

The Connotation Meaning of Native Advertising with the Headline "Tips for Eating Ketupat for Diabetics, Eid is Still Delicious"

Lisa Odillia

Faculty of Computers and Design, Selamat Sri University, Indonesia

Corresponding email: lisaodillia99@gmail.com

Abstract:

Native advertising is a marketing strategy that places advertising content at the intersection of commercial and journalistic. Analysis of the meaning of connotations in native advertising, conducted to study how advertising as a constructor of the mind utilizes mindset, culture and reality in society to sell products. The purpose of this study is to identify and describe verbal signs and visual signs and interpret the meaning of the connotations of signs and messages in native advertising. This research uses qualitative research methods with Roland Barthes's semiotic approach as well as sociological theory, persuasive psychology and visual communication design. The results of this study show that native advertising is a marketing strategy in the form of storytelling that emphasizes the meaning of denotation in the form of explicit messages, namely product benefits and implicit messages, namely the meaning of connotations in the form of myths (social and cultural values) to increase consumer loyalty to the product.

Keywords:

Native advertising, signs, meaning, semiotics, visual communication

JEL: C90, C93, C99

INTRODUCTION

Native advertising is a term used to describe a spectrum of new forms of online advertising that focus on minimizing the disruption of the online user experience (Campbell, 2015). Quoted in Danesi (2010), advertising is a form of representation and activities directed at persuading and influencing the opinions, attitudes and behavior of people such as propaganda, publicity and public relations which are used as a means of mass communication. Advertising constructs culture to create an ideology that encourages people's desires. Advertising basically takes advantage of social reality to create problems and sell products as a solution. Therefore, this research was conducted to find out how advertisements disguised in journalistic form form the construction of explicit and implicit messages. This analysis was conducted to study how advertising as a mind constructor utilizes mindset, culture and reality in society to sell products. The purpose of this research is to identify and describe verbal signs and visual signs as well as interpret the connotative meanings of signs and messages in native advertising.

This study uses qualitative research methods with Roland Barthes' semiotic approach which is related to sociological theory, persuasive psychology and visual communication design because as a conveyer of information, native advertising cannot be separated from cultural codes. As quoted in Piliang (2004), advertising has its own language structure (language structure) and structurally, advertising consists of signs (sign). When an advertisement is to be represented, the signs in language and images not only attach denotative meanings but also create connotative levels.

DISCUSSION

In the context of this advertisement, the sign at the first level or also called the denotation, is a solution to mediate the problem between tradition and disease. The meaning of a sign at the first level is a solution or procedure for dealing with a certain condition. The meaning of the sign at the second level is called a myth, namely a sign that refers to or interprets something

other than the meaning of the first level. Myth creates a new object (social meaning) which is based on a certain dominant ideology of the sign maker. In the context of this advertisement, the myth that lies at the second level is branding.

The marker "Tips for Eating Ketupat for Diabetics with Eid is Still Delicious" is a sign element that contains a directive speech word, namely "Tips". This marker has practical instructions for diabetics to enjoy typical Eid food. The verbal sign "diabetes" refers to a group of people who have diabetes, a disease characterized by high levels of sugar (glucose) in the blood.

In semiosis, this myth of native advertising creates social meaning, namely culture and identity of the product sign. The word "eating ketupat" is a sign that meaning has been infiltrated in people's lives. "Eating ketupat" does not only mean food, but also a tradition that is a sign of culture for certain groups of people. While the word "Diabetes" is a sign that has been infiltrated by the meaning of product identity. "Diabetes" does not only mean a disease, but also a problem that creates a product sign as a solution.

In this ad, the words "eating ketupat" and "diabetes" gain significance from a metaphorical process that goes beyond its role as food and disease. Where the sign "eating ketupat" functions as the target (vehicle) and the sign "with diabetes" as the source (topic), the relationship between the two produces new meanings (grounds). It is this metaphorical process that constructs myths. The construction of advertising myths produces what is called structuralist activity, namely building a simulacrum of the observed object (Barthes, 1967: 96). With reference to Barthes' system of meaning, the advertised product has two functions, namely a material function (denotative meaning) and a social function (culture).

