

## REPRESENTATION OF CUSTOMER LOYALTY IN AQUA'S ADVERTISEMENT "SAMBUT KEBAIKAN RAMADHAN BERSAMA AQUA"

Iklilul Karim<sup>1\*</sup>, Prahastiwi Utari<sup>2</sup>, Sri Hasjarjo<sup>3</sup>

<sup>1,2,3</sup>Department of Communication, Faculty of Social and Political Science, Sebelas Maret University

\*corresponding author email: [iklilulkarim@student.uns.ac.id](mailto:iklilulkarim@student.uns.ac.id)

### Abstrak

Disadari atau tidak, iklan sangat dekat dengan kehidupan umat manusia. Media massa dapat menampilkan puluhan bahkan ratusan iklan setiap hari. Sebab itu, diperlukan iklan yang efektif serta menarik untuk memikat pelanggan. Pada umumnya, iklan menggunakan metode *hard selling*, namun kini berubah menjadi *soft selling*, yaitu tidak memperkenalkan atau menjual produk secara langsung. Oleh karena itu, penelitian ini akan membahas tentang representasi loyalitas pelanggan pada iklan Aqua "Sambut Kebajikan Ramadhan Bersama AQUA". Metode yang digunakan adalah kualitatif dengan analisis semiotika Roland Barthes. Hasil penelitian ini menunjukkan bahwa iklan Aqua "Sambut Kebajikan Ramadhan Bersama AQUA" berhasil menggambarkan loyalitas pelanggan melalui penggunaan tanda-tanda yang kuat dan makna tersembunyi. Pada level denotatif, iklan Aqua ini menampilkan gambaran pelanggan setia Aqua yang mengonsumsi produk Aqua dengan penuh kegembiraan selama bulan Ramadhan. Pada level konotatif, iklan ini menghubungkan penggunaan produk Aqua dengan nilai-nilai kebaikan, spiritualitas, dan persaudaraan yang terkait dengan bulan Ramadhan. Selanjutnya, pada level mitologis, iklan Aqua ini membangun narasi yang menggambarkan pelanggan Aqua sebagai bagian dari komunitas yang solid dan penuh kasih sayang. Dalam konteks ini, loyalitas pelanggan diwakili sebagai bentuk kepatuhan terhadap nilai-nilai yang dianut oleh komunitas tersebut, yang ditandai dengan konsumsi produk Aqua.

**Kata Kunci:** iklan, representasi, loyalitas, semiotika

### Abstract

*Relize or not, advertising is very close to human life. Mass media can display tens or even hundreds of advertisements every day. Therefore, effective and attractive advertisements are needed to attract customers. In general, advertising uses the hard selling method, but now it has turned into soft selling, which does not introduce or sell products directly. Therefore, this research will discuss the representation of customer loyalty in AQUA's advertisement "Sambut Kebajikan Ramadhan Bersama AQUA". The method used is qualitative with Roland Barthes semiotic analysis. The results of this study show that AQUA's advertisement "Sambut Kebajikan Ramadhan Bersama AQUA" successfully portrays customer loyalty through strong signs and hidden meanings. At the denotative level, this AQUA advertisement presents an image of loyal AQUA customers who consume AQUA products joyfully during Ramadhan. At the connotative level, this advertisement connects the usage of AQUA products with the values of kindness, spirituality, and brotherhood associated with Ramadhan. At the mythological level, this AQUA advertisement builds a narrative that describes AQUA's customers as part of a solid and loving community. In this context, customer loyalty is represented as a form of adherence to the values embraced by the community, which is signified by the consumption of AQUA's products.*

**Keywords:** advertisement, representation, loyalty, semiotic

## 1. INTRODUCTION

Nowadays media plays a significant role in daily life, whether for individuals or groups. Through the media, individuals and groups can appear before the general public. One of the uses of media is to promote products or services. In the academic world, advertisement can be studied from various perspectives or fields, such as marketing and communication. Since advertisement is the process of introducing and selling a product or service, the main element is communication.

Whether we realize it or not, advertising has always existed in society. Advertisements can be found on various occasions and places. It uses every possible medium to convey its message. This can be done through mass media both electronic and print. For example, in electronic mass media, ad serving is unlimited in time and place; the limit is whether we will open the gadget. To create effective advertisements, creativity is needed in the content displayed. Creative advertisement can differentiate brands from competitors, create emotional bonds with consumers, and increase the effectiveness of marketing campaigns (Dao, 2020).

Several key elements can influence advertising creativity, including the usage of an attractive visual style; this includes the selection of backgrounds, colors, illustrations, or images relevant to the brand vision. The innovative approach includes the concept and format used (Ham et al., 2023). The practical usage of words or narratives can help the audience to express their feelings. In this case, advertisers can use inspirational stories or light humor that consciously gives a different impression than typical advertisements. It tends to display implied messages or known as soft-selling advertisements.

In soft selling, the focus is on building rapport with potential customers and on communicating the value of the product or service more subtly and not directly forcing the customer to buy. The seller focuses on delivering relevant information, providing solutions to the customer's problems or needs, and helping them to make the best decision (Ekasiswanto, 2022). This approach involves listening carefully, understanding customer needs, providing advice and building trust. The main advantage of soft selling is that it can build strong relationships with customers. By adopting a more relaxed and empathetic approach, customers tend to feel more comfortable and trust the salesperson. In addition, soft selling can also create a more positive experience and provide opportunities to establish long-term relationships with customers (Alexandro, 2022).

Advertisements are always interpreted as representations of social reality. Specifically, representation studies are often used to examine advertisements. Many communication scholars have researched advertisements using representation, such as research conducted by Nugroho & Hamzah (2018), with the title *Representation of Optimism Attitude in Nivea Men Advertising Display*. In addition, Emeraldien (2020) examined the *Representation of Optimism in Contemporary Advertising: Gojek "Cendekiawan"*. Pratami & Prima Hasiholan (2020) also examined the *Representation of Male Masculinity in Men's Biore Cool Oil Clear Television Commercials*.

