



# Moral Message in Rinso version Youtube advertisement “The Story of the Seventeen Miracle Mr Dirga”

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## ABSTRACT

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Globalization is like a double-edged sword. On the one hand, it makes it easier for us to access information from all corners of the world, encourages technological advancement, and allows Indonesia to compete at the global level. However, on the other hand, globalization also threatens the preservation of the nation's culture. The rapid development of technology in this era of globalization has a significant influence on nationalism. Although seemingly unrelated, technology can actually be a tool to strengthen or weaken a sense of nationalism. Therefore, it is important to instill a sense of love for the homeland in the younger generation. In this study, there is one of the contents that raises the morals and culture of the Indonesian people. This content is contained in one of the advertising content of Rinso's products, namely with the title The Story of Seventeen Miracle Mr Dirga. According to Nurgiyantoro, the moral message in a story or film is advice related to good values. This advice is conveyed indirectly through the storyline and can be interpreted by the audience or readers. The purpose of this study is to first present a moral message contained in the Rinso advertisement version The Story of Seventeen Miracle Mr Dirga. Second, to describe the moral message in the advertisement, Roland Barthes' semiotic analysis is seen which includes denotations, connotations and myths. From the meaning of these signs based on the meaning of denotations, connotations, and myths. So the meaning of the denotation contained in the rinso advertisement entitled The Story of Seventeen Miracle Mr Dirga is a group of children who help Mr Dirga to achieve his goals in the midst of the limitations that Mr Dirga has. The meaning of the connotation contained is a sense of concern and unyielding, thus giving rise to myths that contain positive messages and advice that are in harmony with morality.

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## 1. Introduction

Independence Day reminds us of the persistent struggle of heroes who have been willing to sacrifice their souls and bodies to seize independence. We must continue to preserve their fighting spirit. Creativity and national insight are the keys to filling independence. We must continue to develop our potential and actively contribute to building the country, as a form of appreciation for the struggle of heroes. (Saulila et al., 2022)

Globalization is like a double-edged sword. On the one hand, it makes it easier for us to access information from all corners of the world, encourages technological advancement, and allows Indonesia to compete at the global level. However, on the other hand, globalization also threatens the preservation of the nation's culture. People tend to adopt foreign cultures, so the values of nationalism begin to be eroded by the rapid flow of globalization (Adhari et al., 2021). The lack of control over the entry of foreign cultures can cause our local culture to lose its place. This is very dangerous because it can weaken the identity of the Indonesian nation. Although many consider it ordinary, this threat is

very real and we need to be aware of it (Budiarto, 2020). To realize an ideal society, we need to instill noble values from an early age. Eastern customs that are rich in moral and ethical values can be our guide in building the nation's character. Thus, we can create a society that respects each other, is tolerant, and works together. (Budiarto, 2020)

The rapid development of technology in this era of globalization has a significant influence on nationalism. Although it may seem unrelated, technology can actually be a tool to strengthen or weaken a sense of nationalism. The use of appropriate technology can foster a sense of love for the homeland, but if misused, it can threaten the unity of the nation. (Widiyono, 2019)

With the explanation above, globalization and nationalism are interrelated, we cannot deny the existence of globalization because on the one hand globalization brings the Indonesian state to develop and can compete with other countries, but as the younger generation we still have to preserve culture so that it is not lost in the current of globalization. Therefore, it is important to instill a sense of love for the homeland in the younger generation.

In this study, there is one of the contents that raises the morals and culture of the Indonesian people. This content is contained in one of the advertising content of Rinso's products, namely with title The Story of Seventeen Miracle Mr Dirga. In the advertisement, there are several messages that want to be conveyed to the public about the culture of celebrating Indonesia's Independence Day, in addition to instilling a sense of love for the homeland, the advertisement also contains moral and cultural values that should be owned by the current generation. This advertisement tells the story of the miracle of Mr. Dirga on Independence Day which inspires Indonesian children to continue to struggle and have sky-high aspirations. For Mr. Dirga, strong enthusiasm and determination are the key to achieving his goals despite the many shortcomings and limitations in his journey. This advertisement contains a lot of moral messages in the air. In addition to increasing public awareness of a product, advertisements that contain moral messages can also increase the public's understanding of an issue raised in the advertisement.

