



Decoding The Hidden Semiotic Meaning of the Pepsi Advertisement Logo

I Ketut Wardana

Teacher Profession Education, Faculty of Teacher Training and Education, Universitas Mahasaraswati Denpasar, Kamboja street, 11 A, Denpasar, Bali, Indonesia

Correspondence Email : ketutwardana71@unmas.ac.id

Abstract

The representamen of Pepsi advertisements' logo comprises a circular shape in red, blue, and white, adorned with curved lines. Nevertheless, the interpretant derived from this logo is not always transparent or consistent, owing to the diverse perspectives, experiences, cultures, and contexts of individuals. Hence, this study investigated the semiotic meaning encapsulated within the Pepsi logo from a cultural standpoint. This study employed a qualitative interpretative approach to grasp the significance and contextual implications embedded within these visuals. Pepsi's logos from different decade were observed including the use of colour, shapes, and selections of words. The data were analysed using Peirce's semiotic theory. The findings revealed that the form, function, and meaning of the Pepsi logo were decoded through ten distinct types of sign vehicles, their objects, and interpretants. However, a majority of these interpretations were culturally conventional. The choice of vertical or horizontal arrangement of the PEPSI typography, colors, and lines was interpreted as representative of a cultural system encompassing both individualism and collectivism. Although there seems to be a lack of an iconic relationship with the represented object and an imbalance between consistent representamen and varied interpretants, the semiotic analysis research conducted on the Pepsi logo holds positive implications for the advancement of linguistics and effective marketing strategies.

Keywords: *Pepsi, symbolism, visual communication, semiotic analysis, consumer perception*

Abstrak

Representasi dari logo iklan Pepsi terdiri dari bentuk lingkaran dalam warna merah, biru, dan putih, yang dihiasi dengan garis-garis melengkung. Namun, interpretasi makna yang berasal dari logo ini tidak selalu transparan atau konsisten, disebabkan oleh beragam pandangan, pengalaman, budaya, dan konteks individu. Oleh karena itu, penelitian ini menjelaskan bagaimana teori semiotik Peirce dapat mengungkap makna yang tersembunyi dalam logo Pepsi dari sudut pandang budaya. Penelitian ini menggunakan pendekatan interpretatif kualitatif untuk memahami makna dan implikasi kontekstual yang terkandung dalam visual ini. Data dianalisis menggunakan teori semiotik Peirce. Temuan menunjukkan bahwa bentuk, fungsi, dan makna dari logo Pepsi didekode melalui sepuluh jenis kendaraan tanda yang berbeda, objek mereka, dan interpretan. Namun, sebagian besar interpretasi ini bersifat konvensional secara budaya. Pilihan pengaturan vertikal atau horizontal dari tipografi PEPSI, warna, dan garis diinterpretasikan sebagai representasi dari sebuah sistem budaya yang mencakup baik individualisme maupun kolektivisme. Meskipun tampaknya ada kurangnya hubungan ikonik dengan objek yang diwakili dan ketidakseimbangan antara representamen yang konsisten dan interpretan yang bervariasi, penelitian analisis semiotik yang dilakukan pada logo Pepsi memiliki implikasi positif untuk kemajuan linguistik dan strategi pemasaran yang efektif.

Katakunci: *Pepsi, simbolisme, komunikasi visual, analisis semiotik, persepsi konsumen*

Introduction

Pepsi logo is the official emblem used by PepsiCo, a beverage company and the Pepsi brand. The symbol consists of a blue and red circle with a white wave running through the middle. In English, the Pepsi symbol is generally interpreted as a visual representation of the PepsiCo brand and company (Fill & Turnbull, 2016). However, specifically, the symbol does not have linguistic meaning in the literal sense. As a visual symbol, it contains design elements intended to portray the brand identity and generate strong brand recognition among consumers (Kotler, 2017). In the context of visual communication, the Pepsi symbol can also trigger associations and broader meanings, depending on individuals' experiences, perceptions, and preferences (Keller, 2013); Lee et al., 2018). Some people may associate it with a refreshing and carbonated soft drink, while others may connect it with the brand, advertisements, or their experiences with Pepsi products. Whether it invokes thoughts of a refreshing beverage or connects individuals to the brand, its advertisements, or personal encounters with Pepsi products, the symbol leaves room for subjective meaning and personal connections.

