

The representation of social concept in Coca-Cola advertisement

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ABSTRACT

The aim of this research is to understand how Coca-Cola advertisements construct representations of social concepts in Coca-Cola advertisements. This research utilized qualitative methods to describe data analysis. The results of the first research showed that the Coca-Cola advertising sign contains a social concept in every advertisement displayed in advertisements on YouTube. Coca-Cola advertisements often show many people involved in them, such as interactions, relationships and dynamics between individuals or groups in society which have positive values, so that social value concepts appear in them, namely social communication, togetherness, tolerance and also concern for the environment. In the first study, researchers used the semiotic theory triangle based on Charles Sanders Peirce to describe social concepts in Coca-Cola YouTube advertisements. The author uses semiotic theory based on Charles Sanders Peirce. This theory aims to determine the relationship between representation, objects and interpretants in Coca-Cola. Furthermore, the results of the research by the two researchers found the value of the social concept in Coca-Cola's YouTube advertisement, which shows the value of social communication, togetherness, tolerance, and also concern for the environment. In addition, the researcher explains the values found, so this research is: The social signs of the concepts displayed in Coca-Cola advertisements certainly have social values that we can encounter in everyday life.

Keywords: advertisement; semiotic; social communication; social concept

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INTRODUCTION

Advertising is a way for producers to communicate product or service information to potential consumers, acting as a form of sponsorship that delivers messages via the media (Dermawan & Barkah, 2022). Advertising achieves its objectives by creating images, persuading consumers to purchase particular product, and doing so effectively and subtly by convincing them of its necessity and value (Mounir, 2023). Advertising is a key part of company's communication strategy, providing tools and methods needed to promote its marketing goals. If a company aims to influence consumers through advertising, it may consider using incentives or promotions to support its advertising efforts and achieve its objectives (Danciu, 2014). Advertising carries a meaning or

message that is intended to be conveyed about a product. It is also a form of communication that can be indirectly delivered to the audience.

Advertising is a key promotional tool used by organizations to communicate their products to target customers. It ensures exposure for the product or service, boosts sales, and supports salespeople in their efforts. Advertising helps create awareness, improves customer attitudes, stimulates demand, and expands the customer base. Additionally, it aims to reach a broad audience of potential customers (Kehinde et al., 2016). Advertising is a message or information intended to inform the public about the advertised products and services, and advertising is the activity of marketing products and services through specific media with messages and information (Agustia, 2018). There is no doubt that this advertising aims to persuade the viewers of the ad to agree with the ideology presented in the advertisement and to purchase the product (Munfaati, 2018).

Generally, an advertisement is a message or information that has a the purpose of informing society about the advertiser's products and services and advertising is an activity to market the products and services through certain media with messages and information (Agustia, 2018). This advertisement is undoubtedly aimed to persuade the ad viewers to agree with the ideology that the ad has and to buy the product (Munfaati, 2018). One of the most popular advertisements is for Coca-Cola, which was first aired commercially in 1970 and created by Bill Backer, Roger Cook, and Bill Davis (Svendsen, 2013). The idea began in 1970 when Coca-Cola started campaigning "It's the Real Thing" in their commercial spots. Essentially, Coca-Cola is a beverage company with a long history of tradition, creativity, optimism, and a secret formula that has kept them thriving to this day.

Coca-Cola has successfully built a very strong and globally recognized brand. The brand has been around since 1886, and Coca-Cola continues to innovate and run effective marketing campaigns to maintain a strong brand image. One of Coca-Cola's strengths is its ability to distribute its products globally. Coca-Cola can be found in nearly every country in the world, spanning over 200 countries and territories, even in hard-to-reach areas. Their extensive and efficient distribution network allows Coca-Cola to easily market its products to consumers across different parts of the world (Chu, 2020). Advertising plays a crucial role in the promotion of Coca-Cola products. There is an interesting aspect to Coca-Cola's advertisements, as they offer benefits to be experienced by their customers to considering effective integrated communication components. This has enabled the company to become one of the most successful multinational corporations in the world. The Coca-Cola company is striving to convince customers to consume more of their flagship brand, Coca-Cola (Vincent & Kolade, 2019).

