

Semiotics analysis on “Samsung x BTS: Galaxy for the Planet” Advertisement

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ABSTRACT

This paper aim to analyze the message from the Samsung x BTS Ads: Galaxy for the planet. Global warming is a form of ecosystem imbalance on earth due to increasing the average temperature of the atmosphere, sea, and land on earth. Samsung and BTS works together in this Ads to show some concern about environment. This research uses descriptive qualitative type. The qualitative descriptive method is a research method based on the post-positivism philosophy. Therefore, researchers have analyzed objects and examined each icon, indexical, and symbol to be observed with three aspects of Pierce's Object theory. According to Pierce, semiotics is a science that discusses signs and the production of their meanings. At this stage, the researcher will discuss the results and research data regarding the problems described, namely the Semiotic Analysis of Samsung x BTS: Galaxy for the Planet advertisements. This advertisement has meaning and message to change people's mindset towards the earth to be more concerned about the environment. This ad also displays symbols and signs. As an electronic brand, Samsung pays more attention to the surrounding environment by using recycled material to minimize environmental impact and carefully chooses its brand ambassador to add value to its ads.

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1. Introduction

Global warming is a form of ecosystem imbalance on earth due to the process of increasing the average temperature of the atmosphere, sea, and land on earth (Al-Ghussain, 2019). This is due to increased gas emissions, such as methane, carbon dioxide, Chloro Flour Carbon, and nitrous oxide, so solar energy is trapped in the atmosphere (Angerer et al., 2021). There are impacts such as an increase in atmospheric temperature of around 1.5-4.5 degrees Celsius, the destruction of various types of biodiversity, melting of ice and glaciers at the poles, as well an increase in the frequency and intensity of thunderstorms, hurricanes, and floods (Pratama & Parinduri, 2019). The following are several factors that can cause global warming; according to the UN, the manufacture of energy, such as making electricity and heat by burning fossil fuels, will produce large amounts of global emissions that can cause global warming, then goods manufacturing, deforestation, the use of transportation that uses fossil fuels (Kealy, 2020). Fossil fuels, food production that produces carbon dioxide, methane, and greenhouse gas emissions, one of which is deforestation and land clearing for agriculture, (supply of energy for buildings, excessive use of goods such as clothing, and electronic devices (Hairiah, 2013). Effects caused if global warming occurs, such as increasing temperatures from time to time (Bord et al., 1999). Here are some climate changes caused: hotter temperatures, storms, droughts, rising water waves, and sea temperatures, many species of living things are extinct, food shortages, health risks, and increasing poverty (Leu, 2021).

Advertising is included visual communication, which is a system to meet people's needs through visible symbols in the field of visual information is currently growing very rapidly (Adeniji & Olalere, 2019). In almost all fields of activity, symbols or visual symbols are present in the form of images, sign systems, and corporate identity in various product displays in shopping centers with various attractions (Faizan, 2019). Humans can only communicate with signs. Signs of human life can be signs of movement or gestures (Pah & Darmastuti, 2019). Hand signals can be interpreted as an invitation or a nod can be interpreted as approval. Sound signals such as whistles, trumpets, drums, human voices, and telephone rings (Jati Kusuma, 2019). Characters, including letters and numbers. It can also be symbols in the form of road signs, and many more. In graphic design, which later developed into visual communication design, many utilize the carrying capacity of images as visual symbols of messages to improve communication (Mochamad Fauzie, 2020). Efforts to use visual symbols originate from the notion that visual language has unique and even very special characteristics to produce certain perceptual effects (Snyder, 2005).

Advertising is a form of product or service information for consumers through producers by conveying messages from sponsors through the media (Andrianto, 2018). Advertising is also one of the tools in the promotional mix which consists of five tools (Jones, 2003). The purpose of the advertisement is to persuade the attitudes of the audience or consumers as well as introduce products and services to consumers. In advertising, there is communication between the sender of the message and the recipient of the message (Olbrich et al., 2019). the sender of the message is the advertiser and the recipient of the message is the audience. An audience is a group of spectators at a public event, listeners or viewers collectively, such as attendance at a theater or concert, a group of people reached by a book, radio or television broadcast, etc., and the message conveyed is a message that is built with the aim of confirming the results to be achieved by the statement and in conveying the message used communication methods.

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One of the products that takes a persuasive approach to consumers is Samsung. Samsung collaborates with a boyband from South Korea, more commonly known as BTS, consisting of seven men who can sing, rap, and have achieved various achievements and then succeeded in music industries (Ju, 2018). In this ad, Samsung carries the theme "Galaxy for the Planet". This theme aims to make the public understand and be aware of the importance of protecting the environment for our planet, namely, the earth (Budiman, 2021). Many are also affected by global warming, flora, fauna,

as well as other living things will also have an impact on this global warming. The melting of the poles causes some living things to have an impact, such as the death of polar bears due to starvation and a damaged environment (Ellen & Yoedtadi, 2022).

