Sign Found in Instagram Account Advertisement of Adhi Jaya Hotel

A. Fransiska Maria Christiani Koo[1], B. Dewa Ayu Kadek Claria, S.S.,M.Hum.[2], C. A.A. Istri Manik Warmadewi, S.S., M.Hum[3].
[1,2,3]Warmadewa University

e-mail: chriska952@gmail.com

Abstracts: This research is entitled Sign Found In Instagram Account Advertisement of Adhi JayaHotel. This thesis aims to analyze the types and meanings of signs in the advertisementof Adhi Jaya Hotel. There are several methods used in writing this thesis, namely data sources, data collection, data analysis, and presenting the results of the analysis. Peirce's theory is used to analyze signs, namely Three Kinds of Signs where there are three types of signs, namely symbols, indexes, and icons. The second theory uses Peirce's theory to analyze meaning using a triadic sign model consisting of object, interpretant and representamen. The results of this study is twenty signs were found in.Adhi Jaya Hotel advertisements, including eight icons, four indexes, and eight symbols.These signs have different meanings according to the type and meaning of the sign itself.
Keywords: Sign, Advertisement, Instagram

INTRODUCTION

The science that studies meaning is semantics. Semantics is the systematic study of meaning, and linguistic semantics is the study of how languages organize and express meanings. The meaning, in general, is a sign in linguistics (Kardana, et all., 2019). Semiotics is closely related to the field of linguistics which studies language. In semiotics, it is explained about the meaning contained in signs. Signs are also found in the advertisements as the place to provide information to the readers. In addition to nonverbal elements, verbal elements are also very important to make an advertisement able to convey the advertising message (Claria & Rajistha, 2019). Advertising is also the way for companies to encourage someone to buy the product, service, or even idea being offered. Everyone wants to get information about advertisements, for that, it is very important to know the meaning contained in an advertisement, because good products are usually packaged in smart advertisements (Warmadewi, 2019). In the advertising process, social media is quite useful for disseminating information to the general public. Facebook, Instagram, Twitter, and other social media platforms are commonly used. Instagram is a social media platform that serves as a source of information and communication. Instagram is commonly used for upload and share photos, video, and other information with other instagram users (Warmadewi, 2021). Images in ads often include signs such as Instagram to make it easier for readers to see the detailed information provided. This article explains the meaning and types of signs as a medium of information and focuses more on the signs contained in an advertisement. Advertisements want to provide a lot of information to their listeners or readers. Advertisements, as an information medium, must convey detailed information so others can understand it and accept the information provided.

As a result, this research analyzes several existing advertisements to clarify the intent of these advertisements in detail. Such as the Adhi Jaya Hotel advertisement which uses social media as a means to promote its hotel to be seen by many people, because Adhi Jaya hotels have interesting advertisements, this research used Adhi Jaya hotel advertisements. The advertisements created are always unique from previous advertisements, allowing for the analysis of the signs contained in these advertisements. From the non-verbal elements, advertisements display illustrations in the form of icons, photos and also backgrounds that make consumers interested in the product and advertisements have interesting words that attract the attention of readers (Claria, 2018) . There are three types of indications in the Adhi Jaya Hotel advertisement that help researchers complete this research, namely, icons, indexes, and symbols. This ad can be found on the Adhi Jaya Hotel's Instagram account, therefore, the existing advertising data can be accessed on the Adhi Jaya Hotel's Instagram account.

Adhi Jaya Hotel's social media advertisements seek to deliver the most up-to-date information to everyone, so that they may obtain the most up-to-date information about Adhi Jaya Hotel. The literature review is used as a reference for this article. For example, the article about the Covid-19 Pandemic Humanity Campaign Seen Through Semiotic Analysis Of The Coca-Cola Company's Public Service Advertisement Titled 'To The Human Race' (Agustinus, G.I., & Evi, J.P., 2021). The theory used in analyzing the sign and its meaning uses Peirce's theory. This research uses descriptive qualitative method which means that this research deals with words and meanings. The result is 2:15 minutes of duration public service advertisement by The Coca-Cola Company titled 'To the Human Race', there are 25 verbal signs and 67 non-verbal signs which can be classified again based on Peirce's second trichotomy into 30 icons , 35 indexes, and 6 symbols.