In the advertisements showcased by Coca-Cola for each of their products, messages or meanings are always incorporated. These messages are conveyed through the videos, which consistently introduce new elements, whether in terms of innovation or visually appealing packaging, to ensure that the audience or prospective buyers understand the intended meaning of the ads. Coca-Cola ads feature a wide range of visuals, and each visual carries symbols or signs that are displayed. Advertisements are certainly related to the words, images, and meanings in them. So the role of words, images, and other visuals is important in advertisements. In the realm of linguistics, understanding the meaning of words, images, and other visual forms is a field of scientific study called semiotics. Semiotics, also known as semiology, is a vital science in human communication because human life requires signs and symbols at all times. Several words are defined here that demonstrate humans' close interaction with signs or symbols. Semiotics studies the nature of the existence of something signs, where perceptions and views of reality are constructed by words and signs others are used in social contexts. Signs shape human perception, more than just reflect the existing reality (Balci & Özgen, 2017).

The semiotic tradition includes the main theory of how signs represent objects, ideas, situations, circumstances, feelings, and so on that are outside oneself. In Barthes's semiotics the terms signifier (marker) and signified (signs) perfected into a concept of a language term consisting of two the schema of understanding, namely the meaning of connotation and denotation. The two levels, according to Barthes, are denotation and connotation. Connotation is the meaning assigned

to a picture that goes beyond the evident level of denotation, whereas denotation is the image's first and simplest level of meaning. Other theoretical opinions reveal that semiotics is a science contains language for an attribute or character in human life (Chandler, 2007). Therefore, basically semiotics exists and we can find it in many aspects of life where semiotics itself analyzes signs, even communication.

Semeiotic then is a suborder of philosophy. It is primarily concerned with the question of truth, which makes it a normative science. That means it is not concerned so much with what is true (which is the job of the empirical sciences) but with establishing the conditions for what is to count as true (Liszka, 1996). From this we can know that semiotics has a very important and large role because its main function is to investigate the interconnectedness of life, where semiotics can play a role as an interpretation in human relations because it can find out the meanings contained in a sign or interpret a meaning. so that it is known how the communicator constructs a message. Because the function and purpose of semiotic analysis is to find the meaning of signs, including things hidden behind a sign.

In addition to semiotic, Coca-Cola advertisements contain elements of social concepts by attempting to explain certain events or occurrences that happen around us. Social representation emerges to fulfill individuals' needs in understanding the world. Social concepts are social processes in the form of actions or interactions between individuals or groups that create collectively believed realities. Social concepts are things that are used to try to explain certain events or events that occur around us. Social representation emerges to provide the needs of individuals to understand the world. A social concept is a social process in the form of action or interaction between individuals or groups that creates a collectively believed reality. Also, social concepts can be said as meanings, ideas, or connotations regarding an object or event that can be believed collectively by a group or society. According to a linguistic point of view, social concepts can be meaningful as a reference in a language. This means, a word has its origin or can refer to another word, a definition refers to another definition, and so on. Therefore, once we know the social concept, it certainly has a lot to do with representation.

Representation is an essential part of the process by which meaning is produced and exchanged between members of a culture. It does involve the use of language, of signs and images which stand for or represent things. But this is a far from simple or straightforward process, as you will soon discover (Hall, 1997). The construction of the meaning of thoughts in our minds through language is referred to as representation. It is the link between concepts and language that allows us to refer to the 'real' world of items, people, and events, as well as imagined worlds of fictitious objects, people, and events. Through the representation of social concepts, the author aims to understand the perception and emotions of the audience, as well as build an emotional connection with the brand. These ads create the desired depiction of how people interact, celebrate moments of togetherness, and enjoy life. Therefore, they can shape the brand image, influence consumer preferences, and build a positive relationship between the company and consumers.

The research on the representation of an advertisement has been previously conducted by (Solihah, 2017), who analyzed "Representation of Barbie Culture in YOU C1000 Advertisements." By using semiotic theory based on Charles Sanders Peirce, the research findings indicate that the signs in YOU C1000 advertisements contain the concept of beauty from Barbie culture. The object is the product itself, which is the YOU C1000 advertisement. The representament of,verbal refers to the text in the pictures of YOU C1000 ads, and nonverbal refers to the description from the pictures. Furthermore, the relationship between representamen and the object is represented by the interpretant, which is a beautiful woman such as Miss Universe as a symbol of beauty. She certainly has white skin, a flawless face, long hair, long legs, a slim body, good appearance, eternal youth, and all these criteria are similar to the concept of Barbie culture. The hidden message in YOU C1000 advertisements that the concept of beauty in popular culture involves concepts of racism, consumerism, and materialism.

The second previous reading material is about the semiotics analysis of various beverage advertisements by [Muthmainnah \(2014\)](#) who investigated semiotic analysis of drink advertisements which displays the brand names of beverage products, and analyzes the semiotics of slogans, signs, and symbols, which are in beverage products. The previous researcher also showed that there are 7 data on beverage products that will be analyzed using semiotics, especially Pierce's theory which discusses slogans, signs, and symbols.

