

SYMBOLS AND MEANING INTERPRETATION IN THE “SIMPLY AUTHENTIC” VERSION OF THE CLAS MILD LIMITED EDITION ON YOUTUBE

Intan Nabila S¹ Melia Natakusumawati²

State Islamic University Sunan Gunung Djati

intannabila.el16@gmail.com¹ Melianatakusumawati@gmail.com²

ABSTRACT

ClasMild is a cigarette product that has a large market share in Indonesia, especially teenage consumers, many of them want cigarette products with low nicotine levels and attractive packaging without reducing the sense of enjoyment, that is the impression that ClasMild products want to highlight so that it becomes an icon of mild cigarettes in Indonesia. Unlike other cigarette advertisements that are deliberately made to be easily understood, the ClasMild ads is almost always display ads that are heavy to understand. This is the custom of ClasMild which has become a tradition, namely advertising in an abstract way. Therefore, the writer decided to interpret the ClasMildLimited Edition ad to find out the interpretation of the meaning of the ad. The formulation of the problem is how the symbol and meaning in the ClasMildLimited Edition ad on YouTube? With the aim of that is to find out how the semiotics of the symbols and meanings contained in the ClasMildLimited Edition ad on YouTube. Semiotics is trying to find signs that have meaning and know sign systems such as language, motion, music, pictures and so forth. Advertising is a means to convey information to the public. This research uses the methoddescriptive qualitative research. This research also concludes that the message conveyed in the advertisement is very abstract, even everyone can interpret the meaning differently (although it is still a concept). In this case it is also known that an advertising creative can make an advertisement escape from the applicable regulations while still being able to convey its message in its entirety. In addition, it was also stated that cigarette advertisement shows on television tend to show positive stories behind cigarettes that are actually negative.

Keywords: Clas Mild, Simply Authentic, Semiotics, Advertising.

ABSTRAK

ClasMild merupakan produk rokok yang mempunyai pangsa pasar besar di Indonesia khususnya konsumen para remaja, banyak dari mereka menginginkan produk rokok dengan kadar nikotin rendah serta kemasan menarik tanpa mengurangi rasa kenikmatan, itulah kesan yang ingin ditonjolkan dari produk ClasMild sehingga menjadi icon rokok mild di Indonesia. Tidak seperti iklan-iklan rokok lainnya yang memang sengaja dibuat untuk mudah dicerna, iklan ClasMild hampir selalu menampilkan iklan yang berat untuk dicerna. Inilah kebiasaan ClasMild yang sudah menjadi tradisi, yaitu beriklan dengan cara abstrak. Oleh sebab itu maka penulis memutuskan untuk menginterpretasikan iklan ClasMild Limited Edition versi “Simply Authentic” untuk mengetahui interpretasi makna dari iklan tersebut. Rumusan masalah adalah bagaimana semiotika tanda dan pemaknaannya dalam iklan ClasMild Limited Edition versi “Simply

Authentic” di youtube? Dengan tujuan yaitu untuk mengetahui bagaimana semiotika simbol dan makna yang terkandung dalam iklan ClasMild Limited Edition versi “Simply Authentic” di youtube. Semiotika adalah berupaya untuk menemukan tanda-tanda yang memiliki arti serta mengetahui sistem tanda seperti bahasa, gerak, musik, gambar dan lain sebagainya. Iklan merupakan sarana untuk menyampaikan informasi kepada masyarakat. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Penelitian ini juga menyimpulkan bahwa pesan yang disampaikan dalam iklan tersebut sangat abstrak, bahkan setiap orang dapat menafsirkna maknanya secara berbeda-beda (walaupun tetap satu konsep). Dalam hal ini diketahui pula bahwa suatu kreatif iklan dapat membuat suatu iklan lolos dari peraturan-peraturan yang berlaku dengan tetap dapat menyampaikan pesannya secara utuh. Selain itu dikemukakan juga bahwa tayangan iklan rokok di televisi cenderung menampilkan cerita positif di balik dengan rokok yang sejatinya negatif.