In this study, the researcher used the results of previous research as a reference and comparison. By studying related studies, authors can develop a stronger framework of thinking and methodology. In previous research In the Mother's Day Edition Bilibli.com hug advertisement on youtube, it can be concluded that the moral message contained in this advertisement is about the importance of listening to parental advice, resolving conflicts in a good way, building harmonious family relationships, and having the courage to admit mistakes (Kurniawan et al., 2023). In this study, both discuss the moral message contained in an advertisement, while the difference with the research lies in the object of the research where in this study the object of research is the rinso advertisement version of "The Story of The Seventeen Miracle Mr Dirga".

The next research is the lifebouy soap advertisement edition "Peluk Cium Adik Kakak". This study uses the semiotic analysis of the Charles Sanders Peirce model which proposes a triangle meaning theory consisting of three main elements, namely signs, objects, and interpretants. The conclusion of this study is that based on the results of the analysis that has been carried out, it is concluded that in the lifebuoy soap advertisement edition of hug kiss brother brother not only displays the advantages of the advertised product but there is added value obtained by the advertising audience through scenes that reflect moral values including discipline, affection, obedience and a healthy lifestyle (Tampati et al., 2020). The difference from previous research lies in the analysis technique using the semiotic analysis of the Charles Sanders Peirce model, while in this study it uses the semiotic analysis of the Roland Barthes model which includes three things about denotation, connotation, and myth.

According to Nurgiyantoro, the moral message in a story or film is advice related to good values. This advice is conveyed indirectly through the storyline and can be interpreted by the audience or readers. Nurgiyantoro divides moral messages into three types: human relations with God, human relations with oneself, and human relations with others. Every literary work, whether a film or a book, contains a moral message hidden behind its storyline. (Diputra & Nuraeni, 2022)

With the explanation of the background above, the formulation of the problem in this study is what is the moral message contained in the Rinso Advertisement of the Seventeen Miracle Version of Mr. Dirga based on Roland Barthes' semiotic analysis? The purpose of this study is to first present a moral message contained in the Rinso advertisement version The Story of The Seventeen Miracle Mr Dirga.

Second, to describe the moral message in the advertisement, Roland Barthes' semiotic analysis is seen which includes denotations, connotations and myths.

## 2. Method

This type of research uses a descriptive qualitative research method. This study describes and analyzes the data obtained from direct observation. This research aims to provide a clear and complete picture of a situation or event by using data in the form of words and pictures, not numbers (Patriansah, 2022). The descriptive study aims to describe, summarize various conditions and situations contained in the fragments of scenes in the Rinso "The Story of The Seventeen Miracle Mr Dirga" as the object of research. The data used is in the form of advertising videos and various relevant literature sources.

This study uses the analysis of Roland Barthes' semiotic model with an effort to dismantle the signs contained in Rinso's advertisement with the title "The Story of The Seventeen Miracle Mr Dirga" as the object of this study. Roland Barthes' semiotic analysis includes three things, namely denotation, connotation and myth. Denotation is a literal meaning or the actual meaning is the meaning captured by the human senses. Connotation is the second level that gives rise to implied meanings or uncertain meanings that are widely associated with psychology, feelings, and beliefs. Myth is a language or meaning that appears differently due to the influence of socio-cultural life and views around it. (Nikmatus & Yun, 2021)

This study observes by observing each scene that contains moral messages, as well as documenting by means of screenshots on scenes containing moral messages and literature studies are carried out by researchers by looking for references from the same researcher. Therefore, the analysis was carried out to find out the moral message in Rinso's advertisement entitled "The Story of The Seventeen Miracle Mr Dirga" by focusing on Roland Barthes' semiotic analysis, namely using denotation, connotation, and myth analysis techniques.

## 3. Result and Discussion

In this stage, the researcher will describe and elaborate the results of the research and scene analysis that according to the researcher have moral signs and messages in the Rinso advertisement "The Story of The Seventeen Miracle Mr Dirga" with the theme of Independence Day. The description is based on Roland Barthes' semiotics. The unit of analysis is obtained from a cut of the scene or scene in the Rinso advertisement which lasts 2 minutes and 10 seconds. In the clip of the scene in the advertisement, two scenes have been obtained in which there are signs in the form of dialogue text, audio and visual which have the meaning of denotation, connotation, and myth that contains moral messages.

### 3.1. Presenting the Results



Scene 1.

Denotation: A group of children can be seen helping Mr. Dirga push a wheelchair, they wear red and white clothes and then residents are seen helping Mr. Dirga attach an object that is used as a tool to help Mr. Dirga climb areca nut, then they help Mr. Dirga by pulling the rope that has been attached to reach the top of areca nut climbing.

