

## **Social Message on #Cari\_Aman Safety Riding Video: Semiotics Study**

**Zhafran Fatih Ananda<sup>1\*</sup>, Ikhwanuddin Nasution<sup>2</sup>, Rohanie Ganie<sup>3</sup>**

Faculty of Cultural Sciences, University of Sumatera Utara, Indonesia

**ABSTRACT:** The objective of the research was to find the types of signs, to identify denotation, connotation, and myth, and to analyze the underlying social messages in the safety ride advertisement on the #cari\_aman safety riding video. The research data used verbal and visual data sourced from youtube platform tagged #cari\_aman which is safety riding campaign advertisement of the motorcycle manufacture named Honda. The research employs a descriptive qualitative method by adopting an interactive model and qualitative data analysis procedure proposed by Miles and Huberman. The data analysis used the theory of sign perspective in semiotics by Pierce and semiotic perspective by Barthes. The results show that the types of signs in semiotics which are used in the data are icon (63%) which is the most dominant one, index (22%) and symbol (13%). The denotation is manifested by interpreting the situation in the research data with subjective feelings or emotions and the meaning of myth is manifested by conceptualizing or understanding the research data into the culture that develops in society. The research finds that the underlying social meaning is delivered by containing the events close to young people's daily life using kinesic meaning through body movement; proxemics meaning through adjusting distance and space; artifactual meaning through body image; and paralinguistic through pronunciation way of verbal message.

Keywords: Signs, Semiotics, cari\_aman, Social Message.

*Submitted: 07-07-2022 ; Revised: 15-07-2022 ; Accepted: 21-07-2022*

**\*Corresponding Author : pboy14890@gmail.com**

## INTRODUCTION

In everyday life, things that are visible to the naked eye such as objects and colors, to things that are not so obvious such as the movements and attitudes of other people are often seen and discovered by humans. Maybe these things are no longer strange things to find so many don't really think about the meaning behind them, but these things can have their own signs and meanings to find out the meaning of the sign, it is necessary to study semiotics to discuss it. The study of semiotics is a discipline that studies the meaning of signs. Signs are tools that humans use in finding their way in this world. Barthes (1968) states that semiotics is called semiology, which basically wants to study how humanity interprets things. Meaning (to signify) in this case cannot be confused with communicating (to communicate). Meaning means that objects not only carry information, but have meaning or messages to convey.

Semiotics is divided into several concepts, namely, the semiotics of Ferdinand De Saussure, the semiotics of Charles Sanders Peirce, and the semiotics of Roland Barthes. The three semiotic concepts proposed by these experts are not too significant. In this study, researchers used the theory of Semiotics proposed by Peirce and Barthes. These two theories are used to complete the research. Researchers analyze signs until something is interpreted as a sign. For example, the red cloth is not a sign, it is just a cloth. However, the red cloth becomes a sign when it is interpreted as someone who has died. That is the point of Peirce's theory.

The research problem in this study is to find the types of signs and identify the meaning of denotation, connotation, and myths in driving safety advertisements in #cari\_aman driving safety video seen from the semiotic perspective of Peirce and Roland Barthes.

This is also perfected by how the object (human) interprets something around it because the object is a sign that carries an implied message. The meanings analyzed in this study are in the form of denotative, connotative, and mythical meanings. This is also in line with Barthes's idea that the marking was perfected from Saussure's semiology with a connotative and mythical signification system (Vera, 2014:27). Saussure (1983) who is known as the father of modern linguistics only emphasizes marking only at the level of denotation and connotation. For this reason, Barthes' theory is the successor of Saussure's thinking. This can be proven from Barthes' semiotic theory which is almost literally derived from Saussure's theory of language.