Previously, BTS also starred in many advertisements that were in the theme of the Samsung Galaxy for the Planet advertisement, one of which was the Hyundai Motor Company which brought BTS as their Brand Ambassador (Nunes et al., 2017). In 2020, BTS x Hyundai Motor Company created a five-minute advertisement inviting audiences to campaign using hydrogen fuel (Cahyaningrum, 2018). Hyundai made seven different clips starring each member of BTS. In each clip, BTS members give a special message about the environment (Reddy et al., 2021). In the advertisement for Samsung x BTS: Galaxy for the Planet, which has been watched as many as 2,015,632 times, there are BTS members who carry several papers containing what environmental crises are happening on this planet, such as the amount of plastic waste in the sea so that animals sea is affected (Piccialli, 2021). They gave a message that we need to rethink a product we use by recycling and utilizing existing goods by looking at packaging that is more friendly to the surrounding environment or reusing old goods for new uses. At the end of the video, they spread out some papers that read, "Let's work together for a better future," which means let's work together for a better future (Mistry, 2021).

This advertisement deserves to be studied because it can have an impact on the environment around the world because, with this advertisement, some people who are fans of the BTS band are aware of the importance of protecting the environment to save or reduce global warming (Ahmad et al., 2019). Therefore, some people need multi-dimensional processes to get success in some aspect, maybe with a condition (seeing BTS in these ads) will occur if people start making preferences for their personal development (Mahatmavidya & Yasa, 2020). According to the background presented, research on the Samsung x BTS: Galaxy for the Planet advertisement is included in Pierce's semiotic theory which looks at the iconic, indexical, and symbol. Hereby the author uses the title Semiotics Analysis in the advertisement "Samsung x BTS: Galaxy for the Planet".

2. Theoretical Framework

This study uses Pierce's semiotic theory. According to Pierce, semiotics is a science that discusses signs and the production of their meanings. Unlike Saussure, who introduced the term "semiosis," Peirce used "semiotic" for the term. Peirce's semiotics emphasizes the role of the interpreter of the sign, connecting the observable representation-name of the sign with its designated object. This triadic approach offers a better interpretation than the signifier/signified item. He believes this is synonymous with logic, which his writings use to focus on the knowledge of human thought processes.

His theory is the human mind, symbolic boundaries, and his three-dimensional system and relativity in terms of his three typologies or taxonomies of signs, including icons, index, and symbols. Signs rely on common meanings within a particular community and are the basis of all communication. In order to communicate, the process of meaning from sign to referent must be completed. People create their meaning of advertising through thought and action processes. According to the methods, signs are mental concepts we use to classify and classify reality so that we can understand it (Lawes, 2020). Therefore, the communicative effect represents the completion of meaning. In advertising on social networks, interpreters can be seen at several stages to understand the overall meaning of social media advertising, contribute to motivating people, and forwarding new posts. For Pierce, signs are representative and interpretive (Rahmah et al., 2020). This theory of signs shows the meaning of signs as cognitive and not just a structure. This process is called semiosis. Pierce uses the idea of triangle meaning or the meaning of a triangle which has the first three elements, namely Representant (R), Interpretant (I), and Objects (O) (Sya'dian, 2015),(Sya'dian, 2015). The Pierce sign is based on three aspects of the sign: the icon, indexical, and symbol. An icon is something that performs a function as a marker similar to the shape of the object. An indexical is something that serves a function as a marker that shows the sign. At the same time, the symbol is a marker that performs the function of a feature whose convention rules have been reasonably used by the public (Sidik, 2018).

Peirce's basic framework indicates that the co-referential relationship between representament and object needs an inter-pretend to complete the mechanism. In other words, it introduces the interpretant directly into the semiotic definition (Danesi, 2021). This is doubtless some improvement over the dyadic analytical framework (Santoso, 2019). Still, there is a more important thing: it concentrates on the deployment of semiotic function, semiosis, rather than only on the sign itself. In other words, Peirce's analytical framework reveals the social construction features of semiotic meaning more clearly. Thus, to analyze semiotic function, we need the "thing" as structured wholes and investigate the strong point, connotative meaning (Zhang & Sheng, 2017).

The basic idea of semiotics is messages and codes. The only way to send privately to private messages is to use a code (Adeniji & Olalere, 2019). Coding is the process of changing thoughts or messages into messages. Decoding is the opposite, namely the process of reading the message and understanding its meaning. Various codes are often used in interpersonal communication (Wakslak et al., 2014). Communication semiotics emphasizes the theory of sign production, which requires that there are six factors in communication, namely the sender, the recipient of the code (sign system), the message, the channel of communication and reference (the intended problem), and the theory of signs emphasizing and understanding them in a particular context (Wijaya & Firmanto, 2021). Semiotics of meaning does not question the purpose of communication. The side of understanding the sign is prioritized so that the cognitive process of the recipient of the sign is given more attention than the communication process (Hébert, 2019).

