



PEIRCE'S VISUAL SEMIOTIC IN EMOTIONAL CORRELATION MESSAGE AT "I CHOOSE AQUA" TV ADS

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Abstract

In Charles Sanders Peirce's theory, visual semiotics is the thinking behind how the representative could present a message with a suitable object for the audience as an interpreter. This research is conducted to learn visualization as an object; that could represent emotional correlation in one of AQUA's advertisements, titled "Family is the Most Important for Me". The research team found out that the correlation message in these ads is far from the product category itself; as bottled mineral water, this brand should not be consumed by a one-year-old child. In addition, the research team got a visual jump into the scene and considered dissociation in advertising message continuity. This research utilizes qualitative methods that divide several visual scenes in the ads and apply them to visual semiotics, focusing on object segmentation that implies content, context, and form. Data was collected by literature study, discussion with field experts, collecting data through video and social media, and interviews with advertising agencies and related advertising producers. These data were studied and divided scene by scene, correlated with visual semiotics and discussion results, then re-discussed with advertising agencies and producers to be concluded—the research team enlightened by advertising agency strategy, which is shrewdly sublimed visual, emotional message as the semiotic comparison. Also, in terms of continuity, these ads are visualized by a mother acting to protect her child and then being metaphorized to the mother's passion for protecting her child, sublimed with how AQUA protects nature quality.

Keywords: Peirce's visual semiotic, emotional correlation messages, AQUA TV ads.

INTRODUCTION

In Charles Sanders Peirce's theory, visual semiotics is the thought behind how representatives can present messages with the proper object for the audience as translators. Peirce introduced the semiotic meaning triangle, defining the sign, namely the representation, the object and the interpreter. A sign (representamen) is something in a physical form that can be captured by the five human senses and provides a representation in the form of something other than the sign itself. The object or sign reference is the context that becomes the reference of the sign or something that is the reference of the sign. While the interpretant or sign user is the concept of thought of someone who uses a sign and interprets it to a specific meaning based on his understanding of the object referred to by a sign [1]. When the three elements of meaning have interacted in one's mind, the meaning of something represented by the sign will appear. This semiotic meaning triangle theory explores how meaning emerges from a sign when the sign is used by someone when communicating [2].



Peirce's visual semiotic theory approach is needed to analyze an advertisement to get the emotional correlation messages. According to Piliang, advertisements always contain sign elements in the form of the object being advertised and content in the form of the environment, people or other creatures that can give emotional correlation messages to the object. In addition, text (copywriting) strengthens the meaning of the advertisement [3].

AQUA, as one of the Indonesian mineral water companies, continues to provide innovation, not only in its products but also in how to advertise. With the vision of "Inspiring Indonesians for Healthier Hydration", AQUA always provides unique promotional advertisements and inspires the audience. The AQUA TV ad that was researched is entitled "My family is the most important, I choose only AQUA #KebaikanAQUA", where this ad features Raisa Andriana as the main star. This ad is 15 seconds and 30 seconds long, uploaded on September 8, 2020, on the SehatAQUA Youtube account.

This research was conducted to study the visualization of the AQUA TV ads as an object, which can represent the emotional correlation for the advertisement's audience. The research team found that Peirce's visual semiotic correlation in the message in this advertisement was far from the product category itself, where the AQUA product was bottled mineral water, and one-year-old children should not consume this brand. At the age of 1 year in children, children need a total volume of water in the body as much as 65-80% of body weight, so these children need 800 mL/day of fluid; therefore, they need 80% drinking breast milk, from birth to 2 years of age [4].