The study of semiotics is one of the objects of research that has been carried out in previous studies. Fadillah and Sounvada (2020) analyzed the semiotics of Wardah's advertisement for the story "we are not alone" episode 4. The results show that the meaning of denotation does not allow immigrants to celebrate Eid

with family, but there is always happiness even though they cannot gather with their family during the COVID 19 pandemic. For the connotative, namely signs or symbols that indicate that the advertisement is an advertisement for Wardah products, such as the use of Wardah product colors, female characters and various products that are impliedly displayed. Meanwhile, the myths contained are Wardah products as halal, safe, and favorite cosmetic products for women, especially Muslim women. Lestari (2017) analyzed the pinisi sign based on the shipbuilder's interpretation with a semiotic approach. The results show that the meaning of the signs on the Pinisi ship is influenced by differences in work, education and experience which affect the knowledge of the shipbuilder. Furthermore, there are 7 signs on the Pinisi ship based on the shipbuilder's interpretation, namely; seven sail markers, two pole markers, kalabiseang markers, mute markers, and lepe markers.

## **THEORETICAL REVIEW**

The Concept of Semiotics According to Mayr (2013), the term semiotics (often also referred to as 'semiology') derives from the Greek word semeion meaning 'sign'. It is the study of signs and symbols that focused on words, any communicative element from an image to a hairstyle counts as a sign. As for that, the writer believe that Semiotic is the study of meaning of sign that help people to gathering more information and communicate better and efficient through the signs around. The Concept of Verbal and Visual Signs In this study, it is important to present the concept of verbal and visual signs since this study is not only analyze the semiotic images or pictures but also its text found on the cigarette products. It is because of verbal and visual signs are the package items found on a product. Verbal sign is something that deals with text and words (Chandler, 2002). It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else in text form (Barthes, 2003). Where the visual sign is the image or the picture where it is a product or result that consciously create by people.

The Previous Studies In this part, the writer presented some previous studies that are related with this study. Mayr (2013) conducted the study entitled, "Reading culture in TV commercials a semiotic analysis of a TV commercial for the purpose of teaching culture to foreign language students". Hassan (2015) did his study entitled, "Social semiotics: realizing destination image by means of cultural representations". Onursoy (2015) conducted the study entitled, "A semiotic analysis of an activist image in social media". Safavi and Luckinger (2015) analyzed the signs that made violence in video games posters. Based on the presented previous studies and this current study; they have similarities and dissimilarities points of view.

They have similar at analyzing the signs using the semiotics analysis. The dissimilarities are located on the use of data sources. The previous studies used the advertisements (drinking beer and tourism on TV) and posters (Gezi Park protest and Minecraft). Meanwhile, the source of data in this study is the cigarette products that have never been conducted before and the writer found its interesting because the purpose of the visual images printed on the box was to prevented people from smoking by scare them but people tend to kept smoking that's why the writer think this current study is suitable to be conducted.

## RESEARCH METHODOLOGY

This study used descriptive qualitative-quantitative method. According to Frankel and Wallen (1993: 23), descriptive method is a method used to explain, analyze and classify something through various techniques, surveys, interviews, questionnaires, observations and texts. In this study, qualitative methods were used to gather in-depth understanding and detail to look deeper than to analyze ratings and counts by noting attitudes, feelings and behaviors. Then, creating an openness to encourage people to expand their responses can open up new topic areas that were not initially considered which is a strong reason for researchers to use this method in analyzing data. This study will analyze and find the results of the analysis of the types of semiotics, denotative meanings, connotations, myths, and advertising messages in Honda's #cari\_aman safety riding campaign advertisement by applying the theories of Pierce (1965) and Barthes (1968). Then, descriptive quantitative technique, the researcher analyzed the ordinal data to find out about the percentage and use computer software for statistical analysis, which was Microsoft Excel to calculate the result in the form of a percentage.

The data in this study were verbal and visual taken from the #cari\_aman safety riding campaign advertisement because this advertisement has signs that work well together to achieve the expected effect. The sequence of events in this advertising campaign creates images and systems marking. Therefore, this advertising campaign is the right choice to be analyzed using semiotics, because semiotics is a science that study a wide range of objects, events, entire cultures as a sign.

Then, the data source in this study is the #cari\_aman safety riding campaign advertisement totaling 7 (seven) data accessed through the youtube channel with the keyword #cari\_aman.

