

Analysis of Charles S Peirce's Semiotics on AQUA Advertising in Fulfilling the Aspects of Needs Version #AQUADULU

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Abstract: This study aims to determine the representation of meaning in the AQUA slogan with a semiotic analysis study of Charles S. Peirce on the slogan "AQUA Dulu" in AQUA product advertisements. The theories used are Charles S. Peirce's Semiotic Theory and Maslow's Theory. This research uses a qualitative approach and a constructivist paradigm. The object of this research is AQUA Advertising in Fulfilling Aspects of Needs Version #AQUADULU. The results of this study are the elements of need theory contained in both advertisements, including physiological needs, safety needs, social needs, self-esteem (recognition) needs, and self-actualization needs. The elements of the theory are also depicted with good and interesting visuals so that it is easy to understand.

Keywords: AQUA Advertisement, Charles S Peirce Semiotic Analysis, Maslow's Need Theory

1. Introduction

In this modern era, mass media is growing quite rapidly with the support of increasingly advanced technology, and everything we can know through mass media, both print and electronic. Mass media has an important role as an effective tool to attract direct public attention, persuade public opinion and persuasion, influence behavior, instill status and legitimacy, and explain and structure perceptions and social reality. Social changes that occur in society do not occur by themselves, but these changes take a long time and media interventions that influence society. Media today has become a very important structural part of an individual or society.

Popular culture, represented by many icons, seeks to enter the market through various media. Another field that follows the development of mass media is advertising media. The globalization of advertising, which is the current trend, provides an opportunity for producers and advertisers to survey consumers according to their target market. In terms of consumer research, it is found that there are several industries that pay a lot of attention to advertising. Because it is very important to assess the sustainability of the products and services produced. One of them is the food industry, which in this case is mineral water products.

Advertising is also often used to promote or sell the products they sell. Advertisements are usually tailored to the intended target market to create persuasive advertisements to consumers. What is the daily life of consumers, their social class, culture and so on. The world of advertising and taglines are two things that are difficult to separate.

A tagline or slogan as part of a product's identity is a short set of phrases or words used to communicate or dramatize the functional and emotional benefits of a brand to customers and potential customers to express consumer feelings towards the brand or to influence potential customers towards the brand. Then, in 1995, Aqua became the first mineral manufacturer to install an in line production system at the Mekarsari plant. At the same time, water purification and water pack production took place. The result of this in line system is water bottles that must be immediately filled with clean water at the end of the production process, in order to make the production process more hygienic.

In 1998, AQUA made a strategic move to join the DANONE Group, which is one of the world's largest bottled water company groups and an expert in nutrition. Under the DANONE-AQUA banner, AQUA now has more

than 1,000,000 distribution points accessible to its customers throughout Indonesia. According to Maslow, there are five levels of needs to motivate humans that can be used as a hierarchy, namely physiological needs, security and safety needs, social needs, needs for self-esteem, and self-actualization needs. Based on Maslow's theory, high-level needs become the driving force behind human behavior because lower needs are met.

In its study, this theory is related to McClelland's needs theory, which explains three aspects, namely affiliation needs, power needs, and appreciation needs. AQUA is the first bottled mineral water pioneer in Indonesia. Many Indonesians are familiar with and consume AQUA daily. AQUA is trusted that its water sources come from selected mountains and its natural minerals are protected, pure AQUA mineral water provides quality drinking water.

AQUA is available in almost all parts of Indonesia, with that AQUA can meet the five levels of needs as described in Maslow's theory, namely physiological needs, security and safety needs, social needs, needs for self-esteem, and self-actualization needs. Semiotics is research from the field of philosophy that studies and analyzes signs. Peirce viewed semiotics as the study of signs and everything related to signs. In semiotics, Peirce saw three main elements that are significant, namely Representamen, Object, and Interpretant.

This research is preliminary research. The reason this research was conducted was to represent the meaning of the AQUA slogan with an analytical study, namely "AQUA Dulu" on AQUA products by looking at aspects of Maslow's Hierarchy of Needs Theory and analyzing the meaning with Charles S. Peirce's semiotic analysis.

2. Literature Review

2.1 New Media

Based on its growth and development, the use of social media is getting higher and is in demand by all groups in terms of age, gender, education, occupation, and social status. Based on research from We Are Social Hootsuite published in January 2020, it is explained that there are 175.4 million internet users in Indonesia. New media or new media is media that provides digitization, convergence, interaction and networking development related to the creation and delivery of messages. The term new media refers to the properties of media that have existed to date.

Media that are classified as new media or new media are online media with interactive content. This term does not mean that old media will disappear and be replaced by new media, but this term only describes the characteristics that have just emerged. New Media or New Media is media that emerged in the era of interactive communication in 1946 and then developed until now. New Media is a simple form of interactive communication that is easy and cheap to access.

Dennis McQuail explains that new media is characterized by media that can be accessed anytime, anywhere, privately and publicly, via internet technology, by any user. Millions of people today interact through cyberspace, a world connected to cell phones and the internet. Nowadays, much is communicated over the Internet through social networks.

