



Representation of Child Intelligence: Semiotic Analysis of Roland Barthes SGM Milk Ads Explore Complinutri and Bebelac Milk

Dwi Ayu Setiowati^{1*}, Chairunisa²

dwiayusetiowati@gmail.com, chairunisa@gmail.com

^{1 2} Visual Communication Design, Faculty of Science and Technology, Universitas Indonesia Mandiri, Indonesia

**Corresponding E-mail: dwiayusetiowati@uimandiri.ac.id*

ABSTRACT

This study aimed to determine the representation of children's intelligence in SGM Eksplor Complinutri and Bebelac milk advertisements. This research uses Roland Barthes Semiotic analysis which examines signs and how these signs work. In addition, in the Roland Barthes Semiotic analysis there are stages of analysis contained in this research are denotation, connotation, and myth. In this study, the advertisement is aimed at the audience of mothers that consuming formula milk can give the child outgoing, creative smart, confident, independent, grow tall and strong. In addition, it also makes children fully responsive, responsive to socializing, and has a sense of caring for others. From the results of research through the stages of denotation, connotation and myth analysis that the main benefits of milk must be seen from the content of macronutrients and micronutrients in it. Macronutrients can be obtained without relying on milk consumption. The content can be fulfilled from the child's daily diet that comes from natural sources.

Keywords: Semiotic Analysis, Representation, Children's Intelligence

INTRODUCTION

The development of technology in modern times is very rapid, space and time are not far away. There are already many technologies used by the community that aim to inform news information that is around the environment. Television as mass media is the technology that is most in demand by various groups, its function is not only as an information media but television is also an entertainment media. Television is one part of the audience's needs to get various information and news, this is an audio-visual television that can present music programs, movies, soap operas, variety shows, reality shows and other events involving audience idol celebrities.

Regulation of the Minister of Communication and Information No: 27/P/M.KOMINFO/8/2008 regarding the Determination of the Implementation of the Field Trial of Digital Television Broadcasting (Fixed and Mobile Reception). The government has decided the Digital Video Broadcasting-Terrestrial (DVB-T) system through Minister of Communications and Information Regulation No: 07/P/M.KOMINFO/3/2007 as the Indonesian national standard. The development of television in Indonesia has been established for a long time, even in the country of origin, television has almost entered a century with the largest audience. But nowadays, television has a competitiveness that also plays a role in providing various information, namely social media as a derivative of the development of current internet technology. However, both are not much different when referring to functions that provide various important information and entertainment for the audience.

The use of the internet is also getting higher with the existence of telephones, which have now been created smart cellular phones (smartphones) to be able to access the internet network. Indonesia is categorized as one of the highest internet users in the world. Currently, the

use of the internet is not only used as a medium of information but also as a means to promote products. One of them is television, which is the main promotional media by the world to market other goods and services. Therefore, currently the world of technology plays a very important role in advancing the community's economy by promoting the products or services provided.

In Indonesia, the television industry began on August 4, 1962, which coincided with the Asean games IV in Senayan. At that time Televisi Republik Indonesia (TVRI) was the first television station in Indonesia which is still growing. The current development has entered many television broadcasts that broadcast various kinds of broadcasts. Television broadcasts not only broadcast various kinds of information and entertainment, but there are also advertisements that aim to promote products to the public. Advertising is part of promotion (promotion mix) which is defined as a message that offers products to the public through the media. Advertising is basically a means of communication used to provide product-related information to the public through mass media. Mass media plays an important role for society both in delivering information and receiving information of various kinds. The message in the advertisement aims to provide information and can influence the audience to try the advertised product which can be in the form of consuming products or using the services offered. The variety of advertisements today is diverse which makes entrepreneurs compete to provide the best advertisements to the public. The advertisement offered is a daily necessity such as shampoo, soap, makeup, food, and formula milk. Advertising has its own meaning that will make the audience can be influenced in the ad.

Advertising of children's formula milk has its own function to introduce parents to choose good milk for the child. Of the many formula milk advertisements including SGM Eksplor Complinutri milk and Bebelac

Milk, each has its advantages. SGM Eksplor Complinutri milk is familiar to Indonesian people who often appear advertisements on various television stations. Likewise, Bebelac milk is familiar to the public. Of the two milk formulas have their own different advertising meanings in children's intelligence. From the explanation above, the researcher is interested in researching related to the representation of children's intelligence from the two formula milk advertisements. In the advertisement, the message and other signs conveyed in the two formula milk advertisements will be seen.