This ad seeks to provide information through cultural codes, especially in the aspect of knowledge, "diabetes" means the denotation of diabetics or people who have high levels of sugar (glucose) in the blood, are required to pay attention to the dosage of consuming foods that contain high calories and sugar. This headline represents a myth in people's culture, the fact that during Eid, Indonesian people often serve ketupat and foods that contain high calories, so that there is a belief that diabetics are prohibited from consuming Eid dishes.

Visual Signs



Figure 1: Visual Sign 1
Source: Tribunnews.com

In addition, the implicit placement of images in the opening section indicates that the presence of food icons has a specific purpose from the author. The signs that appear in the picture have their own meaning in the culture of society. The selection of markers in the form of food icons is related to ideology and social values in society. Eating ketupat is a symbol of Eid which is believed to be a tradition in Muslim communities

For the Javanese people, lontong is believed to contain a meaning in which adherents of Islam are opened the door of forgiveness as wide as possible so that they return to nature without sin. The repetition of lontong pieces aims to emphasize lontong as a special food that must be eaten during Eid, meaning that lontong has an important meaning during Eid. The meaning of the ketupat for the Javanese is believed to be a symbol of admitting mistakes

where our neighbors stay in touch to forgive each other. This is associated with its sticky shape and is interpreted as the meaning of unity.

The four diamonds are arranged according to the amount of consumption. The meaning of lupis for the Javanese is a symbol of unity because it has a stronger stickiness than rice. The number of three lupis fruit means the minimum and maximum limit for consumption. Rendang is a typical food of the Padang people. Conventionally, rendang is believed by the people of the Padang tribe to mean good manners, scholars, religious leaders who uphold the Islamic religion and the various layers of Minangkabau society. The alliteration of the size of the large and small bowls in the presentation of rendang emphasizes the amount of consumption.

Food icon set above plate icon. While the plate icon is placed above the batik cloth icon on the cement floor. The connotation of these layers represents various layers of Indonesian society who live in harmony and simplicity. Collectively, the sign components in the image above are arranged lengthwise. While the food icons are arranged together in a large plate icon. This arrangement has the connotation of representing the territory of Indonesia which extends from Sabang to Merauke which is united in one taste of typical dishes of the Indonesian people. The existence of the signs above tends to reflect reality. Where the foods displayed are foods that are usually served during Eid. Viewed from a historical aspect, the tradition of cooking ketupat developed in the Javanese Muslim community known as the "Bakda Kupa" celebration, this tradition was celebrated a week after Eid in the past. Although initially the philosophy of these foods was the result of conventions or symbols in Javanese society, in reality these traditions developed and blended thoroughly into the traditions of Indonesian society.

Belief in the meaning contained in each food philosophy has developed into an internalized value in society. According to Storey and Barthes's view that connotations, myths and ideology are related to one another because ideology emerges from meanings that are often not realized which strengthen into myths (Storey, 2003: 8). It is the same as the background for the placement of the picture above, namely the custom of serving lontong, ketupat, lupis and rendang during Eid.

Verbal Signs on the opening (lead), neck (bridge) and contents (body)



Figure 2: Verbal Sign 1
Source: Tribunnews.com

Significance of Verbal Sign Data 1:

The sign "Eid is synonymous with ketupat and opor ayam. However, can people with diabetes taste this menu when Idul Fitri arrives?" is an interrogative sentence. This marker has opposition markers, namely diabetes and Eid special food. This sign refers to how a group of people with diabetes enjoy typical Eid dishes which generally contain high calories, while they are prohibited from consuming foods that contain high calories. The sign "Don't worry, you may eat ketupat as long as you comply with certain limits", is an element of the sign in the form of

an imperative sentence. This marker has a sign of relief which refers to instructions so that people with diabetes can consume typical Eid food.