Based on the research above, the themes often represent optimism and masculinity in an advertisement. Other themes are quite interesting to research. For example, related research on loyalty is still rare. Therefore, in this study the author wants to discuss the representation of customer loyalty in the AQUA advertisement "Sambut Kebajikan Ramadhan Bersama AQUA".

AQUA is still the market leader in the Bottled Drinking Water class (Nuryudhiani et al., 2022). Although AMDK competition is quite tight, AQUA's position as the top brand in its class is not easy to defeat. AQUA's image as a brand that is always there makes it a top-of-mind awareness brand. That is, the brand name that appears in the minds of consumers for the first time when buying a product. AQUA has built brand equity in many ways. Consistent product quality, wide distribution, and continuous product innovation can create customer loyalty to AQUA (Pratama, 2021). In addition, AQUA's advertisements are considered unique because they always have taglines that are easy to remember and to stick to. AQUA also uses soft selling techniques in its advertisements, specifically in the ad impressions researchers will discuss (Rahmadhani & Widodo, 2023).

There has been much research related to Roland Barthes' semiotics. However, this research regarding Roland Barthes' semiotic theory and advertising provides novelty in understanding new concepts. The focus of research on aspects of advertising and customer loyalty in the context of semiotics has not been widely explored. Hopefully, this research can significantly contribute to understanding how the semiotic approach, especially in the study of Roland Barthes, and the role of advertising can shape customer loyalty. In addition, this research is expected to reveal how advertising influences customer involvement and trust in a brand. Apart from providing new insights related to Roland Barthes' semiotics, this research also opens up the potential for developing research methods and approaches that can be adopted for similar contexts. Thus, this research is exploratory and can be a basis for further, more in-depth research in semiotics, advertising, and customer loyalty.

## **2. RESEARCH METHOD**

This research uses a qualitative method with a semiotic approach. According to Huda (2018), this method investigates, discovers, describes, and explains the qualities or features of social influence that quantitative methods cannot explain, measure, or describe. Qualitative methods, as described by Bogdan and Taylor (Bilmukharom & Hariyanto, 2023), are research procedures that produce descriptive data in the form of words spoken by people and behaviors that can be observed. Qualitative methods allow researchers to understand and analyze complex social contexts, individual perceptions, and subjective experiences. Dalam Prihantoro (2022) also explains that research focused on qualitative methods has several purposes, including limiting research. By considering a good research focus in qualitative research, researchers can gain a deeper understanding of the phenomenon under study and produce more affluent and contextual findings.

The object of this research is AQUA's advertisement titled "Sambut Keباikan Ramadhan Bersama AQUA" in audio-visual form, and it was uploaded on 9 April 2021 on Sehat AQUA's YouTube channel with a length of one minute and thirty seconds. Roland Barthes' semiotics was chosen as the research method because it uses a two-stage meaning system, namely denotation as the first stage and connotation as the second stage. Barthes also considered the concept of "myth" in his thinking. According to Barthes, myth results from a more complex signaling process. After a sign system is formed in a signifier-signified relationship, the signs can become a new signifier with a second signifier, forming a new, more complex sign.

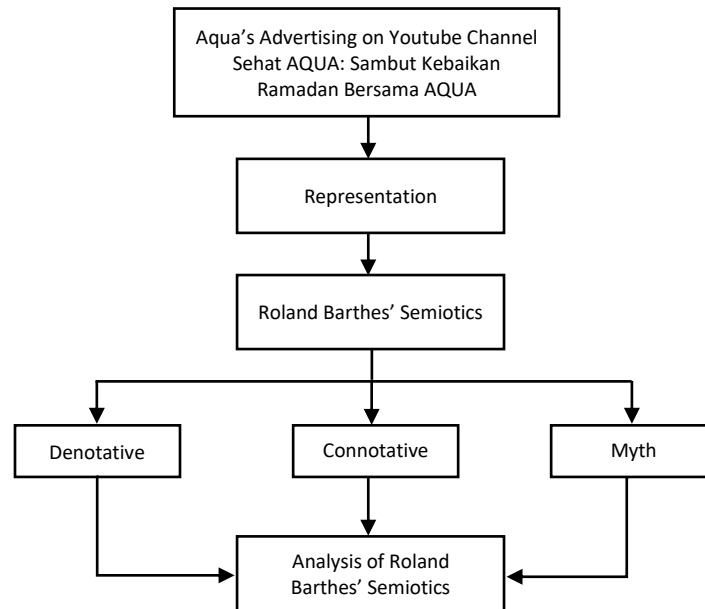


Figure 1. Flow Chart of Research  
[Source: Author Documentation, 2023]

Myth in Barthes' view is a form of signification that involves distinguishing, selecting, and organizing symbols or signs to reinforce certain views or ideologies. Barthes sees myths as a form of symbolic manipulation that occurs in culture. Through myths, connotative meanings are given to certain objects or signs to reinforce and spread the dominant ideology. Myths can create collective understandings and social norms that are considered natural and unquestioned. This understanding helps us see that in Barthes' thinking, myths result from a further process of signification and serve as a tool to construct and reinforce societal ideologies (Sudarmanto, 2023). We downloaded AQUA's advertisement titled "Sambut Keباikan Ramadhan Bersama AQUA" in audio-visual form, and it was uploaded on 9 April 2021 on Sehat AQUA's Youtube channel with a length of one minute and thirty seconds and analyzed them to find representations of customer loyalty in the commercials. We also studied data from other authors' journals and articles that are still related to this research. A general overview of this research is shown in Figure 1.

