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Article

### Analysis of Myth Barthes in SGM Milk Formula Advertisement “Aku Anak SGM Explore” Version

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#### A B S T R A C T

Advertisement is a medium of communication between producers and consumers. An advertisement can be done through various media such as newspapers, magazines, internet, radio and/or television. In advertisement, producers try to create a sign to make a hidden message (mitos) behind. Advertisement plays significant role in promoting such products because it spreads wider. Literacy of advertisements, through mass media is very essential in helping audiences to better see and understand how messages in the form of text, verbal and nonverbal are displayed through audio visual. The hidden message is created to convey consumers. So that, they can truly understand the message. Television is as one of the media to represent hidden message contained in an advertisement.

This study aims to analyze how the signs contained in the texts displayed in the SGM formula advertisement, version "Aku Anak SGM" on television. The methodology used was qualitative with a semiotic analysis approach. Semiotic approach from Barthes will be used by researchers to reveal the signs in these advertisements, by using signifier and signified to get hidden meaning inside. From this analysis can be revealed signs that are relevant to the message that the producer wants to assure the consumers. The existence of advertisements in audio-visual media with other media certainly has a different effect. Television is a complete media, because it can contain messages in the form of audio and visually. Commercial advertisements will have more selling power if they succeed in taking advantage of the advantages possessed by the media.

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#### INTRODUCTION

Advertisements can be considered as an integral part of the economic and social system of modern society. Nowadays, advertising has developed into a communication system that is very important not only for producers of goods and services but also for consumers. The ability of advertising and other promotional methods in delivering messages to consumers makes both fields play a very important role for the success of the company.

Advertising is an art of persuasion and can be defined as a communication design that is funded to inform and or to persuade. From some of the meanings above, basically advertising is a means of communication used by communicators in this case the company or the producer to convey information about goods or services to the public, especially its customers through a mass media. In addition, all advertisements are made with the same purpose, namely to provide information and to persuade consumers to try or to follow what is in the advertisement,

which can be in the form of consuming products and services offered. Advertising is one form of promotions, the best known and most famous topic to be discussed by any researchers, because of the wide range of power.

The main purpose of advertisers with advertisements is to invite the public to pay attention to the message they convey about the company's personal identity. The audience is required to be able to understand the persuasion, to distinguish from the identity of other companies, and to decide that they do have a personal identity that is worthy of being trusted by the public. To achieve this goal, advertisers introduce their personal identities by using slogans to make distinctive characteristics. Regarding to the issues, researchers cited a statement from Sutisna (2002:83), which says that "The use of an ad is basically to build a positive image of the brand, more likely to make a purchase". Based on this statement and advertisements are designed to make the target market aware of a brand. The brand is not just a name, it contains the nature, meaning, meaning and content of the product concerned even in further developments, the brand will mark the symbol and status of the product. Brand issues in advertising are very important, especially in an effort to get a better and comprehensive positioning. Making an advertisement can be categorized as an activity that encourages other people to think, to feel, and to believe about the brand of a product.

Advertisements are also very important promotional instruments, especially for companies that produce goods or services aimed at the wider community. Television advertisements try to be displayed as attractive as possible with the style of delivering a unique message with the use of language (easy-to-remember creative words), musical illustrations (jingles), attractive advertising models, personalization of products, symbols and harmonious visualization formats produce messages and overall product images which are then played or aired several times a day at prime time so that consumers will later get more information. The existence of advertisements in audio visual media with other media certainly has a different effect. Television is a complete media because it can load messages in audio and visual form by using a moving image. Commercial advertisements will have more selling power if they successfully exploit the advantages that television has. Advertisers must really be able to map to whom the ad will be intended, so that the purpose of the sale of goods will be achieved. Any advertisements generally have a tendency to compete with each other in almost the same way, especially in terms of packaging creativity. Often we come across an ad with the same type of product showing a similar pattern of packaging. A product certainly does not want other

products to look better, more creative, or superior. A product advertisement will certainly consider its competitors in displaying advertising creativity, this can be based on considerations of product positioning (market leader or not) or also on the consideration of advertising creativity itself.