The third previous reading material is about the semiotics analysis of internet advertisements about beauty soap in Indonesia from [\(Rahayu, 2014\)](#) who investigated a semiotic analysis of Indonesian beauty soap found in internet advertisement. The previous author presented the names of beauty soap brands originating from Indonesia, which analyzed the semiotics of slogans, signs, and symbols that exist in beauty soap products in Indonesia. The previous researcher showed that there were 7 data displayed about beauty soaps in Indonesia which were analyzed using semiotics, especially Pierce's theory which discusses slogans, signs, and symbols. The difference between previous research and this research is in the object and concept sections. This study uses Coca-Cola advertisements as the object of analysis. And the concept taken to interpret is a social concept. Researchers also analyze what things are displayed by the representation of social concepts in Coca-Cola advertisements and study the science of advertising and semiotics.

METHOD

In this study, the qualitative descriptive method was employed. Qualitative descriptive study characteristics, such as standard methods for data collecting, sampling, and analysis [\(Sandelowski, 2010\)](#). Scientifically speaking, a descriptive study design is predicated on real-world data or past occurrences. Additionally, what is seen, heard, or understood is what researchers may be able to observe. Using qualitative descriptive research, one may comprehend and describe events in their natural environments. Additionally, the goal of descriptive qualitative research methodologies is to provide a comprehensive and contextual picture while also gaining a deep understanding of the phenomena or event under study. Since many of the phenomena in which we are interested are complex and call for both in-depth introspection and equally incisive examination, qualitative approaches have come to be recognized and even welcomed as empirical methods within the social sciences [\(Elliott & Timulak, 2021\)](#).

Moreover, the descriptive priority of qualitative research is to categorize every situation, trait, or phenomenon that currently exists. This indicates that descriptive, demonstrative, and explanatory methods—rather than statistical techniques or quantitative study measurements—are used to communicate the research findings. These studies were probably not viewed as bounded entities at all because of qualitative descriptive research [\(Sandelowski, 2010\)](#).

In order to gather the data required for analysis, researchers in this study used the documentation study technique. Since the establishment of documents as a research resource, many sociological and anthropological studies have used diaries, letters, biographies, and autobiographies as vital sources of social science data as well as personal histories [\(Leavy, 2009\)](#). Consequently, scholars have a close relationship with documentation studies, which are essentially qualitative data collection efforts that center on document analysis. Additionally, documentation study approaches were used in this study to obtain data, which was obtained through the collection and evaluation of documents as well as document data. Furthermore, the disputed image is from a Coca-Cola commercial. Researchers have a tight relationship with documentation studies, a type of qualitative data collection focused on document analysis.

Additionally, documentation study approaches were used in this study to obtain data, which was obtained through the collection and evaluation of documents as well as document data. Furthermore, the disputed image is from a Coca-Cola commercial. Peirce's insightful realization that the distinctions between the three fundamental classes of signs are only variations in relative hierarchy is one of the most significant aspects of his semiotic classification into icon, index, and symbol, just one of these elements' dominance over the others [\(Liszka, 1996\)](#). According to [Liszka](#)

(1996), Peirce originated and developed the link between signals, which have the potential to be meaningful when they interact with firstness, secondness, and thirdness. Symptoms of the transformation into a sign include:

1. Primacy is the state of being of that which is positively and independently of anything else as it is. Identity is the relationship between experience and its object; the quality we experience is the same as the quality of our feeling.
2. The state of being that pertains to a second but is independent of any third is known as secondness. This is the act of exerting effort without regard to a goal in mind. One's resistance to a force is correlated with the force they experience.
3. In relating a second and third to one another, thirdness is the manner of being of that which is such as it is. However, the perception of thirdness, when true, reflects its object: the rules they express are diagrammed by the conditional expectancies of cognition (Liszka, 1996).

The natures or attributes of the entities acting as signs comprise the first trichotomy. It is founded on what the sign is in and of itself, on what the entity operating as a sign is apart from its semiotic function.

1. Representation is the name given to Peirce's first trichotomy. Items can be categorized into three categories. First is qualisign that expresses a quality or attribute without making a specific reference. Second is sinsign that represents a singular event or occurrence. It is a unique symbol that is neither representative of a greater group nor generalized. The third is legisign that denotes universal laws, norms, or conventions. A legisign is a sign that denotes by virtue of being a token or replica of a type that was created in accordance with a rule in order to denote (Robinson & Southgate, 2010).
2. Object is an item to which the sign refers; it also involves a sign and a reply. It can be anything that can be discussed or thought about, such as an item, event, connection, characteristic, law, or argument, and it can even be imaginary. Peirce classified signs into three types based on their object: icon, index, and symbol.
3. Interpretant, an interpretant is not an interpreter, but rather the interpretation of a sign. The sign revealed the meaning or ramification of the difference, a kind of form or idea of the difference whose sign is true or unreceptive. In the interpretant sign relationship. Peirce also divides his work into three parts, as listed below: rhyme, decision, argument.