### **3. RESULTS AND DISCUSSION**

#### **3.1. Type of AQUA's Advertising**

Advertising is a persuasive activity that invites audiences to use the advertiser's services or products. This persuasive activity, offering or providing product information, is called advertising. According to Craig (2013), one of the communication tools that influences consumer behavior to call an action with services or products is called advertising. According to Kotler & Armstrong (2000), advertisement is a form of presentation and promotion of ideas, goods or services in a non-personal manner by a specific sponsor that requires payment.

The first advertisement method people practice is to shout at the city gate and offer their goods or services to others. However, history records that advertisement was first discovered in Ancient Greece; some reliefs state that a gladiator show will be held. Then in 1704, The Boston News-Letter newspaper in England promoted auctions in writing on one of the newspaper's pages (Richards, 2022). Until now, advertising has developed with various techniques and methods. Today's advertisements are not limited to one platform but are on various platforms such as social media, TV, radio, magazines, etc.

Robinette (2001), in his book "Emotion Marketing: The Hallmark Way of Winning Customers for Life" states that emotional marketing has an influential role in attracting audiences, in which it utilizes the emotions and feelings of the audience to digest brand information. The emotions played are expected to build a long-lasting impression and create a long-term relationship between the brand and the customer. Some approaches in emotional marketing include storytelling, which uses stories or narratives that evoke emotions to connect consumers with brands. A strong and heartfelt story can make consumers feel emotionally connected and increase their trust in the brand.

Walter Fisher, writer and marketing expert introduced brand storytelling in 1984. In his book entitled "Narration as a Human Communication Paradigm: The Case of Public Moral Argument", Fisher mentioned that humans naturally think and process communication through stories. Fisher called it the persuasive narrative concept (Trisakti & Alifahmi, 2018). Brand storytelling has four important elements: a message to be conveyed and the brand's identity. Then, there is conflict, which includes the impetus of the story to be conveyed. Then, the characters, including the characters' ability to bring conflict and story content to life. Finally, plot, which includes the accuracy of timing to convey the company's brand story, starting with the opening story and introduction of conflict, the ability of characters and conflict to build a climax, and how much the story has an impact on brand performance (Anita & Lestari, 2020).

Hackley (2005), in the book Advertising and Promotion, states that everyone will see an ad, but not a bad ad. This is corroborated by research from a global advertising technology company, The Trade Desk and YouGov, which found that 67% percent of Indonesian consumers prefer seeing ads rather than paying when accessing a website (Wulandary et al., 2023). This shows that advertising retains its appeal and value in marketing communications. While some people may be skeptical of ads and try to avoid

them, most consumers still consider them a natural part of the digital and media environment. Therefore, marketers need to pay attention to the design of the ad, the message it conveys, and the context in which it is displayed. Creating engaging, informative ads relevant to the target audience is critical to gaining consumer attention and trust. In the advancing digital era, where consumers have greater control over the content they consume, it is important for marketers to continuously develop engaging and quality advertising strategies that provide added value to consumers.

The "Sambut Kebaikan Ramadhan Bersama AQUA" ad exemplifies contemporary advertising trends. Today's ads see the target audience no longer as the market share or marketplace of a brand; today's ads utilize storytelling techniques. Storytelling ads utilize a story or narrative to convey a message or brand values to the audience. In storytelling ads, the main focus is building an emotional connection between the brand and the consumer by bringing a compelling and relevant story (De Pelsmacker, 2022). By storytelling techniques, ads can exaggerate the experiential and emotional aspects rather than simply informing a product or service. Ads become more engaging and captivate the audience's attention through stories that evoke feelings, bring characters to life, and present relatable situations. Through storytelling ads, brands can subtly and compellingly convey more complex messages, brand values, or brand purpose. Brands can establish a strong identity, build emotional attachments with consumers, and increase sustainable brand awareness.

In an increasingly competitive advertising era, storytelling advertising has become one of the effective strategies to highlight brands and create a strong bond between brands and consumers. By conveying brand messages through compelling stories, brands can influence consumers' perceptions, emotions, and actions more effectively. The industry sees that rigid and storyless advertisements bore audiences quickly. Today's target audience is no longer interested in hard-selling ads that take the audience to extremes to use its services or services. The industry is also starting to see that a hard-selling approach is less effective for building long-term customer relationships (Darmawan & Grenier, 2021).

As an alternative, the advertising industry began to change its strategy by utilizing a soft-selling approach. Soft selling is a softer and subtler approach to promoting a product or service. It focuses more on building relationships, trust, and positive emotions with the audience. In soft selling advertising, the message is more about creating a positive impression of the brand, showcasing the benefits and values the product or service can provide without emphasizing direct sales. These ads prioritize storytelling, creating stories that attract, inspire, or entertain audiences (Wulandari & Supratman, 2018)

The soft selling approach allows brands to interact with audiences more personally and humanistically. Brands can convey their message more efficiently and less imposingly to consumers. This helps build trust, identify the brand with the audience, and increase brand awareness in the long run. Using a soft selling approach, the advertising industry seeks to create a deeper engagement with the audience, build strong and sustainable

relationships, and increase customer loyalty. This approach recognizes the importance of understanding the needs and wants of the audience and providing a more enjoyable and meaningful experience through advertising (Nikbin et al., 2022). By adopting a soft selling approach, the advertising industry strives to create ads that are more relevant, engaging, and have an emotional appeal to the audience.

In advertising, a construction will be built based on the advertiser's brand. This will lead to multiple interpretations in the minds of the audience. Construction is a social process through actions and interactions in which individuals (or groups of individuals) continuously create a reality that is subjectively shared and experienced (Ngangi, 2011). All forms of social reality, including media content, are intentionally constructed realities. Berger and Luckman say that the institutions of society are created and maintained or changed through human interaction. Objectivity will occur through repeated affirmations given by others with the same subjective definition (Nugroho & Hamzah, 2018). Representation results from depicting something on symbols, images, words, or other signs. Representation is also an idea or concept of a developing social reality (Nadel & Goldstein, 2018). However, remember that representation is not a perfect mirror of reality, it is a depiction of reality, not the actual reality (Fikry, 2020).

