



Representation of family warmth in Sasa advertisement Aku Pulang

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Keywords

Advertisement
Sasa Santan
Semiotic

This research aims to analyze the representation of the Sasa coconut milk advertisement entitled "warmth of family and wealth of Omega 3 Coconut Milk" and then attempts to identify certain codes through semiotic analysis as proposed by Ferdinand De Saussure, where semiotic analysis differentiates between signifier and signified. This research uses qualitative methods to describe research findings. Based on the results of Ferdinand de Saussure's semiotic analysis regarding the signifiers and signifieds in the Sasa Santan Omega 3 advertisement, it can be seen that the use of music, one family and the character of the cow convey the meaning intended in the advertisement. product excellence, emphasizing that Sasa coconut milk is an advertisement that depicts family harmony at the dinner table and the richness of Omega 3 in coconut milk.

1. Introduction

Civilization has experienced definite progress from time to time with the continued development of science so that it could create technology-based innovations. This was adapted to human needs in living an easier and more practical life. Technology can be found in simple objects to tools that are simply assembled using machine power, electricity, and so on. Progress developed with science then gave birth to internet or network technology where humans can access information and communicate over long distances (Erlangga, 2022).

The development of technology and science has had a very intense influence on human life in various aspects, such as the ease of accessing information and knowing news and developments in the world via the internet network. The Internet offers various websites, including social networks, which are currently quite popular, in addition to being a tool for data exchange. The internet is an innovation in information and communication technology that offers options for getting information quickly and affordably (Husna & Hero, 2022)

Internet users in Indonesia have experienced a fairly high increase in number, as of January 2023 there were 212.9 million internet users or 77% of the total population. This number has increased drastically compared to 2022 where internet users were 204.7 million, while in 2021 it was at 202.6 million. The increase in the number of internet users is an opportunity for companies to utilize digital media as a promotional medium for their products in the hope of attracting consumer interest.

According to McQuail (1987) quoted by (Pah & Darmastuti, 2019) that mass media has several characteristics that can be found in everyday public life, such as defining mass media as the dissemination of information widely to a wide audience. universality, which is related to messages that are general in nature and heard by the general public. Next is periodization, namely broadcast time which has a certain schedule, either daily to weekly. Apart from that, there is continuity which illustrates that mass media has continuous characteristics. Meanwhile, actuality reflects mass media as a new forum for information, tips and the latest events.

Mass media is a means of disseminating information through advertising which can be packaged and distributed through print and electronic media. Like advertising from a certain brand which can advertise its products through mass media. By this time, mass media is still used as a means of disseminating information to the public in various aspects including politics, entertainment, economics, tourism and others (Habibie, 2018). Mass media as part of the communication media is a means of advertising for the Marjan brand through television media so that it is able to reach the wider community. Based on what McQuail stated in (Khatimah, 2018), overall, there are several perspectives to see the role of mass media in social life, especially in modern society, as follows:

- a. Mass media as a window on events and experience. The media is seen as a window that allows the public to see what is happening out there, or the media is a means of information to discover about various events.
- b. Media as a mirror of events in society and the world, implying a faithful reflection. A mirror of various events in society and the world, which reflects what is, therefore media managers often feel innocent if the media is full of violence, conflict, pornography and various other vileness.
- c. Mass media as a filter or gatekeeper selects various things to pay attention to or not. Television always chooses issues, information or other forms of content based on the standards of its managers.
- d. Mass media is often seen as a guide, guide or interpreter, which translates and shows direction regarding various uncertainties or various alternatives.
- e. Mass media is a forum for presenting various information and ideas to the public, thereby allowing responses and feedback to occur.
- f. Mass media as an interlocutor, which is not just a place for information to pass, but can also be a communication partner that allows interactive communication to occur.

The presence of technology and the internet makes human life easier in various aspects. The ease in the process of searching for information and communication, which can be done even remotely, has made people shift some of their conventional lifestyle patterns to become completely digital. This also includes advertising activities which are not only broadcast on television but can utilize social media platforms.

