



Semiotic Analysis of Icon and Symbol Found on Ed's Heinz Video Advertisement

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Abstract

This study aimed to explain and examine the semiotic process as well as the meaning of icon and symbols in Ed' Heinz advertisement videos. The triadic semiosis concept from Charles Sanders Pierce's theory (1991) is used to identify and analyze data that focuses on representamen, object, and interpretant. This research used qualitative research as the method of collecting data which was downloaded from a Youtube Heinz video advertisement, a brand of ketchup produced by the H.J. HEINZ Company from the United States and has been exporting the ketchup all over the world. The result reveals that 16 Icons and 4 Symbols were found in the 3 scenes on *Ed' Heinz Video Advertisement*. According to the results analysis, every components of the commercials have different meanings and interpretations.

Keywords: *semiotics, sign, meaning, advertisement*

Abstrak

Penelitian ini bertujuan untuk menjelaskan dan mengkaji proses semiotik serta makna ikon dan simbol dalam video iklan Ed' Heinz. Konsep semiosis triadik dari teori Charles Sanders Pierce (1991) digunakan untuk mengidentifikasi dan menganalisis data yang berfokus pada representasi, objek, dan interpretan. Penelitian ini menggunakan penelitian kualitatif sebagai metode pengumpulan data yang diunduh dari iklan video Youtube Heinz, merek saus tomat yang diproduksi oleh H.J. HEINZ Company dari Amerika Serikat dan telah mengeksport saus tomat ke seluruh dunia. Hasilnya mengungkapkan bahwa 16 Ikon dan 4 Simbol ditemukan dalam 3 adegan di Iklan Video Ed' Heinz. Menurut analisis hasil, setiap komponen iklan memiliki arti dan interpretasi yang berbeda

Kata kunci: *semiotika, tanda, makna, iklan*

Introduction

Nowadays, people used technology to communicate with each other. According to (Razu, Edward. 2020) the complexity of modern-day communication means that everyone is bound to be involved in some communication and Technology has become one of the tools for communication. People used some technologies exist around likes television, radio, newspaper, brochure, and kind of internet connections.

To connect with other people such as transferring the minds to other people so that people can exchange ideas and avoid misunderstanding which can be there in the communication process.

An advertisement has clear detail to become interesting and understandable. At present, the advertisement has a complex sign and code. This complexity can produce new model signs, the combination of technology, and give a new understanding. The main purpose of advertising is to sell the product, since the advertisement is successfully attracting the consumers to buy the product, as a result, it has increased the benefit sale of the product. To interpretation toward the advertisement. There some signs appear, and signs can be in the forms of Icons, Symbols, and Indexes which represent words, images, gestures, or objects. This study finds some matter that can be analyzed by using semiotics as a study of analysis. This study can make us understand, aware, and careful about the meaning of the sign because, in a code or sign, there can be more than one interpretation.

The data of the study was collected from Heinz's video advertisement. Heinz is a brand of ketchup produced by H.J. Heinz company. First produced in 1876 in Pittsburgh, Pennsylvania, Heinz started producing about 13 million bottles of ketchup per year. Exporting ketchup all over the world, including India, Australia, South America, Japan, Indonesia, New Zealand, South Korea, South Africa, and the United Kingdom and remains the best-selling brand of ketchup. These advertisements were chosen as data sources because they contain interesting visual cues to analyze. There is a tendency that the use of signs in this advertisement to be different from the promotional advertisements. Heinz's video consists of two signs, an Icon, and a symbol. Icons are about a visual representation of an object, a person, or a thing that is produced on a surface while symbols represent ideas. This research will be beneficial for the people or companies who create an advertisement in form of videos so they can create and produce more attractive advertisements with meaningful messages in them.