Connotation: The wheelchair signifies the condition of Mr. Dirga who is paralyzed, a group of children wearing red clothes and white clothes give the meaning of cohesiveness and also present the colors of the Indonesian flag. The areca nut climbing competition is one of the competitions on the

day of the celebration of Indonesia's Independence Day, areca nut climbing contains the meaning of never giving up and the attitude of mutual cooperation of the Indonesian people.

**Myth:** In this scene, residents can be seen working together to help Mr. Dirga to realize his dream once again feeling victory. Mutual cooperation is something that has long been the culture of Indonesian people.



### Scene 2.

**Denotation:** It can be seen that Mr Dirga is halfway to reach the peak of areca nut climbing, Mr Dirga's expression is seen frowning. There was a shouting sound from a small child figure to encourage Mr. Dirga. Hearing the shouts of enthusiasm from the child figure, Mr. Dirga immediately continued to climb areca nut, there were also cheers of small children who encouraged him when he continued to climb areca nut, Mr. Dirga managed to reach the top and won the areca nut climbing.

**Connotation:** The expression of Mr. Dirga frowning while hugging the areca nut tree tightly was taken with the medium closeup technique intended to make it clear that Mr. Dirga was not able to continue climbing the areca nut. The sound of screams from small children and the cheers of the residents who encouraged indicated that they motivated Mr. Dirga not to give up.

**Myth:** This scene tells the story of Mr. Dirga who never gives up to realize his dream, which is to at least feel victory once again even though his limitations do not make him despair. Even though he wanted to give up, Mr. Dirga continued to climb areca nut when he got the spirit and finally Mr. Dirga managed to reach the peak of areca nut climbing. Never giving up is a trait that every human must have. The nature of never giving up teaches us to always try to pursue what has been our dream, no matter how difficult the situation we are experiencing.

## 3.2. Create a Discussion

Based on the presentation of the results above using Roland Barthes' semiotic analysis, this advertisement shows signs ranging from dialogue sounds, text, and visuals in the advertisement that contain denotations, connotations, and myths. This advertisement depicts a group of children who work together to help Mr Dirga to achieve his goals of wanting to feel victory even with the limitations that Mr Dirga has.

### 1. Scene 1

**Denotation,** The meaning of the denotation in scene one is the sense of nationalism shown by a group of children who participated in the Indonesian Independence Day celebration competition. In the current era, the consequences of globalization make the younger generation not so concerned about Independence Day. Fostering a sense of love for the homeland is very important for the next generation of the nation so that they do not forget the history of their country. In addition, by fostering a sense of love for the homeland, it can also make the current generation know the identity of their nation. Having a spirit of nationalism also makes them feel concerned about what happens to the country so that they will do the best things they can to make this country progress and be able to compete with other countries. Then with a high sense of nationalism, the next generation will certainly maintain what the previous generation has fought for. A sense of nationalism can also reduce the number of corruption cases in Indonesia, as reported by *kompas.com* Indonesia is ranked 115 out of 180 most corrupt countries in the world, of course this is not a good thing considering the impact of corruption that hinders the development and progress of the country. Therefore, fostering a sense of



nationalism in the younger generation is very important because it will maintain the unity and unity of the Indonesian nation and form a strong character and integrity.

**Connotation,** The meaning of the connotation in this scene is that even with a paralyzed state, it is not an obstacle for Mr. Dirga to participate in the Independence Day celebration competition. Now there are many athletes with disabilities who make Indonesia proud. They have achievements in their respective fields, having limitations does not mean that dreams are also limited. People with disabilities are individuals who have physical, mental, or sensory limitations that can hinder their daily activities. This condition often makes them face greater life challenges than others (Mulia, 2022). For example, M Fadli is a bicycle racer, he used to be a professional rider but because of an accident while he was racing, his left leg had to be amputated. Although it is not easy to accept the reality of life with one leg, but he did not give up and slowly got up because he had passion and motivation, he chose the sport of bicycle racers and managed to win the championship of the bicycle racers he participated in. M Fadli is just one example, there are still many people with limitations who make Indonesia proud on the world stage not only in the field of sports but also in other fields. Like a singer named Putri Aniani who recently managed to get a golden buzzer at a talent search event in the United States. In essence, when we have limitations, it does not mean that our dreams are extinguished, as long as we have a strong spirit and also get support and motivation, both from ourselves and from the surrounding environment, then rest assured that our dreams will remain alive as long as the spirit is still there.