The concept of semiotics, as outlined by Curtin, revolves around the generation of meaning through various forms of representation, such as language, images, and objects. Semiotics explores how these representations create and interpret meanings (I. Siregar, 2022). Semiotics extends beyond the study of symbolism in the context of visual images or visual and material culture. Additionally, it questions intentionality, which suggests that the meaning of an image or object is solely determined by the person who created it (Dianiya, 2020).

### **3.2. Semiotic**

Based on the above background, the researcher intends to study the representation of customer loyalty in the AQUA advertisement "Sambut Kebajikan Ramadhan Bersama AQUA." Roland Barthes' semiotic analysis will be used to do this. This analysis serves not only as a method but also as a theory. This analysis aims to analyze media based on the assumption that media is communicated through signs. There are three stages, according to Barthes, to reveal the signs in the analyzed media: the denotation stage, the connotation stage, and myth or ideology, which is the final stage that reflects these signs through a specific cultural point of view. According to Barthes, connotation has a vital role in creating the true meaning of a message. Connotation is how additional or hidden meaning is given to an object or sign. Barthes considers connotation the source of the creation of myths and ideologies in culture.

In his theory, Barthes emphasizes that myths result from careful symbolic construction, where connotative meanings are given to objects or signs to reinforce a particular ideology or dominant worldview. Myths are widely accepted representations taken as undeniable truths, even though they are social constructions. Barthes also suggests that ideology manifests through the codes in the text or message. These codes can be in the

form of characters, backgrounds, points of view, and other elements in the message. Through these codes, certain ideologies can be translated and spread to the public (Barthes, 1972).

Barthes' theory also involves understanding everyday phenomena that are often overlooked or taken for granted. He argued that semiotic analysis can be used to uncover and understand the meanings hidden in popular culture, mass media, and the signs present in everyday life. Barthes contributed to understanding how meaning is constructed and interpreted in culture and how myths and ideologies materialize through the messages we receive and convey (Nugroho & Hamzah, 2018). Barthes' theory is a refinement of the theory proposed by Saussure, which only discusses marking at the denotation stage. The refinement made by Barthes explains the connotation stage in more detail (Z. Siregar, 2018).

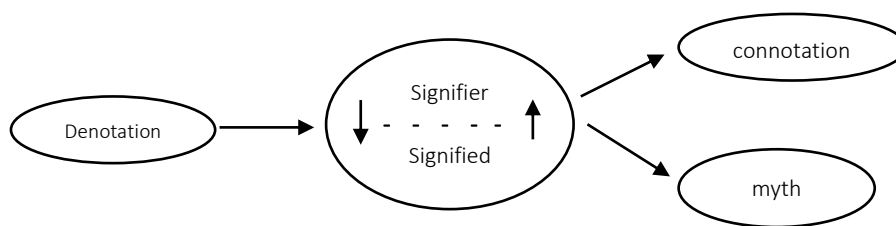


Figure 2. Semiotics Roland Barthes  
[Source: Alex Sobur, Analisis Teks Media, Bandung, 53:2001]

### 3.3. Representation of Customer Loyalty

According to Griffin (2002), customer loyalty is based on a mutually beneficial relationship between the two parties, either the product or the consumer. This relationship is profoundly bound and involves elements of emotion and strong feelings. Griffin emphasizes the meaning of behavior, not attitude. Customer loyalty behavior includes repeated actions consumers take, such as repeated purchases or use of services associated with the brand. Customer loyalty not only means having a positive attitude towards the brand, but also involves actions that show continuous attachment and connection to the brand.

Therefore, a brand needs a long period to create or grow customer loyalty. Caring, trust, length of patronage, and overall satisfaction are indicators that can affect the creation of customer loyalty (Wichmann et al., 2022). In short, customer loyalty is not formed instantly, but takes a long time and involves a mutually beneficial relationship between brands and consumers. A brand is not only required to produce quality products or premium services to build customer loyalty, but it also needs something that gets into the minds and hearts of customers to create a TOMA brand or top-of-mind awareness in the general public (Melia Windya Yolanda et al., 2022). Top-of-mind awareness is a condition in which a particular brand or product is the first to come to mind when consumers think about a specific product category or need. This means that the brand has a strong and dominant position in the minds of consumers, so they tend to choose the brand when making purchases (Pauly & Selvakumar J, 2018).



To achieve top-of-mind awareness, brands must build an emotional connection with consumers and influence their thoughts and feelings about the brand. This can be done through various marketing strategies, including consistent communication, relevant product innovation, positive customer experience, and active consumer interaction through various channels. In addition, according to Kruglova (2022), using strong brand identity elements, such as memorable logos, catchy slogans, and distinctive brand experiences, can also help strengthen top-of-mind awareness. Thus, the brand can become consumers' first choice when they consider or need products or services relevant to the brand. Brands must invest in building long-term customer relationships and constantly update their marketing strategies to stay relevant and remembered by consumers. By creating brands that get into the minds and hearts of customers, brands can achieve top-of-mind awareness and gain a competitive advantage in an increasingly busy and competitive market (Cruz, Natividade; Rohimakumulla, 2022).

Thus, loyalty is a process of exchanging benefits between brands and customers and a fundamental attitude of needing something to get a sense of security and trust to create confidence (Moutinho & Chien, 2012). When customers feel secure and trust the brand, they tend to have a positive attitude towards it. The established trust helps create a close relationship between the brand and the customer, where the customer feels confident that the brand will fulfill its promises, provide consistent value, and maintain its integrity (Esti, 2020).