Furthermore, according to Bell et al. (2014), semiotics postulated that ads were actually collections of signs that comprised expertly crafted conventions. According to semiotics, an image is a text with a grammar, just like any other language. By grasping the grammar, we can gain access to the language.

After collecting data, the next step is analyzing the data. Explain that each data is analyzed in steps "Essentials of descriptive-interpretive qualitative research a generic approach." (Elliott & Timulak, 2021). There are some steps in analyzing the data, they are:

1. Collecting
This stage is the stage of collecting all data from relevant sources in the form of documents, namely in the form of images. And this stage is the basis of the analysis process in understanding and describing the data that has been collected;
2. Reducing
In the reducing stage the researcher will try to group the data that has been collected, and make the parts more grouped, so that the data being managed will be easier to explain.;
3. Classification
At the classification stage, the data that has been obtained and selected will then be grouped into several relevant categories according to the data. And aims to organize data that has been grouped;
4. Concluding

At the concluding stage, the researcher has identified the data, then the researcher will conclude the data that has been obtained. At this stage the researcher will provide an understanding of the data collected.

The purpose of this research to portray social concepts in Coca-Cola advertisement, and to describe inclusivity and diversity representations from social concepts in Coca-Cola advertisements. Additionally, this research is significant because it is anticipated to benefit academia, advance the field of linguistics in general and advertising and semiotics in particular, and be important for the author personally as an English Department student. It is intended that it will be useful, and that this research can be used as a reference for other academics interested in exploring the difficulties addressed in this research.

RESULTS AND DISCUSSION

In presenting the results, the data was analyzed using a qualitative descriptive method through a semiosis process for each data with a trichotomy of signs, which consists of the firstness, secondness, and thirdness. In every Coca-Cola advertisement, various positive things are always shown, such as happiness, togetherness, warmth, tolerance and enthusiasm. Therefore, there are many social concept symbols displayed in Coca-Cola advertisements. According to (Zahn et al., 2007), social concepts is elicited by conceptual knowledge of social behaviors or by other social cognitive processes. The social concept displayed in Coca-Cola advertisements shows various interactions, both between individuals, groups or communities. Social concepts consider how individuals communicate, and collaborate. In Coca-Cola advertising, it contains norms, social and cultural values that exist in society. And this symbol is a form of communication for both advertising and everyday life. Apart from that, Coca-Cola in its advertising always pays attention to interaction, social cohesiveness, social structure, culture, collaboration, and even the social diversity that we often encounter.

Source of data

In this research, the writer collects data from Coca-Cola advertisements as a data source. This ad is displayed on YouTube for advertising. Produced in Atlanta, Georgia, by The Coca-Cola Company, this beverage is commonly referred to as Coke (a registered trademark of the company since March 27, 1944). Additionally, the author downloaded the promotional film from <https://www.youtube.com/@Coca-Cola> taken documents and document data. And the image under study was one from a Coca-Cola commercial.

Bryman and Burgess (1994) demonstrates in his book how data recording and collection have an impact on analysis and how analysis is linked to the writing and theorizing process. Data is a key component in the research process, because data provides basic facts and evidence to support research. In this research, data is presented through advertising media, which later researchers will analyze in the form of images.