The language symbols in Pepsi beverage products serve as references to cultural, mystical, or religious aspects. The cultural reference function involves the use of language symbols that are rooted in the habits based on local wisdom of specific community groups (Sibarani, 2015). Both dominant functions are implemented by the use of sign language. Based on this statement, the meanings and ideologies hidden behind the language and Pepsi advertising logo are not only in the form of verbal language signs, such as words, phrases, and sentences, but also in nonverbal symbols such as lines, colors, images, and the body language of advertisers. The selected signs and symbols are the realization of the mental process of a sign (Badara, 2014). It is believed that to influence the adverts goals of, in this case, Pepsi, may imply "directive," "expressive," and "declarative" pragmatic functions. However, the general notion is not explicitly aware of the meanings and ideologies behind Pepsi adverts in both English and Indonesian languages. Therefore, it is necessary to understand the theoretical perspectives on the meanings of verbal and nonverbal language functions in Pepsi's advertisements logo.

The meaning and universal ideology contained in the choice of colours, images, lines or words in Pepsi adverts has become an important topic to infer. The adverts use the relationship of symbols to their concept and the relationship of concepts to their objects. According to Derrida (1970), there is a relationship between the means of expression or signifier (such as the logo, the color, the letters, the orientation, the vertical or horizontal arrangement of the text, and the dark dots in the Pepsi can) and its meaning or signifier. In terms of verbal expression, it is now closely related to pragmatic theory, Yule (2013) states that expressions in any adverts in general can exhibit directive, expressive, and declarative speech acts in which the speaker (producer) takes the lead community (consumers) to buy Pepsi because they believe that this drink can refresh the mind and make life more pleasant, as shown by the smiling logo in close-up. Based on the Grices theory, Hadi (2013) indicates the character of the adverts delivery is realized by the advertiser applying the maxim of quality, the maxim of quantity, the maxim of relevance and the maxim of manner. This

can be seen from the fact that both expressions are not bombastic, but truthful, sufficiently informed, relevant and direct.

Though many studies on the semiotic meaning of the advertisements have been conducted to infer semantic and pragmatic meanings of the logos, this study is conducted to deduce the meaning of Pepsi advert logo by referring to semiotics theory and related concepts. In semiotics theory, logos and advertisements are considered sign systems that contain messages interpretable by the receiver (Chandler, 2007). Visual symbols, such as the Pepsi logo, have meanings associated with the social and cultural contexts in which they appear (Van Leeuwen & Kress (2011). Semiotic research related to the Pepsi advertising logo often analyses elements such as color, shape, images, and words used in advertisements to understand the intended message. Moreover, semiotics theory also considers the relationship between the signifier (the physical sign) and the signified (the meaning encoded by the sign). Elements within the Pepsi logo, such as the blue, red, and white colors, and the circular shape with a wave in the middle, can have different meanings and associations within specific advertising and cultural contexts (Berger, 2018). This semiotic research provides deeper insights into how the Pepsi logo and advertisements communicate their messages through the visual elements used, thus influencing the audience's perception and interpretation of the brand. Relevant references for semiotic research on the Pepsi advertising logo may include the works of semiotics experts (De Saussure, 2011; Peirce, 1991).

Based on significance of the phenomenon explained above, the focus of this research is on the hidden meanings contained within the Pepsi advertising logo using a semiotic approach. Therefore, this study also investigates how the visual elements in the Pepsi advertising logo, such as color, shape, images, and words, contribute to conveying messages to the audience and What signification of the Pepsi advertising logo implies for communicating the brand message to the audience.

A brief overview of Semiotics

To cope with the questions, this study applies semiotic references to review and summarize the core concepts of icons, index, and symbols of Pepsi logos. First of all, semiotic awareness is important for Pepsi advertisers because it allows them to understand the relationship between signs, what they strive for, and the consumers who need to interpret them – the people who purchase the Pepsi they design. Therefore, this research utilizes the synthesis and summarization of semiotics and pragmatics theory to compare and explain the issues of symbol and phrase meanings in the Pepsi logo and advertisements.