RESEARCH METHOD

The research method approach used is a qualitative approach using Roland Barthes semiotic analysis which intends to understand the phenomenon of what is experienced by subjects such as behavior, motivation, perception, action and so on. As for holistically will form words and language in a special natural context and by utilizing various natural methods. The subjects in this study are SGM Eksplor Complinutri and Bebelac milk advertisements on television. While the object of this research is the message contained in the two advertisements.

The data sources obtained by researchers are SGM Eksplor Complinutri and Bebelac Milk advertisements broadcast on various televisions. Besides on television, both advertisements have YouTube to be shown again. So, from the data sources obtained on YouTube, the SGM Eksplor Complinutri advertisement has a duration of 30 seconds and has 1,710,205 million viewers with a period of 6 months. Meanwhile, bebelac milk advertisements have the same duration as SGM Eksplor Complinutri advertisements, namely 30 seconds and 56,045 thousand viewers with a period of about 1 year. Of the two advertisements have differences in concept and number of viewers on YouTube. It can be seen that the SGM Eksplor Complinutri ad has a fairly high number of enthusiasts compared

to Bebelac Milk. The data collection technique needed by researchers is by saving the advertisement from YouTube. This ad will be used as material to analyze this research. In addition, researchers also need supporting materials such as literature studies to find references that are in accordance with the research objectives. From this data collection technique, the researcher uses observation which is carried out by observing the two advertisements which will produce the data needed by the researcher and can consider the relationship between aspects in the phenomenon.

RESULT AND DISCUSSION

The aspect contained in the advertisement is the concept or story idea. The concept and story idea are made as appropriate as possible to the conditions of society, so that it can make sure the audience (audience) that what is conveyed by the advertisement is true according to the culture and habits that occur. In both advertisements have different meanings but one goal is to give confidence to parents in choosing the formula milk. In the discussion of communication, the science that examines symbols or signs and the meaning contained in meaning is called semiotics. According to Littlejohn, the semiotic tradition consists of a set of theories about how signs present objects, ideas, circumstances, situations, feelings and conditions outside the signs themselves. Semiotics aims to find out the meaning in the sign or by interpreting the sign so that it can be seen how the communicator constructs the message.

Advertising is one of the important activities for producers to maintain and introduce products or services to the public (consumers). In advertising, there are three objectives in an advertising brand, namely informing which aims to inform consumers of new products, guide consumers about the benefits of these products and create a good image of

the product. Persuading is an invitation to consumers to try the product or service offered. Reminding keeps consumers remembering the brand. It can be interpreted that advertisements that have been marketed for a long time are still remembered by consumers. In the media industry, whether in magazines, newspapers, radio, or even television, there will be advertisements in each of these media. Advertising is an income that will enter every media. Every product or service needed by the community will be advertised in a medium that strives to convey messages to attract the attention of consumers. According to Marshal McLuhan, products promoted through advertising have become a habit (culture) in social life that aims to introduce various goods or services to consumers that will be displayed in advertisements. Various kinds of cultural symbols and social classes become one of the dominant parts and can influence an individual in his life.

Experts argue that advertising is one part of pop culture. Folwes argues that advertisements that use popular culture in different categories of cultural symbols. From various creative forms in every advertisement, especially commercial advertisements that show the instant culture that characterizes pop culture that is produced and produced that meets the tastes of consumerism. Such as advertisements for food, drinks, fashion, the audience only enjoys the advertised product without having to know how the process is. Currently, advertisements no longer show the full face in promoting products but rather by providing imagery so that the products offered will have a good image compared to the product itself. Meanwhile, Fiske and Hartley argue that advertising is the same as the imagination stored in the human dream world. The impact on advertising impressions can also refer to the impact of the media which can be referred to as the hierarchy of effects.

Cognitive Stage	Awareness ↓ knowledge
Affective Stage	Liking ↓ Preference
Behaviour Stage	Purchase

Table 1. *Hierarchy of effect.*

The effect of change (hierarchy of effect) is an effect that has an attitude stage that refers to the behavior that has an impact on impressions on television. In this case there are three effects of change in advertising, namely:

1. Cognitive effects which are informative on themselves through television shows that get information about objects, people or places.
2. Effective effects are effects that have a higher level than cognitive effects. Mass communication aims for the audience to feel pity, moved, happy, angry and so on not just to provide the audience with something.
3. Behavioral effects which are the consequences that arise in the form of behavior, actions or activities of the audience. Behavioral effects are related to social theory that a person tends to imitate the behavior he observes, including from television shows.

