

Visual Semiotics Analysis on Television Ads UHT Ultra Milk "Love Life, Love Milk"

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ABSTRACT

The number of adverts that have sprung up this digital era has made the creative industry try to break new breakthroughs so that advertisements can be more able to get the attention of the audience by making many innovations. As in the uht ultra love life love milk television television ad. What is applied to television advertising media that has a general target for all people who see this ad, and the main target is young people because it is more relevant and consumers are mostly young people, because milk supports the development period. The purpose of this study is to help review the meaning of a modern advertisement, especially milk advertisements which are usually for children but aimed at all ages. This study uses Roland Barthes's semiotic theory as a theory in the study of television ads, with methods of documentation, interviews, literature studies, so that the right data is collected to be analyzed. So the conclusion in this study is that uht ultra love live love milk television advertising has the message contained in each video scene that is combined with verbal text emphasis and changes in typographic elements that have their own meaning to trigger emotions from consumers

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1. Introduction

In the era of technological developments and markets, it is inevitable that producers will emerge unique and new ways to promote their products, so that consumers do not feel bored and do not turn to other producers. In addition to providing sales innovations both in packaging and in the way of sales, advertising is also still a means to convey innovations that are made and can attract the attention of consumers, both old and new consumers. So that it can raise the level of promotion of these products Television advertising is one of the advertising media that is still in great demand by producers in Indonesia, to sell their products or promotions for these products, television advertising is also used as conventional media by manufacturers to market and promote products, and a means to convey the message to the product that is conveyed by producers to consumers.

One of commercial television advertisement that released in 2018 and has begun to spread on television and YouTube is an advertisement for UHT ultra milk "Love Life, Love Milk", which lasts for 1 minute consisting of 34 scenes, the advertisement describes a balanced life by drinking a milk , with a fairly broad target market from children to the elderly, which is symbolized by their advertising model that uses small children to parents, and uses soft selling techniques, which are packaged in these 1-minute ads. Ultra UHT milk itself is a product of ultrajaya milk industry. The one who produces drinks, initially from a home industry, which was founded in 1958 later became a company in 1971.

The novelty of Ultra Milk UHT advertisements in 2018 are the emergence of visual emphasis and verbal text on each scene, which is considered only ordinary, but needs deep meaning to be able to understand the meaning of the visual verbal text of the ad, and many use models ranging from children small to parents, who are carrying out activities that vary according to their age, and at the end of the section appears the Ultra UHT Milk visual as an object marketed through the ad, which essentially lives from small children to the elderly, any hobby is definitely will be achieved, and will be balanced if you maintain health by drinking milk.

The television advertising is really interesting because the value that is conveyed through visual and verbal texts that are in harmony, and describe balance in life, boldly carrying out new challenges and also opportunities that exist in life. And balanced by drinking milk, this ad is very creative and modern. The combination of text and visual activity in the image is also appropriate. Therefore semiotic analysis is used to examine the meaning of this advertisement.

The purpose of this study is to bridge the target of advertising with advertisers in conveying deep meaning in the ad "Love Life, Love Milk". The assessment carried out is to examine the visuals of a scene and text in an advertisement, the selection of scenes is based on the transfer of stories from this advertisement.

2. Method

2.1. Documentation

Is data retrieval by providing document documents relating to the object of research. And in this study the document is in the form of pictures of each scene contained in the advertisement of UHT Ultra Milk "Love Life, Love Milk" which later can facilitate data analysis.

2.2. Literature review

Is part of a scientific paper that contains discussions of previous research and scientific references related to the research being carried out. Whether it's from encyclopedias, journals, books, or the internet related to the object of research. In this study the author takes data from scientific articles, books and website sources from the internet to assist in the data processing.

2.3. Content analysis

Is a way to analyze a data systematically so that it is easily understood and described. In this study the author described the video advertisement into pieces of each scene to make it easier to analyze the Roland Barthes semiotic technique.

2.4. Interview

Is a way to get data and information by asking the respondent or resource person. In this study the author conducted an interview with the audience of the ad and the ad design team so that they got data from two viewpoints, then analyzed the results.