Semiotics originates from the Greek word *semeiotikos*, meaning "observant of signs," an adjective form of *semiosis*, "indication," derived from *semeioun*, "to signify," from the word 'sema' meaning "sign" (Bedford, 2011). Semiotics is the study of signs such as language, art, music, dance, drama, film, culture, etc., created by humans to mediate the world (Cunningham, 1992; Lu, 2014). Therefore, this decoding meaning from the Pepsi logo is concerned with the target sign with its visual artistic devices to demonstrate various nonverbal communicative signals, such as the meaning of images, lines, colors, or literacy for precise and effective communication. However, Paul Rastall's small model can be understood within the framework of semiotics, as a

function that connects the signifier ('form') with the signified ('meaning'): the form of semiosis (Rastall, 2013). In principle, semiotics is concerned with signs, and linguistic signs are almost everywhere; in magazines, films, books, advertisements, television shows, many businesses, religions, and cultures. Through signs, humans can construct and understand meaning. Thus, in this view, it is not the sign as a whole that signifies an object but rather the most important elements for its function as a sign.

Unlike Peirce's concept of signs, Yan and Ming (2015) mention that the theory proposed by Barthes places more emphasis on the core concepts of signs, namely signification, denotation, connotation, and metalanguage or myth. Signification can be understood as a process that binds the signifier and the signified and produces a sign. In this process, two parts of a sign are involved. The signified is expressed through the signifier, and the signifier is expressed through the signified. The differences between signs can be classified based on the characteristics of the sign. Peirce classified signs into three specifications: based on "ground," based on their object, and based on their interpretant.

A conception of Peirce's Semiotic theory

Signs based on ground (environmental conditions) are factors that enable a sign to function. Short (2007) elaborates how Peirce classified ground into three categories: (1) Qualisign, which refers to the quality of a sign, such as loud or soft words, striking colors, or cool colors used in an image; (2) Sinsign, which represents the existence and actuality of an object or event in relation to a sign. For example, the word "refreshing" in the sentence "refresh your day" in a beverage advertisement implies that by consuming the beverage, one will feel refreshed; (3) Legisign, which represents the norms contained within a sign. This relates to what is allowed or prohibited. For instance, a "no swimming" sign signifies the prohibition of swimming in a specific environment where the sign is located.

Peirce also proposed three types of signs known as the trichotomy of signs. An icon is a sign that has a physical resemblance or similarity to the object it represents. For example, a map image that depicts the physical shape of a territory. An index is a sign that has a causal relationship or indicates the presence of the object it represents. For example, smoke indicates the existence of a fire. A symbol is a sign that has a conventional or agreed-upon relationship within a community to represent an object. For example, verbal language is used to communicate ideas and concepts. Peirce's study of semiotic theory highlights the importance of signs in human communication and understanding. His theory provides a useful framework for analyzing and understanding various semiotic phenomena, ranging from language and literature to symbols in culture and society (Anglin-Jaffe, 2011).

Based on these theoretical synthesis, this research aims to (1) analyze the visual elements in the Pepsi advertising logo, including the color, shape, images, and words used, to understand the meanings and associations related to specific advertising and cultural contexts; (2) explain how the Pepsi advertising logo functions as a sign system containing interpretable messages by the receiver, referring to semiotics theory; (3) study the relationship between the signifier (the physical sign) and the signified (the meaning encoded by the sign) in the context of the Pepsi advertising logo to determine how hidden messages can be captured by the audience; and (4) identify the role of the

Pepsi advertising logo in communicating the brand message to the audience through the visual elements used and understand its impact on the audience's perception and interpretation of the brand. By combining semiotic and visual analysis approaches, this study aims to provide a deeper understanding of how the Pepsi advertising logo communicates hidden messages through its visual elements and provide insights into how the audience can understand and interpret these messages

