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THE CONSTRUCTION OF MEANING IN INSTANT NOODLE ADVERTISEMENT Listia Natadjaja, Paulus Benny Setyawan Visual Communication Design Department, Petra Christian University Email: listia@petra.ac.id ABSTRACT

Advertising is the activity or profession of producing advertisements for commercial products or services. In advertising

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the messenger try to build a communication with users of products or services. There are a lot of similar products, so the producers must think about the way to promote their products in an effective ways. Instant noodles are one of the products that have a lot of variant and produced by different producers. We are interested to analyze four instant noodle variants that have been advertise in almost similar time. Those instant noodle are: Bakmi Mewah, Mie Sedaap- White Curry, Mie Sedaap Ayam Bawang Telur and Indomie Kuah. Those products have a different brand ambassadors that deliver the different message in their advertisement. This research is qualitative research using Pierce semiotic analysis that studies meaning from their icon, index and symbol. Bakmi Mewah with Indy Barens accentuates product hygiene. Mie Sedaap- White Curry with Syahrini describes luxury. Indomie Kuah in Nicholas Saputra edition portray the adventurer and Mie Sedaap Ayam Bawang Telur advertised by Chicho Jericho express masculinity. The characteristics brand ambassador have been selected in line with the message to be conveyed. Keywords: Meaning, Instant Noodle, Advertisement, Brand Ambassador INTRODUCTION

the messenger try to build a communication with users of products or services by non personal through paid media. The aim of advertising is to is to stimulate market demand advertising, it helps to form a long term sustainable image of the product. The origin of the ad word is from the Latin *advertere* (advertising) that is to run toward, while the functional translation of the advertising target is changing the minds of consumers to buy (Boove & Arens, 1992; Kasali, 1992; Kotler & Amstrong, 2010). There are a lot of similar products so the producers must think about the way to promote their products in different ways. Instant noodles are one of the products that have a lot of variants and produced by different producers. We are interested to analysed four instant noodle variants that has been advertise in almost similar time. Those instant noodle are: Bakmi Mewah, Mie Sedaap-White Curry, Mie Sedaap Ayam Bawang Telur and Indomie Kuah. Among many instant noodles that sells in the market, there are three big companies that compete in the instant noodle selling and advertisement. Those companies are PT. Indofood Sukses Makmur, Tbk., PT. Wingsfood, Tbk. and recently there is a new comer which is PT. Mayora Indah Tbk with their product Bakmi Mewah. Based on the data collected by the World Instant Noodles Association (WINA), the total consumption of instant noodles in Indonesia is estimated to reach 14.8 billion packs in 2016. This figure increased from previous year's of consumption which is 13.2 billion packs. In addition, in 2017 is projected to increase again up to 16 billion packs (Katadata, 2017). Indofood Sukses Makmur is still the leader of instant noodle market in Indonesia. Based on Bloomberg data, Indofood Sukses Makmur controls the market share of approximately 70.7 percent of instant noodles. Although Mie Sedap (Wingsfood production) began to take the attention of local instant noodle lovers, but its market share is still far below Indomie Indofood production (Katadata, 2017). Although Indomie market is far above the others, Indofood still advertise their products. Thus, the function of advertising is not only a brand awareness for marketing function but also can become a media for social, economical and communicating function (Kotler, 2002). The intersting things about these advertising are those products have a different brand ambassadors that deliver the different message in their advertisement. Brand ambassador is a person who hired by a company to endorse a products. The selection of ambassador to represent the product should be considered carefully. There are at least six characteristics of a successful brand ambassadors which are: having knowledge about marketing, established online presence,

high level of professionalism, natural leadership skill, passion of building and growing relationships and the ability to gather feedback and provide innovative insight