Visual	Dialog
	Backsound : Can't wait to see your little one play again with their friends.
	Child : 1, 2, 3, 4, 5 let's play together. (Active and enthusiastic children count the angklung and invite their friends to play)
	Child : I take number 1, you 2, you 3 Friend : Oke (Children take and distribute angklung to their friends to play sounding angklung.)
	Backsound : Meanwhile, let's unite to support advanced generation children at home. Provide stimulation and nutritional support with SGM Eksplor Complinutri.



Backsound : Let's support their potential achievements to become an advanced generation. SGM Eksplor Unite & Strong supports Advanced Generation.

Table 2. SGM Eksplor Complinutri Milk Advertisement

Denotation In this commercial, there are five children and six adults who are parents and angklung trainers. They are visiting a place for traditional musical instruments, namely angklung. Seen in the ad, the child's parents invite them to the place to introduce angklung. The child catches on quickly and is active in using the angklung. In the picture of the child counting the angklung, a sign appears that SGM Eksplor Complinutri milk contains fish oil & omega 3, Zinc & Vitamin C, Potassium & Vitamin D.

Connotations Five children and their parents were seen visiting the angklung art venue. The child counting the angklung indicates that the content in SGM Eksplor Complinutri milk is fish oil & omega 3 which is interpreted as the child's way of thinking in counting the angklung, Zinc & Vitamin C which means inviting his friends to play together, Potassium & Vitamin D which means the child has good body development in taking angklung for his friends. When each child gets an angklung and plays, it indicates the liveliness of the child who is happy to play angklung. From this explanation, to get a good child's intake, fish oil & omega 3, Zinc & Vitamin C, Potassium & Vitamin D are needed which are found in SGM Eksplor Coplinutri milk.

Myth

As we know that the best milk for the child is breast milk. And that we know that formula milk is given to the child when it is 2 years old. Doctor Aryono Hendarto, head of the department of pediatrics at RSCM, revealed that the main benefits of milk must be seen from the content of macronutrients and micronutrients in it. Macronutrients can be obtained without relying on milk consumption. The content can be fulfilled from the child's daily diet that comes from natural sources.

Currently, AHA and DHA in milk on the market are mostly made from animal protein sources, namely fish oil. However, the use of fish oil in infant formula may adversely affect children with a history of allergies. In addition to allergies due to cow's milk protein, children can now develop milk allergies due to AHA and DHA content. It is known that intelligence is multifactorial, meaning that there are many influencing factors besides nutrition. Children's intelligence can be influenced by environmental and genetic factors. Environmental factors are generally more dominant and play a role in children's intelligence. These factors include the child's health condition, stimulation, and nutrition.

Visual



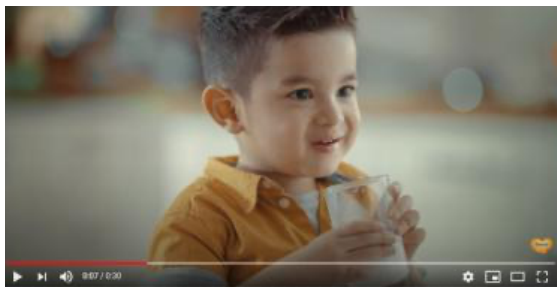
Dialog

A young child and his mother walk up to a pregnant woman and an old man at a bus stop.



Expectant Mother: Duh, Cape

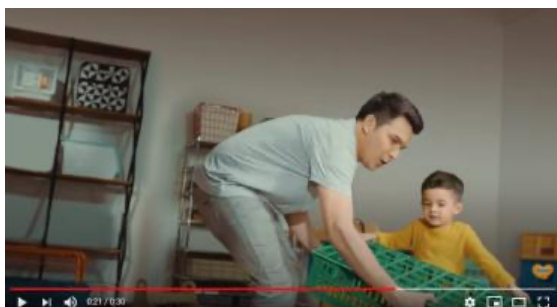
Child: There's no chair



Backsound : Bebelac with enhanced formula contains higher fish oil and omega six. Help him grow with a complete response.



Child: Let's make a chair, help me pah.
Daddy: Come on, keep going





Children have a sense of caring for others.