**Table 1:** PT Astra Honda Motor as the Sole Agent for Brand Holders (ATPM)

No	Title	Source	Duration
1	<i>Cari Aman dulu, riding kemudian</i>	Welovehonda Indonesia account	00:01:00
2	<i>#CARIAMAN demi Keamanan dan Kesehatan Bersama</i>	Wahana Honda account	00:01:00
3	September 4 2018	Capella Honda Aceh account	00:02:36
4	<i>Cari Aman saat Naik Motor</i>	Torang Honda account	00:02:34
5	<i>Honda Cari Aman</i>	Official Media account of the Telkom Medan Vocational School	00:01:32
6	MPM Honda Jatim	MMG Visual account	00:00:59
7	<i>Tukang Foto Keliling #cariaman Pake Honda PCX — Twin Photovideo Serang Banten</i>	twinphotovideo account	00:01: 00

## RESULTS

Research data from the analysis of the types of signs in safety riding advertisements in the #cari\_aman safety riding video have been categorized according to the strategy into icons, indexes, and symbols according to Pierce's theory (1965). In accordance with the data analysis technique, the researcher took steps to select the data to be analyzed. Then, the researcher classified the data according to the previously mentioned categories. Then, the data will be seen in sums at the focus step stage. In the simplification step, the researcher presents numerical tables and diagrams to make it easier for readers to see the number of analyzes contained in this study.

TITLE OF THE ADVERTISEMENTS	Icon	Index	Symbol
<i>4 September 2018</i>	7	3	1
<i>Tukang Foto Keliling #cariaman Pake Honda PCX — Twin Photovideo Serang Banten</i>	6	1	2

#CARIAMAN <i>demi Keamanan dan Kesehatan Bersama</i>	3	1	1
<i>Cari Aman dulu, riding kemudian</i>	7	1	1
<i>MPM Honda Jatim</i>	7	1	1
<i>Honda Cari Aman</i>	2	3	1
<i>Cari Aman saat Naik Motor</i>	3	2	0
<b>Total</b>	35	12	7

Based on table above, the types of signs in safety riding advertisements in the #cari\_aman safety riding video were analyzed by Pierce's theory (1965). This research data consists of 7 safety riding videos with the tagline #cari\_aman as a form of consistency in road safety which was first echoed by PT Astra Honda Motor (AHM) in 2017. The choice of language that is easy to understand among young people is expected to increase awareness and commitment to safety riding for the younger generation. This campaign was popularized by highlighting the fun side of young people, by presenting a new perspective for the younger generation to increase their interest and commitment in safety riding. In the table above, it can be seen that there are 35 icons, 12 indexes, and 7 symbols. This shows that the sign used in this study mostly represents the reference source through a form of imitation or equation. Sound symbolism is also an example of iconography in language. The sound that is spoken when seeing a sign in the picture has the same form as reality.

## DISCUSSION

### *Icon*

To analyze research data that is categorized into icon types, researchers examine data that have similarities with the reality they refer to visually, such as images in the safety riding advertisement video in the following #cari\_aman safety riding video:



In the picture above, there are several visual signs, namely helmets, jackets and gloves. Based on these visual signs, the picture above contains an icon in the form of a picture of a person who equips himself with riding attributes with helmet, jacket, and gloves markings. The signifier has similarities with the reality it refers to visually. Everyone will have one perception when they hear the word helmet, jacket and gloves like the picture above. Helmet is a vehicle for riding to protect the body worn on the head.

The jacket in the visual above is an outer garment that extends to the waist or hips, worn to withstand wind and cold weather. Not the jacket is located in the front from the neck down. Zippers, buttons, or belts are used as tools to open and close the jacket opening. Then, the glove visual above is a kind of clothing that covers the hand area, either partially or completely. The function of gloves is to protect the wearer from the influence of the surrounding environment or the heat of the sun, it can also protect from injury when falling from a vehicle.