Method

To provide an explanation of the phenomenon of semiotic meaning in the Pepsi logo, this study adopts a qualitative research design based on documentary analysis. This design helps researchers explore a deep understanding of the symbolic meaning of the Pepsi logo through the collection and analysis of documentary data. The method involves utilizing documents such as texts, images, and Pepsi product advertisements as significant sources of data. The researcher employs a qualitative interpretative approach to comprehend the meaning and context embedded within these documents. A qualitative research design based on documentary analysis provides a comprehensive procedure, in this case, of the semiotic meaning of the Pepsi logo through an in-depth analysis of documentary data (Creswell & Creswell, 2017). The findings of this research can contribute significantly to our understanding of the researched topic and serve as a basis for the development of new theories or perspectives.

In this study, the researcher will identify and select documents that are relevant to the phenomenon under investigation. In addition, Ratna (2016)) explains that the process of document selection is conducted carefully to ensure that the collected data will offer significant insights. These documents may include reports, notes, letters, articles, publications, and other sources related to the research topic. After data collection, the researcher will conduct an in-depth analysis of the selected documents. This analysis entails reading, categorizing, and interpreting the data to identify emerging patterns, themes, and meanings. The researcher will also seek connections between different documents and relate them to relevant theories or conceptual frameworks.

The primary data for this research consists of random images and advertisements of Pepsi. The selection of images from each period was conducted because, generally, there are no fundamental changes in the language content of the logo and advertisements, but rather changes in line shapes, alignment, harmony between symbols, supporting colors, and typography. Out of the 80 Pepsi images and advertisements used as data sources, all the data was downloaded from <https://www.knowyourmeme.com>. The researcher collected data by exploring the Pepsi logo and advertisement images from websites related to the topic, observing the images, reading promotional advertisements, analyzing the relationship between images and captions, seeking the meanings of signs containing pragmatic power in each image, and lastly, classifying the images according to different years. The observation focused on the form and function of signs in the images and their meanings rather than the linguistic signs themselves

To facilitate the data collection, observation, and analysis, this research took several procedures including (1) selecting Pepsi logos, images, and language in

advertisements as data sources, (2) arranging the images in chronological order to identify significant differences in shapes, lines, or colors, (3) classifying the forms of signs and language to be analyzed, (4) connecting all the images with the function and form of language, and (5) selecting a semiotic theory concept to explain the phenomenon of sign meaning. Subsequently, the collected data is analyzed using theories related to implicature or implied meaning, function, and the representation of ideas behind the images, employing the principles of semiotics and semiotic principles that involve all symbols, indexes, and icons in the Pepsi images from the internet. The Pepsi logo is designed using the Gestalt principle, which emphasizes "wholeness" or the unity of elements. This concept explains how individuals have different visual perceptions of the unity created by the combination of lines and colors.

Result and Discussion

Form, function, and meaning of Logo in Pepsi adverts

This study describes how the symbols and logos in Pepsi adverts reveal meaning and interpretation. The form, function, and meaning in perspective of Pierce's theory of signs, Pepsi logos are explained within the framework of sign vehicles, sign objects, and sign interpretations. If a sign is considered a vehicle, it can be classified as a qualisign (quality), sinsign (existential fact), or legisign (convention). Furthermore, because a sign has an object, it can be classified as an icon, index, or symbol. Lastly, since a sign determines an interpretation, it is classified as a rheme, a dicent, or a delome. The description of the form, function, and meaning of colors in the Pepsi logo is presented in Figure 1.



Source: <https://bit.ly/3QycZb6>

Figure 1. Form, function, and meaning of color Pepsi logo

The meaning of the round shape, curved line, and colors in the Pepsi logo above was decoded through Pierce's semiotic theory. In this semiotic theory, there are three types of signs: icon, index, and symbol. The icon is a type of sign that, based on its quality, has an immediate nature, which means there is a physical or visual resemblance between the signifier (the sign) and the signified (what is referred to). For example, the round shape with a curve in the middle is conventionally interpreted as a "smile" that reflects happiness. It means that there is a direct resemblance between the sign and the object it represents. On the other hand, the index has a dynamic nature, which means there is a cause-and-effect relationship between the signifier and the

signified. For example, the color red signifies the presence of fire or passion. Symbol is a type of sign that has a final nature, which means the relationship between the signifier and the signified is based on cultural conventions or agreements. The symbol does not have a direct connection to the object it represents. An example is the words "Refresh Your World" or "Refresh Your Day" used to convey meaning. In Pierce's semiotic theory, icon, index, and symbol are important concepts in understanding how signs operate and influence meaning in descriptive, expressive, and directive communication.