3. Result and Discussion

3.1. Advertisement

According to (Verlegh, Peeter & Fransen, Marieke & Kirmani, 2015), argued that advertising is a form of non-personal communication that sells persuasive messages from clear sponsors in order to influence people to buy products by paying costs for the media used. Duncan added that advertising should also have an outside reach, creating brand awareness and building an image on the target (Duncan, 2005: 10). In the advertisement of UHT Ultra Milk "Love Life Love Milk" also has the right image for the target, through the models and activities carried out in the advertising. From some of the meanings of the ads above, advertising itself is basically a media communicator between producers and consumers to persuade consumers to try or use products offered persuasively.

3.2. TVC

TVC is Commercial Television or television advertising. One channel of communication that currently has a competitive advantage and is even able to shift the role of other mass media in reaching in the field of advertising is television (Lal, Ruhi & Vats, 2016: 60). This is because the

speed and attractiveness of the television is made the media to become a choice of companies in communicating its products. In this study the advertisement of UHT Ultra Milk "Love Life Love Milk" also publishes its advertisements via television, because it can be more easily reached by their target market.

TVC is also a tool for producers to attract consumers' attention (persuasive) with a commercial purpose, namely to attract consumers to buy to try or even buy products. And the maximum duration for television advertisements themselves is recommended to be a maximum of 1 minute, because these ads will be seen only at a glance and the opportunity will not be noticed by the audience, therefore ad producers must have a special design plan to take advantage of the time available, so that their ads are attached and easy understood by the people watching. And there is a contradiction of thought. In just seconds the ad has been able to create behavior homogeneity, while other standard television programs by taking a duration of more than 30 minutes are very difficult to form equality of patterns (Sutherland, 2005: 236).

3.3. Semiotic

Semiotics comes from Greek (*semeion*) which means sign. Sign is something that represents something metaphor, the process of representing it occurs when the sign is interpreted, its relation to the one it represents, can be in the form or color. Semiotics is the science of signs that studies social and cultural phenomena. Signs themselves have two aspects namely marker (signifie) and signified. According to Zoest, everything that can be observed or made observable can be called a sign. Therefore, the sign is not limited to objects. There are events, not only in the event that structures are found in something, a habit can all be called a sign (Zoest, 1993: 18). Markers are the formal form of the sign. Whereas the sign is something marked by the marker. In research on the advertisement of UHT Ultra Love Life Love Milk, it will be processed in a visual semiotic about what the message contained in the advertisement is implicit and the meaning of the marker marker in the ad

The semiotic theory suppresses communication as a generation of meaning, then for communication to take place the message must be made in the form of signs. Semiotics is the theory par excellence of the artificial and therefore should have a substantial role in understanding designed phenomena (Holt, 2017: 332). The message will encourage the recipient to build meaning for himself. The advertisement of UHT Ultra Milk "Love Life, Love Milk", also conveyed the message conveyed in visual form, namely with their video scenes that differed in model and verbal text supported by visual elements, which were in harmony with the verbal text so that the message to be conveyed could be conveyed by well.

Understanding the semiotic is divided into two streams, namely the flow that follows the thought of Charles Sanders Peirce, and the second flow that follows the thinking of Ferdinand de Saussure. Peirce with concepts based on firstness, secondness, and thirdness. While Saussure is more pressing on the aspects of language, according to his background, namely as a linguist. And from these two theories do not make divisions or differences of opinion but on the contrary, that is complementary and can be utilized in the world of design (Coelho, Denis & Figueiredo, 2010: 335).

The Semiotic theories proposed by Zoest, Saussure, Peirce, corroborate this research, but in this study it is more relevant to use Roland Barthes's semiotic theory research which will be the theory of problem solving, becoming a reference for researchers in reviewing Visual Semiotics contained in the advertisements of UHT Ultra Milk "Love Life, Love Milk".

3.4. Roland Barthes's Semiotics

In this study, it is relevant to use Roland Barthes's semiotic theory, because it can answer the problem formulation contained in this study, which discusses the advertisement of UHT Ultra Milk "Love Life, Love Milk", to explain the implicit meanings contained in it and to know the elements of the visual elements. Barthes put forward his theory of connotative meaning, that the connotation is used to explain whether one of the three ways of working the sign in the second order order. The connotation describes the interactions that take place, the signs meet the feelings of the users and their cultural values. (Najafi, Farzaneh & Abbas, 2014: 177).