One of the digital media that is really liked by the public in carrying out buying and selling transactions and promoting the products produced is social media. Currently, many people use social media to communicate and express themselves, which has developed into a medium for marketing communications. Social media has quite large potential for promoting products because the average social media user comes from various circles, various ages and occupations. In this way the company will have a wider target market in promoting and marketing its products (Dasuki & Wahid, 2020). The potential for social media is very strong to be used as a marketing communications medium, this is indicated by the large number of well-known companies or brands that have used social media as a marketing medium.

Advertisements presented in video form are a unit that is often used to promote something. The video containing the advertisement will then be uploaded via social media platforms such as YouTube. A growing trend in society today is that YouTube has become a place to advertise and promote something. YouTube videos with a short duration of less than five minutes are more popular because the message conveyed is shorter, concise and clear so that viewers do not feel bored.

Currently, the trend for advertisements made with high creativity gives birth to interesting concepts that give the impression of amazement to the audience who watch them. The company tries to follow digital trends by utilizing social media such as YouTube to promote its products. Research by (Setiawan et al, 2021) found that the use of YouTube as an advertising medium has a positive influence on brand awareness and has an impact on purchasing interest. therefore, it can be a good opportunity for companies to promote their products. Based on a survey conducted by lokadata.id, it turns out that many companies choose digital media platforms as a means of advertising. One digital media platform that is widely used is YouTube. Based on e-Marketer survey. It turns out that almost 42% of companies plan to use the YouTube platform for their social video marketing activities.

The definition of advertising that explained by Tjiptono in (Firmansyah, 2019) was a form of indirect communication that is based on information about the advantages or benefits of a product which is arranged in such a way as to create a pleasant feeling that will change a person's mind about making a purchase.

Promotion or advertising is an effort to advertise company products through various offers that will attract consumer interest. Promotion can be done in various ways, such as through advertising, personal selling, to public relations, and so on (Saleh & Said, 2019). In conclusion, promotion was related to efforts to direct someone to get to know a company's product, understand it, change their attitude, like it, believe it, and then finally buy and always remember the product. The main function of advertising is conveyed by Shimp in (Firmansyah, 2019) as follows:

- a. Informing, this function is how advertising makes consumers aware of the existence of the brands being advertised (marketed), then educates consumers about the features and benefits of the brand, and facilitates the creation of a positive brand image.
- b. Persuading, is the function of advertising as a medium to persuade customers to try the advertised products and services.
- c. Reminding, in this function advertising aims to make the brand always remembered by the public.
- d. Adding Value, advertising functions to create added value for a product. There are three basic ways in which companies can add value to their product offerings, namely: innovation, improving quality or changing consumer perceptions.
- e. Assisting, referred to in this last function, is the function of advertising as an assist to provide feedback for the existence of a product in market competition.

Vera in (Arsianto, 2019) stated that advertising is a mass communication process for conveying messages containing about a product, both goods and services. Advertisements are delivered persuasively and aim to influence the audience. Moriarty et al in (Yudistanti & Suratnoaji, 2023) explained that advertising is a medium for achieving predetermined goals by reaching and influencing a wide audience. The purpose of advertising was stated by Robert V Zacher in (Bisri, 2020), such as 1) To provide awareness to communications and inform about a product; 2). Making the audience feel like the advertised product by giving preference; 3). Convincing the audience regarding the truth of the product displayed, therefore the audience has no doubts about the product. Then, if viewed from a consumer perspective, advertising is a medium that provides information about an item, be it price, function, etc.

Communication is an interaction that occurs between individuals where one party is the messenger and the other party is the recipient of the message. Communication according to Effendy in (Fericca & Parlindungan, 2020) is the delivery of ideas, ideas, messages to other people within a certain time, whether intentionally or unintentionally. Based on several opinions above, communication can be interpreted as interactions that occur between individuals in conveying messages or ideas directly and indirectly.