In the picture above, there are several visual signs, namely a newspaper, a charger booth and a piece of paper with various information on facilities. Based on these visual signs, the picture above has an icon in the form of a newspaper article pasted on the wall. The newspaper article contains a person's achievements or achievements. These markers have similarities with the reality they refer to visually, namely the newspaper, which is a mass media containing various types of news using low-cost paper (newspaper). The next image is a sign for the charger booth. Everyone who encounters or sees a facility similar to the visual above, will understand that it is a place to charge cell phones, laptops, and other electronic goods, or better known as a cellphone corner.

Next is a piece of paper containing several pictures that refer to various facilities. The pictures on the paper are visuals of various types of facilities, such as a charger booth which is visualized with a picture of a cell phone being charged in a charger booth, wifi which is visualized with an image of a wifi signal, coffee/tea which is visualized with a picture of a glass with a picture of small smoke on it, newspapers/tabloids which are visualized with pictures of newspapers, TV is visualized with pictures of television, and mineral water is visualized with a transparent cup of water. The icons above describe the state of a waiting room that provides various types of facilities.



In the picture above, there are several visual signs, namely hand-sanitizer, masks, and motorcycle keys. Based on these visual signs, the picture above has an icon in the form of a hand-sanitizer on a wooden table. The sign has similarities with the reality it refers to visually, namely a hand-sanitizer that someone wants to carry. The sound symbolism for hand-sanitizer has similarities to its shape, which is a hand sanitizer in the form of a liquid or gel which is generally used to reduce pathogens or germs in the hand area. The next sign is a mask which also has the same sound symbolism as its shape, which is an object that is worn over the face to cover almost half of the face to cover the nose area which is used to protect oneself from inhaling dust or viruses. Furthermore, a motorcycle lock which also has the same sound symbolism as its shape, is a tool to lock and turn on the motorcycle so that it can operate.

### *Index*

To analyze research data that is categorized into index types, researchers examine data that has a relationship between signs and objects that arise due to the proximity of existence, such as images in the safety riding advertisement video in the following #cari\_aman safety riding video:



The index in the picture above is the facial expression of the male character, the narrator's voice and the writing that matches the narrator's voice.

Based on the signs mentioned above, the sign in the picture above is a male character who feels impressed when he hears the sound of a touring motorbike passing through the coffee plantation where he works. The relationship between the sign and the object in the picture above is a dream or dream. In accordance with the voice of the narrator who says that not everyone can make dreams come true, where the male character has a dream to own a motorcycle like that, but he can't make it happen. The dream he continued to have until he stopped for a moment from his activities to watch a motorbike pass by with a smiling face while enjoying the moment.



*Sign*



*Object*

The index in the picture above is the male character who is taking the picture and the voice of the narrator. Based on the signs mentioned above, the marker in the picture above is a male character who is photographing street life in casual clothes. If seen from the beginning of the video, the man is wearing a formal suit that signifies two different identities, as a professional photographer which is his job and a traveling photographer which is his hobby. In this case, the relationship between the sign and the object in the picture above is to take pictures of what the male character is doing and what hobbies he has.



*Sign*



*Object*



The picture above has an index, namely the male character who wears the riding attribute used for touring, indicating that he will go on a tour. This is also supported by the following picture. (The use of this riding attribute is used for people who want to do touring). The male characters will carry out riding activities out of town in groups with the aim of going somewhere to enjoy the beauty of nature and togetherness. Therefore, the touring riding attribute is used to prioritize safety in the touring. This data shows the relationship between the sign as a marker and the signified which implies that the character is doing touring which is an indexial of touring activities.

### *Symbol*

To analyze research data categorized into types of symbols, researchers examine data that has ideas, thoughts, objects, but the reference to the object is not due to similarity or cause-effect relationship but is a social agreement. Therefore, symbols can represent feelings, thoughts, ideas, objects and actions.