Signs "Many people think that the only "enemy" of diabetes is sugar. In fact, to maintain normal blood sugar, people with diabetes must control the carbohydrates and cholesterol that enter the body", is a sign element in the form of a persuasive sentence. This marker has a marker of the nature of the condition of the body as an effort to maintain the health of diabetics. The word "enemy" in this sentence means something that threatens or worsens health, or "enemy" can be interpreted to mean the connotation of danger. The sign "If you don't comply with the recommended number of calories, it might lead to complications", is a sign element in the form of a persuasive sentence. This marker has a sign of trouble. The word "end" does not mean an object that has or has an end but is related to a symptom, so that it can be interpreted to mean "effect".

Markers "The average calorie needed by the body per day is 1,000 calories for women and 2,500 calories for men. Just imagine, one serving of opor ayam can contain 700 calories", is a sign element in the form of a news sentence or statement. This marker has markers that refer to the fact the body's natural needs, by comparing the body's calorie needs with the calories contained in food. The marker "This amount has not been combined with other intakes that you consume at other meal times", has a marker that refers to opinions about the condition of the body's natural nature towards excessive consumption.

Significance of Verbal Sign Data 2



Figure 3: Verbal Sign 2
Source: Tribunnews.com

The sign "Therefore, there are a number of things you need to remember when consuming ketupat", has a sign that refers to the actions that diabetics must take when consuming ketupat.

The marker "Avoid Excessive Consumption of Side Dishes", is a sign element in the form of an imperative sentence. This marker has a marker that refers to one of the recommendations for diabetics to avoid consuming excessive side dishes, as well as considering the amount of consumption of Eid dishes.

Sign "It is better to consume only one side dish when eating ketupat. If liver sauce contains 116 calories, rendang can reach 195 calories per 100 grams. Not to mention if you eat chicken opor with calories above 150 per gram.", is a sign in the form of a news sentence. This marker has markers that refer to the consumption dose for foods that contain high calories such as liver sauce, rendang and chicken opor.

Marker "Well, choose one of the side dishes. For example, ketupat with rendang or ketupat with opor ayam. In one meal, you can only enter about 300 calories. Also pay attention to how to cook it! Avoid consuming side dishes that are fried or use flour", is a sign element in the form of an imperative sentence. This marker has a metaphorical sign in consuming food, and refers to how to choose the food consumed according to the body condition of a person with diabetes.

The marker "Replace Ketupat Ingredients with Brown Rice", is a sign in the form of an imperative sentence. This marker has a marker that refers to the way that must be done by diabetics, namely changing the ingredients used in making ketupat. Ketupat with white rice has a high glycemic index, so it needs to be replaced with brown rice which has a low glycemic index. Bookmark "If you usually make ketupat with white rice, this time try replacing the basic ingredients with brown rice. Why is brown rice more recommended?", is a question or interrogative sentence. This marker has a sign that refers to someone's suggestion to change the main raw material for ketupat.

Significance of Verbal Sign Data 3

Markers "This ingredient has a low glycemic index (GI), which is around 50-55 compared to white rice (56-58). The glycemic index is a value that determines which foods can increase blood sugar levels. Then high fiber so that it keeps you full longer even if you only eat a little, is a news sentence



Figure 4: Verbal Sign 3
Source: Tribunnews.com

Markers "This ingredient has a low glycemic index (GI), which is around 50-55 compared to white rice (56-58). The glycemic index is a value that determines which foods can increase blood sugar levels. Then high fiber so that it keeps you full longer even if you only eat a little, is a news sentence. This marker has a substitute material marker. This marker refers to information on the content of substitute ingredients for ketupat, namely from rice to brown rice which has higher fiber.

The sign "Pay Attention to the Coconut Milk Processing" is a sign in the form of a persuasive sentence. This marker has markers that refer to the way that diabetics have to do, namely food made with coconut milk cooking process in mind.

The marker "Wow, of course the ketupat dish doesn't taste tasty without coconut milk", is an expression sentence. This marker has a sign of expression of disapproval, which refers to the bland taste of food. The marker "Many people mistakenly think that coconut milk can increase blood sugar levels because of its high cholesterol content", is a persuasive sentence. This marker has a sign that refers to someone's opinion about coconut milk.