2.2 The Characteristics of New Media

Dennis McQuail divides the characteristics of new media into several parts from the perspective of its users, namely:

1. Interactivity: communicators and communicants communicate directly without being face-to-face.
2. Social presence (sociability): the use of media creates personal communication with others (social media, blackberry messenger, line, whatsapp etc.).
3. Media richness: which allows media to involve more people and many senses.
4. Autonomy: users can control the content and be independent without any control.
5. Playful element: for new media, it has an element of entertainment and fun.
6. Privacy: personal in relation to the content.

7. Personalization: content and usage become personal and unique.

2.3 Advertising

Advertising or advertisement comes from the Greek language. The broad definition of advertising refers to any activity that presents and promotes ideas, goods, or services in an impersonal manner paid for by a specific sponsor. Advertising is a commercial communication about an organization and its products that is delivered to a large audience through mass media, namely television, radio, newspapers, magazines, direct mail, billboards, or public transportation. Indonesian society defines advertising as a form of message about a product or service, delivered through the media and addressed to some or all of the public. Advertising is information that is continuously provided to help people understand a product and compare it with other products or competitors. Advertising costs a lot. The greater the reach of the advertising space, the higher the cost. Advertising is currently a major challenge due to the rapid development of the media. Media selection in advertising must be appropriate. One of the means of advertising is online media. The presence of the internet can support the effectiveness and efficiency of advertising, especially as a communication and publication tool.

2.4 AQUA

Many Indonesians are aware of the importance of healthier and more practical drinking water consumption, creating business opportunities. The number of new companies in the Bottled Drinking Water business in Indonesia makes the current competition tighter.

Drinking water is water that has gone through a purification process or without a treatment process, meets health requirements and is ready to drink. Demineralized water is bottled drinking water obtained by distillation, deionization and reverse osmosis. Natural mineral water is drinking water obtained directly from natural springs or drilled from deep wells by controlled processes that avoid contamination or external influences on the chemical, physical and microbiological properties of natural mineral water.

In 1973, Tirta Utomo established PT. AQUA product development in the form of 220 ml PET packaging was carried out in 1985 which made AQUA products of higher quality and safer for consumption. AQUA Group organized the AQUA Peduli program by recycling AQUA plastic bottles into reusable materials in 1993.

2.5 Charles Sanders Peirce's Theory of Semiotic Analysis

Charles Sanders Peirce's semiotic theory is also called triadic theory. The theory is known for its triadic model and trichotomy concept which consists of the following:

1. Representamen is the form that is received or functions as a sign.
2. Object is something that refers to the sign represented by the representamen which is related to the reference.
3. Interpretant is a sign that exists in a person's mind about the object that a sign refers to.

Therefore, semiotics is a process of sign meaning that starts from the perception of the base (representamen; ground) which refers to the object, then the interpretant process occurs.

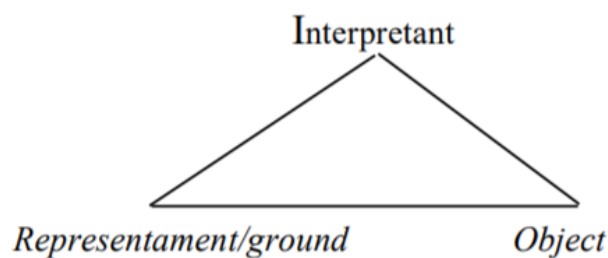


Figure 2. 5 Triangle Meaning

Semiotics, according to Peirce, is the study of signs, a sign is a representation that shows something else, whether in form, quantity or capacity that it signifies, and when a meaningful sign represents a representation of another sign, Peirce defines the term representamen or the physical form of the sign, while interpretation is the interpreter produced by the representamen, the final term is the existence of the signified object or form itself. It needs to be emphasized that Peirce's trichotomy theory is about how meaning emerges from signs when someone uses them to communicate. From the first and the second comes the process called semiotics. The third is an advanced process of imperfect semiotics called interpretation.

2.6 Maslow's Hierarchy of Needs Theory

Maslow's hierarchy of needs follows a plural theory. In other words, a person acts impulsively to fulfill other needs. Maslow's theory (Hierarchy of Needs Theory) is often used to predict human behavior in groups and organizations, but Maslow himself did not intend to predict behavior. Maslow says that a person's desired needs are hierarchical. Maslow holds two basic assumptions, namely:

1. Humans always have a need to progress and develop.
2. Humans always try to meet more basic needs first before trying to meet other needs, meaning that more basic needs must be met first before additional higher needs begin to control a person's behavior.

The essence of Maslow's theory is that human needs are arranged in a hierarchy. Maslow says his theory is hierarchical. That is, it is organized hierarchically from bottom to top. The smallest needs must be met before larger needs are met. Maslow believes that all people are aware of their choices and are responsible for the consequences of their choices.