The method of Roland Barthes is known as a method that criticizes the Saussure semiotic method. Barthes's semiotic method is known as multilevel semiotics which analyzes deeper by relating myths. Barthes's semiotic method, and in this study used in analyzing the advertisement of Ultra Love Life Love Milk UHT Milk to examine the visual elements that have ad text in a scene

and look for implicit messages to be conveyed through signifier, signified and then examined through denotative, connotative and myth.

3.4.1. General Identification

The advertisement that will be studied is the advertisement of UHT Ultra Milk "Love Life, Love Milk" which was published on television as well as YouTube video sites. This ad has a duration of 60 seconds. In this advertisement there are 22 scenes in which there is text that gives emphasis to the message, each scene in the advertisement is connected between the scene and the other scene. This ad uses a sound effect in the form of an up beat music instrument intended to support the visuals displayed in the ad. And this type of advertising is a product promotion advertisement and can also lead to public service advertising. In the visual aspect and taking pictures of this ad is based on outdoor and indoor venues and the cast is doing activities such as cycling, dressing up, relaxing on the porch of the house, singing, etc., adjusted to the elements of the verbal text in the ad. While the actors in this advertisement wear clothes that are in accordance with the roles they play, some of them use ordinary home clothes, employee work clothes, sports clothes. Gender that appears in this advertisement, male and female, all of whom have different ages ranging from 7 years to 60 years, are shown in the shooting and activities they do in the scene.

The storyline in this television advertisement is a forward groove which tells of the first scene which shows a child turning off the alarm until the final clip that appears Ultra UHT Milk dairy products accompanied by verbal text, as far as the author's observation in watching and observing this ad video, UHT Ultra Milk wants to make a milk as a consumption every day that can be consumed until old age because it is efficacious and useful for the body, and becomes a complement to the daily diet, by giving facts and motivational words in the television ads.

3.4.2. Interview Analysis

The interview was carried out to the management of the Ultra Milk Instagram account (@mymilk_id) to get information from Ultra Milk regarding the message from the UHT Ultra Milk "Love Life, Love Milk" ad. He said that the essence of the message of the ad was to invite viewers who would later be targeted by consumers, to understand the usefulness of milk in their lives, starting from the time of their children to becoming parents. UHT Ultra Milk contains a lot of good substances needed by the body, both in bone growth and to maintain endurance. So it was emphasized by the existence of video results in the form of visual and also verbal texts stacked on top of the visual video, so as to emphasize the value that was intended to be conveyed implicitly.

The main target in this advertisement according to sources is that young people are still active in doing activities, sports and others and with more joyful advertisement, it will be easier to be caught by young people. In addition to the UHT Ultra Milk "Love Life, Love Milk", the author also conducted an open interview about the opinions of lay people about the advertisement, the meaning and message of what they thought they got from seeing the ad. The following is the result of the author's interview with several speakers, namely a food expert named Indah Pratiwi Mahardhita who said that the ad had the message to maintain a perfect pattern of healthy 5 that can be planted early into old age, with different portions of consuming milk. As well as fostering enthusiasm to achieve an achievement with a strong and persistent effort. The second and third informant named Elma Nora Manuela, and Annette Stephanie Turang were samples of High School students and University students who were the main target of the advertisement, they said that the ad had a message that aroused enthusiasm for achieving aspirations and diligently drinking milk in order to undergo activities everyday with enthusiasm, and healthy to old age. And also mention that this ad is more impressive to young people because it is more interesting and not boring like other ordinary ordinary ads, and attracts attention and is relevant to daily life.

3.4.3. Semiotic Analysis

In the table below that will discuss the semiotic meanings of each Ads scene that are important to study. Scene selection is taken from the displacement of different characters or activities, at least 12 scenes will be studied in the form of discussion tables starting from setting the signifier with images scene, then seeing the signified as explainers, followed by a denotative study in descriptive explanation and connotative ways to comprehend profound meanings which is associated with myth in accordance with the target market.

