



Semiotic Analysis on Sprite Advertisement

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Abstract

This study sheds lights on the identification of signs on three Sprite advertisement downloaded from google. Additionally, it investigates the interpretation of the three-advertisement taken from the interview of 20 participants. The study employs descriptive method using qualitative data collection techniques. The theory of Semiotics taken from Peirce is used to analyze the data. The study reveals that all the signs: icon, index, symbol, are found in the three Sprite advertisement. The symbol related to representament and object are connected to each other that produce interpretation. The interpretant finds that there is the connection between the symbols and the representament. It results that the three Sprite advertisement attracts the customer since those three advertisements serve the easiness for the customers to see the messages.

Keywords: *signs, semiotics, advertisement, Sprite*

Introduction

Advertisement is media to promote a product or service. It is to make people know and get allured with the product or service that the companies sell. The advertisement that the company publish in mass media is to convey the message about the product or the service. Advertisement is a tool of marketing communication used to promote products, services, ideas, or brands to a target audience. Advertising helps organizations communicate with consumers and influence their attitudes and purchasing decisions (Belch & Belch, 2018). The aim of advertising is to inform, persuade, and remind consumers. Informative advertising provides details about a product's features, price, uses, and availability, especially when a product is newly introduced in the market (Wells, Moriarty, & Burnett, 2015).

There are various types of advertising based on media and purpose. Print advertising includes newspapers, magazines, pamphlets, and brochures (Wells et al., 2015). Broadcast advertising uses television and radio to reach a wide audience quickly. Digital advertising includes social media advertisements, websites, search engine marketing, and email advertising, which allow businesses to target specific audiences effectively (Kotler & Keller, 2016). Outdoor advertising includes billboards, posters, and transit advertisements displayed in public places. Advertising is classified as informative, persuasive, and reminder advertising based on its type. Persuasive advertising aims to create preference for a particular brand by highlighting its advantages over competitors and encouraging customers to choose it (Belch & Belch, 2018). Informative advertisement is to give the information to customers. Additionally, reminder advertising helps keep the product in the minds of consumers, maintaining brand awareness and customer loyalty

(Kotler & Keller, 2016). Overall, advertising aims to increase sales, build brand image, and create long-term relationships with consumers.

Mass media refers to various means of communication that are used to reach a large audience at the same time. According to McQuail (2010), mass media includes channels such as newspapers, television, radio, and digital platforms that disseminate information to the public on a wide scale. Mass media plays a crucial role in informing, educating, and entertaining people, as well as shaping public opinion (Vivian, 2013).

The benefits of mass media are significant in modern society. One major benefit is the rapid spread of information, which helps people stay informed about current events, social issues, and government policies (McQuail, 2010). Mass media plays a vital role in promoting social awareness, cultural exchange, and democratic values by giving a platform for public discussion (Vivian, 2013). There are several types of mass media. Print media includes newspapers, magazines, and journals. Broadcast media consists of television and radio, which reach a wide audience quickly. Digital or new media includes the internet, social media platforms, websites, and mobile applications, allowing interactive and global communication (Baran & Davis, 2015). Mass media and advertisement are closely connected and depend on each other for effective communication with the public. Mass media provides the channels through which advertisements reach a large and diverse audience, while advertising is one of the main sources of revenue that supports mass media operations (McQuail, 2010).

Mass media such as newspapers, television, radio, and digital platforms serve as vehicles for advertising messages. Through these media, advertisers can promote products, services, and ideas to millions of people at the same time (Vivian, 2013). Without mass media, advertising would have limited reach and impact. At the same time, advertising helps mass media organizations cover production costs and continue providing news, entertainment, and educational content (Baran & Davis, 2015). Advertising also influences the content and structure of mass media. Media organizations often design programs, schedules, and formats to attract advertisers and target specific audiences (McQuail, 2010). Furthermore, mass media enhances the effectiveness of advertising by adding credibility and visibility to advertisements. Advertisements placed in trusted media outlets are more likely to gain audience attention and trust (Belch & Belch, 2018). In the digital age, mass media and advertising work together through targeted online ads, sponsored content, and social media promotions. In conclusion, mass media and advertisement share a mutually beneficial relationship. Mass media provides the platform for advertising, while advertising financially supports mass media, making both essential to modern communication an economic activity.

Semiotics, according to Peirce, is the philosophical study of signs and the processes through which signs produce meaning. Peirce defined semiotics (which he called *semeiotic*) as the formal doctrine of signs, encompassing how signs represent objects and how they are interpreted by the human mind (Peirce, 1931–1958). Unlike simple communication models, Peirce's approach emphasizes meaning as a dynamic and ongoing process rather than a fixed outcome. Peirce proposed that a sign is something that stands for something else to someone in some respect. This process involves a triadic relationship between three essential components: the representament, the object, and the interpretant (Peirce, 1931–1958). The representamen is the form of the sign, such as a word, image, or sound. The object is what the sign refers to, while the interpretant is the meaning or understanding produced in the mind of the interpreter. Meaning, therefore, is not inherent in the sign itself but emerges through interpretation.

