

A Semiotic Analysis on Atlas Beach Club Advertisement in Canggu

Analisis Semiotika pada Iklan Atlas Beach Club di Canggu

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Abstract

This study aims to identify the denotation, connotation, and myth meaning in Atlas beach club advertisement. This study used the theory of Roland Barthes Semiotic (1988). He stated there are two layers of sign meaning the first layer is denotation meaning and the second layer is connotation meaning. Denotation is the real meaning then connotation is the meaning that related with culture or language users and can become myths. The qualitative method was used in this study where the data was taken from the content on the flyers of Atlas Beach Club using documentation and note-taking technique. The analysis showed that the contents of the flyers from Atlas Beach Club, there were: in the first flyer there are 6 signs such as color, logo, picture, text, table and symbol.

Kata kunci:

Keywords: Iklan, konotasi, denotasi, mitos, semiotika.

Abstrak

Penelitian ini bertujuan untuk mengetahui makna denotasi, konotasi, dan mitos dalam iklan Atlas beach club. Penelitian ini menggunakan teori semiotika Roland Barthes (1988). Menyatakan bahwa terdapat dua lapisan makna tanda, pertama adalah makna denotasi dan kedua adalah makna konotasi. Denotasi merupakan makna yang sebenarnya, sedangkan konotasi merupakan makna yang berhubungan dengan budaya atau pengguna Bahasa dan dapat menjadi mitos. Metode kualitatif digunakan dalam penelitian ini dimana data diambil dari konten pada selebaran Atlas Beach Club dengan menggunakan teknik dokumentasi dan teknik mencatat. Hasil analisis menunjukkan bahwa isi dari flyer Atlas Beach Club, yaitu: pada flyer pertama terdapat 6 tanda yaitu warna, logo, gambar, teks, tabel, dan symbol.

INTRODUCTION

Semiotics is called semiology was first defined by the Swiss linguist Ferdinand de Saussure. as the science of signs Bouzida (2014). It comes from the Greek *semion* It means sign. Meaning is created by the diffusion of actions and the objects become signs. According to Peirce (1931), sign can take the form of words, images, sounds, odors, flavors, acts, or objects, moreover they have no essential meaning. Only when these are connected with meaning do they become signs. The sign, according to Saussure, consists of two entities: the signifier and the signified. The order's meaning is separated into denotation, connotation, and other parts of the sign, that is myth.

Denotation is the sign step that describes the relationship between signifier and signified, defining in explicit meaning. Denotation is the initial order of meaning, according to Barthes (1957). It refers to a sign's straightforward or direct relationship to its references; signifier and signified. Barthes' meaning in Sobur Denotation is also accepted and common sense in society. Barthes' meaning in Sobur Denotation is also accepted and common sense in society. The picture of a grey-and-white uniform, for example, serves as an identification mark for Indonesian high school pupils.

According to Barthes (1967: 91), connotation is the second tier of signification, which includes signifiers and signified. According to Fiske (2010), connotation is the cultural meaning that is associated to a term. The connotation represented the interaction that occurs when the cue responds to the reader's emotion and cultural beliefs. Connotation has either a subjective or intersubjective meaning. For example, an open sign in a store indicates that the store is open for business.

The existence of denotation and connotation distinguishes Saussure and Barthes semiology. Barthes continues to use Saussure's term signifier-signifier. To mark society, Barthes incorporates myth into his semiotics. Myth is on the second level of the sign. This indicates that once sign, signifier signified is produced, that sign becomes the next sign. Denotation or terminology system refers to the new sign in the first level. Connotation is the second level of sign. When a symbol has denotation meaning, it develops into connotation meaning, and the connotation becomes a myth. After converting denotation into connotation meaning, myth is revealed. For example, image of banyan tree creates myths of sacred and spooky. Because many Indonesian people believe that the banyan tree is related to the dwelling place of the spirits.

According to Van Zoest in Kaelan (2009), semiotics is a science or method of analyzing signs. Based on the description above, there are several reasons for studying the meaning of sign used in the advertisement. Because in every advertisement will use pictures, concepts, myths, which are is a sign. That's why this study analyzing the meaning of sign in advertisement. Reviewing signs is about the study of sign, the functions of sign and the production of the sign. Barthes puts forward Saussure's semiotics by adding 3 other elements in his semiotics which are denotation, connotation and myth as the sign meaning can be found anywhere, especially in beach club advertisement.

Beach club is one of the most popular tourist attractions in Bali, especially in Canggu. One of the famous beach clubs in Canggu is Atlas Beach Club. Atlas Beach Club is a new beach club in Bali. Located in the heart of Canggu, Atlas Beach Fest is Bali's largest beach club. It has an impressive sized swimming pool overlooking the ocean, stylish lounge chairs and even a shopping mall with lots of restaurants and cafes. The popularity of Atlas Beach Club beside the location is in Canggu tourism area, there is a thing that always support through the promotion of these two-beach club, it is the advertisement.