Signs, Objects, and Interpretation

Through Pierce's theory, this study reveals that a sign or "signifier" is heavily influenced by something else, namely an "object" and this object determines its impact on an individual, referred to as the "interpretant", as determined by the sign. This means that the signs present in the Pepsi logo only carry meaning when interpreted. The round shape of the logo is the signifier of Pepsi as the symbol of a head, which is the object. This circular part is distinguished by two curved lines in the middle. The two curved lines, as signifiers, on the front part of the Pepsi logo represent the facial features, which are the interpretant. These two curved lines form three facial sections: the top part, which is understood as the eyes and nose, the middle part of the circle in the Pepsi logo, which refers to the flexible middle part of a face as the lips, interpreted as a broad smile, and the bottom part, which refers to the lowest part of the face interpreted as the chin. Based on the analysis of Pierce's semiotics theory above, where every line shape in the Pepsi logo has an object and every object carries meaning and influences people, the close-up face in the Pepsi logo represents a smiling emoticon with a pragmatic effect, inviting or influencing consumers to refresh themselves by smiling or enjoying Pepsi.

However, these line shapes do not inherently convey the emotions or character of the close-up face. Therefore, the red color in the eyes and nose, the white color on the lips, and the blue color on the chin (signifiers) in the close-up logo (object) can be understood as values of character (interpretant). Like symbols, each color represents something and can even have different meanings across different cultures. In this study, colors are believed to be used as a way to convey values, emotions, commands, and so on. These colors are then used to represent characters aimed at influencing people or representing something about their feelings or ideas.

Referring to the color differences in the logo in Figure 1 above, the red color (signifier) at the top of the Pepsi logo (object) is interpreted as a symbol of purity (interpretant), sacrifice (interpretant), warmth (interpretant), luck (interpretant), prosperity (interpretant), happiness (interpretant), and long life (interpretant). In Oriental culture, the color red, in the context of other colors in the Pepsi logo, psychologically represents energy, power, desire, and love. This means that the red color on the nose and eyes, which has a pragmatic function of "directive," "expressive," and "declarative," encourages people to see things clearly, decisively, and with heartfelt affection.

On the other hand, the white color in the middle part (signifier) on the smiling lips (object) is believed in Western culture to symbolize purity, cleanliness, good health, or peace (interpretant). In some countries, white is associated with death. This is also

related to the reversed spelling of Pepsi, which becomes "ised". Meanwhile, the blue color (signifier) at the bottom of the Pepsi logo (object) represents calmness and cooling, symbolizing trust, security, and authority. In certain cultures, blue (signifier) in the Pepsi logo (object) symbolizes deep feelings (interpretant) and serves an "expressive" pragmatic function. The three colors in the Pepsi logo (signifier) not only differentiate each part of the facial illustration (object), but also present a chronological unity of meaning, inviting people to perceive the world with passion and purity (directive function) in order to find peace and nurture self-encouragement (expressive function) by enjoying Pepsi (declarative function).

The visual elements of the Pepsi logo—color, shape, and typography—play a significant role in shaping consumer perceptions by evoking emotions, conveying brand identity, and influencing purchasing behavior. According to Peirce's semiotic theory, these elements function as signifiers that only gain meaning when interpreted by consumers. The circular shape of the logo, divided by curved lines, resembles a close-up face with a broad smile, symbolizing friendliness and refreshment. The red, white, and blue colors further reinforce different associations: red conveys energy, passion, and excitement; white symbolizes purity and cleanliness; and blue represents trust, calmness, and authority. These meanings vary across cultures, with red symbolizing prosperity in Oriental traditions and white being associated with peace in Western contexts. The typography, often sleek and modern, reinforces Pepsi's dynamic and youthful brand image. By integrating these elements, the Pepsi logo pragmatically directs attention, expresses emotions, and declares its identity, ultimately shaping how consumers emotionally connect with the brand and perceive its values.