Accordingly, signs are classified into icons, indices, and symbols. Icons signify through resemblance, indices through a direct or causal connection, and symbols through social convention and learned rules (Chandler, 2017). Peirce viewed semiotics as universal, applying to language, images, gestures, scientific reasoning, and cultural practices. Peirce's semiotics provides a comprehensive framework for understanding how meaning is generated through signs, highlighting interpretation, context, and the continuous nature of meaning-making. Charles Sanders Peirce's semiotic theory explains how meaning is created through signs.

This research analyzes the sign in Sprite advertisement based on semiotic analysis by Peirce's theory. Accordingly, semiotic is a relationship among a sign that consists of icon, symbol and index. Peirce makes a triadic model of a sign that consists of representament, an object, and an interpretant. Based on the object, a sign consists of an icon, an index, and a symbol. Some of the studies conducted using Semiotics are elaborated as follow. The study is conducted by Eriana (2015) using semiotics to investigate the advertisement on perfume advertisement. The research method used in this research is descriptive to explain the signs. The result reveals that the icon gives a direction for getting the meaning of the advertisement. The icon is the initial cause in catching or getting the meaning of the advertisement and then the symbol is as the effect of the icon in interpreting sign. Furthermore, the study conducted by Hasanah (2010) sheds lights on the meaning of signs on T-shirts of Dagadu. The results reveals the linguistic symbols are used on the Dagadu product and there is the relation between the linguistic symbols and the advertisement. The next study is conducted by Rifa'i (2010). This study sheds light on signs used in Coca-Cola advertisement. Additionally, it discusses meaning in terms of connotation and denotation of Coca-Cola advertisement. The results show that the advertisement uses the concept of Sign: icon, index and symbol. The concept of denotation and connotation is found in symbols in tis advertisement. Additionally, it is found the codes: symbolic, narrative, cultural code in Coca-Cola advertisements.

The difference between this study from those previous studies is this study uses the interview as the method of data collection. The 20 participants are interviewed to find out their opinion about the three advertisement. Research objectives in this study are to find out the meaning of signs: icon, symbols and index in three Sprite advertisements, to investigate the object found in sprite advertisement as representament and interpretant.

Method

The study employs descriptive method to analyze the signs: icon, symbol and index. Additionally, it is to find out the object as representament and interpretant based on the advertisement and the result of the interview. All are used Semiotics as the theoretical framework. All data are in the form of images and text. The three data in this research are taken from Sprite advertisement downloaded from Google. The data for this study are collected from three advertisement: Advertisement 1: Feel the Freshness, Advertisement 2: Freedom from Thirst, and Advertisement 3: Obey Your Thirst.

The data collection techniques for this study consist of steps: to search the data on Google about Sprite poster advertisements, to choose the three advertisement of Sprite advertisements, to download the three Sprite advertisements which consists of **Advertisement 1: Feel the Freshness**, **Advertisement 2: Freedom from Thirst**, **Advertisement 3: Obey Your Thirst**. The data are collected by using the technique of Interviewing 20 participants about representamen and interpretant from the three advertisement. They are 20 participants consisting of university students. Data analysis

techniques in this study are to describe the signs found in the advertisement and find out the representant and interpretant.

Results

The segment presents the description of the three advertisement: (1) Advertisement 1, Feel The Freshness; (2) Advertisement 2; Freedom From Freshness, (3) Advertisement 3; Obey The Thirst. The elaboration is divided into 2 parts which are description and interpretation.

1. Advertisement 1: Feel The Freshness



a. Description

The icon of this advertisement is the picture shows a green Sprite bottle with a combination of blue bottle caps appearing from the middle of the sea with a seaside background that looks blurred. For this advertisement, there are two sentences as **symbols**. The first symbol is the written word, REDISCOVER. It is written in with all capital letters and with yellow font. The word is written in the bottle. The second symbol is found in the phrase, Feel The Freshness, as a slogan. It is on the position in the top-left with medium white font. Another symbol is word, Sprite, written in right below the picture. It functions as a brand name. Blue dominates the background of this advertisement. Blue as the index signifies freshness. **The Index** is also found in this advertisement is there are splashes of water around the bottle that appears from the middle of the sea. The elements of color, layout, typography, composition, and point of view are found in the advertisement. The choice of color, blue, gives the impression of coolness and calmness. Besides, the background of the sea supports the color. The apperaranse of the fonts, script and san serif, reveals the simplicity. Those make the main object become dominant. The viewers focus on the main object.

b. Interpretation

The Sprite bottle coming out from the middle of the sea that looks refreshing with a blur seaside background as **the icon**. **The symbol** is the slogan, Feel the Freshness, and the written word, Rediscover, which is on the Sprite bottle. **The index** is the blue background and the fresh splash water. All are the representament that represent the object which is Sprite. The representament and the object results the interpretant. This study reveals based on the result of the interview that the participants find the emergence of the Sprite bottle in the middle of the ocean is as the representament. It is stated by 7 participants. However, the 9 participants state that the Sprite bottle is floating on the water. It is stated by 9 participants. The connection between the representament and the symbol results the interpretant which is translated by 16 participants as the advertisement that can boost the feeling of freshness when they drink Sprite. The advertisement states that the customers do not need to feel doubt to go back to drink Sprite again since Sprite is back to promise the freshness. It is interpreted by the emergence of the bottle from the sea.