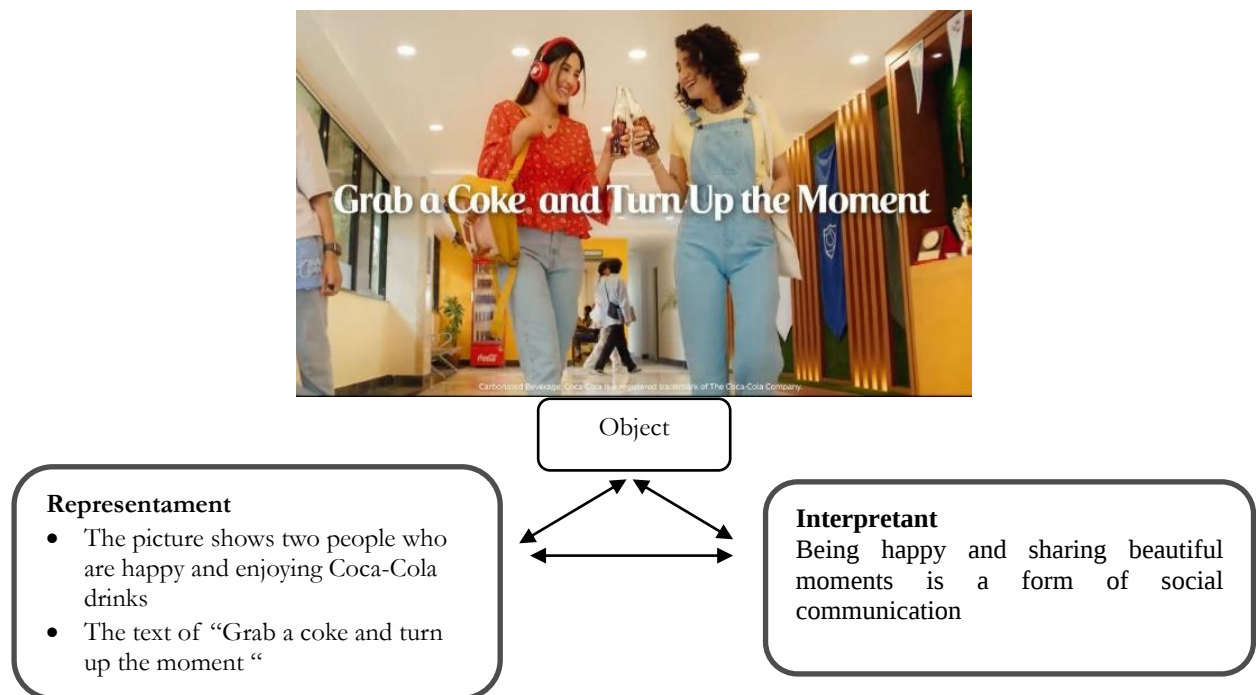
The social concept displayed in Coca-Cola advertisements shows various interactions, both between individuals, groups or communities. Social concepts consider how individuals communicate, and collaborate. In Coca-Cola advertising, it contains norms, social and cultural values that exist in society. And this symbol is a form of communication for both advertising and everyday life. Apart from that, Coca-Cola in its advertising always pays attention to interaction, social cohesiveness, social structure, culture, collaboration, and even the social diversity that we often encounter. Researchers used Peirce's triangle theory to examine the data, which is about looking for representations, objects, and interpretations in Coca-Cola advertising. Using semiosis theory, researchers will connect and combine text and visuals, as well as interpretant statements, to derive meaning.

Data 1: Social Communication

Social communication is the process of exchanging messages and information between individuals or groups in a social context. It covers various forms of communicative interactions that occur in society, including conversations, non-verbal communication, sharing information via social media, group discussions, and more. Finding the precise facial features that evoke the perception of a given social category—such as "happy," "female," "white Caucasian," or "attractive"—is necessary for a social communication tool (Jack & Schyns, 2015). The complete feeling of a culture can be experienced in an actual social group as predetermined forms that both limit and permit what can be said and done in speech (Jack & Schyns, 2015).

Figure 1

Coca-Cola advertisement on June 12, 2023



The social communication displayed in the image shows two women laughing and toasting Coca-Cola and the image displays the words “Grab a Coke and Turn up the Moment”. Social communication refers to the process of communication between individuals in society. In this advertisement we can represent that they are happy and they celebrate this moment by drinking Coca-Cola. The semiotic process in the Coca-Cola advertisement depicts two people toasting together drinking Coca-Cola as a representation, which is an abbreviation of the object "feeling happy and happy". The relationship between the representation and the object creates the interpretant, who can feel pleasure and excitement by describing the moment of handing a Coca-Cola drink and consuming together. Researchers try to process these signs to make them meaningful using Peirce's semiotic analysis table.