METHOD

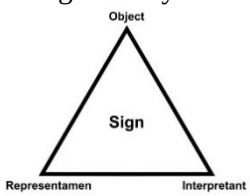
Method of research covers data sources, data collection, data analysis and presenting the result of the analysis. The advertisement of Adhi Jaya Hotel is interested to analyzed because it has a lot of meaning contained in it. The Adhi Jaya hotel advertisement was used as the data source for this research, which was obtained from social media (Instagram: @adhijayahotelkuta). Then, the data collection. The method of observation was employed to collect this data. Begin by looking for data, reading and comprehending the information in the advertisement, and taking notes on the information in the Adhi Jaya Hotel advertisement. Then, this research data was collected by identifying and classifying it according to its meaning and type.

After all of the data has been collected, it was analyzed based on the type of sign used in the advertisement. A qualitative descriptive method was applied in this research. Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Emerging questions and processes are part of the research process, as a data collected in the participant's setting, data analysis that builds inductively from specifics to broad themes, and the researcher's interpretations of the data. The structure of the final written report is flexible. Those who engage in this type of research support a method to research that values an inductive approach, an emphasis on individual meaning, and the importance of rendering a situation's complexity (Creswell, 2007). The goal of the analysis is to identify the different types of signs and their meanings.

The last is presenting the result of the analysis. There are two types of methods: formal and informal. The formal method used a symbol to illustrate the phenomena find in the data and the informal method was applied by used of the sentence. The advertisement for Adhi Jaya Hotel contains a sentence and a symbol, and it employs both formal and informal methods.

DISCUSSION

Signs differ in their characteristics and meanings. The sign can make it easier to receive information about the sign's meaning. The signs can be classified into three types, namely icons, indexes, and also symbols. An Icon is one part of the field in semiotics that marks something to be able to explain something in the form of the meaning contained in an icon to tell the object to the subject. An icon bears a physical resemblance to something that is marked or represented. An index is a sign that has a cause-and-effect relationship with what it represents. The index is an existential relationship, which is an illustration because of a causal relationship. A Symbol is the opposite of an icon, it does not resemble the object that is being represented. It has a conventional nature because it is an agreement between two parties where the symbol is applied and must be obeyed. Getting used to the symbol is also something that needs to be learned. According to Pierce, sign is something that serves to represent something else by presenting something it represents. Pierce divides the sign system into three in the triangle theory/triadic model, namely, object, representamen, interpretant.



In the triadic model, it is divided into three parts, namely, object , representamen, and interpretant. Based on the object, there are icons, indexes and symbols. An icon is a sign that resembles its original form. Between signs and objects have similarities. An example of an icon that is often encountered is a map. An index is a sign that is interrelated because of a causal relationship. The sign means the result of an event. For example, there is smoke as a sign of fire. Symbol is a sign that is related to the representamen as well as the object. A symbol is agreed upon by its signers as a general reference. For example, a red light is a sign to stop on the road.

Signs take the form of words, images, sounds, odours, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. 'Nothing becomes a sign unless it is construed as a sign' (Pierce, 1931). Signs can be found in advertisements, one of which is social media advertising. Adhi Jaya Hotel is a hotel that promotes its advertisements through social media. There are various types of signs in the advertisement, namely, icon, index and symbol.

Icon/Iconic

Icon or iconic is a mode in which the representamen is perceived as resembling or imitating the object (recognizably looking, sounding, feeling, tasting or smelling like it) - being similar in possessing some of its qualities: e.g. a portrait, a cartoon, a scale-model, onomatopoeia, metaphors, 'realistic' sounds in 'programme music', sound effects in radio drama, a dubbed film soundtrack, imitative gestures (Chandler, 1994 :28). The following are examples of icons found in the Adhi Jaya Hotel advertisement:

1. Easter Egg

The picture above is an advertisement taken from the Instagram of Adhi Jaya Hotel @adhijayahotelkuta (posted on March 19, 2021). In the advertisement, Adhi Jaya Hotel takes the concept of Easter where the advertisement offers a package price to stay at the hotel. In accordance with its headline, namely Easter Packages, Adhi Jaya Hotel promotes its advertisement on social media to attract enthusiasts with the price offered. In the advertisement, there is a picture of an easter egg where this image can be called an icon. The icon bears a resemblance to the object it describes. The advertisement which has an easter concept displays a picture of Easter by displaying an egg which is a characteristic of Easter. This image becomes an icon because it has a resemblance to the object it represents.