These beliefs become the basis for customers to continue to relate to the brand repeatedly, choose the brand's products or services, and even recommend the brand to others. These beliefs influence customer attitudes and behaviors in maintaining brand relationships (Rahmadhani & Widodo, 2023). In addition, a sense of security is also an important factor in creating customer loyalty. Customers seek security and comfort in choosing brands they trust. Brands that can provide a sense of security to customers through consistent product or service quality, relationship stability, and fulfillment of customer needs, tend to create strong loyalty (Noveriyanto, 2021).

AQUA's position as the top leader brand in the AMDK class creates top-of-mind awareness in the public's minds. The advertisements shown are denotatively, not directly related to the AQUA brand. However, each scene slips the product. The storytelling technique used in this ad is expected to portray the target audience's feelings. In advertising with storytelling techniques, a story or narrative is conveyed through advertising to create an emotional connection with the audience. The story often involves identifiable characters or situations relevant to the target audience's life experiences or values. Using a compelling narrative, the ad can evoke emotions such as happiness, sadness, hope, or admiration to create an emotional bond between the brand and the consumer (Kang et al., 2020).

The advertisement "Sambut Kebajikan Ramadhan Bersama AQUA" shows the development of a person's life from the beginning of Ramadhan fasting to starting a family, showing that the product used remains the same throughout the journey. This

reflects the representation of loyalty in the ad. In this ad's context, loyalty is illustrated through an individual's loyalty to the AQUA brand throughout his life journey. He chose to use AQUA products during his first Ramadhan fast and continued to use the product when he had a family.

By showing a life journey that involves the consistent use of AQUA products, this ad illustrates that AQUA is an important part of every precious moment during Ramadhan and everyday life. This reflects the customer loyalty established with the AQUA brand, where individuals continue using AQUA products as their first choice. Thus, this ad highlights the representation of loyalty formed through consistent use and loyalty to the AQUA brand. The ad shows that AQUA has built an emotional connection and trust with consumers, so consumers choose to continue choosing AQUA products in various important moments.

Connotation describes the interaction that occurs when a sign meets the feelings or emotions of the reader and their cultural values. Connotation has a subjective meaning; in other words, it is how a sign is described (Sulistyarini & Gustina Zainal, 2020). In each scene, the narration that begins seems to explain to the audience the development of a person's growth and loyalty to the brand. The musical instruments in this advertisement use guitar sounds that make the atmosphere warmer and more family-like.



Figure 1. The first scene shows a small girl pouring mineral water with her mom at 00.02 seconds [Source: Sambut Keباikan Ramadan Bersama AQUA (youtube.com)]

In the first scene (Figure 3), the denotation meaning can be seen in the life of a small family who is breaking the fast. The scene shows a small child pouring mineral water into a glass; next to her is the child's mother, who invites her to join her grandparents at the dining table, where various foods are already available. The video also has the caption "1995, First Fasting" which shows the time setting and description of the video. The connotation of this shows that in 1995, the little girl performed her first fast at a reasonably young age, around 4-6 years old; this is also shown in the color of the video, which is dominantly dark grey.

Connotatively, the advertisement "Sambut Keباikan Ramadhan Bersama AQUA" presents several elements that can be interpreted as a representation of customer loyalty. One example is seen in the time setting in the first scene, where the AQUA brand is visible at the family dinner table. In addition, researchers also noted young children's use of the AQUA brand as an affirmation of loyalty to the brand. The narrative sentence in the ad, namely "Something stays the same, even though Ramadhan is always different," also strengthens the meaning of customer loyalty. This sentence implies that although the situation and moment of Ramadhan constantly change every year, the use of AQUA products remains consistent. This illustrates loyalty and loyalty to the AQUA brand, where consumers continue using the same product despite changes over time.

Thus, the connotative interpretation in this advertisement reveals the meaning of customer loyalty through the consistent use of AQUA products amidst the changes and variations of Ramadhan. Researchers associate the first scene, the time setting, the use of the AQUA brand at the dinner table, and the narrative sentences to illustrate the loyalty between customers and the AQUA brand.



Figure 2. Showing a young girl running slowly at 0.06 seconds.  
[Source: Sambut Keباikan Ramadan Bersama AQUA (youtube.com)]

Then, in the next scene (figure 4), the narration "The Slowly Testing Our Patience" is revealed. In the advertisement, the phrase "Yang pelan-pelan" is used when showing the scene of a young girl running slowly so as not to be noticed by her mother who is busy turning her back on the girl. The scene of the girl running slowly is not strange. Children usually hide things that indicate they will be forbidden or scolded by their parents. The denotation meaning of this advertisement is a scene depicting a little girl running towards a refrigerator in the kitchen. She looks like she wants to find or take something from the refrigerator.

The connotative meaning of the second scene is that the girl is trying to open the refrigerator and find water in it to quench her thirst, even though she is fasting. The expression of swallowing saliva displayed by the child can reinforce the interpretation that she is facing temptation and a strong desire to drink water even though she is fasting. With this scene, the ad depicts a common situation during fasting in Ramadhan, where one must refrain from drinking and eating for a certain period. Through this

connotation, the ad wants to show that amid these challenges and temptations, AQUA comes as an option that can satisfy hydration needs while still adhering to the rules of fasting.

In the next scene (see Figure 5), there is a scene depicting a teenage girl who wakes up when the alarm goes off. She looks hurried and immediately takes drinking water from AQUA-branded containers. The narrative that appears in this scene is "Until the moment I live it alone". This scene can mean that the teenager has reached a stage of development where she has responsibility for herself, including maintaining health and choosing the right drinking water, such as AQUA. This illustrates the concept of independence and individual growth, which is the value to be conveyed in this advertisement.