Table 1. Text "Love the Sun" Min. 0:02-0:06

Signifier	Signified	Denotative	Connoteative	Myth
Old man opening the door	Old man who wore a brown woven hat and a dark brown color in a circular hat, wore a red shirt with a yellow pattern and was shifting the door with a brown wooden handle with glass to open	Old man is shifting the door to be opened describing the freshness or new things that are wanted to be achieved by using a motif shirt and hat describing the atmosphere of wanting to go on a picnic, and in the text that says love the sun is related to activities that are done which is opening the door open and there is direct sunlight without being blocked by the roof etc. That shows new hope and new spirit that emerges in life	opening the door has a meaning in social life, opening or stepping into something new and creating new things as well as opening a new page.	Decision making is indeed challenging and frightening, but if you try it, you know how it feels.
A girl is playing slides	A girl who had just slid using a yellow slide, in an open room with a tree background and a bright atmosphere, her hair was dyed two and using a short-sleeved pink shirt with a happy and fearful expression, with a verbal love the sun text written using typography that seems thin or slim	Girls who play slides are depicted with their expressions showing that trying new things is scary but must be tried, similar to the scene before explaining the sun's love in the text, in this scene it is more clearly exposed that the child is playing in the open room so that shows the child can learn something new and new in his life, just like when he tried to play a slide. The verbal text that reads love the sun uses a type of typography that seems thin and placed in the center of the scene aimed at conveying the message and being the center of attention of consumers, who have sunshine as one of the things that makes happiness		

Table 2. Text "Love To Chase, Min. 0:07-0:12

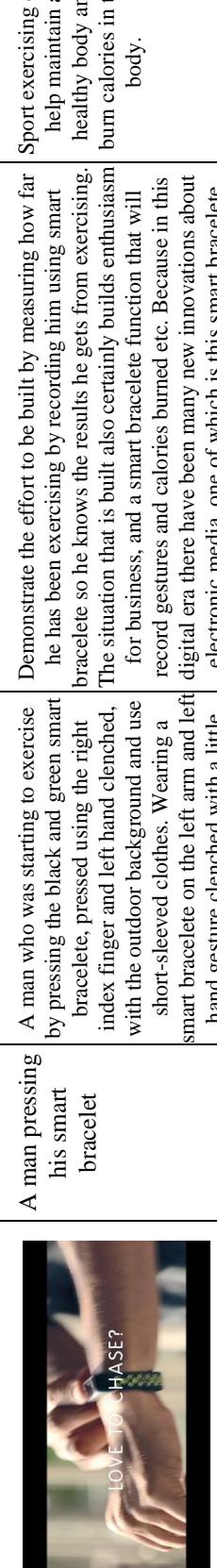
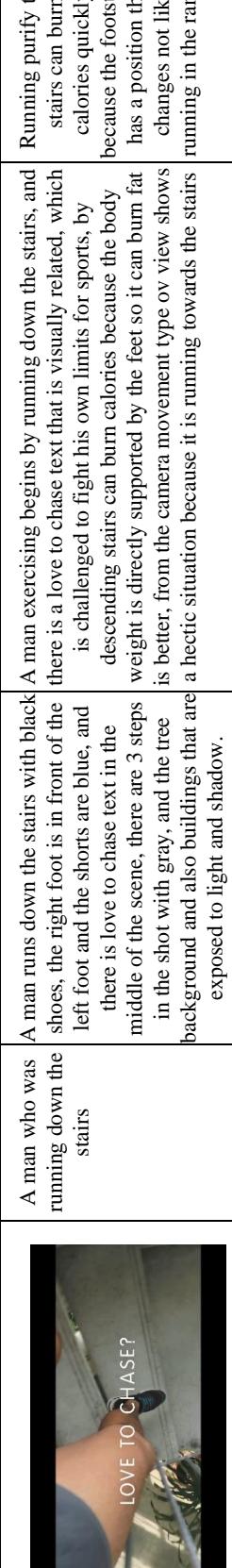
Signifier	Signified	Denotative	Connotative	Myth
	A man who was starting to exercise by pressing the black and green smart bracelet, pressed using the right index finger and left hand clenched, with the outdoor background and use short-sleeved clothes. Wearing a smart bracelet on the left arm and left hand gesture clenched with a little light on the upper left hand, the smart bracelet has several green holes on the side of the adhesive rubber	Demonstrate the effort to be built by measuring how far he has been exercising by recording him using smart bracelet so he knows the results he gets from exercising. The situation that is built also certainly builds enthusiasm for business, and a smart bracelet function that will record gestures and calories burned etc. Because in this digital era there have been many new innovations about electronic media, one of which is this smart bracelet		Sport exercising can help maintain a healthy body and burn calories in the body.
	A man who was running down the stairs	A man runs down the stairs with black shoes, the right foot is in front of the left foot and the shorts are blue, and there is love to chase text in the middle of the scene, there are 3 steps in the shot with gray, and the tree background and also buildings that are exposed to light and shadow.	A man exercising begins by running down the stairs, and there is a love to chase text that is visually related, which is challenged to fight his own limits for sports, by descending stairs can burn calories because the body weight is directly supported by the feet so it can burn fat faster, from the camera movement type ov view shows a hectic situation because it is running towards the stairs	Running purify the stairs can burn calories quickly because the footstool has a position that changes not like running in the ramps