Communication is also defined as an interaction and symbolic where people create their environment through relationships built with other people by exchanging information in order to strengthen attitudes and behavior. Thus, communication is a process of conveying a certain message from someone to another person (Mardiyanto & Giarti, 2019). Communication according to Hermawan in (Grisatita & Lestari, 2020) is a process that occurs between two or more people to exchange information. Communication can be carried out in various ways, including using signal language, speaking, writing letters, movements, and even broadcasting (Firmansyah, 2020). The principles of communication based on those expressed by Seiler in (Purba et al, 2021) are as follows:

- a. Communication is a process. Communication is an activity that takes place continuously or continuously. There is no standard form of communication. Communication basically always changes according to the components that make it up as a process. Communication also demands a change in results.
- b. Communication is a system. The communication process occurs because of the components that build it, namely communicators, information, media, communicants and feedback. These

components are interrelated so that if one element is disrupted, the communication process will be disrupted. Hence, communication can be said to be a system.

- c. Communication is transactional and interactive. Communication is the exchange of messages between the communicator and the communicant. Therefore, communication can be said to be a transaction and interaction process.
- d. Communication can occur intentionally or unintentionally. Communication can occur intentionally if the message sent by the communicator has a specific purpose for the communicant. Therefore it is hoped that it will have an effect on the communicant. Meanwhile, unintentional communication can occur when the message conveyed by the communicator can be received by anyone who is within range and assumes that the message conveyed is included in the information..

Sabirin (2018) revealed that based on the communication skills of the communicator, communication techniques are classified into several types, as follows:

- a. Pervasive Communication can be interpreted as pervasive or pervasive, namely communication whose nature is to enable someone to feel and absorb a communication encountered at that time and at a certain time. Therefore, the person can continue to remember because the communication they received has stuck and penetrated their brain or.
- b. Coercive Communication, was defined as coercion which often results in a negative result, the process was carried out using pressure so that one of the interacting parties is in a weak position compared to the opposing
- c. Instructive Communication, was communication carried out by giving instructions in the form of directions or commands regarding something that will be done by the communicant as the recipient.

One of the well-known companies that creates product advertisements and broadcasts them via YouTube is PT Sasa Inti, an instant food and spice company in Indonesia. PT Sasa Inti recently made a short video with an interesting concept to advertise one of its products, namely Sasa coconut milk. Based on observations, since it was uploaded six months ago until now the advertising video has been watched six million times. Thus, it shows that the Sasa coconut milk advertisement with the title "representation of family warmth in sasa advertisement aku pulang" received attention from the audience. The Sasa coconut milk advertisement generally visualizes the character of a cow as the main character singing a song with the lyrics changed according to the advertising concept. The song comes from one of the famous bands in Indonesia so it is very familiar to the audience.

The use of an animal character such as a cow character that singing a famous song attracts the audience because the lyrics are appropriate and there are several signs so that the audience indirectly looks for where the signs are. One of the cow characters which indicates that coconut milk is usually used to prepare Indonesian food with beef as the basic ingredient. The use of song lyrics which are then changed provides a different meaning for the audience who watch the audio visuals of the Sasa Santan advertisement. The character of the cow symbolizes the main ingredient used in Indonesian cuisine such as soto, curry, rendang, where these foods required coconut milks as a complementary ingredient. Apart from the cow character, another character is a mother who also sings with lyrics as if responding to the lyrics spoken by the cow character. The adult female/ mother character here shows that she accepts the cow's sacrifice by cooking the meat using coconut milk.

Based on the background description above, this research aims to analyze the Sasa coconut milk advertisement with the title "representation of family warmth in sasa advertisement aku pulang" to discover certain codes through semiotic analysis proposed by Ferdinand De Saussure, according to which semiotic analysis is divided into signifiers and signified. According to Saussure, signs consist of: Sounds and images, called signifiers or markers, and concepts from sounds and images, called signified. Therefore, this research uses qualitative methods to describe and represent the Sasa coconut milk advertisement through Saussure's semiotic analysis.

