limits and it can also be interpreted that the fragrance of the perfume can be smelled from a distance.

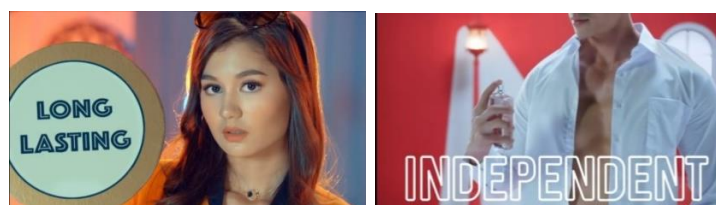


Figure 6. All kind of independent in morris lifestyle ad

The fifth scene; the signifier from the image above is the fragrance with the name independent itself and the signified is how someone interprets independent itself. This can be seen from the color of the background or the wall behind the man and the color seen on the shirt. Thus, the researcher interprets independence in the picture as how an actor who stands alone and dares to be different by unbuttoning his shirt so that the man's abdominal muscles show that the man is a strong and

independent man, this can also be seen from the colors available. In the picture, the colors red and white are both independent.



Figure 7. All kind of vintage in morris lifestyle ad

The sixth scene; the signifier of this image is a perfume with a fragrance called vintage itself. Then, the signified is here it can be seen in the picture above that the meaning of vintage can be seen in the images, such as furniture that looks unique, for example a sofa model shaped like a car from the 70s, old style clothes worn by men or actors in the advertisement, and the effect of colors dominant is orange which is means warmer. In addition, the meaning of a woman showing a board that says 'I want more.....' that she asked the actor to give or spray another fragrance, after previously spraying a fragrance called 'Independent'.



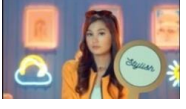
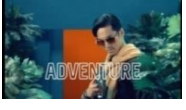


Figure 8. Woman opinion about perfume in morris lifestyle ad

The last scene; the signifier from this image is the concept of the woman's opinion (can be seen in the text located to the right of the woman) on the Morris Lifestyle perfume. While, the signified is a woman who gives an opinion about perfume with several previous fragrances. Thus, it can be seen from the woman's expression that she liked the fragrance of the perfume. In the expression of a woman when inhaling the scent of these perfumes with facial gestures, hand movements and closed eyes indicates that she enjoys the scent of the perfumes and the writing 'Approved 100% Kamu Ganteng'.

Here are the table contains a list of data, signs (signifier and signified) and symbolic relation made to display the results of this study;

Table 1. Signs and symbolic relation image of data

| Sign | Image | Signifier | Signified | Symbolic Relation |
|--------------------------------------|---|---|--|--|
| Creative and a man who spray perfume |  | Text creative, a man who sprays perfume, and wears a shirt like a hoodie with a mix of different colors on the clothes, where on the left the shirt is white and on the right it is blue on the top and orange on the bottom. | A man after spraying it, he feels like a creative man. | An actor is sprays perfume and wears a shirt like a hoodie with a creative design. Where he looks and feels like a creative man. |
| Woman expression |  | The expression of a woman after in the previous picture the man sprayed his perfume. | A woman sitting on a high chair smells the fragrance of the man in the previous picture. | A beautiful woman smells the fragrance of the man in the previous picture, where from her expression she really likes the smell of the perfume. |
| Stylish |  | A woman with a board that says 'Stylish'. | The board that says 'Stylish' indicated the women prefer men who are stylish. | A woman with a board that says 'Stylish' can be interpreted that woman prefer men who are stylish and ask other fragrances. |
| Adventure |  | A man in the forest while spraying perfume. | The abundance of grass or trees indicated an adventure that is close to nature. | An adventurous man who likes adventure in nature and the perfume fragrance with the name 'Adventure' indicates that the fragrance is as fresh as nature. |