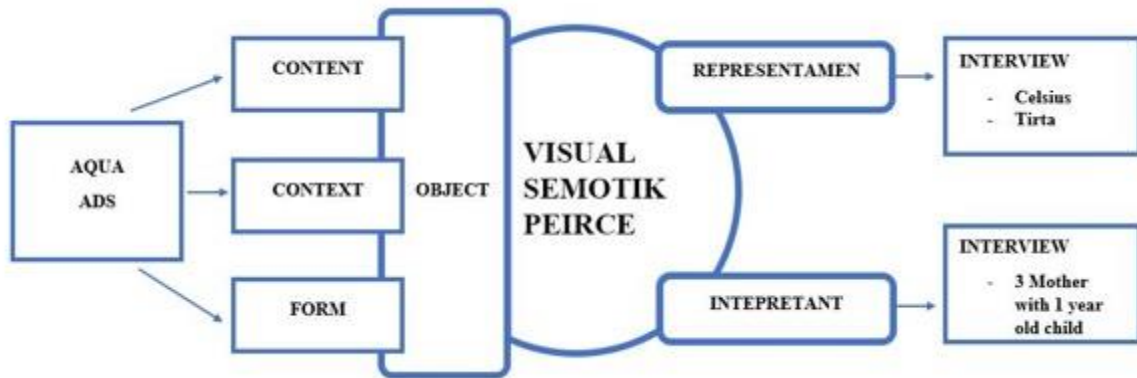
In addition, the research team obtained a visual jump in the scene in the advertisement, which is considered a dissociation in the continuity of Peirce's visual semiotic in emotional correlation messages. Some scenes in the advertisement do not have a correlation, which needs to be analyzed more deeply, especially regarding the meaning [5]. Therefore, the researcher wants to examine the advertisement using Pierce's visual semiotic approach. This examination is based on content, context and form to get the symbolic meaning implied in the advertisement.

RESEARCH METHOD

The method used in this study is qualitative, a method that is used in natural quality because it involves understanding, the concept value of emotional correlation messages, and the characteristics inherent in the object of research. This research on AQUA Ads advertising focuses on three segmentations, namely, (1) content, (2) context, and (3) form [6]. In order to make it easier to find from this third segmentation, the research team will divide the AQUA advertisement into several scenes, which will later be placed in Peirce's visual semiotics. The data collection technique used in this research is the technique of observation, interviews, documentation and literature study related to the object of research regarding three segmentations, namely content, context, and form. This data collection technique will also facilitate the research team in designing research related to semiotics, especially visual semiotics. There are several respondents that the research team uses to strengthen the data and this research is three housewives namely Ririen, Emilika, Diah, and their three children aged one year; namely Gia, Askara and Rey.

The research team also interviewed several sources who were considered capable and competent in strengthening data related to AQUA advertising and the focus of research on three segmentations, namely content, context, and form, which came from semiotics, especially visual semiotics. Relevant resource persons include the Advertising Bureau: Celsius Creative Lab with Mr. Elwin Mok and the producer: PT Tirta Investama. The research team also collects some data related to research such as collecting several

screenshots from Youtube and Instagram media, which are considered capable of supporting and strengthening the data and research that the research team does, related to AQUA TV Ads.



Pic 1. Diagram Research Method
[Source: Research teams' Work]

Based on the results of interviews with three mothers who have children less than 1 year old, the AQUA TV ads "My most important family, I choose only AQUA #KebaikanAQUA" by asking several questions related to the visuals of the ad and the emotional correlation messages implied in the ad. From the results of all the data obtained, the research team then correlated it with Peirce's visual semiotics. After all that, the research team was discussed again with advertising agencies and producers to conclude the final research result.

DISCUSSION

The research was conducted by breaking down each scene from AQUA TV ads "Family is the Most Important for Me, I Choose Only AQUA #KebaikanAQUA", both 30 seconds and 15 seconds long. With this the research team will gain insight from Peirce's visual semiotic visualization. With this sorting, the research team can divide according to Peirce's visual semiotics, in this case the research team focuses on the visual style in the object, so that the research team gets 3 segments consisting of: content, context, and form. When doing this sorting, the research team fills in each scene from the AQUA ads at "Family is the Most Important for Me", as follows: content is the narrative given in the scene, context is the overall description of the scene, and form is Peirce's visual semiotic visualization of the shot in the advertisement. There are 10 shots in the 30 seconds ad which will be sorted by the research team, and 6 of them are also in the 15 seconds AQUA TV ads. With this the research team can make a thorough selection.

Scene	01
Content	Piano background sound
Context	Depicts a mother playing the piano at home.