(Kapadia, 2015). The existing of brand ambassador is not only promote the product but also communicate something meaningful. So instant noodles are no longer products that purchased to meet basic needs of food. Consumers are tempted to try new products even to leave their old products. Due to the tight market competition, producers creatively create messages that are expected to be remembered and appeal to consumers. The purpose of this study is to reveal the construction of meaning in instant noodle advertisement that mostly taken for granted. Moreover, the communication that deliver by brand ambassador. METHODS This reseach is qualitative research using Carles Sanders Pierce semiotic analysis that studies meaning from their icon, index and symbol. Peirce identified three levels or properties

for signs, which can be mapped on to his triangular model. He labels these properties firstness, secondness and thirdness. When we see from the representamen relationship with its object, namely "standing for" relation, signs are classified by Peirce became an icon (icon), index (index), and symbol (symbol). According to Pierce, this is the second triconomy. Secondness is the level of fact. It is the physical relation of one thing to another (Budiman, 2011). Icon is resemble the sign. A photograph of someone could be described as an iconic sign in that it physically resembles the thing it represents. It is also possible to have iconic words, where the sound resembles the thing it represents. For index,

there is a direct link between the sign and the object. In this category,
smoke is an index of fire

1

and a tail

is an index of a dog. Traffic signs in the street are index signs: they have
a direct link to the physical reality of where they are placed.

1

In symbol, these signs have no logical connection between the sign and what it means. They rely exclusively on the reader having learnt the connection between the sign and its meaning (Noth, 1995; Chandler, 2007; Budiman, 2011). Semiotic is include in constructionist approach. This approach

recognizes the public, social character of language. It acknowledges
that neither things in themselves nor the individual users of language
can fix meaning in language. In this analyses, **we**

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choose instant noodle advertisement because we see the strenght of the message, the ambassador selection and also the construction of meaning. Eventhough in semiotic

individual users of language can fix the meaning but **we**

2

take this instant nodule advertisement as a study case in visual semiotics class. This could be an interesting topic for students since all of them eat instant noodle and they all know the brand of instant noodle. Moreover, in the era of 2017 this advertisement become booming and compete to each other. The first analyses, we ask students in a group of five to six students to analyse one of instant noodle advertisement in about 30 minutes. They categorised which one is icon, index and symbol and what kind of message that the producers try to deliver. The result of these analyses was not so satisfied because students still hard to classify icon, index and symbol, so we try the second method. We watch one of the advertisement together and have big class discussion, and we as lecturer guide them to categorised which one is icon, index and symbol. This method is quite success since they are very anthusiastic to analyses the meaning and very active to answer the question. Then we find that our analysis is match with our discussion. FINDINGS AND DISCUSSION Bakmi Mewah Advertisement In the first analysis, we take a look at the Bakmi Mewah

advertisement. Indi Barends shows in the first scene of advertisement introducing about Bakmi Mewah. She asks the audience to come into one house which is look nice and clean. Inside the house there is man, woman and a girl who seems to be their daughter. This three persons represent the family. The interior of the house is painted in white, symbolize the cleanliness. Indi Barends then hold Bakmi Mewah packaging and the picture depict the fresh meat from the impermeable packaging. Then there is an icon of ready-made instant noodle. The smoke that come out from the noodle is an index that the noodle is fresh and warm. They eat it with the chopstick that is practice and similar with eating noodle in the restaurant, aspecially chinese restaurant. If we take a look at the father shirt which is white and mother and daughter shirt which is pastel, it is signify something clean. Moreover, this meaning is supported by the shade of white, and the clean kitchen and dining room. There is also a voice over “Nggak Ninggal di Tenggorokan”, the overall meaning seems to tell that the Bakmi Mewah is hygienic noodle. At the end of the advertisement there is a tagline “Pertama dengan Daging Ayam Asli Seenak Restoran” means this noodle as delicious as restaurant noodle. They equate the delicious taste of a Bakmi Mewah with a restaurant noodle because the menu is similar with chicken noodles at restaurant. If we take a look at Indi Barends as brand ambassador we can relate her with other healthy product, professional master of ceremony and a house wife which takes care of family health. Figure 1. Bakmi Mewah Advertisement (0:30) Table 1. Icon, Index, Symbol in Bakmi Mewah Advertisement