In addition to line and color, the shape, position, typeface, and writing style of the Pepsi logo are also addressed in this study. The combination of lines and colors in the Pepsi logo is incomplete without the presence of letters as the primary markers of this Pepsi advert. The word "Pepsi" (signifier) consists of six phonemes, beginning with the voiceless bilabial stop consonant /p/ and ending with the voiceless high front vowel sound /i/. The significance of choosing these phonemes is that the sound [p] is a less sonorous sound (object) indicating a state of deficiency or sadness (interpretant). Meanwhile, the vowel [i] is the most sonorous or melodious sound, interpreted as happiness (interpretant). Based on observations of the letters in the brand name "Pepsi" and comparisons with other brands, the repetition of the consonants (p-p) in two syllables or more creates a sense of luck or fame. The same can be seen in the repetition of the voiceless velar consonants (C-C) in the brand name "Coca-Cola" (C-C). Furthermore, evidence of the voiceless bilabial stop consonant [p] can be found in famous mobile phone brands such as "Apple" (p-p) and "Oppo" (p-p), or the repetition of the voiced labiodental fricative sound [v] in the brand "Vivo" (v-v), or the voiceless alveolar fricative sound [s] in the brand "Samsung" (s-s) or "Asus" (s-s). This means that the repetition of the voiceless stop consonant in one syllable, "PeP" (signifier) in the writing of "Pepsi" (object), is interpreted as a symbol of fame and luck (interpretant).

The linguistic form presented in the Pepsi logo is exemplified in Figure 2.

"Refresh Your World"



Source: <https://bit.ly/3Xm6evd>

Figure 2. The role of phonemes selection in Pepsi Adverts

Based on phonological analysis, all the words in the sentence of “Refresh Your World” above begin with phonemes that have different phonetic features in terms of place and manner of articulation but they share the same features of [+sonorant and +voiced]. The sounds /r/ in the initial of “refresh”, /y/ in the initial of “your”, and /w/ in the initial of “world” share the main feature of [+sonorant], and the sounds /r/, /y/, /w/, and /d/ (day) share the feature of [+voiced]. None of the expressions are initiated by a [-voiced] segment. Phonologically, sounds with [+sonorant] have a higher level of melodiousness compared to consonants that have less or no sonorant features. Therefore, these sonorant sounds are often used in melodic chants (yeah, yeah, la-la). In a cultural context, voiced sounds symbolically represent pleasure, joy, and enthusiasm. In the context of this advertisement expression, the choice of phonemes with the phonetic features [+sonorant, +voiced] is highly relevant to the smiling face logo, conveying the pragmatic meaning of “refresh your day.”

Vertikal vs horisontal form



Source: <https://bit.ly/3Xm6evd>

Figure 3. Pepsi written in horisontal dan vertikal line

From the perspective of the position of the Pepsi logo, several cues can be extracted to obtain various interpretations of the conveyed meanings. The selection of the position of the Pepsi letters from bottom to top or from left to right is not merely a matter of their oblong, cylindrical, or flat shape. The choices of positions are subjective or conventional. Culturally, the difference in writing the word “Pepsi” vertically aims to emphasize hierarchy, while horizontally it is interpreted as an attitude of

appreciating equality, both of which generate new predictions regarding the prevalence of advertising appeal.

The arrangement of Pepsi letters, whether vertical or horizontal, is related to the cultural classification as a system of individualism and collectivism. The influence of this culture is reflected in the vertical position of the Pepsi letters (signifier) on the can of Pepsi (object), which is interpreted as a symbol of individualism (interpretant), similar to the attitudes of most people in the Western world. Individualism, in this context, is to awaken self-awareness to achieve happiness or freshness with this beverage.