Table 3. Text "Or be Chased", Min 0:13-0:16

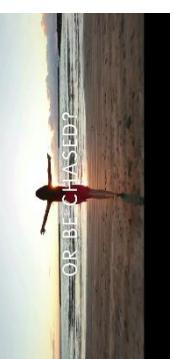
Signifier	Signified	Denotative	Connotative	Myth
The girl is running in the open field		A girl who was running in a wide open green lawn, there was 1 tree behind her that had the color of dark green leaves, using a baseball helmet, black shoes, white shirt, long socks, blue pants and the text "or be chased" in the scene, as well as the right hand gesture in front and the left hand are behind	Girl is running and there is text "or be chased", which is related to the visuals, that is, women want to be baseball players, which rarely happens by being depicted by running and using baseball helmets, shooting in all rooms shows the girl's enthusiasm to pursue her dreams without the limit is the same as the element of verbal text in the scene	A baseball player is usually a man, and rarely does a woman become a baseball player because of the extra energy and stamina needed.
A woman running on the beach		A woman ran on the beach by flapping her hands as wings, with a red shirt and her beach in the afternoon, with text or be chased, the sun covered with a female body with brown sand and clouds on the equator, colored sky orange gradated orange	A woman who runs on the beach towards the sea in the afternoon in relation to her visuals, and an open hand gesture shows a sense of happiness and freedom expressed, going to the sea makes the mind calm and gets fresh in the body, we as humans also need freshness with how to vacation to visit a new place etc., so as not to cause stress and discouragement	The air in the sea in the afternoon is very soothing so it can reduce stress and burden of mind

Table 4. Text "Love Being Pretty?", Min. 0:17-0:20

Signifier	Signified	Denotative	Connoteative	Myth
The girl who runs in the middle of the road	Girls with slightly long hair hit body movements so that they move to the right and left using pink clothes and pink skirts, running with excitement the position of the right foot in front and the left foot behind is shown from the gesture of running, and there is text "love being pretty" and on the left and right there is a lush tree	The visual and verbal meaning that is fused, the child running shows his enthusiasm and "being pretty," illustrated by the use of the child's skirt that seems more feminine, the situation built in this scene shows a calm cool and focused situation on one object, namely a small child in the middle of the scene , with "love being pretty," text indicated by the gesture of the child who was running feminine	Running with fun is usually done by a child who shows an overwhelming sense of happiness	
A child looking in a mirror	A child girl who has curly hair and red lips, is reflecting on a round mirror beside her silver and holds her cheek pulled down and there is text love being pretty and there are some makeup tools near the brown mirror and indoor nuances who seem clean with the color of white walls	A child girl who is reflecting and a sullen gesture in her face that is relevant to the text of love being pretty, where the child wants to look beautiful supported by a makeup tool next to the mirror but he cannot do it indicated by the hand gesture that holds the cheek	Makeup tools are usually used to make your face look more attractive and are generally used by women to increase self-confidence	
A woman in a mirror	A woman with long black hair is mirrored using black dress up to the legs and the room is white and there is a text "love being pretty" in the middle of the scene, gestur tangan perempuan yang hold on the shoulder and there is a white curtain on the left there is a decorative 1 vase of flowers and 2 glasses of blue glass and	Looks like a woman who is mirroring adjusts the clothes she uses whether it is right for her and relevant to the text, which is to show the beauty she wants to get when using the shirt	Mirroring can train self-confidence and public speaking for yourself, because it is embedded in a personal mind set	