Advertisements, as an object of Semiotics, have fundamental differences from three-dimensional designs, especially product design. Advertising, such as mass communication media in general, has a direct communication function, which is temporary from a product design. Advertising also has a function as a communication tool, indirect communication function. Therefore, in advertising aspects of communication such as messages are the main elements of advertising, which in a product design is only one aspect of various other main aspects (function, human, production). An advertisement always contains sign elements in the form of an object (object) advertised; context in the form of environment, people or other creatures that give meaning to objects; and text (in the form of writing) that reinforces the meaning (anchoring), although the latter is not always present in an advertisement.

Any advertisements generally have a tendency to compete with each other in almost the same way, especially in terms of packaging creativity. Often we come across an ad with the same type of product showing a similar pattern of packaging. A product certainly does not want other products to look better, more creative, or superior. A product advertisement will certainly consider its competitors in displaying advertising creativity, this can be based on considerations of product positioning (market leader or not) or also on the consideration of advertising creativity itself. In this research, researchers intended to examine children's formula milk, called SGM. This research is based, because in reality, parents who have children under five certainly want their children to be smart children, but in this age of course it will be difficult to direct their children into smart children according to what they expect. In addition, we also realize that it will be very difficult to give an assessment of how smart a child is when they are still in the toddler stage, this is certainly not as easy as assessing school-age children and adults. In the reality of everyday life, the expression of how clever a child is of course based on new things done by a child, and also has the purpose of motivating the child to continue to carry out activities that his parents certainly consider positive things.

This advertising approach contains elements of both informational/rational appeals and emotional. Elements of informational or rational appeals can be seen from the price of products, which are offered relatively cheaper,

benefits that can be felt for children under five, competitive advantage of the right nutritional content and supported by research, which is valid. In terms of emotional appeals, consumers are offered with characters in the adverts of healthy, smart and adorable toddlers, so that they can arouse the desire of parents, especially mothers, to have such toddlers. It also gives positive feelings to consumers, which are transferred to the brand. This advertisement wants to arouse feelings of pleasure, pride and desire for toddlers to achieve great performance. The reason the researchers chose the ad was because of the ad consists of various versions featuring gender constructs. From various versions of the ad, apart from showing how the signifier and signified can expose the myth in this advertisement.

Formula milk is a product that later is often used as a companion nutrition for a child's growth process. Even in some cases, formula milk is really positioned as a substitute for breast milk and has been given to children when the child is still very young or even just born. Basically this creates a stunted problem, where the role of ASI for the development of children cannot be replaced by anything else, as well as being able to glue emotions between a child and a nursing mother. In addition, the ingredients contained in breast milk have various nutritional benefits that are not able to be created and or be inserted in various food products for kids. Based on the background described above, the formulation of the problem from this research is how smart toddlers are represented in milk advertisements formula SGM version "I AM SGM"? Then, how the advertisement could show the kid's intelligence?

In this research, the researchers would like to use Semiotic, by using signifier and signified. Semiotics as one of the sciences is often associated with the nature of lies and falsehood. This opinion starts from a definition of Semiotics put forward by Umberto Eco, quoted by Piliang (2003) stated that Semiotics in principle is a discipline that learns everything that can be used to lie and cannot be used to reveal the truth.

Based on the quote above, advertisement could be considered as an object of Semiotics. Advertising has the function of direct communication (Direct Communication Function) which this function is generally also owned by mass communication media. Therefore aspects of the advertisement, communication such as messages are the main elements. The role of Semiotic figures such as Ferdinand de Saussure (1857-1913), Roland Barthes (1915-1980) and Charles Sanders Peirce (1839-1914). The three figures developed semiotics separately. Saussure who calls the science developed by semiology (semiology), assumes that semiology is based on the

assumption that as long as human actions and behavior carry meaning or as long as they function as signs, there must be a system of differentiation and convention that allows that meaning. Etymologically, the Semiotic term of the Greek word *Seimeion*, which means "sign". According to Sobur (2001:15), "The sign itself is defined as something that is based on social conventions that were built before, can be considered to represent something else". This is also explained by John Fiske, Translation of Dwiningtyas (2014:66), who said that, "The center of Semiotic concentration is the study of the signs and ways the signs work and create meaning. A sign is something physical, acceptable by the senses, refers to something outside of itself, and depends on the recognition of the users that it is a sign". The essence of Semiotics developed by Roland Barthes is the idea of an order of signification or two orders of signs. The two order signatures in Barthes' Semiotics can be seen in the chart below:

Signifier	Signified	
Denotative Sign (Tanda Denotatif)		
Denotative Sign (Tanda Denotatif)	Connotative Signified	

Basically, there is a difference between denotation and connotation in the general sense and denotation and connotation understood by Barthes. In the Semiotics of Barthes and his followers, denotation is a system of first level signification, while connotation is a second level. In this case denotation is more associated with closed meaning. As a reaction against the imperfection of denotation which is oppressive, Barthes tries to get rid of and reject it. There are only connotations. He further said that the meaning of "literal" is something that is natural. So, in Barthes' concept, the denotative sign not only has additional meanings but also contains the two parts of the denotative sign which underlie its existence. In fact, this is Barthes' contribution which is very meaningful for the perfection of Saussure semiotics, which stops at the signifier in a denotative order (Sobur, 2006).

Moreover, something can be considered as a valid sign, when it has a form that is reasonable and arranged in a way that can be defined or in other words patterned. This is also said by a Semiotic expert, Saussure. In general, Saussure states that language is a sign system. Sounds, whether human voices, animals are only said to be languages or function as languages when they express, or convey certain meanings. Saussure theory was followed by Roland Barthes, who made a systematic model in analyzing the meaning of the signs of Roland Barthes.

According to (Sobur, 2006), Barthes' theory was known as one of the structuralism thinkers who aggressively practiced Saussure's linguistic and Semiological models. He is also a well-known intellectual and critic of French literature, the exponent of the application of structuralism and Semiotics to the study of literature. In his book *S/Z*, Barthes (1974) explains that the significance of the first stage is a relationship between signifier and signified in a sign of external reality. Barthes calls it denotation, which is the most obvious meaning of the sign. Connotation is a term used by Barthes to show the significance of the second stage. This illustrates the interactions that occur when a sign meets with the feelings or emotions of the reader and the values of the culture. Connotation has a subjective or at least inter-subjective meaning. In the significance of the second stage relating to content, signs work through myths. Myth is how culture explains or understands some aspects of reality or natural phenomena. Example: red for braveness or anger.

Based on the theory, it can be said that humans use signs and try to construct the meaning of social reality through the process of communication. Communication takes place in the context of diverse time and space. The context is very influential for the production and reproduction of meaning. Individuals often place, treat, judge, and perceive others in relation to the reference group they have. In perceiving, humans are also inseparable from their own reference groups. Humans strengthen their individual identities, by building relationships with others. That identity will be considered to be an important part and difficult to separate. The reason why the researchers choose SGM ad is because the researchers are interested in the pose of the child pointing his finger.

## METHOD

The method in this research was used to analyze the content of adverts formula milk. Then, the researchers interpreted the signaling with Semiotic analysis, on the material, which was aired by the advertising of SGM formula milk products. Analysis of advertising formula for growth milk content, further studies will be carried out relating to the message conveyed by formula milk advertisements on television and the impact of the hidden message delivered. The object of this research is the SHM milk advertisement version I am SGM child. While the unit of analysis in this research is all signs contained in the SGM advertisement, including context; in the form of an environment where the advertisement scene takes place, the people involved in the advertisement scene, the clothes used in the advertisement, the songs used as the soundtrack, the settings in the advertisement as well as the spoken sentences and the written sentences shown in the advertisement. Piliang (2003) states that in research

on advertising, analysis of the context, what advertisements offer on an advertised product is an important aspect.

According to Gunawan (2013), Critical Theory tries to change the structure inherent in the status quo condition. It affects individual behavior and tries to change it by showing that the structure is detrimental to others, because of elements of domination, pressure and exploitation. Furthermore, Gunawan also states that this critical paradigm seeks to criticize and to explain why social reality is formed and asks what reasons or interests are behind the formation of this social reality. The research method used in this research was the Semiotic analysis method of Roland Barthes.