Form	
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Table 1. AQUA TV Ads Scene 1 30 seconds duration
[Source: AQUA Production]

The scene opens with a mother playing piano at her house, by seeing the scene taken at noon, the father's presence can be removed because of the general assumption that at that time the father was working. This scene does not have a narration, only the accompaniment of songs from the piano as background music, the research team judges from Peirce's semiotic visualization of this scene, viewers still haven't caught the message, just building the nuances that are presented in AQUA TV ads.


Scene	02
Content	"ia segalanya buatku" (he was everything to me)
Context	A child looking out the window
Form	

Table 2. AQUA TV Ads Scene 2 30 seconds duration
[Source: Research teams' Work]

In this scene, the research team finds a problem that wants to be raised as attention, which is introduced by a child who is looking out the window. This is the initial direction for viewers who are looking for stories from the visual's emotional correlation messages. This scene has entered the early Peirce's visual semiotic stage with content in the form of narration; "he was everything to me". This is the key theme; who wants to raise the password protection.

Scene	03
Content	"melindungi ia" (protecting him)
Context	The mother anxiously looking at the child


Form	
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Table 3. AQUA TV Ads Scene 3 30 seconds duration
 [Source: Research teams' Work]

Then this scene depicts the mother's concern for her child, even though viewers don't know what happened to make the mother worried, but this Peirce's visual semiotic directs viewers to be more interested in seeing the next scene. In addition to emotional correlation messages, the mother is looking back, the mother also seemed to be moving from the piano bench.


Scene	04
Content	"dan kesehatannya," (and his health)
Context	The child is walking to a door
Form	

Table 4. AQUA TV Ads Scene 3 30 seconds duration
 [Source: Research teams' Work]

The next scene depicts that the child will get into a dangerous situation, where the child is traveling towards the door. This scene is considered by the research team to be a continuation of Peirce's visual semiotic visualization from the previous scene, so the reason why the child headed out the door was because previously, the child looked out the window. So there is something that catches the child's attention.

Scene	05
Content	"hal terpenting" (is the most important)
Context	The mother catch child's hand


Form	
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Table 5. AQUA TV Ads Scene 5 30 seconds duration
[Source: Research teams' Work]

In this scene, the research team sees it as the climax of the story of the mother and her child, where the scene shows that when the child is in danger, the mother acts as a saviour and protector of the child. This is the key to emotional correlation messages with the AQUA product that is about to be carried. With this, the research team considers this scene to have a small correlation, which is considered not easily captured by the ad viewers. This is also felt by the research team when he saw AQUA TV Ads. It takes repeated and/or in-depth observations to properly understand the emotional correlation message that is built.


Scene	06
Content	Piano and child laugh background sound
Context	The mother playing with her child
Form	

Table 6. AQUA TV Ads Scene 6 30 seconds duration
[Source: Research teams' Work]

After delivering the initial message, AQUA TV Ads resumed Peirce's visual semiotic message which described protection which became emotional correlation messages, by showing visuals without narration. The research team considers this scene to build an emotional correlation message for the mother who is a potential customer.

Scene	07
Content	“untuk minum, ku pilih hanya AQUA” (for drink, I only choose AQUA)


Context	After playing, the mother fill up glass and baby drinking bottle with AQUA
Form	

Table 7. AQUA TV Ads Scene 7 30 seconds duration
 [Source: Research teams' Work]

With the scene in this scene, the real AQUA TV ads begin, no longer using the emotional correlation message approach, AQUA immediately provides product benefits and emotional benefits to viewers. The research team considers this scene to be the beginning of Peirce's visual semiotic leap in the message to be conveyed. However, the research team understands that the AQUA TV ads are the main goal in conveying the product and consumer benefits.


Scene	08
Content	"yang melindungi ekosistem sumber airnya, sehingga mineralnya terjaga" (that protects the ecosystem of water sources so the minerals are preserved)
Context	Product shots, which is continuously direct by zoom into product to nature shot
Form	

Table 8. AQUA TV Ads Scene 8 30 seconds duration
 [Source: Research teams' Work]

By entering the message that AQUA is a product that is produced ethically while protecting its water source ecosystem, this is considered by the research team as an established statement as well as insinuating its competitors who use single-use gallons (generating a

lot of plastic waste). In addition, the research team also considers that the transition from product shots to nature shots is a good thing, which makes viewers experience multi-dimensional experiences as an introduction to the excellence and commitment of AQUA TV ads.