Semiotics can be applied to various research, such as Communication mass, visual communication, writing, and others. Semiotics can potentially analyze and interpret data and shape text, music, photos, videos, and more (Chandler, 2007). In communication, semiotics focuses on how to structure and operate sign systems, i.e., how to structure sign systems and how to operate these systems. In addition, semiotics and communication share many similar concepts, such as symbols, meaning, verbal and non-verbal code, etc. In a word, the semiotic approach is appropriate to be applied with an assumption that any cultural manifestations can be seen as a communication process, i.e., any cultural phenomenon is also significant (Susetya & Nurhayati, 2020). Thus, based on the explanation of semiotic Peirce above, the function of the essential sign makes something efficient. Generally, semiotics by Peirce is used in parts of life such as sociology, psychology, mathematics, literature, linguistics, and communication in society.

3. Method

This research uses a descriptive qualitative type (Lexy J. Moleong, 2019). The qualitative descriptive method is a research method based on the philosophy of post-positivism, which is commonly used to examine natural objects in which researchers play a key role in data collection techniques carried out by triangulation; qualitative research results emphasize meaning rather than generalizations, and qualitative data analysis (Sugiyono, 2017).

4. Results and Discussion

At this stage the researcher will discuss the results and research data regarding the problems described, namely the Semiotic Analysis of Samsung x BTS: Galaxy for the Planet advertisements. This 1-minute 55-second advertisement has meaning and a message to change people's mindset towards the earth to be more concerned about the environment. In this ad also displays symbols and signs. Therefore, researchers have analyzed objects and examined each icon, indexical, and symbol to be observed with three aspects of *Pierce's Object theory* (Idawati et al., 2021). Advertisement as language communication has a specific language structure. It expresses the message with a particular language and sometimes contains the wrong expression than the purpose of the advertising. Conventionally, an ad has three things of sign, an object of the product, contexts of the ad around where's the object shown as the things that give an object, and contexts. Lastly, the text of the ad is in written language. Advertising has indicated specific codes, which in standard texts that are linguistic code refers to what readers express. Usually, the code represents the meaning in linguistic order.

4.1. Indexical Analysis

Index Index is a sign that is casual and has a connection to what it represents (Rizki et al., 2020). Having a relationship with an object that has cause and effect, or the result of a message (Fabianti & Putra, 2021). For example of indexical in the Samsung x BTS: Galaxy for the Planet advertisement are, in the first picture you can see the BTS member who is the leader of the group carrying a paper containing a message that the sea is full of plastic waste, besides that when he brings the paper there is also a screen behind him, in which describes the current condition of the ocean filled with plastic waste (pic no. 1). In the second picture, the rapper from the BTS group also carries a paper with a message that marine animals are being affected by plastic waste in the ocean, and on the screen there is a sea turtle entangled in fishing net garbage which is a bad impact for other animals too, not only sea turtles (pic no. 2). Then in the third picture, there is a vocalist from the BTS group who brings a paper with a message to rethink about the life of a product, by showing a video behind the screen there is product garbage piling up, most of what is shown is garbage that is just left piled up until trash to be recycled (pic no. 3). Everything that is displayed on the screen when the members bring paper with the message is the reality experienced by the earth as well as around the current environment.



Fig. 1. The first index of the Samsung x BTS ad: Galaxy for the Planet ads
(youtube.com/SamsungUS)



Fig. 2. The second index of the Samsung x BTS : Galaxy for the Planet ads
(youtube.com/SamsungUS)



Fig. 3. The third index of the Samsung x BTS : Galaxy for the Planet ads
(youtube.com/SamsungUS)

4.2. Icon Analysis

Icons are signs similar to particular objects that already have the advantage of the object that will be represented. Icons are also physically identical to their meaning, aiming to convey a message about their original form. In the icon in the Samsung x BTS: Galaxy for the Planet advertisement, there are many fishing nets (circled in yellow) which illustrates that fishing nets are one of the main topics discussed in this advertisement (pic no. 4).

Then, there is a scene where they show the atmosphere of the shooting location which is set like being in a factory with the tools needed to recycle fishing nets (pic no. 5). In addition, the fact obtained from the campaign is that Samsung has started using packaging that uses 100% recycled materials on the Galaxy S22 series (pic no. 6). This is related to the large number of fishing nets that were on the set of the ads shoot (Newsroom, 2022b), in which Samsung uses fishing nets to be the main ingredient of packaging (Sakinah et al., 2020). They believe this collaboration is trying to break barriers and create innovations that can bring performance and sustainability (Newsroom, 2022a). Samsung joined forces with compatible organizations to evolve new capabilities and address the complex challenge of ocean plastic pollution (Atmaja, 2021).