In analyzing milk formula advertisement, the researchers used a qualitative approach, using content analysis and Semiotic analysis. Based on that, content analysis is a research technique to draw conclusions by identifying specific characteristics of a message objectively and systematically. This research used Roland Barthes' Semiotic analysis to uncover the two interpretations behind the SGM ad impressions. This research paradigm is included in the critical realm. In accordance to the critical paradigm, this qualitative semiotic analysis is a type of research that provides great opportunities for alternative interpretations. According to Gunawan (2013), the status quo will affect individual behavior and tries to change it by showing that this structure is detrimental to other parties. This is because there are elements of domination, pressure and exploitation. Furthermore, Gunawan also states that this critical paradigm seeks to criticize and to explain why social reality is formed and to ask what reasons or interests are behind the formation of this social reality.

## RESULTS AND DISCUSSION

In conveying a message, communication is one of the underlying aspects. The message aims to achieve effective communication. This also occurs in marketing activities which are one of the wheels in business activities. All forms of production, output with the best results will not run optimally, accepted by consumers, if they cannot do good marketing activities or have a good marketing strategy. Various ways can be done in marketing a product. Therefore, it could attack consumers. The thing that has an important role now, is the use of advertisement. Advertisement is a part, which cannot be separated from modern business. Connecting to advertisement issues, investigated in this research, today, there are not a few SGM milk advertisements that are broadcasted on television featuring visualization of SGM dairy products with attractive packaging, plus the use of

jingle as a product icon with perfect descriptions that continue to attract the attention and the interest of housewives in giving formula milk to their children.

As in one example of the SGM advertisement, version "I am a SGM child", in 2018, who also adorned a television glass screen in each house. At the end of the advertisement, the appearance of every child and adult with various professions raised his hand calling for "I AM SGM Child" indicating that they are SGM Children, Advanced Generation Children", In the advertisement it depicted the scene of the role of a mother preparing food for her father's provisions and a glass of milk for her beloved child also appeared in the advertisement the narrative with the expression of the heart "however the circumstances we give everything the best for a better life". This research uses a semiotic analysis by Roland Barthes to uncover the two interpretations behind the advertisement. This research paradigm is included in the critical realm. In accordance with the critical paradigm, this qualitative semiotic analysis is a type of research that provides great opportunities for alternative interpretations. We begin the research with analyzing the first picture:



From the first picture we see there is a charming boy comes forward to the boy, who wears yellow-shirt. The charming boy wears a red t-shirt. This can be considered as the first signifier. Moreover, the second child is as the second signifier. Then, the signs in the picture above can be seen in the advertising text bellow has been formed and constructed in such a way as to be interpreted by television ad readers. The sign system does not only consist of sentences and descriptions but all sign elements play a role together to impart meaning to the reader. To see the sign system which consists of signifier and signified, it can be described as follows: a charming boy comes forward to the boy, who looks scared can be considered as signified. From the signifier and signified of the picture, the myth that is born is to lead the reader to believe that by consuming milk, children can be sure to become smart and brave children to face challenges. There is a depiction that the two year old toddler who is mentioned in the advertisement can already do activities to persuade friends, and this is apparently because the child is drinking the advertised milk product. It can be

seen from the ability of children not to be afraid to go to school and to be able to persuade their friends to be children who are not anti-social. So, it can be explained clearly in the diagram:

About wears red t-shirt	Brave boy	
About wears yellow t-shirt		Connotative Signified
children can be sure to become smart and brave children to face challenges		

This advertisement approach contains elements both informational/rational appeals and emotional. The element of informational/rational appeals can be seen from the relatively cheaper price of the products offered, the benefits that can be felt for children under five, the competitive advantage of proper nutritional content and supported by valid research. In the context of language systems, an advertisement has an ideology. First, an advertisement always thinks about the market. With that in mind, an advertisement always has the ability to sell. Advertising is always able to produce markets into a large space to sell goods that are promoted. Here, advertising must also be able to put aside the negative values of a product and replaces effective things to be a positive aspect of the product. Second, language is an important part of this system where advertising is part of a symbolic language of society. Third is talking ads on the advertising target with the aim of a particular target segment (target audience). Determination of a specific target audience could be seen in the picture below.