Kata Kunci: *Clas Mild, Simply Authentic, Semiotika, Iklan*

INTRODUCTION

Clas Mild is a cigarette product that has a large market share in Indonesia, especially the target market of this product is teenagers, many of them (teens) want cigarette products with low nicotine levels and attractive packaging without reducing the sense of enjoyment, that is the impression to be highlighted from the product Clas Mild so that it becomes a mild cigarette icon in Indonesia. The competition is getting tougher between cigarette companies in fighting over the mild cigarette market share in terms of taste, packaging and advertising made as attractive as possible.

In Indonesia through mild cigarettes PT. Nojorono Tobacco is enough to maintain the Clas Mild product image in the minds of consumers through its advertisements, as we can see the advertisements today, the ads do not intensively persuade consumers to buy their products but tend to remind their products to consumers through advertisements that are displayed.

Advertisements generally always show a picture of the product in every show. However, the trend of cigarette advertising tends not to display the product, but only the imaging of the product. Because there are regulations that prohibit that cigarette advertising should not be overt because it

should not be consumed by children under the age of 18 years. Moreover, even cigarettes can interfere with the health of the audience. Therefore many cigarette products "manipulate" their advertisements with certain symbols or jargon so that sometimes the ads become absurd.

In accordance with its tradition of advertising, this time Clas Mild also delivered his ad in the abstract. Abstract is an indirect sign, meaning that the abstract form cannot be explored clearly but still has a clear meaning. Hope is not just hope, as well as the intent and purpose of this Clas Mild ad, the YouTube ad is shown to get a certain response from the audience, which this can be found from within the ad.

In 2017, Clas Mild Limited Edition commercials appeared on YouTube. Like the tradition of Clas Mild in general, this time the ad also shows an impression that is abstract and heavy enough to digest. But like the tradition of the earlier Clas Mild ad, this ad also has a positive value for the community. But how is it that people can save the positive values of the advertisement if they cannot interpret the advertisement. Or how would it be if the public misinterpreted the advertisement so that it produced a negative interpretation. Or what if it turns out that Mild Clas does provide negative values to the community with certain goals. Therefore, the author decides to interpret the Clas Mild Limited Edition ad

version "Simply Authentic" to find out the interpretation of the meaning of the ad.

The object of this research is the the Clas Mild Limited Edition ad on YouTube. Where researchers will analyze the semiotic sign in this ad, then the meaning of semiotics through a scalpel analysis. The focus of this research is: Interpret the meaning of the Clas Mild Limited Edition ad, and Semiotic sign of Clas Mild Limited Edition advertisement.

METHOD

The assessment method used in this study is a descriptive qualitative approach. According to Gorman and Clayton (Kuswarno, 2009) Qualitative is to report the meaning of events from what is observed. Meanwhile, according to Nazir (1988), descriptive method is a method in examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events at the present time. According to Satori et al (2009) The aim of this descriptive qualitative researcher is to create traits among the phenomena investigated.

In analyzing semiotics, the authors report the semiotic observations of the Clas Mild Limited Edition Advertisements on YouTube.

1. Semiotics

Semiotics is a science or method of analysis to study signs. Signs are devices that we use in an effort to try to find a way in this world in the midst of humans and be with humans. Semiotics, or in Barthes's terms, semiology, basically wants to learn how humanity defines things. Understanding (to signify) in this case cannot be confused by communicating (to communicate). According to Barthes (Barthes, 1988: 179; Kurniawan, 2001: 53 in Sobur, 2009: 15) Meaning means that objects not only carry information, in which cases they want to

communicate, but also constitute a structured system of signs.

The terminology of semiotics is the study of a wide range of objects, events, all cultures as signs. Semiotics or semiology is a term that refers to the same science. The term semiology is more widely used in Europe while semiotics is commonly used by American scientists. The term that comes from the Greek word *semeion* which means 'sign' or 'sign' in English is the study of sign systems such as: language, code, signal, and so on.