The studies were conducted by several researchers who used semiotics to analyze advertisements. These studies have been reviewed and the results of previous studies such as the journal study entitled *An Analysis of Verbal and Visual Sign Found on Grave of The FireFlies Posters* by Modok (2021). In this journal the researchers used two posters as a data source and found each meaning of them using the theory of Barthes (1977), also the researchers used the Saussure (1983) theory to analyze this study and the supporting theory to analyze the color using the theory from Wierzbicka (1966). The other related study entitled *Meaning within the Movie Posters of Desplicable Me Movie Series: A Semiotic Analysis* by Cahyani (2022). The researchers used the theory from Barthes (1977) and the theory of color meaning from Wierzbicka (1996) to analyze these movie posters. The researcher used four posters to analyze the behind message and give more context about the story, the theme, and the character of the movie. Similar research used Pierce's theory by Eriana (2015) in her study entitled *Pierce's Semiotic Analysis of Icon and Symbol on Perfume Advertisement*. Eriana analyzed 29 advertisements that represent the 29 brands using Pierce's theory in semiotics. The result revealed 29 icons and 23 symbols found in the 29 perfume advertisements. Another semiotic research used advertisement is by Hazrina (2010) entitled *A Semiotic Study on Relationship between the slogan and the picture of Coca Cola Commercials*. The researchers focused on the meaning of the slogans and

pictures of the Coca-Cola advertisement and were concerned with the motives or reasons which influence its design. Furthermore, another research entitled *Semiotic Meaning in Wardah Advertisement* by Sembiring (2021). The researchers used the descriptive qualitative design method by applying descriptive phenomena related to daily life. The journal found 44 types of signs based on Pierce's theory of semiotics.

Those previous studies greatly contributed to the development of this research. The field of theory used is relevant to the data to be studied in its category of Icons and Symbols. Those previous studies also help this study in terms of writing, thus results obtained in previous research are very supportive in terms of increasing the interest of new researchers to conduct research using semiotic theory.

This research has differences from the past journal. The differences can be seen in the objective of the study research with advertising videos is rarely found so this research is important to do. In addition, this research will examine more deeply video advertisements of Ed' Heinz. This research will use semiotic theory of Pierce. The focus of this research is to describe the Icon and Symbols contained in the Heinz advertisement video since existence is very important to transfer the message between the advertiser and the audience and avoid misunderstanding.

Method

The data in this research were collected from Heinz's video advertisements on Heinz's Youtube account. The data used in this research was uploaded on June 17th, 2019, and has been watched by 7 million people around the world. This study used 3 video clips taken from Heinz videos that were about 1 minute 19 seconds long. According to Heinz's Youtube account, this advertisement is in collaboration with their superfans, Ed Sheeran. The making of this video is based on his real experience.

The study used qualitative research as a method to collect the data. According to Denzin and Lincoln (1994), a qualitative study focuses on the interpretation of occurrences in their natural surroundings to understand the meanings that people assign to these situations. Qualitative research was used in this research because its relevant to this study that focused on the meaning of the Icon and Symbol.

To collect the data, the video was downloaded from Heinz's Youtube account. After watching and downloading the video, then captured the video in 3 clips. After that, observed the data and classified the data by note-taking based on the category of a sign. The data were analyzed using Pierce's semiotic theory about signs to analyze the Icon and Symbols used in the advertisement and analyzed its meaning.

Result and Discussion

Result

Below is a table of data that has been grouped by Icons and Symbols in the video advertisement. In this table, there are 3 pictures. The first picture of the data found 5

signs. The categories of Icons such as the man, table of the flower, the man's flannel shirt, the man's backpack, and 1 sign are categorized as Symbol. The second picture consists of a total of 7 signs. some of them are categorized as Icons such as the man, the woman, the table of flowers, the book, and the man's watch, also found 2 symbols such as a white orchid and a restaurant logo. The last picture consists of about 8 signs, they are the man, the food, glass, knife, spoon, handbell, and two women behind the man. Only 1 symbol is found in this picture 3.

Table 1. Icon and Symbol Sign

Picture	Icon	Symbol
1 st picture	1. The man 2. Table of flower	1. White orchid
2 nd picture	1. The man 2. The woman 3. Table of flower 4. The book	1. White orchid 2. Restaurant logo "super posh restaurant"
3 rd picture	1. The man 2. The food 3. Glass 4. Knife 5. Spoon 6. Handbell 7. The women behind the man	1. The Heinz bottle ketchup

After analyzing the Icon and Symbol of the picture above. This paragraph will explain both signs and meanings to give the reader a better understanding. This part presented the analysis by giving a short explanation of each sign as follows:

The analysis of Picture 1



Picture 1. Ed's Heinz Video Advertisement

Based on picture 1. It was found that five signs were identified as icons and symbols of the Ed' Heinz video advertisement. The first one is the man standing in front of the door as an Icon, A man walked into an elegant restaurant carrying a backpack and wearing a flannel shirt. Wearing simple clothes in a nice restaurant can be compared to the simplicity of a tomato sauce product that has been there for more than 150 years but consistently demonstrates a different flavor than other tomato sauces. The advertisement's elegant circumstances perfectly portray the sensation of pleasure and luxury. Everyone who appreciates Heinz can expect to taste the exquisite flavor of the various natural components in each bottle, which is packaged in simplicity.