Bookmark "Again, you can eat coconut milk as long as it's not too much. In fact, coconut milk is rich in antioxidants and contains lauric acid which functions as an anti-bacterial and anti-viral", is a sign in the form of a persuasive sentence. This marker has an information marker about the content of coconut milk with reference to the nutritional content of coconut milk. Signs "You must know, if it goes through the heating process for too long, the nutritional content in coconut milk can be lost. For people with diabetes, consume coconut milk that comes from coconut juice without going through any process," is a sign in the form of a persuasive sentence. This marker has a recommended marker in the processing of coconut milk for people with diabetes.

Significance of Verbal Sign Data 4

The marker "Maximize Drinking Water" is a sign element in the form of an imperative sentence, namely the word "maximize". This marker has a suggestion marker to minimize the bad conditions that will be experienced by diabetics, after consuming foods that contain high calories.



Figure 5: Verbal Sign 4
Source: Tribunnews.com

Marker after eating your favorite chicken opor, don't forget to immediately drink enough water. Not only after eating, but fulfilling fluid needs throughout the day. Dehydration conditions can exacerbate diabetes, is a sign element in the form of an imperative sentence. This marker has a warning sign for diabetics to drink lots of water to meet the body's fluid needs. Sign "Drinking mineral water regularly is very important for people with diabetes because it can encourage the kidneys to excrete blood sugar through the urine", is a sign in the form of a news sentence. This marker refers to the characteristics of the body's condition when drinking lots of water and refers to general knowledge about the function of plain water for the body to strengthen opinions in dealing with diabetes problems. The sentence above denotes the natural function of water for the body, and is related to the body condition of diabetics. Markers "Then, dehydration can also stimulate the release of vasopressin. Reporting from Klik Dokter, vasopressin forms sugar so that blood levels increase, which is a sign in the form of a news sentence. This marker has a marker of blood conditions in the body due to vasopressin.

Significance of Verbal Sign Data 5



Figure 6: Verbal Sign 5
Source: Tribunnews.com

The marker "The most important thing is to always control the sugar level in the body, one of which is by maintaining a diet", is a sign in the form of an imperative sentence. This marker has a marker that refers to an order to check blood sugar in the body.

Markers" Also consider foods with a low GI. Foods with a low GI tend to release sugar slowly, so they don't increase blood sugar levels much", is a sign in the form of an imperative sentence. This marker has a command marker to consider foods with a low glucose index.

Bookmarks "You can consume Diabetasol as a nutritional meal replacement intake because it has a low GI and contains Vitadigest Pro, which helps keep blood sugar levels under control, but still keeps you full longer." Is a sign in the form of a news sentence. This marker has a product brand marker, referring to drug products that can be consumed by diabetics to keep the glucose index in the body low.

The marker "Don't worry anymore about eating delicious food on Eid?" is a marker in the form of an imperative sentence. This marker has an order sign not to worry about enjoying Eid food. The sign "Provided that nutrition in the morning and at night is always consumed properly, blood sugar remains normal and the body is not weak", is a sign in the form of a persuasive sentence. This marker has a suggestion marker to minimize the bad condition of diabetics. The sign "Eid with the family becomes more fun!", forms a phrase that has the brand slogan (identity) of the drug product referring to Diabetasol products.

Semiotic Analysis of Visual Communication in Native Advertising "Tips for Eating Ketupat for Diabetics, Eid is Still Delicious"

The meaning of the connotation of verbal messages that emerge from verbal signs, in native advertising in this headline is, for people with diabetes, the more they consume high-calorie foods, the higher the risk of harm to the body. Through cultural codes, especially in terms of knowledge (health), this ad provides information that Diabetes is a chronic disease characterized by high levels of sugar (glucose) in the body. If not treated properly, this condition can cause disturbances in blood circulation throughout the body, so that it can trigger the risk of complications, namely serious damage to all organs of the body.