We can see in the second picture that the red boy has succeeded to ask the boy, who wears yellow t-shirt to come to school. The hidden message in terms of emotional appeals, consumers are presented with characters in the advertisements for toddlers who are healthy, smart and adorable, so that it can arouse the

desire of parents, especially mothers, to have toddlers like that. It also gives consumers positive feelings that are transferred to the brand. This advertisement wants to evoke feelings of joy, pride and wants toddlers to achieve the maximum possible achievement. From researching these two ads, we could see that the myth is so useful to open insights in understanding the structure and meaning of advertisements in television media. The results of this research find out that the application of visual and audio elements to the two advertisements has several significant similarities and differences. These elements depend on considerations of the logic of reality and the needs of the narrative. Meanwhile, the meanings behind the two advertisements are different. SGM television commercials emphasize the ideal character of early childhood, while Dancow television commercials offer a new perception, trying to debunk the myths surrounding children circulating in society.

Secondly, in analyzing colors, there are two different colors, i.e., red and yellow. The red and yellow can be considered the first and second signifier. As the signified, we can explain, that the color red is a color that has a strong aura, gives the meaning of passion and gives energy to call for action. In psychology, red means a symbol of courage, strength and energy, as well as passion for action and symbolizes joy. Myth the red t-shirt can be analyzed, that the child, who wears red t-shirt has more braveness and self-confidence. It means, that every children, who drink SGM are going to have more braveness and self-confidence, comparing others. From this second advertisement, it can be said, that SGM milk is milk that makes a child succeed when he grows up. This is a form of message from the signifier stated by Barthes. From the signifier, it can be explained, that healthy living is the dream of everyone. For a healthy life, the intake of food consumed plays a very important role. Remember the four healthy five perfect patterns, which means that with four kinds of food nutrients, namely: carbohydrates, proteins, fats, vitamins and minerals make the body healthy, if added with milk it becomes perfect. Milk is not only important for improving health for all age groups. It is the main food for babies and children to grow and to develop perfectly.

From this second advertisement, it can be said, that SGM milk is milk that makes a child succeed when he grows up. This is a form of message from the signifier stated by Barthes. From analyzing these advertisements, the researchers can prove that markers are not objects but mental representations of objects. If you want to understand the signifier, you cannot have to go back to the Saussure binary system, which is the pair of markers and markers. To understand one must understand the other. Mixing the signifier and signifier in one language

by Barthes is termed mythology. Nevertheless in this research, the researchers do not want to explain it deeper.

## CONCLUSION

Literacy of advertisements, through mass media is very essential in helping audiences to better see and understand how messages in the form of text, verbal and nonverbal are displayed through audio visual. But its role is also sufficient to influence a housewife in providing the right and appropriate formula milk for her child, not only it can be affected through the description of the advertisement but how to place the product or brand in accordance with consumer's needs. The schematics or generic structure of advertisement for children's formula milk can be concluded, that the advertisement of SGM children's formula products includes the type of genre description and exposition genre. By seeing the generic structure for the genre of description, it could explain that it has the general classification description. Descriptions are further broken down into product descriptions, product function descriptions, convincing statements, advanced descriptions and statements of attraction. While the generic structure for the exposition genre is Scene Position, Argument 1, Argument 2, and Conclusion.

This type of advertising genre has stages in convincing consumers. In the description to convince consumers there is a convincing statement. Instead, in the exposition there is an 'argument', about children using SGM. In addition, from the analysis of the language features of the Advertisements of children's formula milk products the conclusion can be drawn that in explaining product functions, using material processes and more using passive sentences. In convincing consumers to use material processes and delivered in passive sentences. The participants in the advert are 'little one', and the participant rarely appears explicitly and explicitly, and not implicitly. Children's success is part of the results of the significance of the Semiotic theory, which is used in this advertisement in Indonesia, although the development of the digital world (the internet) and its widespread use in various circles, the television medium is still strong enough to dominate media consumption in the general population. Therefore, the regulation of content and placement of program shows and advertising material on television media still requires clear and effective regulation.

In this advertisement, the movement element serves to motivate and plays a key role in moving or in animating the advertising narrative. The movement of the model or figure is always limited and adapted to the demands of the story. In advertising display, movement is always associated with the psychological needs of children who

want a better future for their children. Apart from that, it can be identified that the SGM advertisement, by displaying the red color, then SGM is able to show the superior side of the product in a comparative way, SGM advertisement indirectly compares the superior character of children who consume SGM milk with the character of children in general.

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