Table 3. Bebelac Milk Advertisement

Denotation A child and a mother were seen walking towards the bus stop. At the bus stop, there is a pregnant woman and a grandfather who are standing. The pregnant woman complained that she was tired of standing because there were no chairs at the bus stop. And the child also saw the pregnant woman with a sad face and said “poor thing there are no chairs”.

There is a child and a mother who are walking towards the bus stop. At the bus stop there is a pregnant woman and a grandfather who are standing. The pregnant woman who complained that she was tired of standing because there were no chairs at the bus stop. And the child also saw the pregnant woman with a sad face and said “poor thing there is no chair” Then the camera shot the child drinking a glass of milk. The child who

took the initiative to make a chair to put at the bus stop to provide a place to sit for others. besides that the child also invited his friends to help make a chair. And invites the papah to help mutual cooperation. It can be seen in the last picture that the chair has been used by people at the bus stop. The child's parents look proud of the child's initiative.

Connotation A child and a mother are casually walking towards the bus stop. The child sees a pregnant woman and a grandfather who are standing waiting for a car to arrive at the bus stop. The child drinks a glass of milk which indicates that the child took the initiative to make a chair. Bebelac milk with enhanced formula contains fish oil and higher omega six. Help him grow with a complete response. This means that the child has good thinking skills to help people. In addition, the child invited his friend and father to help make the chair. The child successfully made chairs for pregnant women, a grandfather and other people. This indicates that a child's idea is very helpful for others. The impression to be displayed is that a child can provide assistance to people who need a chair to wait for a car at the bus stop. So that people waiting at the bus stop can sit comfortably.

Messages Contained in Advertisements In every media that conveys something has a message to the audience with various messages conveyed. One of them is advertising which through visual and verbal depictions of various expressions will provide messages to the audience. The message in the advertisement is very influential on the selling power of the product being offered. Ads that are aired must also provide consumer appeal in promoting goods or services.

SGM Eksplor Complinutri Milk Advertisement One of the messages to be conveyed to the audience through this advertisement is the responsiveness of a child who is active in participating in angklung music

and inviting his friends to play together. This message can also be given to parents who have children to give formula milk that will be rich in fish oil & omega 3, Zinc & Vitamin C, Potassium & Vitamin D. This can make children think creatively, help grow, be confident, outgoing, and independent.

Bebelac Milk Advertisement The message conveyed in the Bebelac Milk advertisement is a child who has a good humanitarian spirit to help pregnant women and an old man complaining that there is no chair to sit on. The child immediately took the initiative to make a chair by inviting his friends and papah to help. Similar to the previous ad, the message of this ad can be conveyed to parents to choose formula milk with good content. Bebelac milk has a higher content of fish oil and omega six which can help the body and respond completely, respond quickly, respond to socialize, and have a sense of caring.

CONCLUSION

From the results and discussion above, the researcher will conclude the results obtained from the advertisement of SGM Eksplor Complinutri Milk and Bebelac Milk. It can be seen that advertising has a function to make the audience interested in the advertisement made. Of the many advertisements that exist in various media, it will have its own appeal to impress the audience. Advertising appeal is grouped into two parts, namely informative (rational) appeal based on the usefulness or benefits of the products offered to consumers. Meanwhile, emotional appeal is more likely to be related to social needs or psychological aspects of consumers in purchasing products.

In the placement of messages in television advertisements is an advertising strategy to provide messages to the audience. The role of the message is very important in advertisements made to give confidence in

the products given to the audience. When the message is received and managed, there will be a change in attitude in the audience who want to own the product. In the advertisement for SGM Eksplor Complinutri Milk and Bebelac Milk, the denotation meaning found in the SGM Eksplor Complinutri Milk advertisement scene is that it has 4 locations located at the location of the traditional angklung art instrument. The denotation meaning here gives an idea of the liveliness of a child in participating in angklung art. The connotation meaning illustrates that children drinking SGM Eksplor Complinutri milk have a good intake for the growth of the child. The denotation meaning found is 7 scenes which take place in front of the bus stop and at home. The denotation depicts the child's concern for the social environment. The child's concern provides good growth for the future. The connotation meaning describes the child by drinking bebelac milk can help the body and complete response, respond quickly, respond to socialize, and have a sense of caring. This is what makes parents able to accept the ad because of the good milk content. However, it can be revealed that not only relying on milk as a child's nutrition, but also must be given daily children's food that comes from natural sources. Of the many milks sold both in marketing and in advertisements, the content in milk is the use of fish oil which can have an impact on children affected by allergies. In this case, advertising has a very big effect on each audience that receives it.

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