According to Eco, semiotics as "sign science" (sign) and everything related to it is the way it functions, its relationship with other words, its delivery, and its acceptance by those who use it. According to Eco, there are nineteen fields that can be considered as study material for semiotics, namely animal semiotics, semiotic odor marks, palpation communication, taste codes, paralinguistic, medical semiotics, kinesics and proxemic, music codes, languages that formalized, written language, unknown alphabet, secret code, natural language, visual communication, object systems, etc. Semiotics in the field of communication is also unlimited, for example it can take research objects, such as news in the mass media, advertising communication, signs nonverbal signs, films, cartoon comics, and literature to music.

2. Study of Semiotics

The study of semiotics is a discipline that studies the meaning of signs. The theory of Semiology which is also called Semiotics has two basic understandings. The first is semiology of significance and the second is semiology of communication or pragmatic semiology. According to Berger (2010), semiology of significance is an interpretive tool used by the community to give meaning to signs. While the communication semiology is also an interpretive tool used by the community to give meaning to signs, but specializes in studying the meanings of

messages conveyed by the communicator in the communication process, so the sign has a specific purpose, namely the communicator's message to the communicant, the public or the public.

Language studies have been influenced by semiotics and vice versa, both interact with each other and make a significant contribution to both. Language by Saussure is seen as a structured system that presents reality. He directs that studies of form, sound and grammar become very important in studies or language studies.

3. Symbol

A Symbol has no resemblance between the signifier and the signified. The connection between them must be culturally learned. Numbers and alphabets are good examples. There's nothing inherent in the number 9 to indicate what it represents. It must be culturally learned. Symbols are at the opposite end from icons. The connection between signifier and signified in symbols is completely arbitrary and must be culturally learned. The letters of an alphabet are a good example of symbols. The shape of each letter and the sound it represents bear no physical connection to each other (Peirce, C.S (1908) pp. 80-81) There's no logical connection between a symbol and what it represents. The connection must be learned and it usually becomes associated with the concept it represents over time. Again language and numbers are symbols. Traffic lights are symbols. Flags are symbols. What's being communicated, must be learned. Conventions and standards help make the connection between symbols and what they represent. An example might one day be the hamburger icon. There's nothing about three lines that automatically suggests menu, but if designers consistently use the hamburger icon, the connection will eventually be learned.

An icon or index can also become a symbol over time through repetition. For example the floppy disk is still used to

represent saving a digital file, even though no one uses floppy disks anymore and I'm sure plenty of people have probably never even seen one.

A symbol has no logical meaning between it and the object. Unfortunately the web is littered with bad examples of this type of sign, but there are good one's - a homepage icon which is a house for example. Other off screen symbols which may help explain the difference are flags. Flags are symbols which represent countries or organisations. Again, the crossover to design and branding is very evident in these signs.

A sign can simultaneously be an index, icon, and symbol at the same time. Example ; crossing sign. Crossroads arrows can be symbols and indices when viewed in the context of certain situations. The crossing arrow will be an index if we put it near the actual crossroads. The sign will indicate that physically we will arrive at a crossroads. However, if it is not accompanied by an actual situation the sign could have become an ordinary crossing symbol.

Symbols help humans to communicate. Symbols are also stronger than signs. Symbols can help humans explain something that cannot be explained directly. Symbol media in the form of spoken language, actions, objects / visual forms.

4. Advertising

Clas Mild Limited Edition ad impressions are an advertising application. In principle, advertising is a form of presenting messages carried out by communicators on a non-personal basis through the media to be addressed to the communicant by way of payment. (KBBI: 322) The word ad is defined in the Big Indonesian Dictionary as news of orders to encourage, persuade the general public about the objects and services offered;

advertising can also mean notification to the public about goods or services sold, posted in mass media such as newspapers and magazines. Advertising aims to introduce a product to the audience. Advertising can benefit sellers and even buyers who are satisfied with their products. Some advertisements are not aimed at the general public, including cigarette advertisements. Cigarette advertisements are intended for adults, but it has become commonplace for cigarette advertisements to be displayed on television and watched by children.