1. Advertisement 2: Freedom From Thirst



a. Description

This advertisement consists of the signs: icon, index and **The icon** in this advertisement is the picture of the tattooed man facing backwards and holding a sprite bottle. He does not show his face and the front of the whole body but he shows off the power and freedom. The slogan and the image of the bottle as **the symbol** of the advertisement are written between the image of the man. The man brings the message through the post. That the slogan is put on the left and the other bottle on the

right makes the main object attract the attention. **The index** is the bottle on the corner of the advertisement is conditioned to have the same colour with the background. Therefore, the focus of attention goes to the man who feels that there is freedom found after drinking it. That the thirst is fulfilled and the freedom is gained is the message brought by the man. The simple fonts used are not to compete with the image of the man. In this advertisement, green dominates the background. It shows that green is the original colour of the bottle.

b. Interpretation

The phrase, Freedom from Thirst, as a slogan is **the symbol** of this advertisement. The man is as the main object is positioned between the font and the other bottle of Sprite is **the icon**. The icon reveals as a man with the tattoo looking back without wearing any shirt. He was clenching his hands and holding a sprite bottle in his left hand. He looks full of enthusiasm. **The index** is represented by green and splash of fresh water supports the advertisement. All the representament that shows the object(O) which is the advertisement. The relationship between the representament and the object results the interpretant (I). There are 12 participants out of 20 who state that the representament is a man holding a Sprite bottle. There are 8 participants stating that the representament is a man facing backwards with tattoo on his body. There are 8 participants state that interpretant is drinking Sprite can bring freedom for the customers. The other 7 participants state the interpretant reveals the strength can come after drinking Sprite. The 6 participants claim that Sprite can inspire the customers about freshness after drinking it as the interpretant.

2. Advertisement 3: Obey Your Thirst



a. Description

This advertisement shows a man with a face left side. The man is sipping a sprite in the car with his right hand holding the steering wheel and his left hand holding a sprite bottle. The man has a brown complexion, with tattoo in his hands, wearing a leather jacket and smart watch in his left hand. The man enjoys the sprite drink during the hot weather. It is **the icon** of the advertisement. It supported by **the**

index. The advertisement is dominated by yellow and green as the background. The slogan, as **the symbol**, is shown by phrase, Obey Your Thirst. The slogan invites the consumers to drink when they are in need. It is found out that the bottle and the man have the symmetric position. They are all to attract the viewers. The background is set blurred to reveal the slogan, the man and the sprite bottle.

b. Interpretation

The icon is the picture of the man wearing a leather jacket and drinking sprite in the car. The written phrase, Obey Your Thirst, as **the symbol**. The green and yellow background, the text color using medium white font and car are **the index**. All the representament of the advertisement. The relationship between the representament (R) and the object (O) produces the interpretant (I). There are 10 participants who state that the representament is a man drinking Sprite in the car. There are 4 participants state that the representament is a man drinking Sprite in hot weather. There are 9 participants who state that interpretant is Sprite is to quench the thirst and fulfill the needs as the interpretant.

Discussion

The icon plays the roles in assisting the customers to choose which product they want to buy, The icon for the perfumes reveals the similarities between the sign and the object even though the advertisement does not give the odor. Icon makes meaning for the customers (Eriana, 2015). The symbols for Dagadu and Coca-cola advertisement make the buyers feel interested in buying the product. Dagadu has interesting symbols written in the T-shirt. (Hasanah, 2010).

Moreover, Coca-cola has denotational and connotational meaning categorized into symbolic, narrative and cultural codes. Symbols play the roles in Coca cola advertisement for the customers to buy the product (Rifai, 2010). The recent study investigates the Sprite advertisement use Semiotics to analyze the data. The signs appear in all advertisement and all are interpreted integratively by the participants based on the result of the interview. It is not only icon but also symbols and index lure the customers to buy the product.

The three advertisement, advertisement 1, 2 and 3 fulfill the criteria of good advertisement based on the theory of Semiotics. The Sprite advertisement has icon, symbols and index. They are representament that represent the object which is Sprite. The relationship between the representament and the object results the interpretant. It is the opinion about what the customers see in the advertisement. The participants share their opinion in the interview about the representament and interpretant.

Conclusion

This research applied a descriptive method to describe the signs: icon, index and symbol. To analyze the data, this study borrows Peirce's theory using triadic or triangle meaning to know the semiotic process from the data. The advertisement use the simple and attractive icon, easy remembered symbol and supporting index. Those combine with the representament that produces the interpretant. The advertisement fulfills the requirement of the semiotic process; therefore, it lures the customers to buy the product.

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