Scene	09
Content	“prosesnya seksama, mengunci kemurniannya,sampai ke tangan kita” (the process is thorough, locking its purity, until it reaches our hands)
Context	Transition between nature shots and ended up to product benefit shots
Form	

Table 9. AQUA TV Ads Scene 9 30 seconds duration
[Source: Research teams' Work]

Back with AQUA TV ads aggressively conveying product benefit messages, after doing the emotional correlation messages earlier. With this opportunity, AQUA managed to compress excellence with good visualization. Again, based on Peirce's visual semiotic theory, the research team captures the visual message quite well. The transition of the shot from natural to packaging technology is beautifully conveyed. In addition, the research team also received a message that was not conveyed orally, only in the form of 4 captions as follows: (1) protecting the ecosystem of water sources, (2) maintaining the naturalness of the minerals, (3) the process without touching human hands, and (4) double cap technology. injections. From these 4 captions, the research team considers that there will be an undelivered message, because without being supported by narration and writing on the image, the size is relatively small.

Scene	10
Content	“untuk perlindungan hari ini, esok, dan nanti” (for protection today, tomorrow, and in the future)
Context	Continued by customer benefit shots and closed by AQUA product and logo

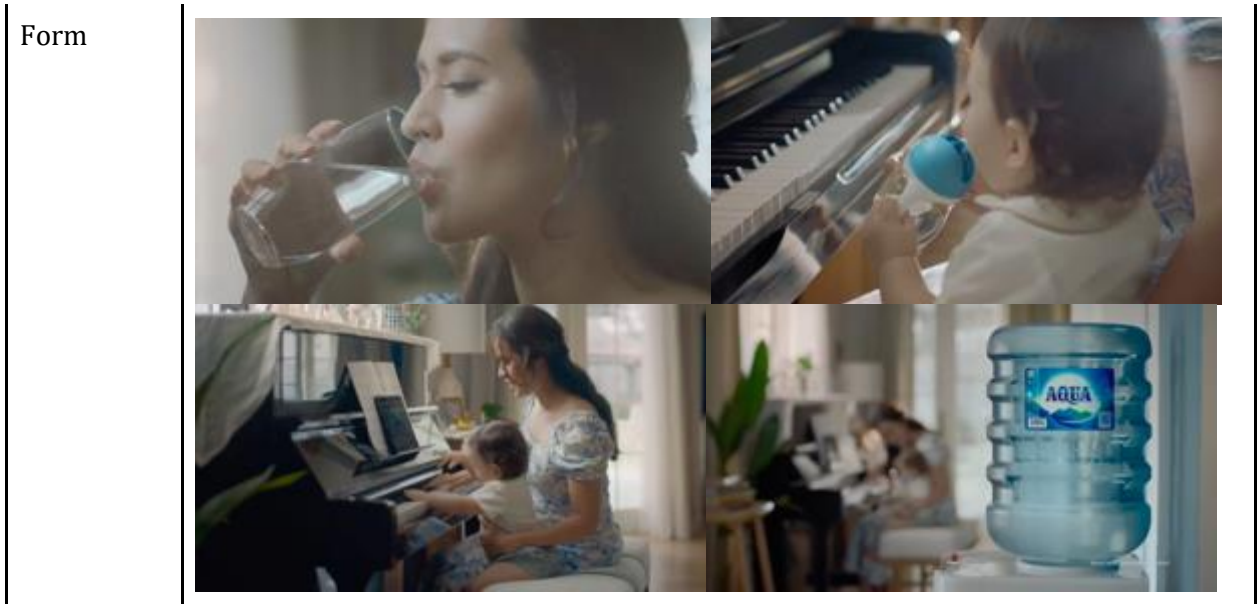


Table 10. AQUA TV Ads Scene 10 30 seconds duration
 [Source: Research teams' Work]

Sustainability is done in AQUA TV ads; namely in the visual of the mother taking drinking water from the dispenser, and after the product benefit, it was continued with the mother drinking the water she took. The most interesting thing according to the research team is that there is also a scene that depicts the child drinking water from the bottle, this is interesting because children aged 1 year should not be allowed to drink a lot of mineral water, but cleverly; AQUA removed this scene from the same AQUA TV ads when it was edited for 15 seconds.