In addition, from a psychological perspective, information in verbal messages means that in society, people with diabetes tend to avoid high-calorie foods. However, during Eid, people often serve special foods, where some of these foods contain high calories. Therefore, advertisers put up the headline "Tips for Eating Ketupat for Diabetics, Eid is Still Delicious", connotatively informing that diabetics can enjoy Eid dishes without worrying about triggering diabetes complications.

The visual message in this native advertising headline can be described through a visual sign. The visual sign that appears in the ad presents a marker in the form of five food icons which are indexes of dishes that are often served on Eid, and connote foods that contain high calories. This visual message indicates indexically, that traditional food which is often served during Eid contains high calories.

From a sociological perspective, the five food icons and the batik cloth icon are indexical to a tradition that has developed into a national tradition. Where its existence is inseparable from the ancestral traditions of the Indonesian people which have been preserved and developed in accordance with the changing times. In its development, this tradition is synonymous with religion. Religion is considered to influence human practical attitudes in sharing activities of daily life. Viewed through functional theory, religion is seen as related to aspects of experience that transcend several events of daily existence, which involve beliefs and responses to something that is beyond human reach (O'Dea, 1995: 25). Therefore, sociologically, religion is important for people's lives in providing the means to do something (certain mechanisms).

Through the meaning from the sociological aspect, another connotative meaning that emerges from the visual sign is that the five food icons have socio-cultural meaning in Indonesian society. Eid becomes an important existence of tradition and religion in the socio-cultural life of society. In addition, visual signs and verbal signs describe the reader's interaction, namely connecting between product values and cultural values. To create the right solution to overcome these problems, especially in social codes in the form of health and

culture, products exist as humane identities. Where the syntagmatic combination of these texts is based on social codes, resulting in the connotation that Eid can be celebrated by all groups, including diabetics.

Health and cultural issues, these two categories are used to naturalize the value of product uses (economics). Viewed through the marketing aspect, producers in this case create differences or differentiation between one particular product and other products contained in the same category. In connotative meaning, this advertisement is constructed to complement the product image by giving cultural or social meaning. The advertisement emphasizes identity as a superior diabetes drug product to be a sign differentiator with other products.

Myth Marking

The second way of working of Barthes's three ways of working on signs in the second order is myth. If connotation is the second order meaning of the signifier, then myth is the second order meaning of the signified. The problem of diabetics is the most widely discussed problem in advertising narratives. In this case, the author reveals how a diabetic cannot enjoy delicious dishes because these foods contain high calories, so the myth that this ad wants to appear is the myth of happiness. Advertising constructs that happiness is something that cannot be obtained easily. Therefore, the writer mentions the product in the advertising narrative as the only solution to the problem of dealing with the unhappiness of diabetics.

Diabetes is a disease. Its existence is inseparable from the health of the body, so the next myth that appears in advertisements is a health myth. Advertising constructs that health is expensive, because if the disease is complicated then to cure it must spend effort and expensive costs. Thus, the presence of products with easy effort and low prices as a solution to overcome health problems can be accepted instinctively and naturally by the public.

In addition, advertising also constructs consumption lifestyle myths, namely developing practical lives in dealing with disease problems. Through advertising, the author persuasively advises the public that dealing with the problem of diabetes is not difficult, that is, it can be facilitated by taking medication so there is no need to go to the hospital with difficult procedures. The narration in the ad implicitly states that if a diabetic wants to consume high-calorie foods anywhere and anytime, then one can take diabetes medication, namely Diabetasol, to deal with complications.

Eid is a moment that people use to gather with their families, so the myth that appears in advertisements is a myth of togetherness. Advertising constructs that togetherness is something that is priceless. Therefore, the sign that is inserted into the product constructs something meaningful, the product is present as a solution to support an atmosphere of togetherness without constraints. This myth is also a sign of differentiation for the product.

CONCLUSION

Based on the results of this analysis, it shows that the production of meaning and ideas in native advertising is a form of communication intended to motivate buyers to win public support to think and act in accordance with the wishes of advertisers, as well as promote products and services.

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