**Myth,** In addition, this advertising scene shows residents who work together. Nowadays, the culture of mutual cooperation is rarely seen in big cities. If in the countryside, mutual cooperation is still an inseparable part of daily life, in urban areas like Jakarta, this spirit is increasingly difficult to find. Differences in living environment, level of social interaction, and lifestyle are the main factors that cause these differences. Globalization has brought in foreign cultures that are so strong that they have shifted the noble values of Pancasila. As a result, moral problems and nationalism are increasingly mushrooming in society. To overcome this, we need to strengthen the understanding and application of Pancasila values from an early age, especially in the younger generation (Dasa et al., 2022). The value of mutual cooperation embedded in Pancasila has become the foundation for the social life of the Indonesian people. In the era of globalization, this spirit of mutual cooperation has become increasingly important to strengthen the unity and unity of the nation (Dasa et al., 2022).

The culture of mutual cooperation is a legacy of the ancestors of the Indonesian nation. For example, when the freedom fighters succeeded in expelling the colonizers from Indonesian soil. The Indonesian people help each other so that independence can be achieved. Of course, it is not an easy thing for the fighters to achieve independence, but with a strong sense of unity to be able to win against colonialism. The culture of mutual cooperation is very thick in Indonesia, as a small example is social gatherings. Arisan activities may only exist in Indonesia, where a group of people collect money or goods of the same value, then are drawn to determine who gets the goods or money until all members who participate get it. Mutual cooperation is not just about building something together, but there are many values contained in it, one of which is fostering a sense of unity in every Indonesian society.

## 2. Scene 2

**Denotation,** to become a human being who has dreams, of course, needs support and motivation from the surrounding environment. In this day and age, there have been so many cases of bullying that have befallen someone, this is one example that they do not get support and motivation. Moreover, people with disabilities are easy targets for bullies, without them realizing the bad impact of their actions on the victim. There has been more and more news about cases of bullying received by people with disabilities. Bullying cases that occurred in Indonesia reported from [suarasurabaya.net](http://suarasurabaya.net), the Indonesian Child Protection Commission (KPAI) revealed that around 3,800 cases of bullying in Indonesia throughout 2023. This is certainly not good news for the growth and development of children who are victims of bullying because of its bad effects. One of the effects of bullying for victims is a growing sense of insecurity, and a fear of socializing.

**Connotation,** The meaning of the connotation in scene one is that the independence celebration day competition is only held for people who are not disabled, currently there is no special competition for people with disabilities. To realize this, awareness from the community is needed to be able to realize this. As for sports, it already has its own category for people with disabilities so that they can also achieve and keep their dreams alive. Why now there is no special competition for people with

disabilities, even though they also have the same right to experience the celebration of Indonesia's Independence Day, not only watching but also participating in it. This can be realized if the community facilitates them to participate in the competition. As shown in the Rinso advertisement this time, the paralyzed figure of Mr. Dirga participated in the areca nut climbing competition because of the support and assistance from the surrounding environment.

**Myth**, there is also a scene where Mr. Dirga never gives up. In today's era, the nature of never giving up must be possessed by every human being, because in a fast-paced era like today, the competition feels stronger and harder, so it feels like the nature of never giving up is very important to have. Never give up not only for people like Mr. Dirga who have limitations but for the younger generation as the next generation of the Indonesian nation. The unyielding nature will also make the young generation brave to dream as high as the sky because they have the spirit to achieve it. Although not all dreams are necessarily achieved, the journey of achieving those dreams makes us improve the quality of ourselves.

According to Nurgiyantoro in the journal (Diputra & Nuraeni, 2022) dividing moral messages is categorized into three parts. The first category is the relationship between man and God. In this case, man's relationship with God is the basis of religious life. The attitude of gratitude, believing, praying, and obeying shows the existence of a close relationship between humans and God. The second category is the relationship between humans and themselves. Morality in relation to oneself is about how a person understands and manages himself. It encompasses a variety of values such as honesty, courage, and responsibility. All of these values shape a person's character and influence the way they live their lives.

Third, the category of human relationships with other humans in the social environment. Humans are social creatures who need each other. Although we have personal desires, we also need to coexist with others. Moral values such as compassion, family, and helping are proof that we are interconnected and need to maintain good relationships. The category of human relationship with God and the category of human relationship with oneself are shown by the figure where Mr. Dirga is still grateful and accepts the destiny he is living, as seen from the figure of Mr. Dirga who is smiling and Mr. Dirga who still has dreams even in the midst of the paralyzed condition he is experiencing. Another category of human relations in the social environment can be seen in a group of residents who help and support Mr. Dirga to achieve victory.