2. Method

This research attempts to represent the Sasa coconut milk advertisement with the title "representation of family warmness in sasa advertisement aku pulang" and determine certain codes through semiotic analysis proposed by Ferdinand De Saussure, according to which semiotic analysis is divided into signifiers and signified.

Saussure's view is the opposite because he argued that signs always have two sides that support each other. The concepts and theories that he put forward and are known to this day are the concepts of signs and signifieds, form, content, language and individual utterances (speech), synchronic and diachronic, syntax and models (Ma'rufi & Ardi, 2021). Saussure saw the sign as something that structures (the process of meaning in the form of a link between the signifier and the signified) and is structured (the result of this process) in human cognition. Semiotics was defined by Saussure in the Course n General Linguistics, as the science that studies signs as part of social life. Implicit in this definition is the principle that semiotics relies heavily on the rules or social codes that apply in society, so that signs can be understood collectively (Fatimah, 2020).

Semiotics is an analytical technique used to find out meaning through sign analysis activities. This semiotic theory was put forward by Ferdinand De Saussure (1857-1913). In this theory, semiotics is divided into two parts (dichotomies), namely signifiers and signs. According to Saussure, signs consist of: Sounds and images, called signifiers or markers, and concepts from sounds and images, called signified. Saussure developed language as a sign system.

Semiotics is known as a discipline that studies signs, signifying processes and marking processes. Language is a particular type of sign. Thus, it can be understood that there is a relationship between linguistics and semiotics. Saussure used the word 'semiology' which has the same meaning as semiotics in the Pierce school (Husna & Hero, 2022). In de Saussure's theory, significance is not concrete language sounds, but is an image of language sounds (image acoustique). What is in our lives is seen as a "form" that has a certain "meaning".




Language signs always have two aspects: signifier or signified, signifier or signified, significant or signified. A signifier without a signified means nothing and is therefore not a sign. On the other hand, a sign cannot possibly be conveyed or captured apart from the signifier, the signified or signified is a sign itself and is thus a linguistic factor. In communicating, someone uses signs to send meaning about objects and other people will interpret these signs.



This research uses qualitative methods to describe the research results. This approach is characterized by its aim of trying to understand various signs and symptoms without using numbers because there are no appropriate measures to obtain research results (Abdussamad, 2021). Qualitative research can be called naturalistic research because its implementation is truly natural according to the facts found in the field (Sugiyono, 2013). The qualitative method describes a phenomenon discovered during the research process, the phenomenon is then analyzed and explained so that the meaning of each event can be found (Kaharuddin, 2021).




3. Result and Discussion



3.1 Result Results

In this research, the signifier and signified will be studied in the Sasa coconut milk advertisement with the title "Representation of family warmness in sasa advertisement aku pulang" which is explained as follows:

No	Image	Time
1	 <p data-bbox="671 562 831 584">: Aku pulaaaaaang :</p>	0:28
<p data-bbox="304 607 687 640"><i>Signifier:</i> Cow character singing</p>		
<p data-bbox="304 680 1366 808"><i>Signified:</i> The cow character here is used as a visualization of the traditions of Indonesian people when using coconut milk when cooking is identical to processed foods made from beef. Therefore, to emphasize that the Sasa coconut milk product is mainly intended for cooking processed meat, especially beef.</p>		
No	Image	Time
2	 <p data-bbox="651 1167 863 1189">: Kuterima pengorbananku :</p>	0:39
<p data-bbox="304 1211 687 1245"><i>Signifier:</i> "I accept my sacrifice"</p>		
<p data-bbox="304 1285 1366 1447"><i>Signified:</i> Cows are one of the most popular sacrificial animals during the Eid al-Adha holiday, especially for Muslim communities. The original song's lyrics were "I accept my defeat" but in this advertisement it was changed to "my sacrifice" to emphasize the word "korban" which has the same meaning as "qurban". This means that the cow character has accepted his fate as a sacrificial animal, therefore the song seems to tell his life.</p>		
No	Image	Time
3	 <p data-bbox="676 1794 826 1816">: Aku tuaaaaaang :</p>	0:53
<p data-bbox="304 1839 1366 1901"><i>Signifier:</i> A woman who is cooking for her family while singing the lyrics "Aku tuaaaaang" (I pour)</p>		
<p data-bbox="304 1924 1366 2018"><i>Signified:</i> In the image there is the lyric "I pour" which was directed at the product Sasa uses coconut milk for in cooking. These lyrics are like responding to the song of the cow character, so there is a connection between humans who use coconut milk in dishes made</p>		