| | | | | |
|--------------|---|--|--|--|
| Manly |  | A woman with a board that says 'Manly' | The board that says 'Manly' indicated the women prefer men who are manly. | A woman with a board sign that can be interpreted the women prefer men who are manly, thus a woman asks a man to sprays another perfume that smells manly. |
| Metropolis |  | A man sprays perfume in the middle of the building with a formal outfit | The number of tall buildings and formal clothes worn by the man indicated the position of the man in a metropolis city or in a big city. | The number of tall buildings and formal clothes symbolize of the metropolis. Thus, perfume sprayed by the man is interpreted as having an elegant fragrance like a man who works in an office in a big city. |
| Big |  | A woman with a board that says 'Big' | The board that says 'Big' indicated the women prefer men who great freedom. | A woman with a board sign interpreted that she asks for other fragrance that smells like a man who has great freedom. |
| Freedom |  | A man who sprays perfume with the fragrance name 'freedom' and sky background. | The sky indicated a great or wide freedom. | A man who sprays perfume with the name 'Freedom' in the sky can be interpreted that the fragrance smelled from a distance. |
| Long Lasting |  | A woman with a board that says 'Long Lasting' | The board indicated woman say that the perfume is long lasting | A woman with a board that says 'Long lasting' can be interpreted that the perfume is long lasting and |

| | | | | |
|----------------------------|---|--|---|--|
| Independent |  | A man spray perfume fragrance with the name 'Independent' | The open buttons of the shirt so that the man's abdominal muscles can be seen indicates that the man is strong, and independent. | the woman asks for other fragrance. The open buttons of the shirt and visible abdominal muscles can be interpreted that the man is strong, and independent like the name of the fragrance. |
| I want more |  | A woman with a board that says 'I want more'. | The board that says 'I want more' indicated the women want other fragrances. | The writing on the board that the woman is holding can be interpreted that the woman asks for more other fragrance. |
| Vintage |  | A man show the bottle of perfume and spray the perfume fragrance with the name 'Vintage' | The many models of old furniture, old styles clothes that the man wears and the effect of warm indicated vintage or something antique colors on the picture | Models of old furniture, old styles clothes, the effect of warm can be interpreted as something antique like the name of the fragrance 'Vintage'. |
| Approved 100% Kamu Ganteng |  | A woman and the text 'Approved 100% Kamu Ganteng'. | A woman's expression indicated that she liked the fragrance she was smelling. | A woman's expression and the text 'Approved 100% Kamu Ganteng' can be interpreted that she liked the fragrance that she was smelling. |

From the table above showed 13 images that consist of signs in the entire 50 seconds of Morris Lifestyle version advertisement. From the symbolic relations between the signifier and signified also give the meaning of the sign.

CONCLUSION

In this study, there were around 13 signs found in the data. Then, also around 13 symbolic relation found in the data or in this advertisement which has been analyzed in the figure. There are: First, an actor is sprays perfume and wears a shirt like a hoodie with a creative design. It can be seen from the combination of different colors on the clothes, where he looks and feels like a creative man. Second, a beautiful woman smells the fragrance of the man, where from her expression she really likes the smell of the perfume. Third, a woman with a board that says 'Stylish' can be interpreted that woman prefer men who are stylish and ask other fragrances to make them more stylish. Fourth, an adventurous man who likes adventure in nature and the perfume fragrance with the name 'Adventure' indicates that the fragrance is as fresh as nature. Fifth, a woman with a board sign that can be interpreted the women prefer men who are manly. Sixth, the number of tall buildings and formal clothes symbolize of the metropolis. Thus, perfume sprayed by the man is interpreted as having an elegant fragrance like a man who works in an office in a big city. Seventh, a woman with a board sign interpreted that she asks for other fragrance that smells like a man who has great freedom. Eighth, a man who sprays perfume with the name 'Freedom' in the sky can be interpreted that the fragrance smelled from a distance. Ninth, a woman with a board that says 'Long lasting' can be interpreted that the perfume is long lasting and the woman asks for other fragrance. Tenth, the open buttons of the shirt and visible abdominal muscles can be interpreted that the man is strong, independent like the name of the fragrance. Eleventh, the writing on the board that the woman is holding can be interpreted that the woman asks for more other fragrance. Twelfth, Models of old furniture, and others can be interpreted as something antique like the name of the fragrance 'Vintage'. Thirteenth, a woman's expression and the text 'Approved 100% Kamu Ganteng' can be interpreted that she liked the fragrance that she smelled.

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