Table 5. Text "Love To See Small Things?", Min. 0:21-0:25

Signifier	Signified	Denotative	Connoteative	Myth
The baby's hand holding the parent's finger	The baby's right hand held his parents index finger and there was a "love to see small things" text in the middle of the scene, with a shot taken from the top or the baby's head, the parents holding the baby's right hand on the right hand and using a white cloth to cover the stomach baby, who does not use tops	The baby's hand that holds the finger of the parent and its relation to the text, can be interpreted that the parent likes to see the little thing (the child) that is just born and usually the first time holding the child is the mother	"Small Things" are equated with small-sized babies.	"Small Things" are equated with small-sized babies.
A man on working	A man who wears a flannel shirt, illuminated by orange lights working on his desk filled with tools, in front of a man there are tools which are made into brown wood media and polka-dot motifs attached to the wall pliers, hammers, and other hand equipment as well as the desk there is a large enough drawer with a hole to open it and on the right side there is a cabinet above which is decorated with black and the ambience around is dark blue	A man working on something illuminated by lights shows the diligence he is describing and the maximum results he wants to get such as a verbal message in the middle of the scene that says love to see small things, this is reinforced by a visual shot in the form of an intense male magnifying glass to see what he is using, with the help of orange lights, the concentration level of a person has a different process at the time of application	Seeing small things can be correlated with the details	Seeing small things can be correlated with the details

Table 6. Text "And Big Things?", Min 0:26-0:29-0:29

Signifier	Signified	Denotative	Connoteative	Myth
	The man standing on the cliff and looking at the scenery around	A man is standing on a rock cliff using black outfit as well as pants and black shoes as well, with black hair, and there are text "and big things" in the center of this hill-textured hillside scene and there is a bit of green grass , with the background of the mountains and the color of the purple sky graded with orange.	A man who is climbing a hill and seeing a view on the peak, with the situation in the afternoon because there is no excessive sunlight there is only clouds and sunlight that begins to disappear, to climb we will definitely be the situation there but the smallest between the mountains and around us, this shows kesenambungan with the text that reads "and big things" which interpreted the natural surroundings seen and felt by the man.	A new adventure can start hard because you don't know the situation there but the results obtained will definitely be more amazing, just as our lives have to struggle to get sweet results
	A man is reading a books	A man with black hair, a creme shirt and blue jeans, who is reading a book on the floor in the brown position of all books open and forms a semicircle with a pivot in the position of a man sitting, there are approximately 20 books arranged in a circle and 1 book that is being read by the man, and shooting shots from above the head of a man getting a background that has light and shadows on the left and right of the man	A man who was reading a book appeared in a room that was shot from above the head of the object and got enough light in the middle and the shadow on the right, when reading a book high concentration was needed so the situation in this scene was made more calm with brown color on the floor and light that is right, reading books in the current era is sometimes still used, because now everything can be accessed on the internet, with the big things text continues with its visual meaning that the book is a window of the world that has very broad knowledge	Reading books is the same as opening a window on the world, all knowledge comes from books and has a smart image when reading books

Table 7. Text "Love Challenges?", Min. 0:30-0:37

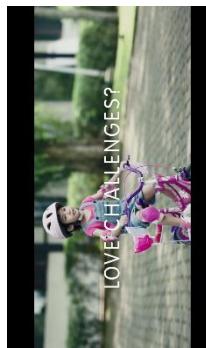
Signifier	Signified	Denotative	Connoteative	Myth
	A girl riding a bicycle	A kid girl with short black hair who was learning to ride a bicycle using a pink colored shirt and a blue jeans frog-shaped outer shirt that reached the thigh and used a head protector, elbow protector and pink toe guard, and climbed the bicycle is pink and purple with the background in the form of paving and trees showing the situation in a housing	A kid girl who is practicing bicycles on her housing page bicycles slowly near her housing pavement made from paving, with love challenges text having a visual meaning in this scene, which is trying new things as a new challenge in her life, cycling, can be practiced because he uses a complete protective device such as a helmet, and protective hands and feet	Learning to ride a bicycle at an early age can increase your confidence and courage to try new things so that you can continue to grow in the future and teach you not to be afraid.