Advertising is a type of communication used to perform a marketing function. Radio, print media, outdoor media in the form of billboards or flyers, and adverts on various platforms such as television and YouTube are all examples of advertising. Advertisement is meant to reach the target audience to get their attention. That is why 4 these two beach clubs are very popular because their advertisement can attract the attention of the public, because in the advertisement there are signs that make the advertisement attractive.

The importance of this research is to find out the meaning of the sign contained on Atlas beach club advertisement in Canggu, because in advertisement, sign can be found in several forms for examples picture, color, and caption on the advertisement.

With these several form Advertisement introduces a brand to the target audience. It helps in familiarizing potential customers with the brand's name, logo, products, and services. Without effective advertising, many consumers might not even be aware of a brand's existence. The study is focused on connotation, denotation meaning and myth by using Barthes' theory through semiotics approach. The literature study that has been done, this study is interested in researching "A Semiotic Analysis on Atlas Beach Club Advertisement in Canggü". Because this kind of topic rarely is taken as a final project, especially semiotic by English Literature students at Dhyana Pura University.

A related study conducted by Siregar (2022) regarding the semiotics analysis in the betawi traditional wedding *palang pintu* found that that in Palang Pintu, there are; meanings of denotation in the procession of the Palang Pintu. Syahdini (2019), in her study about semiotic analysis of *L'oreal Paris* advertisement analyzed the connotation inside the video of *L'oreal Paris* Advertisement found the meaning of connotation in 3 *L'oreal Paris* Advertisement videos. Meanwhile, this study analyzed semiotic found in advertisement used by Atlas Beach Club.

METODE

The data is taken from @atlasbeachclub Instagram account accessed on April 4th 2023. The method and technique used to collect data in this study were documentation method and note-taking technique. The source of this study was an Instagram story from @atlasbeachclub Instagram account. There were three several steps in analyzing the data. Those were as follows: data reduction, display data, and data conclusion. First reducing data. After collecting data using the documentation method and note-taking technique. The data was reduced through the denotation, connotation, and myth meaning that purposed by Barthes (1967). In displaying the data, the data was displayed in the form of descriptive text. after analyzing the data through a descriptive-qualitative approach, a conclusion was drawn. In displaying the data, the data was displayed in the form of flyers. after analyzing the data through a descriptive-qualitative approach, a conclusion was drawn.

Result and Discussion

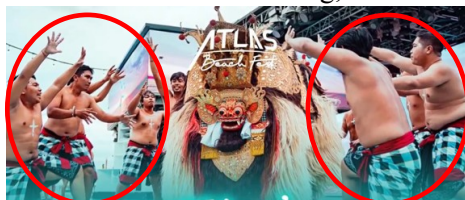
According to Barthes (1967), there are two layers of sign meaning the first layer is denotation meaning and the second layer is connotation meaning. Denotation is the real meaning then connotation is the meaning that related with culture or language users and can become myths. Based on the results of this study, it can be concluded that in the Atlas Beach Club flyer there were 4 signs in the picture of Atlas Beach Club flyer. The discussion of the denotation meaning, connotation meaning, and myth meaning that can be found on the pictures of Atlas Beach Club flyer.



Picture 1. Atlas Beach Club Flyer

(Source: @atlasbeachclub Instagram story Accessed: April 4, 2023)

Data 1 Denotation meaning, connotation meaning, and myth meaning.



In this flyer there is a picture of 9 people who were dancing around the barong, they wear traditional Balinese sarongs contain with black, white and red color. This dance it is known as Kecak Dance. The Kecak Dance is one of Bali's most prominent cultural showcases, but it isn't exactly an 'ancient' tradition (nowbali.co.id 2023). With the kecak dance performance on this flyer, gives interested to the audience to come and witness what Kecak Dance means.

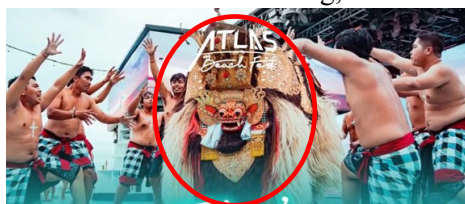
In connotation, this dance based on the folk story of Balinese Hindu's people the dancers sit in a circle, forming rows or concentric circles, swaying and moving their bodies in sync. Kecak Dance represents the beauty, religious, and moral massage, these three aspects can be found on this flyer. The beauty represents the combination of the color and the positioning of the picture and the table, the religious aspect on this flyer it can be in the performance, the moral massage on this flyer can be found in the story of every performance that will be show on this flyer.

In this flyer, myth is shown in Kecak Dance. This dance based on the folk story of Hindu's people. The dance tells the story of Ramayana, Rama and Sita, the two protagonists, enter the stage to perform beautiful and poignant dance routines depicting the vibrant love between the two humans. When Rama leaves to go hunting, a vicious and evil giant called Ravana delegates his men to kidnap the Princess. Lakshmana, Rama's younger brother, is startled to find Sita missing, but wastes no time in going to Lanka (Ravana's Palace) to rescue her. Jatayu, a demigod who takes the form of a vulture, helps to rescue Sita, but in the process, he is badly injured.