Figure 2. 2 Maslow's Hierarchy of Needs Diagram

According to Abraham Maslow, humans are in a state of constant searching. When a need is met, it is immediately replaced by another need. The levels of needs are expressed in five levels, starting from basic biological needs and ending with more complex psychological motives that become important only after basic needs are met. One level's needs must be at least partially satisfied before the next level's needs become important determinants of performance. The theory can be seen as follows:

1. Physiological: the need for food, drink, shelter and pain relief.
2. Safety and security: the need to escape threats, namely protection from events and environmental threats.
3. Social belongingness and love: the need for friends, affiliation, interaction and love.
4. Esteems: the need for self-esteem and respect from others.
5. Self-actualization: the need to realize oneself by maximizing one's abilities, skills and potential.

3. Research Design

3.1 Research subjects

The research subject can be a limitation of the research subject, such as goods, objects, or people who are used as

research variables and become the subject matter. In the literature, the research object plays a strategic role and becomes data about the variables observed in the research (Arikunto 2016: 26). The subjects in this research are sources who have an understanding of semiotics and knowledge in the field of advertising.

3.2 Research Objects

The object of research is also often referred to as analyzed, researched and researched. The term can arise because what is researched has the same meaning as the object of research. The research object itself can be a work or event that occurs, it can even be the result of an interview or survey (Sugiyono 2014: 20). The object of this research is AQUA Advertising in Fulfilling Aspects of Needs Version #AQUADULU.

3.3 Research Paradigms

A paradigm is a way of seeing things that exists within a person and affects their view of the surrounding reality. The research paradigm is a state of mind that explains how a researcher views the facts of social life and the researcher's treatment of science or theory which is constructed as a discipline's fundamental opinion about what to study. The research paradigm also explains how researchers understand the problem, as well as the test criteria as a basis for answering research problems (Ridha 2017: 62-70).

The paradigm used in this research is the constructivist paradigm. The constructivist paradigm is a paradigm that represents an antithesis involving observation and objectivity in discovering reality or science. Social science understands this paradigm as a systematic analysis of socially significant actions through direct and detailed observation of social actors.

This research uses a constructivist paradigm to analyze AQUA Ads in Fulfilling Aspects of Needs Version #AQUADULU.

3.4 Research Approaches

This research uses a semiotic analysis method with a qualitative approach. The qualitative approach method is a research method on natural objects, in this case the researcher is the main research tool. Data collection techniques with a qualitative approach are done through triangulation, and data analysis is inductive, emphasizing meaning rather than generalization (Sugiyono 2015: 9).

3.5 Data Collection Methods

Data collection methods are techniques used by researchers to collect data. In this study, researchers used data collection methods in the form of literature studies, observations and interviews (Sugiyono 2015: 225).

3.5.1 Literature Study

The method used in this research is library research, which is a data collection method that involves understanding and reviewing theories from various research-related literature. There are four steps in library study research, namely preparing the necessary equipment, making a working directory, organizing time and reading or storing research materials (Adlini, 2022).

3.5.2 Observation

In qualitative research, data will be better and more meaningful when complemented by an analysis of the behavior and context of the subjects and objects of research. The observation method is more suitable for this. Observation is useful for collecting various behavioral data or social interactions. Perceptual data can be open data, namely patterns, or closed and coded data, namely confirmation of certain patterns.

Observation is a technique used to collect research data through observation and perception. The essence of observation is an activity that uses the five senses, such as sight, smell, hearing, which aims to obtain the

information needed in research. The next step is for researchers to make a report on what they saw, heard and observed during the observation. This is done to get a more realistic and detailed picture of events. Observations can be participatory, unstructured, and group-based (Rahardjo, 2011).

3.5.3. Interview

Interview is one of the techniques used to collect research data. The interviewer verbally and directly administered the questionnaire to each sample member. In simple terms, an interview can be said to be an event or process between the interviewer and the source of information through direct communication, or it can also be said that an interview is a face-to-face conversation between the interviewer and the interviewee (Yusuf, A. M, 2016).

Interviews are used as a data collection technique when researchers want to conduct preliminary studies to find topics to be studied and when researchers want to get more in-depth information from respondents and the number of respondents is small (Sugiyono, 2013). Interviews must be conducted properly to obtain detailed information that cannot be obtained from questionnaires because the interviewer can return to ask for incomplete answers (Darmadi, 2011).

3.5.4. Data Analysis Techniques

The collection is of course related to data mining techniques as well as data sources and types of data. Qualitative research data sources are at least: (1) words and (2) actions, the rest is additional information such as written documents or data sources, photographs and statistics. The data generated from this research will be analyzed qualitatively, then the data is processed and presented in the form of writing and frequency distribution tables. Qualitative data is usually unstructured, this makes the data that has been obtained requires its own methods and tools to analyze it. Then, qualitative data analysis cannot be separated from the subjectivity of the researcher (Rijali, 2019).

Analyzing qualitative data is not easy. On the one hand, qualitative research is subjective, on the other hand, researchers are required to maintain the quality of their research. Therefore, a qualitative data analysis method is needed whose scientific quality can be explained. Unlike quantitative data analysis, quantitative data analysis is iterative compared to qualitative data analysis. This means that there are repetitions and interrelationships between data collection and data analysis (Sarosa, 2021).