Table 9 Text "Love your passion?", Min. 0:38-0:41

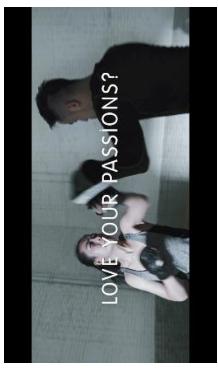
Signifier	Signified	Denotative	Connotative	Myth
	Women and men are practicing boxing	A black-haired young woman was practicing boxing using gray short sleeves and black boxing gloves in both hands, the boxing activity was carried out with a man who was indicated as a boxing coach, the text "Love your passion" appeared in the middle scene.	A woman who was practicing boxing with her trainer, and the atmosphere that was there was an intense, focused and highlighted towards the woman who emphasized the scene in the woman. Boxing is one of the self-protection options for women in the present era similar to the text in the scene, that this woman likes her "passion" in boxing	A woman playing boxing is a very rare thing to find, but if someone loves her activities with passion, then everything is possible.
	A man is doing breakdance.	A young man is doing a breakdance using a blue jacket, white shirt and jeans wearing black shoes, in a basketball / tennis court with a left hand gesture that treads to the right side of the ground and lifts the body that rests on the hand in the background in a protective wire mesh net the field and floor are red and blue and there are green trees behind wire protectors	The atmosphere in this scene shows the afternoon at 3 pm because the sunlight is not too hot and not dim, this scene is taken on the basketball / tennis court and this man is doing one of the breakdancing movements with enough hand, body and foot movements challenging and dangerous, and has continuity with the text that is "love your passion", it is undeniable that breakdance is one of the hobbies of young people in today's era because of the influence of the times	Breakdance enters Indonesia due to acculturation of western culture, and breakdance is much in demand by young people because it seems trendy and different from the others

Table 10. Text "Love Everything?". Min. 0:42-0:45

Signifier	Signified	Denotative	Connotative	Myth
	Men and women are hugging	Two adult men and women, hugging each other with long-haired women and short-haired men, men are seen holding women and in this scene taken by emphasizing the silhouette effect with the sun behind the object and there is the "Love everything" text in the middle of the scene	A man and woman show each other their love by embracing silhouette shadows and there is a "love everything" text which means loving everything, be it human, environment and life owned. The situation illustrated in this scene is the calm and warmth that is reflected in the atmosphere and location and the shooting	Cuddling can calm a person so he does not feel alone and relieve feelings, showing affection. This is closely related to the "love everything" text.

Table 11. Text "Love Every Day?" Min. 0:45-0:46

Signifier	Signified	Denotative	Connotative	Myth
	A girl and her friend are celebrating a birthday	A long-haired girl wearing a pink ribbon is blowing a birthday candle wearing a pink dress along with her friends who number 5 and all of them are of the same age, there is a birthday cake with pink tart and behind the object there are decorations green, yellow white and pink balloons and red straps	A small child celebrating his birthday with his friends is celebrated to make the atmosphere happy and will be an unforgettable moment. With the text "love everyday" shows that friends of this child are always ready to accompany the child every day whether it's in school or anywhere, the same as ultra milk ready for anyone on any day	Celebrating birthday's is a very precious moment and will always be remembered by the child.
	A grandmother and her children and grandchildren are celebrating a birthday	A white-haired grandmother wearing a white necklace and wearing green clothes is birthday and blowing candles on a green tart and spotted from cakes, clothes to wall paint that impresses the dining table chair and is surrounded by her 5 family member in the scene, and behind grandma there is a mirror that has a golden frame and green wall paint and there is "love everyday" text in the center of the scene	The atmosphere that was built in this scene is the warmth of the family that is very thick, depicted with grandma's birthday and celebrated by her children and grandchildren, in this scene there are green colors ranging from cakes, clothes to wall paint that impresses the everyday and the visual that is displayed has continuity that is love everyday as in the visual love of the grandmother by celebrating her birthday together with her family, just like ultra milk which is also available throughout life	Celebrating birthday's is very popular with small children but it is undeniable that adults to grandma's grandmother also crave that time, because the atmosphere that was built was very pleasant and warm