On the other hand, the Pepsi letters in a horizontal position (signifier) on the can (object) are interpreted as an attitude of collectivism (interpretant). The term collectivism (commonly applied in many Asian countries) is a social psychological term related to how individuals identify themselves and prioritize their goals. The purpose of providing a pragmatic interpretant or meaning interpretation to the horizontal Pepsi writing is to invite a highly solid society to achieve refreshment with Pepsi, making the days more refreshing.

Discussion

The purpose of this research is to analyze the semiotic meaning of symbolic elements, such as lines, colors, and the logo's shape in Pepsi advertisements, from the perspective of Pierce's semiotic theory. It also aims to explore the pragmatic power of the logo and advertisements on consumers. Among the changes in the logo's form throughout the years, the elements that have remained consistent for over a hundred years are the round shape, curved lines, and color (red, white, and blue). The interpretation of the meaning behind the lines, colors, and words in the Pepsi logo indicates the harmony between form, function, and the cultural significance of the symbol

The concepts of individualism and collectivism influence the design and arrangement of the Pepsi logo by shaping how its visual elements convey meaning in different cultural contexts. In individualistic cultures, such as those in the West, branding tends to emphasize uniqueness, personal identity, and self-expression (Tjosvold et al., 2003). The Pepsi logo, with its bold, dynamic curves and vibrant red, white, and blue colors, aligns with these values by symbolizing energy, independence, and personal enjoyment. The modern and sleek typography further reinforces the brand's association with youth culture and a fast-paced, adventurous lifestyle (Gudykunst et al., 1996).

Conversely, in collectivist cultures, such as those in many Asian countries, branding is often designed to evoke feelings of unity, harmony, and shared experiences. The circular shape of the Pepsi logo takes on a more communal meaning, resembling a smiling face that represents warmth, inclusivity, and social bonding. The color arrangement also plays a role in reinforcing these values, with red symbolizing prosperity and celebration, blue conveying trust and stability, and white representing balance and harmony. These elements contribute to Pepsi's ability to resonate with collectivist societies by emphasizing shared happiness and togetherness.

By integrating these cultural perspectives into its logo design and marketing approach, Pepsi effectively communicates a broader message that adapts to diverse

consumer values. In Western markets, the brand's visual identity aligns with personal empowerment and boldness, whereas in Asian markets, it reinforces a sense of collective joy and social connection Mohamadi and Weisi (2023). This adaptability allows Pepsi to maintain a strong global presence while ensuring cultural relevance in different regions.

The lack of an iconic relationship between the Pepsi logo and its represented object in "the soft drink" means that the logo does not visually depict the product, relying instead on symbolic and indexical associations. This abstraction allows for greater flexibility in interpretation, making the logo adaptable across cultures (Passini, 2013), where its red, white, and blue colors evoke emotions such as energy, refreshment, and national identity. The round shape and curved lines further create an implicit sense of dynamism and friendliness, reinforcing positive brand perceptions. However, without an explicit visual link to soda, Pepsi may face weaker immediate brand recognition, especially among unfamiliar consumers. In highly competitive markets, where instant recognition is crucial (Oyserman & Lee, 2008), the absence of a direct product representation requires Pepsi to rely on repeated exposure, advertising, and cultural associations to maintain its identity. To counter this, Pepsi strengthens brand recognition through consistent branding, storytelling, and semiotic reinforcement, associating its logo with moments of enjoyment, youth culture, and social engagement. By leveraging semiotics and cultural adaptation, Pepsi ensures that its abstract logo remains a powerful and recognizable global symbol, despite lacking a direct visual cue to the product.

Regarding the symbolic meaning of colors, lines, and the shape in any advertisements, this research aligns with findings from a study conducted by Dalamu (2023) titled *Colour grammatical effects on advertising nuances: A social semiotic analysis*. The research provides insights into how lines, colors, and logo shapes can be symbolically used to influence consumers' perceptions and evaluations of the advertised products. By applying semiotic theory, marketers can understand how semiotic elements in advertisements interact and contribute to the formation of meaning. With this understanding, they can design effective advertisements and establish strong connections with consumers. Furthermore, (Emodi, 2011) found that logo representation serves the same purpose in supporting cultural identity. The identity portrayed by the logo is intended for introduction. On the other hand, (Saputra & Santoso, 2021) explained that the denotative meaning of a logo can be interpreted by describing what visual elements are present in the logo, while the connotative meaning can be interpreted by examining the structure of the logo to convey the vision and mission.