3.5.3. Reduction of Data

Data reduction is a selection process that pays attention to simplification, abstraction, and transformation of raw data generated from written notes in the field. This process continues throughout the research, even before the data is actually collected due to the conceptual framework of the research, the nature of the research and the method of data collection chosen by the researcher (Rijali, 2019).

Summarizing the results of data collection in concepts, categories or topics is a data reduction activity. Data collection and data reduction interact with each other through inference and data presentation (Rijali, 2019).

3.5.4. Presentation of Data

Data presentation is an activity that involves compiling a set of information that provides an opportunity to draw conclusions and take action. Forms of presenting qualitative data can take the form of narrative text in the form of field notes, matrices, charts, networks, and graphs. These forms combine information organized in a consistent and easily accessible form, making it easy to see what is happening, whether the conclusions are correct, or vice versa, re-analyze (Rijali, 2019).

3.5.5. Inference

Researchers are constantly drawing conclusions as they are in the field. From the beginning of data collection, qualitative researchers begin to look for the meaning of things, paying attention to regular patterns (notes in

theory), explanations, possible settings, causal flows and propositions. These conclusions are treated loosely, open and skeptical, but conclusions are ready. Initially unclear, but then become more detailed and solid (Rijali, 2019).

According to Rijali, 2019 conclusions were also confirmed during the research:

- 1) Rethinking the writing,
- 2) Revising field notes,
- 3) Review and brainstorming to develop intersubjective agreement,
- 4) Extensive efforts to incorporate copies of findings into other materials.

3.6 Data validity checking techniques

Data accuracy verification technique or data validity checking technique is the level of trust in the research data obtained and can be accounted for its accuracy. The purpose of data validity is to show that the research conducted is truly scientific research and to verify the data obtained. Checking the accuracy of data in qualitative research includes triangulation and validity testing (Mekarisce, 2020).

Data validity techniques not only serve to refute the accusation of the concept of qualitative research that this research is not scientific, but this data validity technique is a step that cannot be separated from qualitative research data collection (Mekarisce, 2020).

3.6.1 Triangulation

Triangulation is a methodological concept in qualitative research that qualitative researchers must know along with the triangulation technique. The purpose of triangulation is to increase the theoretical, methodological, and interpretive power of qualitative research. Triangulation is also defined as checking data using different sources, techniques and time (Mekarisce, 2020).

Triangulation is one of the data validity checking techniques using something else when comparing the results of interviews with research subjects. Triangulation is a process that researchers must go through in addition to other processes, this process determines the validity aspects of the data to be collected in research (Martaliah et al, 2023).

The triangulation technique used in this research is source triangulation. Source triangulation is a technique used to compare and check the level of reliability of information obtained in different ways at different times in qualitative research (Sugiyono, 2015). The use of this method can be done by comparing observation data with interview data and documents. This means that the comparison of what respondents do remains consistent with the interview data and is supported by documentary data and other information such as academic journals, previous research and theories related to the research objectives.

3.6.2 Validity Technique

A common definition of validity is that it indicates whether a survey item or instrument measures or explains what it is intended to measure and explain. However, this definition is quite broad and leaves many questions unanswered. If the subject of the question is not reliable, then it must lack validity. but the trust question does not have to be valid either. The items in the question should give the same or similar answers in all situations, but not measure what they are intended to measure. Measuring broad validity can be complicated because of the many variations and subdivisions (Judith Bell, 2006: 145).

Azwar (1987: 173) states that validity comes from the word validity which means the extent to which the measuring instrument (test) is accurate and precise in performing its measurement task. A test has high validity if the tool performs the measurement function correctly or provides measurement results that are in accordance with the measurement objectives. This means that the measurement result of the measurement is a quantity that accurately reflects the actual facts or circumstances of what is being measured.

Suryabrato (2000: 41) states that test validity is essentially related to the degree of functioning of the test measuring instrument or the degree of accuracy of the test measuring instrument. The validity of a test depends on whether the test actually measures what it is intended to measure. The ability of the test to accurately reflect the actual characteristics or conditions depends on the level of validity of the test.

Sudjana (2004: 12) states that validity refers to the accuracy of the assessment tool against the concept being assessed, so that it really assesses what should be assessed. A test valid for one purpose or decision making is not necessarily valid for other purposes or decision making. Therefore, the validity of the test must always be associated with a specific purpose or decision making.

The concept of test validity can be divided into three types, namely: content validity, construct validity, and empirical validity or criterion validity. Content validity of a test refers to the extent to which the test measures mastery of specific content, or content or material to be mastered, in accordance with the research objectives (Samatan, 2017).

Construct validity is validity that refers to how well test items can measure what is actually intended to be measured according to certain applied concepts or conceptual definitions. Empirical validity or criterion validity, is validity that is determined based on criteria, both internal and external. Empirical validity is generated from the results of test experiments on respondents who are in accordance with the respondents to be assessed or studied (Samatan, 2017).