#### 4. Conclusion

With the development of technology today, of course we cannot stem the globalization that occurs as a result of the rapid development of technology. However, we can filter the impact of globalization so that the culture and sense of nationalism are maintained and not eroded by globalization. We can use technology to maintain culture and foster a sense of nationalism in the younger generation, as done by Rinso by making an advertisement entitled *The Story of the Seventeen Miracle Mr Dirga* with the theme of Independence Day.

Based on the presentation of the results above using Roland Barthes' semiotic analysis, this advertisement shows signs ranging from dialogue sounds, text, and visuals in the advertisement that contain denotations, connotations, and myths. This advertisement depicts a group of children who work together to help Mr Dirga to achieve his goals of wanting to feel victory even with the limitations that Mr Dirga has.

The moral message in the advertisement should be conveyed in a subtle but meaningful way, so that it has a profound positive impact on the audience (Kurniawan et al., 2023). Based on the results of the analysis and explanation that the researcher has previously explained, the researcher obtained findings regarding the moral message contained in the Rinso Advertisement version *The Story of the Seventeen Miracle Mr Dirga*, which are as follows:

Never give up even with the limitations you have, Having an unyielding nature is where we as humans will continue to strive to achieve our goals, regardless of the shortcomings and limitations we have. The nature of never giving up makes us will keep trying until we succeed in achieving it. A person who has an unyielding spirit will not be easily discouraged when faced with failure. Instead, they will rise up and continue to strive with strong determination. This attitude shows great persistence

and tenacity in achieving life goals. Failure is part of life. However, for those who never give up, failure is actually a motivation to keep moving forward and learn from mistakes. With persistence and hard work, any obstacle can definitely be overcome (Nurjanah, 2018).

To build a never-giving trait, you can motivate yourself to always try and get encouragement from the surrounding environment. As depicted in scene two where Mr Dirga almost gave up while climbing areca nut, at that time the child character gave encouragement and motivation to Mr Dirga to continue to try to achieve his goals. With that motivation and encouragement, which initially Mr Dirga almost gave up, Mr Dirga chose to continue to try and never give up so that he succeeded in achieving his goals.

**Mutual cooperation**, Humans are social creatures humans cannot live without other humans. To that we will always interact with other humans in life. Mutual cooperation is one of the proofs that humans are social creatures. Understanding the importance of togetherness, the Indonesian people are active in mutual cooperation activities to strengthen the bond of brotherhood. Mutual cooperation is a tangible manifestation of the awareness of the Indonesian people about the importance of coexistence. The mutual cooperation activity reflects the high spirit of togetherness and kinship in Indonesian society. Mutual cooperation not only eases work, but also strengthens relationships between others (Yasinda et al., 2017).

As depicted in scene one after finishing installing the aids made by a group of children made from used tires and mining ropes, the residents pulled the rope together to help Mr. Dirga reach the top of areca nut climbing. As a rich cultural heritage, the tradition of mutual cooperation has become an inseparable part of the lives of the Indonesian people. The values of mutual cooperation contained in it, such as cooperation, cohesiveness, and concern for others, are very relevant to be applied in daily life. Therefore, we need to strive to maintain and develop this tradition so that it is not lost to the times (Dasa et al., 2022).

**Nationalism**, fostering a sense of nationalism from an early age is very important, because the future of the nation is in the hands of the younger generation. Growing a sense of nationalism in the era of globalization in the younger generation today is not difficult to start with simple things by participating in the flag ceremony, preserving Indonesia's cultural wealth, and participating in celebrating Indonesia's Independence Day can foster a sense of nationalism in the younger generation. As in scene one which depicts the presence of children on the day of Indonesia's independence celebration. To form a young generation that has a strong sense of nationalism, character education is very important. Character education aims to help individuals understand themselves. With a strong self-understanding, love for the nation and state will grow by itself, so that the younger generation will not be swayed by the influence of globalization. (Widiyono, 2019)

From the meaning of these signs based on the meaning of denotations, connotations, and myths. Thus the meaning of the denotation contained in the Rinso advertisement entitled The Story of The Seventeen Miracle Mr Dirga is a group of children who help Mr Dirga to achieve his goals in the midst of the limitations that Mr Dirga has. The meaning of the connotation contained is a sense of concern and never giving up, thus giving rise to myths that contain positive messages and advice that are in harmony with morality. Some of the moral messages contained in the advertisement are never giving up even with their shortcomings and limitations, mutual cooperation, nationalism.

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