Figure 3. An adolescent girl awakens when her alarm goes off and drinks AQUA water immediately at 0.17 seconds.  
[Source: *Sambut Keباikan Ramadan Bersama AQUA (youtube.com)*]

This scene depicts a woman who has been accustomed to consuming AQUA-branded mineral water since childhood, including during Ramadhan. The alarm sound referring to suhoor time shows that the woman is fasting in Ramadhan. The wall clock showing 04.25 depicts the typical suhoor time when Muslims start their fast. In this scene, the connotation is that the woman has become a loyal customer who chooses and uses AQUA mineral water in every activity, including during Ramadhan. This shows her loyalty and strong attachment to the brand. By displaying the woman's development and habits from childhood to adulthood, the advertisement tries to portray that using AQUA has become an important part of her consistent life. It can also be interpreted that AQUA has become a trusted mineral water brand chosen by women because of its quality and suitability to their needs and habits.

Furthermore, in this scene, there is a denotation meaning that describes a woman holding a concert in the atmosphere of Ramadhan; the facial expressions shown are happiness and excitement (See Figure 6). In the video, the dominant colors are blue and white silhouettes, implying that the concert is lively and enthusiastic. This scene uses the narration "Until colorful". The word "Until" has connotations of a process and

achievement. Since the strength of this ad is the storytelling of a girl, the picture of loyalty can be seen from the changing growth of the girl.



Figure 4. The woman conducting a concert amid Ramadhan at 0.21 seconds [Source: Sambut Kebaikan Ramadan Bersama AQUA (youtube.com)]

In this scene, the denotative meaning is a woman holding a concert in Ramadhan's atmosphere. Her facial expression shows happiness and excitement. The dominant blue color and white silhouette depict a festive and enthusiastic atmosphere. The narration "Until colorful" suggests that this concert is a moment that enlivens and gives color to life. The concert, which was held in the atmosphere of Ramadhan, reflected the spirit and joy of worship in the holy month. The concert symbolizes the changing growth and development of girls in their lives. By portraying this change through the woman who organized the concert, the ad wants to show the loyalty that develops over time. Through the story's exposure and the changes in the girl's growth, this ad wants to portray that AQUA has become an integral part of the woman's life and journey, thus creating a strong sense of loyalty.



Figure 5. A little family is gathered around the dinner table at 0.26 seconds [Source: Sambut Kebaikan Ramadan Bersama AQUA (youtube.com)]

The last scene in this ad shows a small family sitting together at the dining table (Figure 7). On the table, there is food, fruits, bottled drinking water with AQUA brand and a tab showing a picture of grandma and grandpa waving their hands while holding snacks.

That is the meaning of the scene's denotation. The connotative meaning of the scene is the affection shown by a parent or family member to a child. The scene illustrates the emotional connection between parents and children, as well as the protection and care provided by the AQUA brand in welcoming and protecting the spirit of Ramadhan.

The narration accompanying the scene, "In an Always Different Ramadhan, AQUA is Always There to Protect the Spirit of Ramadhan. Past, Present, and Beyond," illustrates that customer loyalty to the AQUA brand is timeless. The woman, who was once a child and is now married, still uses AQUA-branded bottled mineral water as part of the Ramadhan celebration. This connotative meaning shows that AQUA is a loyal partner in Ramadhan's life journey and celebration, creating a strong emotional bond between the brand and consumers. By continuing to choose AQUA as their drinking water, customers show their loyalty, which continues occasionally.

### **3.4. Myth in AQUA Advertising**

In addition to analyzing the denotation and connotation meanings of the "Sambut Keباikan Ramadhan Bersama AQUA" advertisement, this research also aims to reveal the myths raised to instill a product ideology in the audience. The myth in this advertisement is that by using AQUA mineral water, consumers will feel protected and get strong protection. The tagline "Protected to Protect You" illustrates the product ideology that AQUA is a safe choice, can maintain health, and provides protection when carrying out daily activities, including during the month of Ramadhan.

This tagline utilizes the concept of protection as the value to be instilled in the audience. This ad creates the perception that by choosing AQUA, consumers will feel safer and protected from the dangers of dehydration or lack of water intake during fasting. This product ideology gives the impression that AQUA is a reliable solution to fulfill consumers' water needs, providing security and comfort during Ramadhan. This myth also creates the perception that AQUA is a loyal partner in protecting consumers, strengthening the emotional connection between the brand and consumers. By building this myth, the ad seeks to create a stronger bond between the AQUA brand and consumers and invites consumers to believe that AQUA is the right choice to fulfill their water needs during Ramadhan.

According to Barthes, myth in semiotics is not a concept but a way to give meaning to signs (Huda, 2018). The function of myth is to create the meaning of identity and differentiation. AQUA's identity is presented with the narrative "AQUA Always There". This narrative illustrates that AQUA is part of consumers' lives, including in special moments such as the month of Ramadhan. In addition, the "AQUA Selalu Ada" narrative also emphasizes the concept of continuity and consistency. AQUA wants to convey that they have been a part of consumers' lives for a long time and will still be there. This aims to strengthen the emotional bond between the AQUA brand and consumers and instill a sense of trust that AQUA is a consistent and reliable choice for meeting daily water needs.