Advertising has the function to spread information about the offer of a product, idea or service. The existence of an item or service is known to consumers through advertising. Advertising seeks to provide information about the advantages, advantages, benefits and properties of goods, services or ideas intended or recommended.

On the other hand advertising is a persuasion tool so that consumers buy or use these goods, services or ideas. Unlike a news story in a newspaper, advertising does not merely convey information about an object or service, but has the nature of "encouraging" and "persuading" so that people like, choose and then buy it. In the advertising process there is a process related to the discipline of psychology; starting from the information dissemination stage as an initial process, to moving consumers to buy or use services is a psychological process.

Advertising can be said to be successful if it is able to move consumers for the first time when seeing the appearance of the ad; visual stimulation from the appearance of advertisements immediately received the attention of observers. The following process is the presence of a final assessment of the content or message of the advertisement, taking into account the feelings of potential customers, which gives rise to actions or attitudes in accordance with the final assessment.

5. Advertising Communication

In advertising communication, advertisers not only use language as a tool, but also other communication tools such as pictures, colors, and sounds. Advertising is conveyed through two mass media channels, namely (1) print media (newspapers, magazines, brochures, and billboards and (2) electronic media (radio, television, youtube and film). The sender of the message is, for example, the seller product, while the recipient is the target audience. (Sobur, 2009: 116) To study ads in a semiotic perspective, we can review them through the sign system in advertising. Advertisements use a sign system consisting of symbols, both verbal and iconic Advertising also uses mock indexes, especially in radio, television, YouTube and film ads.

Basically, the symbols used in advertisements consist of two types, namely verbal and nonverbal ones. Verbal symbols are languages that we are familiar with; Nonverbal symbols are shapes and colors presented in advertisements, which do not specifically mimic the appearance of reality forms. Icons are shapes and colors that are similar or similar to actual conditions such as pictures of objects, people, or animals. Icons are used here as symbols.

The study of sign systems in advertisements also includes objects. . Such a process is called semiosis (Hoed, 2001: 97 in Sobur, 2009: 117). Advertising objects are things that are advertised. In advertising a product or service, the product or service is the object. What is important in analyzing advertisements is the interpretation of the target group in the interpretive process. So, a word like executive even though basically refers to middle manager, but then this middle manager is interpreted as "a certain level of economic conditions" which can then be interpreted as "certain lifestyle" which can then be interpreted as "luxury" and so on. The phased interpretation is an important aspect of advertising

6. Advertising Semiotics

Advertising as one of the public relations marketing media is now in great demand. The advantage of marketing products through television advertisements is being able to capture and deliver information to all strata of people who are watching. In addition, advertising is considered quite effective because it has visual and audio visual elements (Danesi, 2010: 222).

Advertising as a semiotic object, has a fundamental difference with designs that are three-dimensional, especially product design. Advertising, like mass communication media in general, has a direct communication function, while product design has an indirect communication function. Therefore, in advertising, aspects of communication such as messages are the main elements of advertising, which in product design is only one aspect of various other major aspects (function, human, production). Specific analysis methods for advertising semiotics have been developed by various experts, for example by Gillian Dyer, Torben Vestergaard and Judith Williamson.

From the point of view of the advertising semiotics mentioned above, it can be seen that there are special dimensions in an advertisement (Piliang, 2012: 306), which distinguishes a semiotic advertisement from other design objects, namely that an advertisement always contains sign elements in the form of the advertised object; the context of the environment, people or other creatures that give meaning to objects; and text (in the form of writing) which reinforces the meaning (anchoring), although the latter is not always present in an advertisement.

7. Theoretical Review

According to Pierce the sign is "something for someone to function as a representative of something else in a particular case or capacity" (Eco, 2011: 21).

Peirce put forward a triangle meaning theory or triangle meaning consisting of three main elements, namely the sign (sign), object, and interpretant.

A sign is something in the physical form that can be captured by the five human senses and is something that refers (represents) something other than the sign itself. Signs according to Peirce consist of Symbols (signs that emerge from agreement), Icons (signs that emerge from physical representation) and Index (signs that emerge from a causal relationship). While the reference to these signs is called an object. The object or sign reference is a social context that is a reference to the sign or something the sign refers to.