ICON	INDEX	SYMBOL
Packaging	Clean and white house	Indi Bahrends
Ready-made instant noodle	Modern and clean kitchen and dinning room	Chopstick
Father, Mother, Daughter	White Color	Natural Color
“Daging Ayam Seenak Restoran”	Smoke	“Enak ma”
“Nggak Ninggal di Tenggorokan”	Mie Sedaap	White Curry

Advertisement The close up face of Syahrini become the initial appearance of Mie Sedaap White Curry advertisement. The camera is zoom out showing that Syahrini is walking on the desert. In front of him marching the soldiers in armor but wearing shorts. The army's outfit symbolizes the formality but the shorts represent the relaxed outfit. Meanwhile, Shyahrini is wearing formal white long shirt with high shoulders and tail. This kind of cloth depicts luxurious. She also wearing a sailor hat which is mean that she is the leader. Syahrini gesture then pointed to the Mie Sedaap packaging. Then, the picture shows the ready-made intant noodle with meat and vegetables which of course doesn't exist in real white curry instant noodle. Then, there are some ingredients like chili, herbs that become an index of spicy food. A coconut sauce become an index of curry ingredients. The background of desert which is dry, hot support the construction of meaning from spicy food. Then, the camera take a picture of Syahrini with soldiers that serving her white curry instant noodle. First, Syahrini eat them with pleasure, then followed by the other man that wearing suit that simbolize luxury. There is also western man eating instant noodle which signify east and west. The way they eat shows that this instant noodle is very delicious, till the man rise up his bowl as if he wants for some more noodle. Then again there is a picture of ready-made instant noodle and the camera shows that Syahrini eat instant noodle together with the soldiers that means togetherness. At the end of advertisement we see that Shayrini holding Mie Sedaap flag and her left hand in the position of salute. The tagline “Bikin Lidah Menari-Nari” as if to strengthen the meaning that the noodles sedaap white curry is delicious and spicy. Mie Sedaap White Curry Advertisement is the only advertisement that is using jingle. Syahrini as brand ambassador have to sing the jingle in the entire advertisement. All over the advertisement, producers put Mie Sedaap logo to emphasize the brand. We can see that Syahrini as brand ambassador is fenomenal, besides she always try to show her luxurirous anytime and anywhere. Overall, eventhough this advertisement try to deliver a message about the deliciousness of Mie Sedaap White Curry, but in our point of view Syahrini is succeed to show the luxury of the product through her appereance. Figure 2. Mie Sedaap White Curry Advertisement (0:30) Table 2. Icon, Index, Symbol in Mie Sedaap White Curry Advertisement

ICON	INDEX	SYMBOL
Car	Men with uniform	Syahrini
penyanyi	Short pants	Army with instant noodle
Packaging	Army	Eating noodle
Instant noodle	Instant noodle	in a bowl
White shirt	Suit	Sailor hat
Group lunch	Dessert	Flag
Smoke	Mie Sedaap	Logo
Chili	“Bikin Lidah Menari-	

Nari” Indomie Advertisement The sunrise in the mountain describe the beauty of Indonesian nature. There are a couple of young man and woman are running break to the trees, towards the lake, it can become an index of the dynamic and beauty of nature. Then, the camera is highlight close up at Nicholas Saputra that sitting on public transportation named bemo. Along the street to the mountain there is an Indomie banner, it shows that Indomie can be found everywhere even in remote areas. Nicholas Saputra who is sitting in bemo with his friends shows simplicity. There are also traditional puppet, wayang golek inside the bemo and also sticker that is written about one area in West Java. It shows us that they are going to mountain around West Java. They are also described climbing the mountain and enjoy the sunrise. In the next scene, Nicholas Saputra is drawing the mountain, there is one package of Indomie next to the drawing. It means that indomie is a faithful accompany. Then in the luxurious kitchen Nicholas Saputra cook the Indomie, then he also cook Indomie in open air area. It tells us that Indomie is easy to be cooked anywhere eventhough for a man. Indomie is easy to enjoy for travelers. Then at the end of the scene it shows that Nicholas Saputra consume Indomie with his friend and alone. There also a bicycle accompany him, that represents the adventurer. Nicholas Saputra in this advertisement is succeed bringing himself as a figure of adventurer. The tagline “Bikin Santai Makin Hangat” describe that Indomie is delicious if it is served warm. This tagline also seems suitable wih Nicholas Saputra who is calm and cool. Figure 3. Indomie Advertisement (0:30) Table 3. Icon, Index, Symbol in Indomie Advertiserment