The first icon is the image on the easter egg which is a Representamen (R) which represents the object (O) that is an egg. Representamen and objects have a relationship and produce an interpretant (I) where this egg represents Easter. The meaning of the egg icon is an image that conveys the meaning of Easter. Easter for Christians is marked by the presence of Easter eggs as its trademark. The image in the Adhi Jaya Hotel advert shows a picture of an easter egg, because the advertisement created the concept of Easter to promote the price of the latest package offered and to invite people to celebrate Easter together at Adhi Jaya Hotel.

2. Bed

The picture above is an advertisement taken from the Instagram of Hotel Adhi Jaya @adhijayahotelkuta (posted on April 28, 2021). In its advertisement, Hotel Adhi Jaya takes the concept of Eid where the advertisement offers a package price for staying and eating at the hotel. In accordance with its headline, namely Lebaran Holiday Packages, Hotel Adhi Jaya promotes its advertisement on social media to attract enthusiasts with the price offered. The second icon is the image of bed as a representamen (R) which represents the object (O) that is a bed. Representamen and Objects have a relationship and produce an interpretant (I), namely, the bed as one of the hotel room facilities. The ad displays a picture of a bed as one of the hotel room facilities in Adhi Jaya. The picture of the bed in the advertisement can be said to be an icon because it has a physical resemblance to the object it represents, and from the advertisement, Adhi Jaya Hotel invites people to enjoy Eid at Adhi Jaya Hotel with the convenience of the facilities that have been provided.

3. Pumpkin

The third icon is the image of pumpkins as a representamen (R) which represents an object (O) that is a pumpkins. Representamen and Object have a relationship and produce an interpretant (I) which is a monster made of pumpkins as the meaning of Halloween. The pumpkin in the advert is a Halloween icon. Halloween is an annual celebration where pumpkins are carved into faces that resemble monsters. This pumpkin icon has a special meaning for some who celebrate it, one of which is as a way to scare away evil spirits. This Halloween c elebration falls on October 31 every year. Adhi Jaya Hotel created the concept of a halloween celebration at the hotel by offering dinner with a halloween concept.

4. Lantern

The fourth icon is the image of lantern as a representamen (R) which represents the object (O) that is the lantern. Representamen and Object have a relationship and produce interpretant (I) which is the lantern is the hallmark of Chinese New Year. The lantern is said to be an icon because it has physical properties with the object it represents. The meaning of the lantern icon has a special meaning for the Chinese, the red lantern represents hope in the new year and all sadness will be replaced by happiness.

During Chinese New Year, it is mandatory to install lanterns as a sign of Chinese New Year. As in the advertisement made with the Chinese New Year concept, Adhi Jaya Hotel displays a picture of lanterns and red as the main color of the advertisement. Where lanterns and red are the meanings of Chinese New Year. In the ad above, which was taken on Instagram, Adhi jaya Hotel (@adhijayahotelkuta) promotes the price of hotel stay packages at affordable prices, with special prices on Chinese New Year.

Index or indexical

Index or indexical is a mode in which the representamen is not arbitrary but is directly connected in some way (physically or causally) to the object - this link can be observed or inferred: e.g. 'natural signs' (smoke, thunder, footprints, echoes, non-synthetic odours and flavours), medical symptoms (pain, a rash, pulse-rate), measuring instruments (weathercock, thermometer, clock, spirit-level), 'signals' (a knock on a door, a phone ringing), pointers (a pointing 'index' finger, a directional signpost), recordings (a photograph, a film, video or television shot, an audio-recorded voice), personal 'trademarks' (handwriting, catchphrase) and indexical words ('that', 'this', 'here', 'there') (Chandler, 1994).

1. Shadow

The first index is a the shadow of the swimming float as a representamen (R) that represents an object (O), which is a sunlight. Representamen and Objects have a relationship and produce an interpretant (I) which is the sun's rays reflect the shadows on the swimming float. Shadow is an index because it occurs from a causal relationship because the representamen cannot exist without the object. In the ad image above there is an index, namely the shadow of a swimming float used by a child. The photo above illustrates when it happened at noon where the sun was shining. In the presence of the sun, the swimming float reflects the visible shadow in the water.The shadows will appear if there is light that shines on the object so that the reflection of light on the object forms a shadow.