The second sign is the table of flowers. The table there beside the door and behind the man. The table of flowers can be categorized as an Icon. The table in denotative meaning is one type of furniture with a flat top with support on one or more legs, in addition, to putting something up there. In the picture, the table represents with the iron material in the bottom, From the beginning, iron has been a popular material for furniture and home goods. This is due to the iron's strong structure, which cannot be moved by other materials. Similarly, Heinz ketchup innovated its goods over a century ago and has maintained the strong natural flavor of its key component, tomatoes. As a result, Heinz ketchup has become an iconic and cherished condiment at every meal.

One symbol found is the white orchid. The white orchid is categorized as a symbol based on Pierce's theory. the White orchid has a connotative meaning of innocence and purity, so the material used to make one bottle of Heinz Ketchup can be interpreted as a pure ingredient from nature that provides freshness as well as an unchanging plain taste pleasure that is in line with Heinz Ketchup's goals from year to year. So from the explanation of picture 1. It can be seen that each sign is describing and supporting the scene of the video. On other hand, this is the first scene of the video that can be made the audience knows the context of the video advertisement.

The Analysis of Picture 2



Picture 2. Ed's Heinz Video Advertisement

There are seven signs found in the second picture. Five signs as an Icon and two signs as a symbol. The first Icon found is the man, the man here refers to someone who enters the restaurant to get something to eat, in picture 2 looks the man meeting with the woman in front of the door.

The woman in this scene is also represented as an Icon. The woman refers to someone who is a front office receptionist that welcomes the man who comes and provides information and directions related to his visit to the restaurant. It can be seen in the picture of the woman welcoming the man with a smile on her face and good grooming. The smile denoted a friendly facial expression in which the corners of the mouth curve up slightly and the lips frequently split to display the teeth. As a result, the woman's smile appears to belong to someone who has recently consumed Heinz Ketchup, which Heinz believes will improve their spirits and make their day more joyful. The woman itself represents the quality of the brand, provides and represents the hospitality of service of Heinz ketchup

The next sign is a table of a flower behind the woman and behind the man. The table of flowers can be categorized as an Icon. The table in denotative meaning is one type of furniture with a flat top with support on one or more legs, in addition, to putting something up there. In the picture, the table represents with the iron material in the bottom, From the beginning, iron has been a popular material for furniture and home goods. This is due to the iron's strong structure, which cannot be moved by other materials. Similarly, Heinz ketchup innovated its goods over a century ago and has maintained the strong natural flavor of its key component, tomatoes. As a result, Heinz ketchup has become an iconic and cherished condiment at every meal.

The book is categorized as an Icon. In the picture, the book was brought by the woman in the front office of the restaurant. If we take a closer look, there is the restaurant logo on the front of the cover of the book it represented that the book is an official book that the restaurant made to record the information of the restaurant in the form of writing or images. In addition, it can help the reader with the information about the restaurant.

The white orchid is here as a symbol based on Pierce's theory. The white orchid is categorized as a symbol based on Pierce's theory. the White orchid has a connotative meaning of innocence and purity, so the material used to make one bottle of Heinz Ketchup can be interpreted as a pure ingredient from nature that provides freshness as well as an unchanging plain taste pleasure that is in line with Heinz Ketchup's goals from year to year..

The restaurant logo is "*super posh restaurant*". The restaurant logo is one kind of symbol of the restaurant. The meaning of "posh" can represent the luxurious sense of Heinz ketchup. The image has a connotative connotation since it conveys the sense that Heinz is a premium condiment throughout the world. A unique blend of spices contributes to Heinz Ketchup's trademark flavor, making it the go-to option for many people, so you may enjoy the original taste of Heinz Ketchup.