Realizing this, the research team feels the need to compare the 30 seconds AQUA TV ads with the 15 seconds ones. When this was done, the research teams found that not all key scenes were shown. Of course, this is because the duration is very limited (half from the beginning), so only a few high keys are displayed. Here are the results of the comparison between the two AQUA TV ads that were raised:

AQUA TV ads	30 seconds	15 seconds
Narration	<i>ia segalanya buatku, melindungi ia dan kesehatannya, hal terpenting</i> ----- he is everything to me, protect her and her health, the most important thing	<i>melindungi ia dan kesehatannya, hal terpenting</i> ----- protect her and her health, the most important thing
	<i>untuk minum, ku pilih hanya AQUA</i> ----- for drink, I choose only AQUA	<i>ku pilih hanya AQUA</i> ----- I choose only AQUA
	<i>yang melindungi ekosistem sumber airnya sehingga mineralnya terjaga, prosesnya seksama, mengunci kemurniannya, sampai ke tangan kita, untuk perlindungan hari ini, esok, dan nanti</i> ----- that protects the ecosystem of its water sources, so that the minerals are maintained in the process thoroughly, locking in its purity, into our hands, for the protection of today, tomorrow, and in the future.	<i>sumber airnya terlindungi mengunci kemurniannya</i> ----- protected water sources, lock the purity.

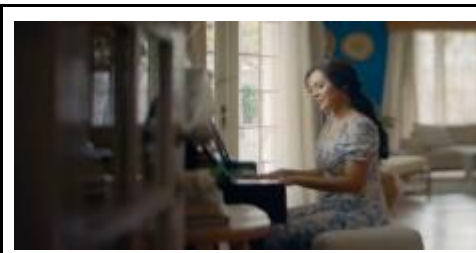











<p>Trimmed Shots for AQUA TV ads 15 sec duration</p>		
	Scene 01	
		
	Scene 02	
		
	Scene 03	
	 <p>Melindungi kealamian ekosistem sumber air</p>	
Scene 04		
 <p>Melindungi kealamian ekosistem sumber air</p>	 <p>Teknologi tutup Double Injection</p>	
Scene 05		
		
Scene 6		

Table 11. AQUA TV Ads Scenes 15 seconds duration
 [Source: Research teams' Work]

The research team finds a lot of scenes that connect messages in this 15 second duration, omitted to get the appropriate duration. However, with this shortening of the duration, the emotional correlation messages become very jumpy. Of course, the research team

considers this very inconsistent with Peirce's visual semiotic theory; where representatives can present messages with the right object for the audience as translators. For this reason, the selection and observation of each scene of AQUA TV ads is not enough, and the research team needs to get 2 sides of input, from producers and consumers.

From consumers' interviews, the research team chose 3 respondents, all of whom are mothers who have children who are approximately 1 year old. From here the research team gets 3 mothers, namely: Mrs. Ririen with her child Gia, Mrs. Emilika with her child Askara, and Mrs. Diah with her child Rey. Three of these mothers all felt that the message conveyed by AQUA TV ads was not sustainable. Emotional sublimation messages are the main factor in these AQUA TV ads, but due to trimming and compaction, consumers who don't pay attention will feel uncorrelated. After the interview, the research team gives a comparison of the 15 seconds AQUA TV ads first, then with the 30 seconds AQUA TV ads. From this comparison, the three correspondent mothers realized the correlation to be conveyed. These three respondents stated that after watching the 30 seconds AQUA TV ads, they felt that AQUA products were believed to be able to provide the best, including in providing health protection from within. The sterile packaging process and the purity of AQUA products implied in the advertisement are able to provide protection like a mother protecting her family.