2. The Sparks of Fireworks

The second index is the sparks of fireworks as a representamen (R) which represents the object (O), namely, the flaming fireworks. Representamen and Objects have a relationship and produce an interpretant (I) which is the Fireworks that are lit cause fireworks sparks. The spark produced by fireworks is the index. It can be said as an index because of the causal relationship because the representamen cannot exist without the object. An index is a sign that exists because of a causal relationship. As seen from the ad above, the fireworks are lit so that the sparks come out.

Symbol or symbolic

Symbol or symbolic is a mode in which the representamen does not resemble the object but which is fundamentally arbitrary or purely conventional - so that the relationship must be learnt: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, morse code, traffic lights, national flags (Chandler, 1994).

1. Social Media Symbol

Social media is one of the symbols that we often find on our cellphones. As a medium of information, Facebook and Instagram are well-known and very popular with everyone. Everyone who uses social media certainly has their own social media accounts such as Instagram and Facebook. In the advertisement above, Adhi Jaya Hotel added the hotel's social media symbol in the advertisement. Of course, on the social media account there is information about Adhi Jaya Hotel, information about prices and also the facilities at the hotel. People who see the ad will be able to access directly to the available social media.

- Facebook

The first symbol is social media as a representamen (R) which represents the object (O), namely Facebook. Representamen and Objects have a relationship and produce an interpretant (I), Symbol "F" as a sign of social media Facebook.In the advertisement above, which was taken from the Adhi Jaya hotel brochure, there is a description that displays an 'f' symbol or facebook as one of the social media owned by Adhi Jaya Hotel. Facebook is a social site that can make it easier for people to interact with other users around the world using Facebook. Facebook was founded in 2004 by Mark Zuckerberg. The benefits of establishing Facebook are as a personal aspect, social aspect and also economic aspect as an e-commerce media where as a place to promote something.

- Instagram

The next symbol is social media as a representamen (R) which represents the object (O), namely Instagram. Representamen and Objects have a relationship and produce an interpretant (I), a square camera image symbol as a sign for Instagram social media. Instagram is one of the symbols found in advertisements from Adhi Jaya Hotel. Instagram is a photo and video sharing application that allows users to take photos, videos and share them on their Instagram. Instragram is a place for sharing information with others. Photos, videos, and news can be accessed via Instagram, so many use it as a place to promote an advertisement, one example is this ad from Adhi Jaya Hotel.

- Email

The symbol is an image of a letter as a representamen (R) which represents an object (O), Email (@adhijayahotel.com). Representamen and Objects have a relationship and produce interpretant (I), an electronic mail application that can send messages to others. Email is one of the symbols contained in the advertisement made by Adhi Jaya Hotel. Email is a means to send messages over computer networks. Adhi Jaya Hotel uses email as a way to make it easier for people who want to book rooms via email. Room orders that have been ordered will be sent to the message via email. the email symbol is very useful to make it easier for everyone who sees the ad to be able to make a room reservation via email.

- Telephone

Telephone image as a representamen (R) which represents the object (O), Telephone (@adhijayahotel.com) . Representamen and Objects have a relationship and produce interpretant (I), a telephone application as a means of communication. Telephone is one of the communication media that can make it easier for someone to make calls to other people quickly. In the advertisement, Adhi Jaya Hotel displays a telephone symbol which aims to make it easier for people to make calls to the hotel.

CONCLUSION

Based on the results of the analysis above regarding Sign Found in Instagram Account Advertisement of Adhi Jaya Hotel, it can be concluded that the sign can be found in the advertisement of Adhi Jaya Hotel. The signs in the Adhi Jaya Hotel advertisements vary, including icons, symbols, and indexes. In analyzing the meaningof the sign, it is focuses on the relationship between the representamen and the object and how the representamen and object produce an interpretant. In this study, twenty signs were found in Adhi Jaya Hotel advertisements, including eight icons, four indexes, and eight symbols. The results of this study indicate that Peirce's triadic theorycan be used to explain the meaning of signs in Adhi Jaya Hotel's advertisements and Peirce's theory of Three kinds of Signs can explain three types of signs.

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