	from beef. The presence of human characters here shows that there is indirect communication because the song lyrics seem to answer each other between the cow and human characters.	
No	Image	Time
4	 <p>~ Kuterima pengorbananmu ~</p>	1:07
	<p><i>Signifier:</i> Image of a dish made from beef and the lyrics "I accept your sacrifice"</p> <p><i>Signified:</i> The lyrics "I accept your sacrifice" were addressed to the character of the cow as a sacrificial animal. This is shown by the image of dishes such as meat curry to emphasize that the meat is the result of sacrificial animals, where sacrificial animals are identical to livestock such as cows. Apart from that, beef is more commonly used and is the most preferred for processing as the main ingredient in Indonesian dishes such as soto, rendang, curry, and so on. A this that the family really likes.</p>	
No	Image	Time
5	 <p>~ SASA tunjukkanku bahagia ~</p>	1:15
	<p><i>Signifier:</i> "SASA shows me happiness"</p> <p><i>Signified:</i> The lyrics are intended to show the audience that SASA coconut milk is a product that can be relied on as a cooking spice, especially Indonesian food with meat as the main ingredient. These lyrics also emphasize the relief of the cow's character when she finds out that her meat will be used and processed with Sasa Coconut Milk. This can give the audience the perception that the cow character tends to choose the Sasa Coconut Milk product.</p>	
No	Image	Time

6		1:19
<p><i>Signifier:</i> “Only SASA has the right viscosity”</p>		
<p><i>Signified:</i> The lyrics contain promotional elements that mention one of the advantages of the SASA coconut milk product. These lyrics are one of the promotional elements displayed in the advertisement to inform the audience of the advantages of the Sasa Santan product with short, concise, clear and targeted sentences.</p>		
No	Image	Time
7		1:27
<p><i>Signifier:</i> “You give me Omega 3”</p>		
<p><i>Signified:</i> The lyrics contain a promotional element which mentions one of the advantages of the SASA coconut milk product, that is the Omega 3 content. The advantage of the product, apart from the right viscosity, is that this advertisement also informs that Sasa coconut milk is high in Omega 3 content which has many benefits for the family’s body.</p>		
No	Image	Time
8		1:35
<p><i>Signifier:</i> Cow character who sings with the lyrics "Aku pulaaaaang" (I am going home)</p>		
<p><i>Signified:</i> The word "pulang" or “going home” in the lyrics sung by the cow character here is likened to death, that is, as is known, cows are one of the sacrificial animals and one of the meats used in Indonesian cuisine. In general, the character of the cow here shows an expression of its willingness because its meat will be used as one of the main ingredients</p>		

	for making Indonesian dishes, especially those that use coconut milk as one of the seasonings.	
No	Image	Time
9		1:39
	<p><i>Signifier:</i> The cow character sings the lyrics "Calmly"</p> <p><i>Signified:</i> The lyrics "calmly" indicate that the cow is willing to use its meat as the main ingredient in cooking. After learning that the meat is processed with the Sasa Coconut Milk product which has many advantages, the cow character then sings again with the lyrics of the song "I'm going home in peace". These lyrics was indicated that the cow feels that its meat has fallen into the right hands because it uses Sasa Coconut Milk Omega 3 in its processing.</p>	
No	Image	Time
10		2.07
	<p><i>Signifier:</i> Lyrics "SASA Coconut Milk Omega 3 makes you feel the peacefullnes" and family's gathering</p> <p><i>Signified:</i> In the image above, you can see that the word "Omega 3" was colored red, this is to emphasize the content of Sasa Santan which you want to highlight so as to provide information to the audience or viewers, and the warmth of family eating food using Sasa.</p>	

3.2 Create a Disseusion

Many aspects of human life have been significantly influenced by the development of information and communication technology in the business world, such as promoting products produced by utilizing mass media. Bungin in (Habibie, 2018) was explained that mass media has a definition, namely communication and information media to share information on a large scale with the public. Mass media functions as a tool in the process of disseminating information, news, entertainment through print media or electronic media such as radio and television which can be packaged in advertisements.