Interpretant or user sign is the concept of thought of people who use the sign and reduce it to a certain meaning or meaning that is in someone's mind about the object to which a sign is referred. The most important thing in the process of semiosis is how meaning arises from a sign when it is used by people while communicating.

FINDING AND DISCUSSION

In accordance with the context of communication science, it can be seen that the Clas Mild Limited Edition advertisement was delivered by PT. Nojorono Tobacco to the Indonesian people, especially teenagers, smokers and Clasers (the term for lovers or fans of Clas Mild cigarettes), with social delivery that is abstractly packaged to enrich the value of the Clas Mild brand.

The use of YouTube as an advertising medium in this advertisement is accompanied by several reasons such as the extent of the audience reached, bearing in mind that this is spread all over the country and even in the whole world. This is also coupled with YouTube's perfection as a medium of mass communication with audio-visual elements, which can be easily used in communicating the meaning of these advertisements more perfectly.

As a communication process takes place, this advertisement can not be separated from the name of the noise (noise) both mechanical and semantic. For mechanical disturbances the writer does not talk about it, while for semantic disturbances there are several disturbances such as inaccurate audience, incomplete audience knowledge of the brand and the inability of the audience to digest the adverts considering how abstract the ad is.

In semiotics, this ad is full of advertising communication signs that are quite abstract. The advertisement displayed on YouTube is produced through the reconstruction of social symbols so as to produce a good social message. The reconstructed symbols also represent the marketing symbols of Clas Mild cigarettes intended to sell Clas Mild cigarettes. In creative ad writing, this ad copywriter follows the Clas Mild ad tradition of advertising by displaying messages of technological progress or the future in abstract terms. This is done as a form of personality symbol to enrich the brand value of Clas Mild.

1. Symbol Semiotics and Interpretation of the Meaning of Clas Mild Limited Edition Advertisement

Not only mass media, advertising or fashion are semiotic objects but also works of art. Art works can be observed with a semiotic approach, specifically arguably visual semiotics or can be used to express the purpose of communicating thoughts, feelings or expressions conveyed by artists to viewers through the composition of signs. This means that art work can also be studied with semiotics because there is a sign or structure of the sign in it. Here we examine an ad titled Clas Mild Special Edition - Simply Authentic. In semiotics, this advertisement is full of pretty abstract advertising communication signs. Ads displayed on YouTube are produced through the reconstruction of social symbols so as to produce a good social message. The

reconstructed symbol also represents the marketing symbol of Clas Mild cigarettes intended to sell Clas Mild cigarettes. In writing creative advertisements, this ad copywriter follows the Clas Mild advertising tradition by displaying messages of technological progress or the future in an abstract way. This was done as a form of personality symbol to enrich the brand value of Clas Mild.

The following is an interpretation of the meaning of the of the Clas Mild Limited Edition ad on YouTube:

1. An Adult Male Actor

Objects are everything that we observe. The object is the subject of signs and interpretants. That can be anything that is discussed or thought about, something event, relationship, quality, law, argument and so forth. It can even be fictional. Objects in semiotic are everything related to signs. Ferdinand de Saussure uses the term sign more often than symbol or symbol. Sign (signe) or linguistic sign (sign linguistique) is a term that is often called Saussure. In General Linguistics by Abdul Chaer (2009), he explains the various signs that are the objects of semiotic studies, namely: signs, symbols, signals, motion or cues, iconic symptoms, indices, codes.

Adult men are a subject of this advertisement. The appearance of a man at the beginning indicates that this advertisement is intended for adult men. Because cigarettes in Indonesia are only intended for adult men over the age of 18 years.