4. Result

4.1 AQUA advertisement version of #AQUADULU

AQUA is created by nature and is pure 100% mineral water from the mountains, the process is untouched by human hands. AQUA water comes from natural sources that are protected from pollution. AQUA mineral water comes from selected sources and has three protections, namely: protecting the ecosystem of its water source, maintaining the naturalness of its minerals and being carefully processed to maintain its authenticity.

The #AQUADULU version of AQUA advertisement has been released one year ago on SehatAQUA's Official Youtube Account. The advertisement consists of several versions of stories that last approximately 10 to 30 seconds. This ad contains so that people do not forget to drink mineral water for body health. As the slogan mentioned in one of these ads is "Whatever Your Activity, #AQUADULU". Through this ad, AQUA wants to remind the public that drinking mineral water that is 100% pure from nature is good for their health like AQUA, because not all mineral water is AQUA.

4.2 Data Presentation and Analysis

4.2.1 Data Analysis Using Charles S Peirce's Semiotic Analysis Technique and Maslow Theory

The first step is to determine the scene of the AQUA version #AQUADULU from the Official Youtube SehatAQUA which contains the level of basic human needs in it. The author chooses several advertisements that are in accordance with the formulation of the author's research problem. The reason the author does not include all advertisements in the version is because the results of the analysis are in accordance with the focus of the research conducted. From these advertisements, scenes or scenes that contain Maslow's theory of needs will be taken using Charles S Peirce's semiotic technique.

In this study, the object that will be analyzed by researchers is the #AQUADULU version of the AQUA advertisement from the Official Youtube SehatAQUA. The reason researchers analyze this is because there are many implied messages in the advertisement.

4.2.1.1 The first scene in the #AQUADULU version of the AQUA advertisement using Charles S Peirce's semiotic analysis (Stay Healthy; Stay Healthy Overtime; Want to Eat Anything)

Table 4. 1 First Scene of AQUA Ad Version #AQUADULU

Analisis	Scene Iklan
<i>Representamen</i>	
<i>Object</i>	Scene 1.1 a child is drinking AQUA given by his mother with the narration "adek will soon recover, to be healthy, adek must drink a lot, here is AQUA first". Scene 1.2 a woman drinking AQUA while at work. Scene 1.3 shows two men drinking AQUA while eating.
<i>Interpretant</i>	In scene 1.1 tells of a child who is sick and wants to get well soon so he can go back to school, then the mother gives advice and AQUA to the child to get well quickly and always be healthy. Scene 1.2 tells of a woman who is working overtime on a deadline, in order to always focus and not be sleepy the woman drinks AQUA because AQUA can increase focus while working. Scene 1.3 depicts two men who are eating and one of them is spicy, the scene explains that whatever you want to eat, drink AQUA first.

4.2.1.2 the second scene in the #AQUADULU version of the AQUA advertisement using Charles S Peirce's semiotic analysis (Let's Choose Carefully; Fasting Stay Healthy)



Table 4. 2 Second Scene of AQUA Ad Version #AQUADULU

Analisis	Scene Iklan
<i>Representamen</i>	
<i>Object</i>	Scene 2.1 shows aqua with the subtitle "AQUA 100% pure mountain mineral water". Scene 2.2 a woman is sitting and drinking AQUA. Scene 2.3 has the words "created by nature 100% pure without any additions".
<i>Interpretant</i>	Scene 2.1 explains that we must make sure the AQUA we drink is authentic and hygienic by checking the double code section, gallon cap, gallon body, and the purity of AQUA water. Scene 2.2 depicts a woman sitting and drinking AQUA after she went around the market to buy takjil, explaining that we don't need to be afraid of thirst

when breaking the fast because there is AQUA that is always refreshing. Scene 2.3 has the meaning that we don't need to doubt the purity of AQUA water because AQUA is created by nature 100% pure without any additions, AQUA water is always fresh without having to be refrigerated as nature is always fresh.

4.2.1.3 The third scene in the #AQUADULU version of the AQUA advertisement using Charles S Peirce's semiotic analysis (Whatever Your Activity; Having Fun Playing, Ehh Hiccups?)

Table 4. 3 Third Scene of AQUA Ad Version #AQUADULU

Analisis	ene Iklan
Representamen	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>3.1</p>  </div> <div style="text-align: center;"> <p>3.2</p>  </div> </div>
Object	Scene 3.1 shows a Greysia Polii who is encouraging "lose win keep the spirit and AQUA first" to her students who are competing in badminton. Scene 3.2 a family playing in the living room then the younger brother hiccups then the older brother asks "hiccups deck? Here, AQUA first".
Interpretant	Scene 3.1 depicts Greysia Polii as a coach encouraging her students who are competing, Greysia gives AQUA so that they stay focused in competing whatever the results will be. This shows the social interaction between Greysia and her students in encouraging them. Scene 3.2 shows a family playing in the living room, then the younger brother hiccups and soon the older brother gives AQUA so that the younger brother's hiccups disappear. This also shows that there is social interaction, namely the concern of the older brother who gave a drink to his younger brother who was hiccupping.