The explanation in picture 2 consists of more Symbols than others. There are 2 Symbols found, a white orchid and the logo of the restaurant. The Symbol is also given the deepest meaning to the viewer to make a new interpretation.

The analysis of Picture 3



Picture 3. Ed's Heinz Video Advertisement

In picture 3 were found several signs. There are seven types of Icon and one type of Symbol appear. The first one is the man. The man here refers to someone who enters the restaurant and gets something to eat. In this scene, the man took the ketchup out from his backpack and looked up into the bottle of ketchup on his right. It presented a realistic image of Heinz tomato ketchup to inform the audience about its appearance of Heinz tomato ketchup and make it easier for them to acquire this product so they do not make the wrong selection.

The food, glass, knife, spoon, and handbell are categorized as icons. It represented the tableware he used on the table to help him enjoy his meal. Complete tableware can represent the fancy thing or luxury. The connection between color and product flavor in this advertising is that it tastes really unique and wonderful thanks to the delicate balance of spices and seasonings. numerous herbs and spices are combined to create diverse flavors that everyone enjoys, such as the presence of numerous cutleries on that table.

Behind him, there are two women as icons. The two women there represented the customer of the restaurant and gave an audience the atmosphere or situation of the restaurant. The skin tones of the two women appeared to differ in the photograph. The lady on the left has a darker skin tone than the lady on the right. this difference in skin color refers to different ethnic groups or populations in different parts of the world, and is related to Heinz, which has exported its products to 130 countries, including Australia, South America, Japan, New Zealand, South Africa, and the United Kingdom. Heinz ketchup, according to Heinz company ideals, the product had been enjoyed by every tribe and ethnicity in every country.

The type of second sign is the bottle of ketchup by Heinz. In the bottle of ketchup, there is a Logo of the product. It can be categorized as a Symbol of the product of H.J. Heinz Company. It represented the name and the logo of the official product licensed and it serves to identify the global operations of H.J. Heinz Company. In other words, it is already a mutually agreed upon convention of the company and is approved for mass communication of the company.

Picture 3 found more signs than the other. It is shown by the amount of meaning obtained from each sign that makes the scene very important for the audience, considering that the important point of the advertisement is to introduce a ketchup product from Heinz, in this scene their product is shown to the audience by the man.

Discussion

Based on the results, it was found that one image can contain 5-8 signs. It revealed that 1 image can describe many categories of icons and Symbols. Picture 3 has more signs, it consists of 8 signs. It explains that Heinz ketchup's product conveys a message about how it may energize both users and recipients. According to Pierce in Chandler (2007:39) Symbol is a sign that refers to an object that denotes depending on the location of the law, the general idea, which will generate a symbol itself has an interpretation that refers to the object. It is in line with picture 2 which found 7 signs but interestingly 2 Symbols are found, which means that picture 2 has more agreed signs and had a better understanding for the receiver.

Meanwhile, research conducted by Eriana (2015) revealed that each advertisement in her study contained one icon and several symbols. This means that the results of this study have differences. Moreover, it explains that the increasing number of objects found in images or advertisements can affect the number of icons and symbols present in them. The difference in the number of icons and symbols contained in this study with the previous one can affect the complexity of the meaning and message that the ad maker wants to convey and the purpose of making this advertisement easier to convey to viewers. As a result, this study offers the factors that an advertiser may take into account while creating the scene or the narrative for an advertisement. The goal of each scene is to persuade the target audience to purchase the advertised product, although numerous factors are taken into account when developing or conveying the scene's message.

Conclusion

According to the research investigation, the researchers discovered 16 icons and 4 symbols in three scene in the video advertisements. The study also discovered that the image of the advertisement (icon) had the most impact on the researcher in determining the message. The emblem guides the researcher in determining the message of the advertisement. The icon can be the starting cause in capturing or

understanding the meaning of the advertisement, and the symbol is the result of the icon in reading the sign.

The researcher integrated the interpretant from the icon and symbol in each scene of the video advertisement to derive the meaning after determining and explaining the semiosis using Pierce's triangle. The interpretant of icon and symbol, as well as the researcher's exegesis capability, are vital in explaining and describing the meaning. It may be determined that the researcher obtained 16 meanings of the commercial from the 16 icons and 4 symbols, and that each advertisement had a separate sign and meaning. These distinctions had resulted in different interpretations.

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