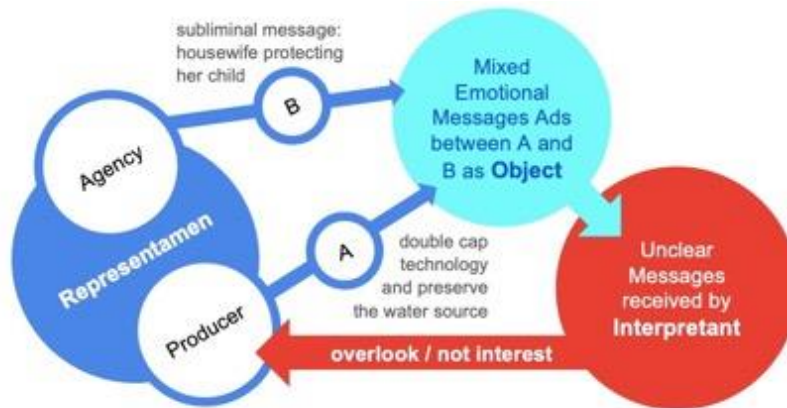
Interview Correspondence	AQUA TV ads 15 seconds	After compared with AQUA TV ads 30 seconds (with additional explanation from research teams)
Ririen	Feel unconnected message	Understand and advise need more visual approach to connect this emotional correlation message
Emilika	The message is unsure clear	Love the 30 seconds one, clearer and more convincing for a mother who have a child
Diah	The message is unsure clear	Ok, okay and it looks like AQUA is a good product for health. But still AQUA is not good for 1 year old child (after she saw the child is also drink AQUA)

Table 12. Interview Correspondence AQUA TV Ads Respond
 [Source: Research teams' Work]

With curiosity, the research team continues to look for more valid information, namely from the producer: PT Tirta Investama. From this discussion, the research team got a new fact, where AQUA TV ads entitled "My family is the most important, I choose only AQUA #KebaikanAQUA", is AQUA's response to the public's response to plastic waste. As a company that understands and agrees with this problem, AQUA chooses to create advertisements that connect 3 conditions; among others: (1) AQUA is responsible for maintaining the environment of its water sources, (2) AQUA provides the best quality water with advanced technology that reduces water contamination (one of which does not need human touch), and (3) only AQUA invests in double injection technology on the lid. All of this is done by AQUA in order to provide authentic water to consumers; this is what makes AQUA dare to give a message that it is safe for consumption for children aged 1 year (although not recommended in large quantities).

Switch to another opinion from the side of the advertiser; Celsius Creative Lab with Mr. Elwin Mok, in this case, the research team gets different input from the producer; where the agency feels more responsible for conveying the impact of plastic waste which has become a world problem. For this reason, the agency carries out a continuity that builds empathy (emotional correlation messages), with visualizations: like a housewife protecting her child, AQUA also protects its water source environment with a commitment in the form of a statement in its advertisement.

The research team feels this is too forced. According to Peirce's visual semiotic theory, representatives should successfully present messages with the right object, therefore, the research team gets the source of the error, where the role of representatives has duality of messages. From this, there is an emotional correlation message that is ambiguous, biased, or not focused on a single focused message.



Pic 2. Research Result (Based on Peirce's Visual Semiotic)
[Source: Research teams' Work]

At the end of this study, the research team does not blame any sides, but these findings have become an important learning material. Where a visual semiotic is good and clear, it must have a relationship that is more than just producer and agency. Of course, this kind of thing is not easy to do, with the condition of detachment between the two parties, but the research team assumes that if an approach, discussion, and presentation of ideas is carried out in a more intensive forum, this miscommunication message can be minimized.

CONCLUSION

AQUA as a bottled mineral water product is very creative in delivering emotional correlation messages in advertisements. The results of the study indicate that the advertising agency's strategy is considered clever in subliming visual emotional messages based on semiotic comparisons in this AQUA TV Ads. The depiction of a mother who acts to protect her child is reflected in the main character played by Raisa, who directly protects her child from falling and how she chooses mineral water products that can protect her child from the inside. Based on Peirce's visual semiotic theory, this AQUA TV ads is sublimated by keyword protect that is visualized by how AQUA protects the quality of its products with sterile packaging that can maintain the natural mineral content. In addition, the AQUA production process that is visualized in the advertisement also implies that AQUA protects the ecosystem of water sources and natural quality, which is the same as the spirit of a mother protecting her children and family.

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