ICON	INDEX	SYMBOL
Mountain Climbing	Mountain, Lake	Nicholas Saputra
Backpack	Ready-made instant noodle	Trees
Running people	Jacket and Scarf	Public Transportation (Bemo)
Drawing Indomie	with the drawing Men cook in the kitchen	Bicycle
Men cook in the open air	Sofa	Smoke

“Bikin Santai Makin Hangat”
Mie Sedaap Ayam Bawang Advertisement Chicco Jericho is seen sitting on a big motorcycle, he is wearing black leather jacket that symbolise masculinity. His appereance with his long hair and thin mustache support his macho looks. He holding a white chicken and try to remove her egg. Then he wink means he is succeed to do that. Then, there is a Mie Sedaap Ayam Bawang packaging, he smells the noodle to show it taste good and fresh. A boil chicken and a red onion are an index for two main ingredients. In the next scene, Chicco Jericho is cooking the noodle with his exaggerated style. He seems to show that cooking instant noodle is easy things to do. He broke the egg, and in the bowl there are several eggs. The eggs is processed to be like the one in the instant noodles. Then there is a picture of ready-made Mie Sedaap Ayam Bawang with more variety of topping like chicken, onion, etc. that doesn't exist in real intant noodle. Then, the advertisement shows again Chicco Jericho eating noodle in the extreme way. The smoke is become an index of warm and fresh. He clached hands and say recommended, it strenghten the message to the consumers to consume the noodle. At the end, there is a packaging of Mie Sedaap Ayam Bawang in the flexible packaging and also a cup. The tagline “Sedapnya Tak Tergantikan” seems to srenghten the way Chicco Jericho enjoy the noodle. With the dominant color tone which is black and also the figure of Chicco Jerico in his appereance, we can say that he tries to express his masculinity. Figure 4. Mie Sedaap Ayam Bawang Advertisement (0:30) Table 4. Icon, Index, Symbol in Mie Sedaap Ayam Bawang Advertisement

ICON	INDEX	SYMBOL
Chicken	Chicken	Chicko Jerico Actor
Packaging	Eggs	Big motorcycle
Ready-made instant noodle	Smoke	Leather Jacket
Wink	Long Hair	Thin Mustache
The way of cooking	The way of eating	Chopstick
Clenched Hands	CONCLUSION	There are visual elements that always appear on all instant noodle advertisements, like logo of the instant noodle or company logo, packaging of instant noodle, brand ambassador that appear in the beginning of advertisement and tagline at the end of advertisement . There are always scene where brand ambassador is eating instant noodle preceded by scenes smell the warm of instant noodles. The noodle dish is exaggerated with the addition of chicken eggs, vegetables that are certainly not available in instant noodles. Color influences a nuance to the meaning construct. The characteristics brand ambassador have been selected in line with the message to be conveyed. Uniquely, there is no brand women ambassador who described cooking, the cook is done by men ambassador. This

illustrates that instant noodle cooking is practical, easy to do even by men who seldom cook. Bakmi Mewah's tagline is "Pertama dengan Daging Ayam Asli Seenak Restaurant". The tagline of Mie Sedaap White Curry is "Bikin Lidah Menari-Nari". Indomie with the tagline "Bikin Santai Makin Hangat". Meanwhile, Mie Sedaap Ayam Bawang present with the tagline "Sedapnya Tak Tergantikan." All the taglines try to say that the noodle taste delicious. However the construction of meaning visually is not always in line with the construction of verbal meanings. Bakmi Mewah with Indy Barens accentuates product hygiene. Mie Sedaap-White Curry with Syahrini describes luxury. Indomie Kuah in Nicholas Saputra edition portray the adventurer and Mie Sedaap Ayam Bawang Telur advertised by Chicho Jericho express masculinity

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