In this advertisement, differentiation is done by highlighting the unique benefits of AQUA mineral water, namely providing protection from dehydration and promoting a healthy lifestyle. Through AQUA, the audience is expected to be protected from the risk of dehydration that can occur during fasting or daily activities. This ad differentiates AQUA from similar products by combining protection and a healthy living mindset. AQUA wants to show that it is more than just ordinary mineral water; it is also a partner that cares about the health and well-being of its consumers. By emphasizing these values, AQUA hopes to create consumer preference and loyalty based on the awareness of the importance of hydration and the belief that AQUA is the best choice to achieve a healthy and protected life. Generally, the findings of this research can be seen in the table below:

Table 1. Summary of Analysis Results  
[Source: Author Documentation, 2023]

Type of Advertising	Roland Barthes' Semiotic Analysis
The advertisement "Sambut Kebaikan Ramadan Bersama AQUA" reflects an example of contemporary advertising trends that adopt storytelling techniques. These advertisements use stories or narratives to convey brand messages or values to the audience in the hope of forming a strong identity, building emotional attachment with consumers, and increasing brand awareness on an ongoing basis. This advertisement also adopts a soft selling approach as a sales strategy for the AQUA brand. Through gentle and supportive messages, this advertisement creates a positive image for the AQUA brand, which is expected to increase consumer preference.	The representation of consumer loyalty in the advertisement "Sambut Kebaikan Ramadan Bersama AQUA" can be observed at several key moments, such as at seconds 0.02, 0.06, 0.17, 0.21, and 0.26. At the denotative level, this advertisement shows a picture of loyal AQUA customers who happily consume AQUA products during Ramadan. At the connotative level, this advertisement establishes a connection between the use of AQUA products and the values of goodness, spirituality, and brotherhood that are adhered to during Ramadan. Furthermore, at a mythological level, this AQUA advertisement builds a narrative that depicts AQUA customers as an integral part of a solid and loving community.

#### 4. CONCLUSION

Advertising is developing to be more varied with attractive and creative packaging. AQUA's "Sambut Ramadhan Bersama AQUA" advertisement uses storytelling techniques with a soft-selling promotion type to deliver its message. It aims to give a strong impression, which is expected to create a long-term relationship between the brand and the customer.

The AQUA advertisement "Sambut Ramadhan Bersama AQUA" tries to construct the nature of customer loyalty in the general public. This can be seen from the denotation and connotation meanings that we have discussed. In general, this advertisement tells



about the growth of one's development, starting from the first time fasting and learning to restrain oneself to Ramadhan with one's own family. At the denotative level, this AQUA advertisement displays an image of AQUA's loyal customers who consume AQUA products with great joy during the month of Ramadhan. At the connotative level, this advertisement connects AQUA products with the values of kindness, spirituality, and brotherhood.

Furthermore, at the mythological level, this AQUA advertisement builds a narrative that depicts AQUA customers as part of a solid and loving community. In this context, customer loyalty is a form of adherence to the values the community embraces, characterized by the consumption of AQUA products. The ad also illustrates that customer loyalty can be formed by strengthening the brand's equity, including brand values and assets that influence consumers' perceptions and preferences.

## REFERENCES

- Alexandro, Y. W. (2022). Pengaruh Brand Image terhadap Loyalitas Konsumen dengan Brand Trust sebagai Pemediasi. *Journal of Business and Economics (JBE) UPI YPTK*, 7(3), 346–353.
- Anita, T. L., & Lestari, N. S. (2020). Konsep Brand Storytelling, Value Perceptions dan Visit Intention pada Kawasan ( Survey pada Video Iklan Taman Mini Indonesia Indah di YouTube ). *Jurnal IPTA (Industri Perjalanan Wisata)*, 8(2), 281–291.
- Barthes, R. (1972). *MYTHOLOGIES Books by Roland Barthes*.
- Bilmukharom, M. F., & Hariyanto, D. (2023). *Tourism Communication Strategy in Forming Village Branding Ecotourism at Watu Kandang Park Pandean Village*. 1–9.
- Cruz, Natividade; Rohimakumulla, M. A. A. (2022). Pengaruh Brand Image Terhadap Loyalitas Pelanggan (Studi Kausalitas Brand Image Terhadap Loyalitas Pelanggan Tpay). *EProceedings ...*, 9(4), 2594–2600.
- Dao, B. (2020). The Power of Emotional Marketing Case: Visit Lapland Tours. *School of Hospitality Management Degree Programme in Tourism*, 3, 63.
- Darmawan, D., & Grenier, E. (2021). Competitive Advantage and Service Marketing Mix. *Journal of Social Science Studies (JOS3)*, 1(2), 75–80.
- De Pelsmacker, P. (2022). *Advanced Introduction to Advertising*. Edward Elgar Publishing.
- Dianiya, V. (2020). Representation of Social Class in Film (Semiotic Analysis of Roland Barthes Film Parasite). *13(2)*, 212–224.
- Ekasiswanto, R. (2022). Representasi Kecintaan Terhadap Produk Lokal dalam Iklan Top Coffee (Kajian Stilistika) (The Representation of Love of Local Products in Top Coffee Advertisement: A Stylistic Study). *Kandai*, 18(1), 92.
- Emeraldien, F. Z., Natasya, C. S., Farahdiba, A., & Ramadhoni, C. C. . (2020). *Representation of Optimism in the Contemporary Advertising: Gojek "Cerdikiawan."* 423(Imc), 128–144.
- Esti, P. L. (2020). Strategi Integrated Marketing Communication (Imc) Telkom Flexi Dalam Membangun Brand Identity Sebagai Internet. *Journal.Unair.Ac.Id*, 3(2), 171–181.