Tabel 1

Semiotics analysis Peirce of figure 1

Category	Representament	Object	Interpretant
Firstness	Sinsign	Icon	Rheme
Otonom	share happiness and celebrate every moment	Two people who were and toasting with the drink they brought	Coca-Cola can provide happiness in various moments
Secondness	Qualisign	Index	Dicisign

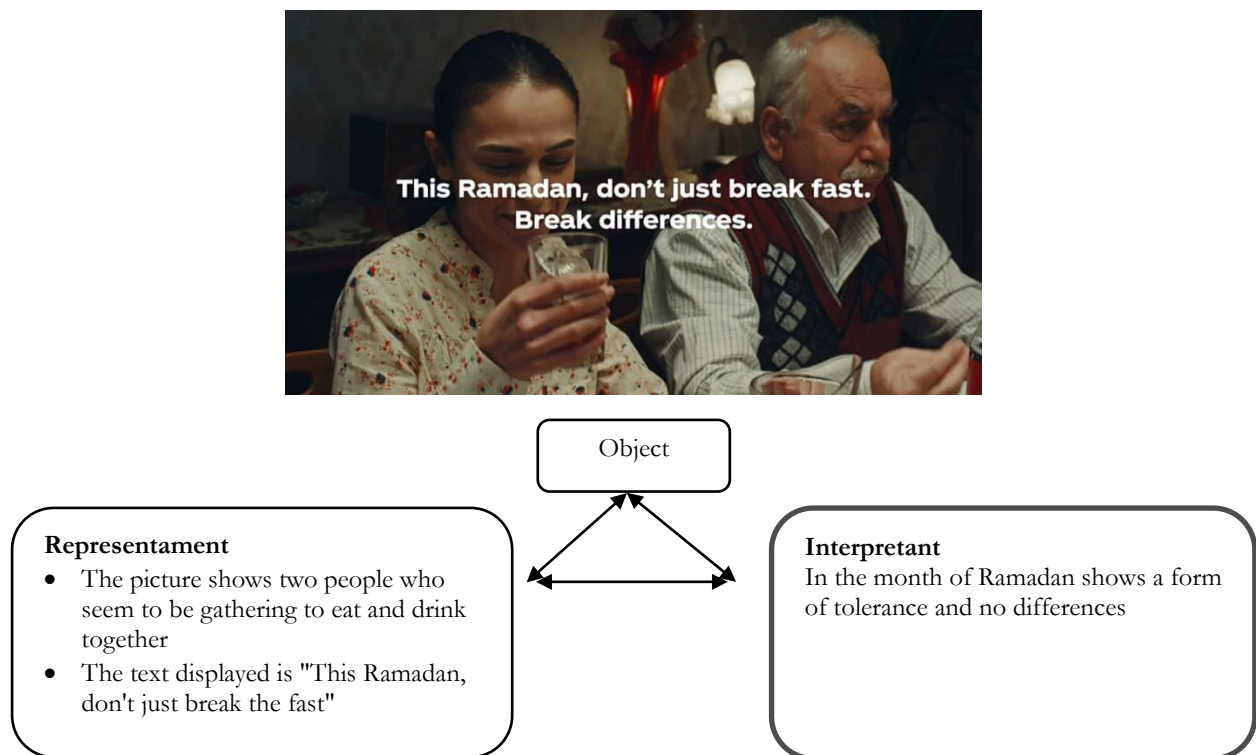
Relation with reality	meeting and chatting with friends are fun thing	Friends definitely enjoy sharing stories	Chatting with friends is a very enjoyable moment
Thirdness	Legisign	Index	Rhyme
Relation with the role, convention and code	Friends or companions are people who have been known for a long time and are often connected in certain ways	everyone will be happy when they meet their friends	Friends are people with whom we can share any story, such as happiness and every moment

Data 2: Tolerance

Walzer (1997) believe that tolerance make differences possible, and differences makes tolerance necessary. The definition of tolerance was expanded to encompass the freedom to express ideas, opinions, and actions that come with following one's own conscience. Since it encourages harmonious cohabitation between various groups and supports personal growth, tolerance is often viewed positively (Corneo & Jeanne, 2009). Tolerance is widely accepted in a variety of contexts and is usually seen as essential to the harmonious operation of societies with varied cultural backgrounds (Verkuyten & Kollar, 2021).

Figure 2

Coca-Cola advertisement on April 15, 2023



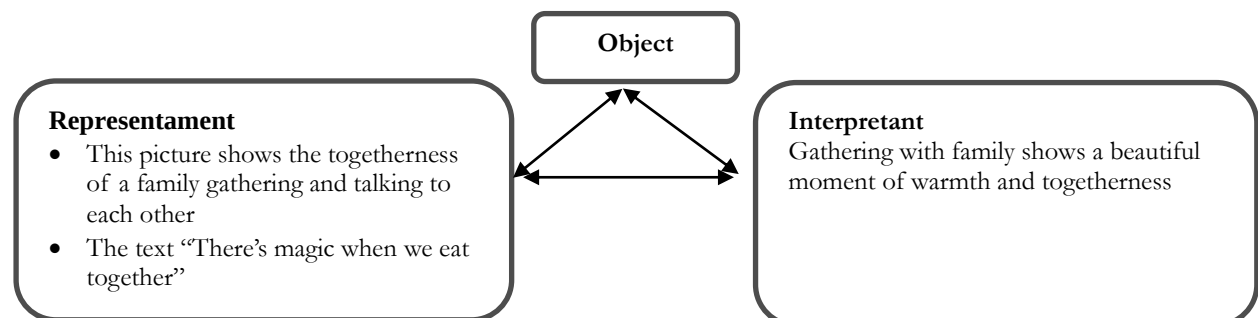
The picture shown shows people eating together, but eating together here "Breakfast" in the Ramadan edition refers to the activity of breaking the fast. Meanwhile, "break differences" has a fairly broad meaning, which is like overcoming differences or conflicts. And in this case the audience will represent the meaning of unity and tolerance during Ramadan.