The results of the semiotic analysis research on the Pepsi logo have positive implications for the advancement of the field of linguistics. There is an increased understanding of language and communication. The semiotic research based on Pierce's theory on the Pepsi logo provides an important contribution to deepening our understanding of language and communication. Through symbolic analysis, this research reveals how semiotic elements such as shape, color, and lines can influence our perception and interpretation of the message conveyed through the logo. This provides deeper insights into how visual language can be used as a powerful communication tool. In terms of the development of semiotic theory, this research also

contributes to the advancement of semiotic theory, particularly in the context of logos and advertisements. By applying Pierce's semiotic theory, this research uncovers the interrelation between the signifier, the signified, and the interpretant in the context of the Pepsi logo. The finding implicated a better development and understanding of semiotic theory on how visual communication methods can generate meaning.

In the study of the Pepsi logo using Peirce's semiotic theory, there are several gaps or imbalances that can be identified. (i) In Peirce's semiotic theory, representamen is the physical form of the sign. In the Pepsi logo, the representamen consists of a red, blue, and white circle with curved lines. However, the interpretant generated by this logo is not always clear or consistent. Interpretants can vary among different individuals, depending on their experiences, culture, and context. This indicates an imbalance between consistent representamen and varied interpretants. (ii) In Peirce's semiotic theory, an icon is a sign that has physical similarity to the object it represents. In the Pepsi logo, there appears to be a lack of iconic relationship with the represented object, which is carbonated beverages. The visual representation in the logo does not directly depict or evoke the actual object. This can create an imbalance in understanding and interpretation of the logo. (iii) An index is a sign that has a causal relationship or indicates the presence of the object it represents. In the Pepsi logo, there is a lack of noticeable indexicality. The logo does not explicitly indicate the presence or causal relationship of the represented object.

Conclusion

Through symbolic analysis, this research reveals how semiotic elements such as shape, color, and line can influence our perception and interpretation of the logo. It can be concluded that semiotic elements in the Pepsi logo play a crucial role in visual communication. Shape, color, and line serve as signifiers that convey meaning and influence our understanding of the message conveyed through the logo. Additionally, culture also has a significant influence on the interpretation of the logo. By comparing the perspectives of Western and Asian cultures in interpreting the logo, this research demonstrates that culture can affect the meaning conveyed through the logo. Cultural context is taken into consideration in the interpretation and understanding of visual symbols. By applying Pierce's semiotic theory, this research reveals the relationship between the signifier, signified, and interpretant in the context of the Pepsi logo, enhancing further understanding of semiotic theory and how visual communication generates meaning.

Though this research provides practical implications for marketers and designers in designing effective marketing strategies, there are some limitation of the findings. The limitations of this study highlight areas for further exploration and refinement. First, while the research examines cultural interpretations of the Pepsi logo, it could benefit from incorporating more diverse cultural perspectives, particularly from underrepresented regions, to provide a more comprehensive global analysis. Second, the study primarily focuses on the visual elements of the Pepsi logo; however, expanding the scope to include advertising campaigns, slogans, and brand messaging would offer a deeper understanding of how Pepsi's branding influences consumer perception beyond just its logo. Additionally, while the study applies Peirce's semiotic theory, it would benefit from engaging critically with alternative

semiotic and cultural interpretations, such as Barthes' mythologies or Hofstede's cultural dimensions, to explore broader ideological and emotional dimensions. Another limitation is the sample size and diversity, as a larger and more varied sample of consumers from different demographic backgrounds would enhance the reliability and generalizability of the findings. Finally, the study could strengthen its connection to consumer behavior by providing specific examples of how semiotic elements influence purchasing decisions, brand loyalty, and emotional engagement. Addressing these limitations would create a more well-rounded understanding of the role of semiotics in Pepsi's branding and its impact on global consumers.

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