- Fikry, A. (2020). Representasi Konsep Retorika Persuasif Aristoteles dalam Pidato Ismail Haniyah untuk Umat Islam Indonesia. *JURNAL AI-AZHAR INDONESIA SERI HUMANIORA*, 5(3), 137–145.
- Griffin, J. (2002). *Customer Loyalty: How to Earn It, How to Keep It* (T. Herres, R (ed.); two). Wiley.
- Hackley, C. (2005). *Advertising and Promotion*. Sage Publication.
- Ham, J., Li, S., Shah, P., & Eastin, M. S. (2023). The “Mixed” Reality of Virtual Brand Endorsers: Understanding the Effect of Brand Engagement and Social Cues on Technological Perceptions and Advertising Effectiveness. *Journal of Interactive Advertising*, 23(2), 98–113.
- Huda, S. (2018). Analisis Teks Media. In *Zenodo*.
- Kang, J. A., Hong, S., & Hubbard, G. T. (2020). The role of storytelling in advertising: Consumer emotion, narrative engagement level, and word-of-mouth intention. *Journal of Consumer Behaviour*, 19(1), 47–56.
- Kotler, P., & Armstrong, G. (2000). *Prinsip pemasaran* (H. Molan, Benjamin; Teguh (ed.); Milenum). Prentice Hall.
- Kruglova, A. (2022). Narrative Advertising. *Terrorist Recruitment, Propaganda and Branding*, 57–71.
- Melia Windya Yolanda, Elsera Siemin Ciamas, Dewi Anggraini, Wilbert Jovando, & Supriyanto. (2022). Aspek Corporate, User, dan Product Pada Citra Merek terhadap Loyalitas Pelanggan di PT. Saudara Cipta Sukses, Deli Serdang. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 1(2), 193–196.
- Moutinho, L., & Chien, C. (2012). Integrated Marketing Communication. *Problems in Marketing: Applying Key Concepts and Techniques*, 179–208.
- Nadel, S., & Goldstein, S. L. (2018). How Young People Consume News and The Implications For Mainstream Media. In *Critical Care Nephrology and Renal Replacement Therapy in Children*.
- Ngangi, C. R. (2011). Konstruksi Sosial dalam Realitas Sosial. *Agri-Sosioekonomi*, 7(2), 1–4.
- Nikbin, D., Iranmanesh, M., Ghobakhloo, M., & Foroughi, B. (2022). Marketing mix strategies during and after COVID-19 pandemic and recession: a systematic review. *Asia-Pacific Journal of Business Administration*, 14(4), 405–420.
- Noveriyanto, B. (2021). Digital Integrated Marketing Communications (Dimc) Activities of Digital Products Financial Technology (Fintech) “Alami.” *Profetik: Jurnal Komunikasi*, 14(1), 60.
- Nugroho, Y. K., & Hamzah, R. E. (2018). Representasi Sikap Optimisme Dalam Tampilan Iklan Nivea Men. *WACANA, Jurnal Ilmiah Ilmu Komunikasi*, 17(1), 105.
- Nuryudhiani, E., Herdiman, L., & Susmartini, S. (2022). Factors Affecting Green Purchase Behavior of AMDK Aqua Life on College Student Consumers in Surakarta City. *JITI*, 21(2), 251–261.
- Pauly, L. E., & Selvakumar J, J. (2018). Understanding the Top of the Mind Awareness/Brand Preference Congruence in Prospective Hospital Patients through Discriminant Analysis of Aaker’s Brand Equity Model. *Journal of Accounting & Marketing*, 07(01), 1–4.

- Pratama, A. P. (2021). The Tourism Village Development Strategy Through Community Empowerment In Tiwingan Lama Village, Aranio District, Banjar Regency. *Saudi J Econ Fin*, 9414, 277–282.
- Pratami, R., & Prima Hasiholan, T. (2020). Representasi Maskulinitas Pria dalam Iklan Televisi Men's Biore Cool Oil Clear. *Jurnal Komunikasi*, 14(2), 119–138.
- Prihantoro, E., Monata, R. S., Maulana, Y., Pertiwi, A., Widodo, S., & Ramadhani, R. W. (2022). Tourism Communication in The Development of Sustainable Intelligent Tourism Village in East Lombok As A Supporting Area for Mount Rinjani Global Geopark and Mandalika. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 7(2), 328–339.
- Rahmadhani, A. V., & Widodo, A. (2023). Pengaruh Green Brand Image , Green Brand Trust , Green Brand Awareness dan Green Brand Satisfaction terhadap Purchase Intention pada Konsumen Air Mineral Merek Aqua The Influence of Green Brand Image , Green Brand Trust , Green Brand Awareness and Green B. 14(225), 393–405.
- Richards, J. I. (2022). *A History of Advertising: The First 300,000 Years*. Rowman & Littlefield Publishers.
- Robinette, S; Brand, C. (2001). *Emotion Marketing: The Hallmark Way of Winning Customers for Life*. McGraw Hill Professional.
- Shimp, A. T., & Andrews, Craig, J. (2013). Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. *Cengage Learning*, 9, 614.
- Siregar, I. (2022). Semiotics Analysis in The Betawi Traditional Wedding "Palang Pintu": The Study of Semiotics Roland Barthes. *IJLS, Vol. 2, No(2)*, 1–7.
- Siregar, Z. (2018). Social Construction of Mass Media. *Jurnal Wahana Inovasi*, 7(1), 93–99.
- Sudarmanto, J. A. P. (2023). Religious Identity Negotiation and Hybridity. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, 09(01), 13–28.
- Sulistyarini, D., & Gustina Zainal, A. (2020). Buku Ajar Retorika. In CV. AA. Rizky (Vol. 51, Issue 1). CV. AA. Rizky.
- Trisakti, F. A., & Alifahmi, H. (2018). *Destination Brand Storytelling : Analisis Naratif Video The Journey to A Wonderful World Kementerian Pariwisata*. VII, 73–86.
- Wichmann, J. R. K., Uppal, A., Sharma, A., & Dekimpe, M. G. (2022). A global perspective on the marketing mix across time and space. *International Journal of Research in Marketing*, 39(2), 502–521.
- Wulandari, S., & Supratman, N. A. (2018). Potensi Penggunaan Media Sosial Bagi UKM. *PERFORMA : Media Ilmiah Teknik Industri*, 17(1), 14–23.
- Wulandary, E., Mas'ud, M., Arifin, & Ashoer, M. (2023). Pengaruh Kualitas Layanan Era Digitalisasi Media Pemasaran Online E-Commerce dengan Menggunakan E-Service Quality Untuk Mengetahui Kepuasan Pelanggan. *Center of Economic Students Journal*, 6(1), 44–59.