4.2.1.4 The fourth scene in the #AQUADULU version of the AQUA advertisement using Charles S Peirce's semiotic analysis (Not All Mineral Water Is AQUA)



Table 4. 4 Scene Four of AQUA Ad Version #AQUADULU

Analisis	ene Iklan
Representamen	<div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;"> <p>4.1</p>  </div> <div style="text-align: center;"> <p>4.2</p>  </div> <div style="text-align: center;"> <p>4.3</p>  </div> <div style="text-align: center;"> <p>4.4</p>  </div> </div>
Object	Scene 4.1 shows a woman who wants to buy a cold drink and says "yahhh the AQUA is not cold huh?". Scene 4.2 shows Enzy Storia providing information with the narration "just this AQUA already feels cold". Scene 4.3 shows a woman who is

	wondering with the narration "really? Isn't it the same?". Scene 4.4 Enzy Storia gives an explanation about AQUA products and says "because not all mineral water is AQUA".
<i>Interpretant</i>	Scene 4.1 depicts a woman who is exercising and thirsty and wants to buy a cold drink, then continued with scene 4.2, Enzy Storia is seen explaining that AQUA products do not need to be refrigerated and already feel cold, then in scene 4.3 the woman is astonished and does not believe and says "really? It's not the same thing". In scene 4.4 Enzy Storia again explains about AQUA products and tells that not all mineral water is AQUA. The scene means that AQUA is the first bottled drinking water producer in Indonesia. AQUA comes from selected mountain springs that have been preserved and clinically tested. AQUA water is always fresh without having to be refrigerated.

4.2.1.5 The fifth scene in the #AQUADULU version of the AQUA advertisement using Charles S Peirce's semiotic analysis (Whatever Your Activity; Lots of Drinking Helps Make Breast Milk Flow)

Table 4. 5 Fifth Scene of AQUA Ad Version #AQUADULU

Analisis	ene Iklan
<i>Representamen</i>	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>5.1</p>  </div> <div style="text-align: center;"> <p>5.2</p>  </div> </div>
<i>Object</i>	Scene 5.1 shows a bride being nervous and being given AQUA by a penghulu. Scene 5.2 shows a mother who is breastfeeding her child and is given AQUA by her husband so that the mother's milk is abundant and smooth.
<i>Interpretant</i>	Scene 5.1 has an implied meaning with the narration "no need to be nervous, AQUA first". It shows a bride and groom who want to say their consent and feel very nervous. Scene 5.2 depicts a mother who is breastfeeding her child and the husband gives AQUA water so that the mother's milk is plentiful and smooth. The scene has the meaning that AQUA comes from protected natural sources, pure AQUA water provides quality drinking water. The freshness of AQUA can make a person feel calmer under any circumstances.

4.3 Review

4.3.1 Analysis Based on Charles S Peirce's Semiotic Theory

This research uses Charles S Peirce's semiotic analysis which is divided into representament, object, and interpretant. Based on the data that has been obtained, the representament is obtained through capturing each scene in the #AQUADULU version of the AQUA advertisement which becomes a sign to find out the meaning of the advertisement. Then, the object is a description of the representament that explains the details of the dialog, the setting of the place, the time setting, and the atmosphere of the advertisement while the interpretant explains the implied meaning in the advertisement. This theory was chosen because there are still few who use Charles S Peirce's theory.

4.3.2 Analysis Based on Maslow's Theory

4.3.2.1 Physiological Needs

Table 4.1 shows the scene of the AQUA ad version #AQUADULU in fulfilling aspects of physiological needs. Physiological needs are the most prioritized things for human survival such as food, drink, clothing, shelter,

education and other needs or what we commonly know (clothing, food and shelter). It is shown in the AQUA advertisement version #AQUADULU in scene 1.1 shows a child who is sick with a fever then the child tells the mother that he is no longer hot and wants to go to school soon, the mother also says "sister will soon recover, can be healthy and continue to be healthy, you have to drink a lot, here AQUA first". It explains that drinking AQUA can nourish our bodies. In scene 1.2 shows a woman working overtime on office deadlines, in order to stay focused on doing the task the woman drinks AQUA because AQUA can increase focus. Whereas in scene 1.3 two men are seen eating and then one of them is spicy. The scene explains that whatever you want to eat, drink AQUA, because AQUA comes from 100% pure mountain mineral water that has been clinically tested to be safe for body health.