Table 12. Text "Milk Helps". Min. 0:47-0:52

Signifier	Signified	Denotative	Connotative	Myth
A man is drinking milk from the package	Adult men are drinking ultra uht milk directly from the light blue package and there is a white black visual cow, the man has short black curly hair, wears brown glasses and a light blue shirt and a red tie and a dark blue suit behind the object is arranged brown bricks arranged in a landscape, the man drinks milk directly from the packaging using the right hand and the eye gesture looks at the right side of the scene, there is the text "milk helps" in the center of the scene	In this scene it shows the atmosphere in the afternoon because the light that does not sting and also the atmosphere of happiness shown by the male gesture by drinking milk directly from the packaging so that it seems informal and easily understood by the meaning of "milk helps" can help to overcome daily problems and making happiness also increases one's mood		In young age is very important to drink milk for fulfilled the nutrition.
A boy drinks milk and cereal in a bowl	A boy was drinking milk and cereal straight from the bowl, the boy had black curly hair and was wearing a black and yellow landscape patterned outfit. And in the white bowl there are 2 cereals and a little milk that will be swallowed directly by the boy, by lifting the bowl with both hands. And on the back of the object there is a zig zag patterned floor that is yellow white and black and there is text milk helps in the center of the scene			Drinking cereal and milk in the morning before doing activities is an adaptation of western culture into Indonesia, and in the present time it is still often done because it is not complicated to prepare and also rich in nutrients and vitamins

Table 13. Text "Love Life, Love Milk"Min. 0:53-0:55

Signifier	Signified	Denotative	Connoteative	Myth
Ultra Milk carton packaging and a glass of milk	There are 2 objects in this scene, namely the ultra packaged parts of the UHT milk packaging with an ultra-glorious logo and an ultra milk logo, there are ultra milk texts and benefits and vitamins contained in milk and there is a visual green field and yellow sunlight and there is a visual of a cow that has a white and black body while looking right with the white lid on the top of the package. Next to the packaging is a glass filled with white milk that is not full, and both are placed on a white table and there is a white "love life love milk" text next to the glass		The object in this scene shows that ultra milk uht milk has the effect of loving life by being connected with verbal elements in this scene, namely "love life love milk", just like 4 perfectly healthy 5, this perfection is obtained by drinking milk and its effects are very useful in life, in the form of vitamins, calcium and other positive substances. With a certified process, of course, Ultra Milk has functions that are useful in everyday life. In this scene there are verbal texts that change the type of typography to be bold type because the emphasis on the meaning of the verbal text is "love of life, love of milk", which means that in our lives it is recommended to drink milk as one of our body's backers	Drinking milk from baby to adult begins with breast milk and continues to processed milk such as ultra milk, can increase a person's immune system and maintain the health and needs of substances used by the body

4. Conclusion

The overall meaning of the message from the UHT Ultra Milk “Love Life, Love Milk” advertising are invites consumers or potential consumers to be able to preserve the culture of drinking milk, from children to parents, and instill confidence for all consumers or prospective consumers to dare to struggle to achieve their dreams by not giving up and living a healthy and balanced life by drinking milk. Because milk has many benefits for life. Thus UHT Ultra Milk can be one of the choices of milk that is suitable for consumption, with the advertised media being raised to make consumers believe about the impact if you drink UHT Ultra Milk.

From this study concluded that UHT Ultra Milk “Love Life, Love Milk” having the implicit message contained in this advertisement can be understood by several groups, because this advertising does not convey a clear message about what the advertisement means. So advertising consumers must think first about what is meant by the visuals taken in each scene and also the verbal text that appears in some scenes, what the meaning is contained and what is the correlation between visual and verbal texts.

With the launch of this ad on youtube television and social media, UHT Ultra Milk tried to change the mindset of the community as consumers to prioritize maintaining the health and balance of the body by drinking milk. As well as inviting consumers to not be afraid of pursuing their dreams, both young people and parents. Therefore UHT Ultra Milk “Love Life, Love Milk” is a promotional advertisement for a product that can also lead to public service advertisements that encourage consumers to keep struggling to achieve dreams don't look at age, this advertisement according to researchers has enough potential to influence consumers.

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