The symbols in the video clip above are red and white colors that color the sculpture in the form of the words 'Tanah Gayo'. The red and white colors are symbols that represent Indonesia. This is because the colors of the Indonesian flag are red and white and this is also an agreement for all Indonesians that red and white are the official colors of the Indonesian flag which is also the color identity of Indonesia because the meaning of the color red is bold and also symbolizes as the basic color of the human body. , which is blood flowed from birth. While the white color has the meaning of holiness, which describes the color of the clean human spirit. The video clip above shows that Gayo Land, which is a fertile plain, is in Indonesia, and also belongs to Indonesia. Therefore, the red and white colors that have been agreed to be owned by Indonesia, become the colors for the sculpture that reads "gayo land".



The symbol in the video clip above is the uniform worn by someone in the video clip above. The white uniform with red on the left and right is the official uniform for Honda motorcycle dealer employees through PT. Astra Honda Motor which is engaged in manufacturing, assembling and distributing Honda motorcycles. The symbol indicates that the services provided by PT. Astra Honda Motor is very kind and friendly. This is also evidenced by the sign of the movement of the two hands united in front of the chest, which means that every Honda customer who comes will be warmly welcomed by Honda employees, where a movement like this is also interpreted as a warm welcome by the general public as a symbol of one heart greeting.



The symbol in the video clip above is a riding jacket worn by someone in the video clip above. The red and black riding jackets are the official riding jackets traded by PT. Astra Honda Motor for customers. This riding jacket with "honda" written on the back is given when a customer buys a motorcycle unit as a bonus or buys it directly at a Honda dealer. The symbol indicates that Honda customers always comply with riding regulations by using riding equipment to avoid unwanted situations. This is evidenced by the sign of a man in the video clip above who always wears a Honda riding jacket when he rides a motorcycle on the road.

## CONCLUSION

The types of signs in this study are shown by analyzing icons, indexes, and symbols in seven #cari\_aman safety riding video advertisements as research data based on Pierce's theory (1965). In this study, 35 icons, 12 indexes, and 7 symbols were found in seven #cari\_aman safety riding video advertisements as research data, or icons obtained the highest occurrence in the data with 63%. Then, the icon is followed by the index with 22%, while the symbol gets the lowest occurrence with 13%.

## REFERENCES

- Atmaja, V.T. 2019. Jenis Tanda dan Mitos Iklan Situs Jual Beli Tokopedia "#Mulaiajadulu". Universitas Sanata Darma Yogyakarta. (Published Thesis).
- Barthes, R. 1968. Element of Semiology. New York: Hill and Wang Printings.
- Birowo, M.A. 2004. Metode Penelitian Komunikasi. Yogyakarta: Gitanyali.
- Fadillah, N., dan Sounvada, S.N. 2020. Analisis Semiotika Iklan Wardah Cerita "Kita Tak Sendiri" Episode 4. Jurnal Kreasi Seni dan Budaya. 2(3), 201-214.
- Saussure, Ferdinand de. (1974). Course in General Linguistics. New York: McGraw Hill Book Company.
- Frankel, J. R., dan Wallen, N.E. (1993). How to Design and Evaluate Research in Education. 2nd Edition. New York: McGraw hill Ink.

- Gea, A., Wulandari dan Babari, Y. 2005. *Relasi dengan Sesama Character Building II*. Jakarta: Elex Media Komputindo
- Kriyantono, R. 2013. *Teknik Praktis Riset Komunikasi*. Jakarta: Prenada Media Group.
- Kusuma, P.K., dan Nurhayati, I.K. 2017. Analisis Semiotika Roland Barthes Pada Ritual Otonan di Bali. *Jurnal Manajemen Komunikasi*, Volume 1(2): 195-217.
- Lestari, S.A. 2017. *Tanda Pinisi Berdasarkan Interpretasi Pembuat Kapal (Pendekatan Semiotik)*. Universitas Islam Negeri Alauddin Makassar. (Published Thesis).
- Lestari, I., dan Malika, S.P. 2018. Analisis Semiotika dalam Iklan "Fair and Lovely" Versi Nikah atau S2. *Jurnal Egaliter*. Volume 1(2): 1-17.
- Zoest, V.A. 1991. *Semiotika, tentang Tanda, Cara Kerjanya dan Apa yang Kita Lakukan Dengannya*. Jakarta: Yayasan Sumber Agung.