Tabel 2*Semiotics analysis Peirce of figure 2*

Category	Representament	Object	Interpretant
Firstness Otonom	Sinsign People who are gathering and beside them are enjoying drinks	Icon Two people were seen sitting together and one of them was enjoying a drink	Rheme The text revealed is "This Ramadan don't just breakfast, break the difference"
Secondness Relation with reality	Sinsign The atmosphere outside was dark, which was probably nighttime, which was when they were breaking the fast-during Ramadan	Index The atmosphere shows togetherness, because it is like gathering to eat together	Rhyme breakfast together during Ramadan, and break existing differences
Thirdness Relation with the role, convention and code	Legisign People gather and break the fast together in the month of Ramadan	Index The signs on the picture and writing indicate that it's Ramadan, and don't just fast but break the differences that exist.	Dicisign Images and text we can conclude that we must tolerate each other, and the picture shows the moment of opening together during Ramadan.

Data 3: Togetherness

Togetherness as described herein has a clear association to occupation in terms of doing activities together (Nyman & Isaksson, 2021). Togetherness was described as an acted relation that results in an acted belonging as opposed to a sense or sensation of belonging. The simulated connection was multidimensional and changeable since it took the form of a story, providing several feasible ways to make sense of everyday reality. Togetherness, in essence, is the thread that connects individuals and communities, creating a sense of belonging, purpose, and fulfillment. It reminds us of our common humanity and the significant influence our relationships with others have on our lives. Togetherness brings peace, strength, and the understanding that we are not alone on this life's path, whether in times of joy or misfortune.

Figure 3*Coca-Cola advertisement on January 11, 2022*

The picture shows the togetherness of a family gathering and drinking Coca-Cola together and, in the advertisement, it shows the words "There's magic when we eat together". The word

"There's magic" is a special expression which contains emotions or feelings that arise when eating together. The advertisement uses symbols of gathering, smiling, laughing and enjoying a meal. Of course, this symbol can represent family relationships, happiness and togetherness.

Coca-Cola advertisement is entitled "Feel the magic when we enjoy the meal together. The 30-second advertisement tells the story of the background of the house, initially where a child sees all his family members focused on their respective jobs, so they seem indifferent to each other. In the end, this girl invited her brother to prepare food for each other, so there was cooperation between the families that they ended up eating together and in the video clip there was the writing "There's Magic When We Eat Together". Researchers used the Peirce Triadic to analyze verbal and visual signs as representations found in Coca-Cola. The relationship between representation, object, and interpretant can change and is visualized in Peirce's theoretical triangle below;