Mass media is a means of disseminating information through advertising which can be packaged and distributed through print and electronic media. Like advertising from a certain brand which can advertise its products through mass media. Up to the present, mass media is still used as a means of disseminating information to the public in various aspects including politics, entertainment,

economics, tourism and others (Habibie, 2018). The Sasa Santan brand uses electronic media to promote its products. The electronic media used is short videos of around 1-2 minutes. Apart from being a video, the Sasa Santan 2023 advertisement also includes audio of the song being sung complete with lyrics so that the audience gets entertainment from the unique music and song lyrics.

The Sasa Santan brand uses social media platforms such as YouTube as a medium to display advertisements for the products it is promoting. Based on we are social data quoted on datareportal.com, YouTube is also an advertising choice for companies because YouTube has a position as a digital platform with the most users, namely 88%. Therefore, advertising via new media platforms such as YouTube is one of the promotional activities or information tools that is of interest for use between producers and consumers, because it is considered to be a medium for companies to introduce products or services to the public (Rizkiani & Salman, 2022). This fact is supported by research results (Hermawan, 2022) which show that the YouTube platform is well known and in demand by the public and has the potential for wider use in the future, including in the business world.

The Sasa Santan brand presented attractive advertisements to promote its products using audio or music from famous songs so that many audiences feel interested because they are familiar with the song. This is one of the company's efforts to increase public brand awareness. Research by (Geisfarad, 2022) revealed that the use of music in advertising can have an influence on brand awareness, people tend to think that popular songs used as advertising jingles play a very important role.

This analysis of the markers and signifieds was carried out by paying attention to each scene which was felt to best represent or represent the message in the Sasa Santan 2023 advertisement. The use of song lyrics which were then changed provided a different understanding of the meaning by the audience who watched the audio visuals of the Sasa Santan advertisement. The character of the cow symbolizes the main ingredient used in Indonesian cuisine such as soto, curry, rendang, where these foods use coconut milk as a complementary ingredient. Apart from the cow character, another character is a woman who also sings with lyrics as if responding to the lyrics spoken by the cow character. The adult female/ woman character here shows that she accepts the cow's sacrifice by cooking the meat using coconut milk.

The Sasa Santan advertisement shows a scene where the main character, Cow, plays a piano instrument and sings one of the popular songs by changing some of the lyrics so that it fits the advertising concept. At the beginning of the advertisement, a cow character is shown singing a quite sad song and playing a piano. This visualizes that the song being sung is similar to the character's life story where cows are one of the animals whose meat is used by humans. There are lyrics that say "I'm going home" which indicates that the cow returns to the bosom of the divine because it will be slaughtered and its meat taken.

In the middle of the advertisement, another character appears, that was an adult woman who is cooking. It can be clearly concluded that this character is a mother and wife who will make food for her family. while singing where the lyrics are "I pour". These lyrics show that there are changes to the original song lyrics so that they will be interesting to the audience. The lyric which should have been "I'm going home" was then replaced with "I pour" because the character singing it was different, not a cow but a human. This shows that there is indirect interaction between characters through songs. This interaction is shown through songs.