2. Exhibition Room

Space is a term used to describe aspects of dimensions that exist among other important phenomena. The semiotics of space is a descriptive process that investigates the relevant significance of the relationship between objects and their spatial context. Because semiotics is a

disciplined study of signs that 'represent' or represent 'something, space is generally ignored as a background for other objects of concern. For example: Space is the paper on which I write my words, the silence that makes the sound of music have meaning in relation to other sounds, and the distance between objects whose meaning depends on spatial relationships. Space is a background of a priori perceptions about the world. The study of space as a semiotic phenomenon shows that the meaning of space as a sign, is generally understood in relation to other problems. In everyday life, space is rarely considered to have an independent quality, but more generally it is considered a category of conception which acts as the background of objects and other relationships.

The exhibition room itself signifies a place that contains about certain works. Work that has a high sale value. That Clas Mild is a product that has a high selling value. In the advertisement there are also some objects on display.

Some "extras" of visitors also reinforced that an empty room with several objects displayed separately indicated that this was indeed an exhibition.

3. Main Works in Blue

There is a most highlighted work in the exhibition room compared to other works. That indicates that the Clas Mild cigarettes are clearly superior to this compared to other products. If we pay close attention to the fact that the works on display are not only blue The color clearly signifies Clas Mild cigarette products because the coloring icon of this product is blue.

In the realm of interior design, blue is often used to create the impression of broad, stable, cool, cool, and relaxation in the room. In terms of health, the use of blue is believed to be able to increase

concentration, overcome anxiety, high blood pressure, migraines, and even insomnia.

The meaning of the color blue symbolizes a relationship of professionalism, intelligence, self-confidence, even a symbol of strength. Unfortunately, blue is also often associated with coldness, stubbornness, inhospitability, and lack of empathy.

4. Meaning of Main Works

There is something interesting about the main works in the exhibition. The main work in the form of a cube consists of hundreds of words. The word "Passionate" which means passionate shows a vibrant young spirit. This shows that the market products of Clas Mild are young people.

5. Two Abstract Female Dancers

Definition of women according to Faqih is humans who have reproductive organs such as the uterus, channels for childbirth, reproduce eggs, have a vagina and have a breastfeeding tool. Women have a gentle, beautiful, emotional and motherly nature (Faqih, 2012: 8).

The picture of Indonesian women is mostly used as an object of industrial operational machinery. The existence of women in the public sector tends to be exploited by certain elements to facilitate business. This can be found as in commercials and television programs and films that almost sell the image of women as sex offenders (Anshori et al, 1997: 3)

In the Clas Milddi YouTube ad there are two women who are dancing an abstract dance. Indeed there is nothing to do between cigarettes and women. However, as expressed by Anshori et al above, if an advertisement does not have women, the advertisement will be empty because basically women have their own charm.

But it is also undeniable that the Clas Mild market target is women. Because in

several big cities in Indonesia, some women freely smoke in public.

6. Blue Strips and the Meaning of Words

The blue strip in the Clas Mild ad signifies that the two women are a representation of the product itself if the Mild Clas product is likened to a human.

"Outwardly" which means superior and "expressive" that Clas Mild products are superior and expressive, active and suitable for young people.

7. "True to Self" meaning

"True to Self" means being honest with yourself is the meaning that when we choose a product, we must not just join in. Be yourself, choose whatever product you like. Evidenced by the existence of a man standing in front of a word "True to Self" which signifies that a man must be himself.

This is a new view that a commercial ad that airs has meaning if we want to be ourselves then we "must" smoke. In the next scene there is the word "Open minded" which means we have to open our minds. There are two possibilities in it. First we must open our minds to be creative and second, we must open our minds to smoke.

8. Simply Authentic

"Simply Authentic" is a simple original handwriting. The font used by Clas Mild is very simple and in accordance with their target market, namely young people. The concept by bringing up the technology and the diction that Clas Mild shows shows that Clas Mild cigarettes are products aimed at youth.

CONCLUSION

From this study, the authors conclude that the Clas Mild Limited Edition ad display on YouTube can be understood and understood properly. But in this advertisement, Mild Clas still suggests someone to smoke, especially for smokers even though indirectly. This ad also directly

invites the public to be creative, optimistic and free to express themselves in actualizing themselves (being themselves). This message was delivered by Clas Mild through the general meaning which reads "True to Self".