Tabel 3

Semiotics analysis Peirce of figure 3

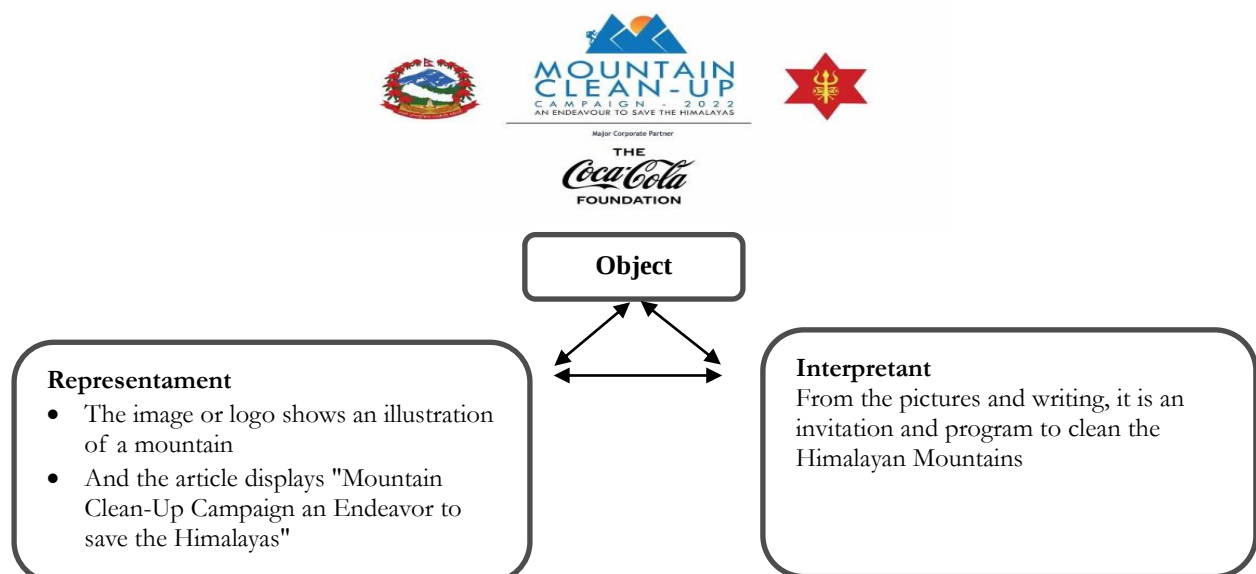
Category	Representament	Object	Interpretant
Firstness Otonom	Qualisign people gathering at home	Icon The image focuses on showing warmth at the moment of gathering	Rheme gathering and eating together with family is an extraordinary thing
Secondness Relation with reality	Sinsign Family gathering at night	Symbol family gathering together	Rhyme gathering and talking with family is a very valuable thing
Thirdness Relation with the role, convention and code	Sinsign One evening a family was gathering and enjoying a meal together	Index families who are enthusiastic and eating together	Dicisign Gathering, talking, eating with family is a very magical thing that can be felt

Data 4: Environmental Concern

According to [Schultz et al. \(2005\)](#), environmental attitude refers to a person's collection of beliefs, affect, and behavioral intentions regarding activities or situations that are related to the environment. Environmental worry is the effect that is associated with environmental problems. This argument suggests that one aspect of an environmental mentality is environmental care. An individual's environmental worldview is defined as their beliefs regarding the interaction between humans and the natural world.

Figure 2

Coca-Cola advertisement on June 6, 2023



Coca-Cola's advertisement shows environmental concern, namely the "Mountain Clean-Up Campaign". The representation shown in the advertisement is like an invitation to care about the environment, and encourages people to participate in these activities.

Tabel 4

Semiotics analysis Peirce of figure 4

Category	Representament	Object	Interpretant
Firstness Otonom	Qualisign The image shows a picture of a mountain and supporting logos for this activity	Icon Showing a picture of a mountain and writing calling for a mountain clean-up	Rhyme The image is a movement to clean up the Himalayan mountains
Secondness Relation with reality	Sinisign This event is an invitation for everyone to take part in this activity	Symbol The image of a mountain is a symbol in the campaign	Rhyme The campaign is an invitation to clean the mountains which aims to clean the Himalayan mountains
Thirdness Relation with the role, convention and code	Legisign The campaign to clean the Himalayan mountains is an environmental	Index the relationship between the sign and the text displayed is a campaign	Dicisign The purpose of the campaign through Coca-Cola advertising is

CONCLUSION

After analyzing all the data in the previous chapter, the researcher can conclude that Coca-Cola advertisements can be analyzed through a semiotic approach. This is because the advertisement is formed by language, written text and images. To get the meaning of the advertisement, the researcher used the semiosis process based on Charles Sanders Peirce's theory. Which is where the researcher focuses on Peirce's trichotomy and Peirce's semiosis table, which emphasizes the relationship between the representamen and the object to find out the interpretant. Object to find out the interpretant.

Based on based on the semiotic elements Charles Sanders Peirce's Triadic Theory analysis on the Coca-Cola YouTube advertisements, the research found out the social signs of the concept displayed in Coca-Cola advertisements certainly have social values that we can encounter in everyday life. The first message and meaning displayed is social communication, which always shows communication and social interactions in the advertisements, the second is togetherness, where the advertisements always show scenes of moments of warmth and togetherness. Apart from that, during religious holidays, Coca-Cola always shows a form of tolerance by commemorating it in its advertising. And the fourth and final thing shown in Coca-Cola's advertisements is about environmental awareness, where environmental awareness campaign activities are often carried out. The social concept displayed in the advertisement is a positive interaction or activity that we often encounter in everyday life, so the social concept displayed is examined by social communication, togetherness, tolerance and environmental concern.

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