In addition, another very obvious sign is the song lyrics which read "Only SASA is the right thickness" which is a persuasive sentence that shows the superiority of the product. In these lyrics, the company provides a stimulus to the audience that this brand is the best compared to its competitors. Another persuasive sentence is found in the lyrics "You give me Omega 3". These lyrics show that apart from the right level of viscosity, another advantage this brand has is that the nutritional content of Sasa Coconut Milk is also rich in Omega 3 which has many health benefits. By knowing that the meat is prepared with Sasa Coconut Milk, the Cow then sings the lyrics "Sasa show me happiness", these lyrics show that cooking with Sasa coconut milk can produce delicious and nutritious food so that it makes family members feel happy and happy, then the Cow character agrees and hinting at the relief that the meat will be processed with Sasa Coconut Milk products.

knowing that the meat is processed with the Sasa Coconut Milk product which has many advantages, the Cow character then sings again with the lyrics of the song "I'm going home in peace".

These lyrics indicate that the cow feels that its meat has fallen into the right hands because it uses Sasa Coconut Milk Omega 3 in its processing. At the end of the advertisement the female character sings again with the song lyrics, namely "SASA Coconut Milk Omega 3 makes you calm" which shows that the Sasa Coconut Milk product has advantages and contains Omega 3. This advantage is highly emphasized in the advertisement to inform the audience and persuade them to use the Sasa Coconut Milk product. Therefore, at the end of the advertisement it also shows a picture of a family at the dining table with very strong harmony and togetherness. This scene contains the lyrics "SASA Coconut Milk Omega 3 makes you calm" and the message that you want to convey that SASA coconut milk users are very good for family cooking. This has been visualized with a family at the dining table and showing happy expressions and full of harmony.

Based on the results of Ferdinand de Saussure's semiotic analysis which has been described above regarding the signifiers and signifieds contained in the Sasa Coconut Milk Omega 3 advertisement, it can be seen that the use of songs and cow characters shows the meaning that the advertisement wants to highlight the superiority of the product. Sasa coconut milk has the richness of Omega 3 in it, this has been shown from the song lyrics which can be easily understood by the audience, the researchers tried to position themselves as spectators and get the meaning that the character of the cow feels calm and willing with the presence of Sasa Coconut Milk because the meat will be cooked well thus producing food with perfect taste. The sentence "I went home in peace" emphasizes the meaning that Sasa coconut milk is the best brand among other coconut milks, which then mentions its main advantages, namely Omega 3 and perfect viscosity. Thus, Sasa coconut milk has become one of the must-have spices for family cooking, this is visualized at the end of the advertisement which depicts family harmony at the dinner table. Research (Kartiko & Pramonojati, 2019) also used Ferdinand de Saussure's semiotic analysis to find the meaning of the 2018 Youth Sumpah Version Bukalapak advertisement and was able to represent the intent and purpose of the advertisement. In addition, research conducted by (Utomo & Erlangga, 2022) obtained the results that with Saussure's semiotics he was able to represent the "Difficult Game" version of the By.U advertisement.

4. Conclusion

Based on the results of Ferdinand de Saussure's semiotic analysis regarding the signifiers and signifieds contained in the Sasa Coconut Milk advertisement, it can be seen that the use of songs and cow characters shows the meaning that the advertisement wants to highlight the superiority of the rich coconut milk of Sasa product which has richness in Omega 3 and warmth family. The use of song lyrics which were then changed provides a different meaning for the audience who watch the audio visuals of the Sasa Santan advertisement. The character of the cow symbolizes the main ingredient used in Indonesian cuisine such as soto, curry, rendang, where these foods use coconut milk as a complementary ingredient. Apart from the cow character, another character is a mother who also sings with lyrics as if responding to the lyrics spoken by the cow character. The adult female/mother character here shows that she accepts the Cow's sacrifice by cooking the meat using Sasa Coconut Milk, Then explained that sasa coconut milk and family are one unit that cannot be separated, because food that uses Sasa coconut milk creates family warmth at the dinner table.

5. Acknowledgement

The author would like you thank Allah SWT, both parents, Ahmad Dahlan University, of course also the big family of Ahmad Dahlan University Communication Sciences, and special thank you to Sasa, because of this Sasa advertisement I got the idea to do this research. Thank you for the prayers and great support that have been given very sincerely to me, especially my parents, without the extraordinary prayers and support, authors would not have been able to complete this research to the end.

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