According to Representant (R), Interpretant (I), and Object (O) then, these ads can provide some understanding for the audience. Logically choosing the character of a brand ambassador also considers several aspects for the advertising model, namely, an attractiveness, expertise, and trustworthiness. In this case BTS has entered into all aspects to model an advertisement (Dweich et al., 2022).



Fig. 4. The icon in the Samsung x BTS ad: Galaxy for the Planet
(youtube.com/SamsungUS)



Fig. 5. The icon in the Samsung x BTS ad: Galaxy for the Planet
(youtube.com/SamsungUS)



Fig. 6. The icon in the Samsung x BTS ad: Galaxy for the Planet
(youtube.com/SamsungUS)

4.3. Symbol Analysis

A symbol is something that is accepted by the public or by mutual agreement (Sakinah, Alfiqri, 2020). With this the relationship between the symbol and object is a conventional relationship. The first symbol is a hand holding a sphere that looks like the earth, and there is sand falling because it is being eroded, depicting the earth which is slowly starting to experience a crisis due to global warming (Ibrahim & Sulaiman, 2020).



Fig. 7. The first symbol in the Samsung x BTS ad: Galaxy for the Planet
(youtube.com/SamsungUS)

The next symbol in this Samsung advertisement is BTS members carrying paper with the words “*Let's work together for a better future*” which invites viewers to change their lifestyle to save the earth in crisis.

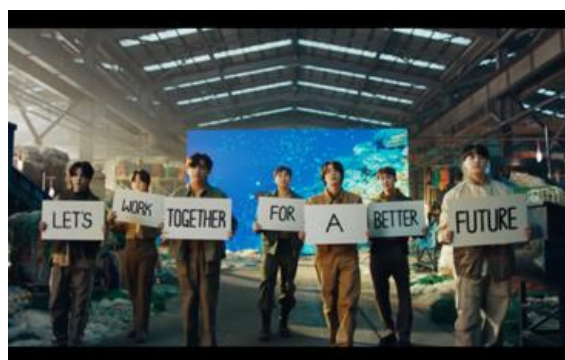


Fig. 8. BTS members holding a paper that says *let's work together for a better future*
(youtube.com/SamsungUS)

There is an icon at the end of the video, as a tsunami of digital flowers fill the screen and coalesce into an image of a cleaner planet and represented by various beautiful flowers (Zowisło, 2019). Flowers in general are often considered to be the symbols of beauty (Huss et al., 2017;

Kaufman, 2022). Here is why flowers can be symbolism of beauty. Most of the various types of flowers are represented as beauty. For example, *the amaryllis* can symbolize splendid beauty, *calla lily* symbolizes magnificence and beauty, and more flowers represent beauty. A lot of people use flowers to refer to beauty for their special person (Pan et al., 2020).



Fig. 9. Symbols of various kinds of flowers that are make up the earth and various kinds of plants
(youtube.com/SamsungUS)

Fig. 10. Symbols of various kinds of flowers that make up the earth
(youtube.com/SamsungUS)

Samsung itself has a trick to change the mindset of the audience, namely by using recycled materials for the manufacture of devices, For example fishing nets that are thrown into the ocean. This commercial was part of an extensive rollout done by the company for “Galaxy for the Planet” action plan (Kim et al., 2019).

5. Conclusion

Based on the analysis of the Samsung x BTS: Galaxy for the Planet advertisement that uses Pierce's theory analysis with Representant (R), Interpretant (I), and Object (O) and uses the icon, indexical, and symbol aspects of the ad to educate the audience. If we see this advertisement, there are some attractively written sentences and many things connected to the ocean's condition lately. There is the representamen that stands for their object to change our mind. And the relationship between the representamen and its object can produce different interpretations and meanings that depend on our knowledge, experience, and background. This research is quite interesting to be developed. By using symbols, icons, and an index in the video ad, the differentiating value of advertisements of the same genre can be developed and studied more deeply. In addition, the research result shows that Peirce's theory can describe the process of meaning to make and give the sense contained in the advertisement above, "Samsung x BTS: Galaxy for the Planet," related to interpreting the writer himself. Suppose there are differences in the interpretation between the writer and other researchers. In that case, it will not matter because Peirce said that people's interpretations might differ depending on their culture, knowledge, experience, and background.

Based on all the explanations above, the meaning of every picture that is shown is we have to know that it reminds us about the meaning and what the content threw for. They are essential elements that can make our interpretation better. So, interpreters will be easier to know the message delivered by the written texts. In addition to educating, Samsung indirectly admits that it will make its output products in the future will pay more attention to the surrounding environment by recycling materials that can have a negative impact on the surrounding environment. And choosing a brand ambassador will add value to the video ads.

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