4.3.2.2 Safety Needs

Table 4.2 shows the scene of the AQUA advertisement version #AQUADULU in fulfilling the aspect of security needs. The need for security is the need to escape from all forms of threats both from within and outside a person that can interfere with his survival. This aspect of security needs is displayed in the #AQUADULU version of the AQUA advertisement in scenes 2.1, 2.2, and 2.3 where in scene 2.1 explains that we must ensure the safety and authenticity of AQUA by looking at the double code found on the AQUA lid and gallon body, secondly the original AQUA blue and white gallon lid is sealed in the form of a droplet and locked before use, then the third gallon body has AQUA writing embossed and there is a QR code containing info about the water source, and the fourth is the purity of AQUA water because AQUA is 100% pure mountain mineral water, created by nature 100% pure without any additions, AQUA water is always fresh without having to be cooled. This scene shows the safety of AQUA water. Then in scene 2.2 shows a woman who is traveling around the market to buy takjil for breaking the fast, soon the sound of the maghrib call to prayer is heard and immediately breaks her fast by drinking bottled AQUA. The woman does not need to doubt the cleanliness of the AQUA water because AQUA has been proven safe during clinical trials. In scene 4.3 explains about AQUA products that come from 100% pure mountain water without any additions, AQUA is always fresh without having to be refrigerated as nature is always fresh.

4.3.2.3 Social Needs

Table 4.3 shows the AQUA ad scene in the #AQUADULU version in fulfilling the social needs aspect. Social needs include friends, affiliation, interaction and love. This aspect can be seen in scene 3.1 and 3.2 of the #AQUADULU version of the AQUA advertisement, which in scene 3.1 shows a Greysia Polii as a badminton coach who is watching her students' matches. Then one of his students fell because he lost focus and Greysia approached them to give advice and give them a drink of AQUA water so that they remained focused in the match. Greysia polii also gave encouragement by saying "lose win keep the spirit and AQUA first". In scene 3.2, a family is seen playing in the living room. While playing the younger brother hiccups, shortly the older brother asks "hiccups deck? Here AQUA first" the brother gave AQUA water so that the hiccups disappeared and they returned to playing. In these two scenes, it can be seen that there is social interaction with each other, namely concern for others.

4.3.2.4 Esteem Needs

Table 4.4 shows the AQUA advertising scene in the #AQUADULU version in fulfilling aspects of self-esteem needs (recognition). Aspects of self-esteem needs include self-esteem and respect from others. In the #AQUADULU version of the AQUA advertisement, this aspect is seen in scenes 4.1, 4.2, 4.3, and 4.4. The scene explains that AQUA products do not need to be refrigerated and already taste fresh. In the scene, two women are seen exercising then one of them is thirsty and wants to buy a drink, after being given by the seller the woman asks if there is a cold one, her friend Enzy Storia explains that AQUA does not need to be refrigerated it already feels cold because of its freshness. The woman did not believe and in the end Enzy Storia explained about the advantages of AQUA that did not need to be cooled it already felt cold. AQUA is the first bottled drinking water in Indonesia that has been clinically tested and maintained its quality. AQUA comes from 100% pure mountain mineral water without any additives. AQUA labels its products differently from other bottled drinking water, because not all mineral water is AQUA.

4.3.2.5 Self-Actualization

Table 4.5 shows the scene of the AQUA ad version #AQUADULU in fulfilling aspects of self-actualization needs. Self-actualization is the need to realize oneself by maximizing one's abilities, skills, and potential. This aspect is seen in scenes 5.1 and 5.2, where in scene 5.1 shows a bride who is nervous when she wants to carry out the consent. Then the bride is given AQUA by the headman to be calmer and not nervous anymore. In scene 5.2 shows a mother who is giving breast milk to the child, shortly the husband comes over and gives AQUA to the wife so that the milk is released a lot and smoothly. The scene means that. The freshness of AQUA can make a person feel calmer in any situation because AQUA purely comes from quality water.

4.3.3 Analysis Based on Interviewees

4.3.3.1 Interview Results

The author conducted interviews with two interviewees who have different professions:

1. Interviewee 1: Putri Thania, S.Ikom
2. Interviewee 2: Tjutju Sutedja

The interview is intended for the validity and validity of the researcher's data.

From the interviews that have been conducted, the interviewees have an interesting point of view regarding the #AQUADULU version of the AQUA advertisement because according to the interviewees, the advertisement has many implied meanings and is related to Maslow's theory of needs.

"I have watched some of the AQUA advertisements. I think the ad has interesting visuals so that the message can be understood well." (Putri Thania, July 16, 2023).

"I have watched AQUA advertisements, there are ten versions if I am not mistaken. I think the most interesting ad is the one titled Not All Mineral Water Is AQUA. Telling about the freshness of AQUA even though it is not cold, that's what I think is quite interesting." (Tjutju Sutedja, July 28, 2023).

According to the informant Putri Thania, some of the AQUA Ads #AQUADULU version have scenes that contain Maslow's needs theory, namely physiological needs, security, social, self-esteem, and self-actualization.

"...In my opinion, the #AQUADULU version of the AQUA advertisement that contains physiological needs is in the Stay Healthy and Want to Eat Anything version. Because the ad features a mother who gives AQUA to her sick child so that he will recover soon. Then in the second ad, two people are seen drinking AQUA while eating. This very clearly contains one of the physiological needs, namely food..." (Putri Thania, July 16, 2023).

"...Regarding the need for security, it can be seen in the Biar Cermat Memilih version of the advertisement. The ad explains the safety and purity of AQUA water because it comes from nature 100% pure without any additions. With that, people feel safe in consuming AQUA..." (Putri Thania, July 16, 2023).