Savior comes from Hanuman and his followers. Hanuman is a Hindu deity, the incarnation of Lord Shiva, and the central character in the story. Sadly, Ravana captures

the brave Hanuman. The monstrous giant has the White Monkey King tied up while his men prepare the wood and fire to burn him alive. This is where the nickname of the Bali fire dance came to fruition. It is not that easy to defeat the mighty Hanuman. The wood is burning bright flames around him, but with magical, supernatural power Hanuman releases himself and rises from the blaze. At the same time, the sun is setting. The sky is patched with red, orange and pink hues; a breath-taking end to a great story. Based on this story the emotional feeling of Rama, when Ramayana that win Sita back it is related to this flyer for to win offer the audience heart to come and witness the performance in Atlas Beach Club.

Data 2 Denotation meaning, connotation meaning, and myth meaning.

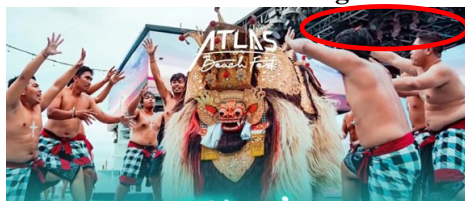


The creature on this flyer it called Barong, masked figure, usually representing an unidentified creature called *keket*, who appears at times of celebration in Bali, Indonesia (Britannica.com 2023).

In connotation meaning, Barong is one of the most important and holy statues for the Balinese, He is the king of the spirits, leader of the hosts of good. It represents Atlas Beach Club as a good host for all the people that come to Atlas Beach Club.

In this flyer, myth is shown in Barong. Barong is often regarded as a symbol of protection against evil spirits and as a force of goodness. Its presence in Balinese culture and traditional performances signifies the belief in its ability to ward off negative forces and bring prosperity and well-being to the community, Barong's emphasizes its role as a positive, benevolent entity. The Barong is Bali's own mythical creature, according to folklore, the Barong is a symbol of righteousness and justice. Barongs are commonly depicted as lions, cows, lions, or even dragons. The Balinese also believe that the Barong is a protector, against all evil spirits. Therefore the Barong is used to go around the village to scare away bad spirits and to ensure the village stays safe and good. The relation between Barong and Atlas beach club is to prevent all the negative thought or vibes that goes with people and rejuvenates the people after coming to Atlas Beach Club in order to get the good vibes of their experience at Atlas Beach Club. The barong picture in this flyer is a dominant sign which attract the audience to join in the event.

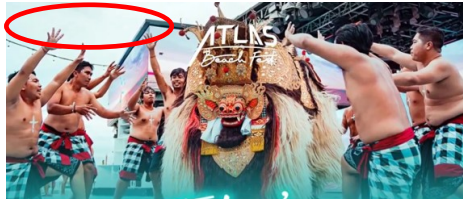
Data 3 Denotation meaning and connotation meaning



Behind Barong and the Kecak dancer, there is a stage that seemed on this flyer. As denotation, the stage is defined space where actors perform and where the action is shown.

In connotation meaning the stage as a support performer so that the show looks more realistic. In this flyer there are several supporting parts of the show, which are lights, audio, and LED screens, it makes the audience more focused on the ongoing performance.

Data 4 Denotation meaning and connotation meaning



There is a sky with cumulonimbus cloud on the picture of Barong and Kecak Dance, sky in denotation meaning, the area above the earth in which clouds, the sun, and the stars can be seen (Cambridge Dictionary 2023).

In connotation meaning sky symbolized as the vastness and boundlessness of the sky can be associated with notions of freedom, escape, and liberation. It often symbolizes breaking free from constraints and embracing limitless possibilities. The sky's color changes throughout the day, and these changes can evoke different moods, from the calming hues of a clear blue sky to the fiery reds and oranges of a sunset it relates with this flyer that all the performance can restore the feeling of bad mood from the audience after enjoying those shows.

CONCLUSION

From the result of this study, there were 4 signs in the pictures of Atlas Beach Club flyer such as *kecak* dance, barong, stage, and sky. The first was the 9 people who were dancing around the barong as denotation, in connotation meaning it called *kecak* dance. In this picture myth is shown as the folk story of Hindu's people. The second was Balinese creature it called barong as denotation, in connotation meaning barong is one of the most important and holy statues for the Balinese. In this picture myth is shown as a symbol of protection against evil spirits and as a force of goodness. The third was the stage in denotation meaning, is defined space where actors perform and where the action is shown, in connotation meaning, the stage as a support performer so that the show looks more realistic. The fourth was the sky in denotation meaning, the area above the earth in which clouds, the sun, and the stars can be seen (Cambridge Dictionary 2023), in connotation meaning, sky symbolized as the vastness and boundlessness of the sky can be associated with notions of freedom, escape, and liberation. Based on the analysis of the denotation, connotation, and myth meaning that can be found in Atlas Beach Club advertisement, the suggestion for any researcher using this thesis as reference. For next other researchers can look for other objects to be analyzed. For example, if the research object is in caption form in social media platform specially the text of the advertisement, Instagram, Twitter, Facebook, and the other media platform.

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