As a product that can damage health, the authors conclude that this product is dangerous not only in terms of sales and marketing, but also in terms of the appearance of its advertisements. Indeed cigarette advertising also contributes positively in several fields, but cigarette advertisements that tend to show a positive image are still inviting someone who had not smoked to be a smoker.

This research also concludes that the message conveyed in the advertisement is very abstract, even everyone can interpret the meaning differently (although it is still a concept). Contains positive meaning and also aims to build community to be themselves and open their minds.

In this case it is also known that a creative advertisement can make an advertisement escape the rules - regulations that apply by still being able to convey the message in its entirety. In addition it was also stated that the cigarette advertisement shows on YouTube tend to display positive stories behind with cigarettes that are actually negative.

After finishing interpreting the meaning conveyed in the advertisement version of the Clas Mild Limited Edition version of "Simply Authentic" on youtube the authors suggest that Clas Mild not stop there to enrich the meaning of "Simply Authentic". Submission of meaning through this ad is still too abstract, not necessarily consumed by most of the audience. Therefore, the meaning of Clas Mild must be able to enrich the meaning.

Enrichment of meaning is a method used to add social values into a sign. Signs are like a dimensionless space, new signs and still have a lot of socially empty space can be reconstructed values through advertising. By having a meaning that is rich

in value, then Clas Mild can have a new slogan replacing "Act Now!", Namely "Simply Authentic / Authenticity".

The suggestion from this research is that the next researcher can continue this research quantitatively by measuring how much the brand value of Clas Mild in the community given the reconstruction of the meaning and sign of the slogan Authenticity in the Clas Mild Limited Edition.

The author also provides suggestions for the public to be more observant in consuming cigarette advertisements. So far, ordinary people have often been misled by the slippery tactics of the cigarette industry, which has raised the positive image of cigarettes through advertising. In this way, cigarette products that are actually negative obscure people's thoughts about whether or not smoking is allowed in terms of physical health or family financial health.

REFERENCES

- Anshori, Dadang S, Kosasih, Engkos, Sarimaya, Farida. (1997). *Membincangkan Feminisme, Refleksi Muslimah Atas Peran Sosial Kaum Wanita*. Bandung: Pustaka Hidayah
- Berger, Arthur Assa. (2010). *Pengantar Semiotika*. Yogyakarta: Tiara Wacana
- Eco, Umberto. (2011). *Teori Semiotika*. Bantul: Kreasi Wacana
- Fakih, Mansour. (2012). *Analisis Gender dan Transformasi Sosial*. Yogyakarta: Pustaka Pelajar.
- Kuswarno, Engkus. (2009). *Metode Penelitian Komunikasi*. Bandung: Widya Padjajaran
- Piliang, Yasraf Amir. (2012). *Semiotika dan Hipersemiotika (Kode, Gaya dan Matinya Makna)*. Bandung: Matahari
- Nazir, M. (1988). *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- <https://www.kompasiana.com/mariaagusta/56e412f2a4afbd5718a7b339/pengertian-mengenai-apa-itu-icon-indeks-symbol?page=all>
- Satori, Djam'an dan Komariah, Aan. (2009). *Metodologi Penelitian Kualitatif*. Bandung: Alfabeta
- Sobur, Alex. (2009). *Semiotika Komunikasi*. Bandung: PT. Remaja Rosdakarya
- Peirce, C.S., "A Letter to Lady Welby" (1908), *Semiotic and Significs*, pp. 80-81
- Komue Tian. (2015). *Analisis Semiotika pada Iklan*. December 20th 2019
- Youtube, diakses pada tanggal 25 Desember pukul 13:25 WIB
- <https://vanseodesign.com/web-design/icon-index-symbol/>
- <https://oss.adm.ntu.edu.sg/ylee063/2d-ii-presentation-semiotic-signs-symbols-ways-of-meaning/>
- <http://tiankomue.blogspot.com/2015/03/analisis-semiotika-pada-iklan.html>