"...The #AQUADULU version of AQUA advertisement that contains social elements is found in the Whatever Your Activity scene. The scene shows athlete Greysia Polii encouraging junior athletes who are competing in badminton by saying "lose win keep the spirit and AQUA first"..." (Putri Thania, dated July 16, 2023).

"...Self-esteem is in the scene Not All Mineral Water Is AQUA. The scene explains that many people mention other brands of mineral water as AQUA, even though AQUA is different from other brands. In other words, AQUA mentions itself as the only best mineral water..." (Putri Thania, dated July 16, 2023).

"...For self-actualization needs, it is shown in the scene Many Drinks Help Make Breast Milk Smooth. In the scene there is a husband who gives his wife AQUA so that the breast milk given to his child is abundant and smooth..." (Putri Thania, July 16, 2023).

In an interview with the interviewee Mr. Tjutju Sutedja regarding the #AQUADULU version of the AQUA advertisement, there are several scenes that contain Maslow's needs theory, namely physiological needs, security, social, self-esteem, and self-actualization.

"...What you see for physiological needs is one of them is the Overtime Kejar Deadline version, so a woman who works overtime at the office to stay focused on drinking AQUA. Then Vincent and Desta got spicy, so they drank AQUA first to neutralize it. A little boy who recovered from a fever and wanted to go to school, his mother said he had to drink a lot of AQUA first..." (Tjutju Sutedja, July 28, 2023).

"...For those who need a sense of security, ads about whatever your activities are in this holy month, so as soon as the sound of the maghrib call to prayer is heard when he is shopping, then he believes drinking AQUA when breaking the fast is refreshing and healthy. Then another one is the main ad from AQUA with a duration of 60 seconds which informs again how to get the original AQUA..." (Tjutju Sutedja, July 28, 2023).

"...Yes, social needs, namely having fun playing, eh hiccups? His brother immediately gave AQUA first. Then there are those who are having badminton matches, if the matter of losing and winning is a struggle but to keep the spirit of this AQUA first. So they give AQUA to drink so that they stay focused on competing..." (Tjutju Sutedja, July 28, 2023).

"...There the title is Not All Mineral Water Is AQUA which is 30 seconds long, there are two women who are exercising then call the AQUA merchant but the other complains how come there is no cold. So explaining that AQUA is not even cooled has provided freshness because the advantages of AQUA are taken from nature 100%..." (Tjutju Sutedja, July 28, 2023).

"...For self-actualization, the title is Whatever Your Activity. In a marriage ceremony, where the groom is nervous then the bride is given AQUA by the penghulu to be calmer and not nervous anymore. Then there is the mother when she hears her child crying immediately gives breast milk, but there is the father who gives his wife AQUA so that the mother is not dehydrated..." (Tjutju Sutedja, July 28, 2023).

4.3.4 Analysis of Interview Results

Based on the interviews that have been conducted by the author, it can be concluded that the #AQUADULU version of the AQUA advertisement has elements of Maslow's hierarchy of needs theory or a Hierarchy of Needs Maslow's Theory which is depicted with attractive visuals in the advertisement. This is believed by the author based on the results of interviews that have been conducted with sources. Through interviews conducted by the author, it can be seen that there are many implied messages that contain elements of Maslow's hierarchy of needs theory in the #AQUADULU version of AQUA advertisements.

According to the interviews the author has conducted with the interviewees, Maslow's theory of needs or a Hierarchy of Needs Maslow's Theory contained in the #AQUADULU Version of AQUA Ads is shown through several versions. In addition, the ad is made very interesting so that it is easily understood by every individual who watches.

5. Conclusion

Based on the research that has been conducted by researchers in the #AQUADULU version of the AQUA advertisement related to Maslow's theory of needs using Charles S Peirce's semiotic analysis, the following conclusions can be reached:

In the #AQUADULU version of AQUA advertisement, there are elements of Maslow's theory of needs or a Hierarchy of Needs Maslow's Theory. These elements are very easy to find and understand by people who watch the advertisement. The needs theory contained in the ad are physiological needs, security needs, social needs, self-esteem (recognition) needs, and self-actualization needs. These need theories are illustrated with attractive images and sentences.

Through the advertisement, the delivery of the elements of Maslow's needs is easy to understand so that the advertisement is interesting for the public to watch. Therefore, by using Charles S. Peirce's Semiotic Theory, every sign in the #AQUADULU version of the AQUA advertisement can be easily accepted by the watching public, where the Representamen sign can be seen from the excerpts of the scenes of the two advertisements, then the Object sign which can be seen through the story presented in the advertisement, and the Interpretant through the interpretation that refers to the object or story in the advertisement.

Suggestion

Overall, this advertisement provides information about the importance of drinking mineral water, especially AQUA in any activity, and conveys messages that are easily accepted through attractive visuals, the author's suggestion is that future researchers can continue this research by using semiotic analysis and other theories, and can choose different advertising titles.

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