



AN ANALYSIS SEMIOTICS SING OF REWIND INDONESIA 2021 VIDEO POSTER

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Abstract

The purpose of this study is to analyze the meaning of visual illustration signs on the video poster “Rewind Indonesia 2021” using Ferdinand de Saussure’s semiotic theory. This study uses a qualitative research method to describe the signs behind the form video poster “Rewind Indonesia 2021” that was initiated by Chandra Liow, Aulion, Jovial da Lopez, Natya Shina, Rendy Pritananda and Ferry Irwandi. The discovery of information through the project is accomplished by digging up the information offered in a project in order to comprehend the conditions or context of what is actually occurring in it. The following is an analysis of the components in the semiotics of signs and markers through the poster work of Rewind Indonesia 2021 so that an analysis of verbal and nonverbal signs is carried out using Saussure’s theory of signifier and signified.

Keywords: Semiotic, Sign, Poster, Visual

Abstrak

Tujuan penelitian ini adalah menganalisis makna tanda ilustrasi visual pada video poster “Rewind Indonesia 2021” dengan menggunakan teori semiotika Ferdinand de Saussure. Penelitian ini menggunakan metode penelitian kualitatif untuk mendeskripsikan tanda-tanda di balik bentuk poster video “Rewind Indonesia 2021” yang diprakarsai oleh Chandra Liow, Aulion, Jovial da Lopez, Natya Shina, Rendy Pritananda dan Ferry Irwandi. Penemuan informasi melalui proyek dilakukan dengan menggali informasi yang ditawarkan dalam suatu proyek untuk memahami kondisi atau konteks dari apa yang sebenarnya terjadi di dalamnya. Berikut ini adalah analisis komponen-komponen dalam semiotika tanda dan penanda melalui karya poster Rewind Indonesia 2021 sehingga dilakukan analisis tanda verbal dan nonverbal dengan menggunakan teori penanda dan petanda Saussure.

Kata Kunci: semiotik, tanda, poster, visual

INTRODUCTION

Semantic is study of meaning on human language. According to (Tarigan, 2009), semantics is the study of meaning. Semantics is the study of symbols or signs that express meaning, their relationship to one another, and their impact on individuals and society. Therefore, according to (Kreidler, 1998), semantic is the systematic study of meaning, whereas linguistic semantics is the study of how languages

organize and communicate meaning. Semantic has several parts, one of the parts is semiotic. In general, Semiotics is a scientific study of signs. Semiotics implies that social phenomena in society and culture are signs, and it studies the systems, rules, and conventions that allow the signs to have meaning. Pictures are easier to comprehend and have greater impact than words; the visual aspect has a stronger ability to transmit enthusiasm and a style of

imagination (Merlina, 2020). Sobur (Sobur, 2003) stated that semiotics is a science or analytical method for studying signs. The signs in this section are technologies that we use to help us find our way in this world in the midst of humans. While the signifier is perceived as the concept of what it means, the signified is interpreted as the concept of what it means. In most cases, the sign contains both a verbal and a visual component (Prasetya et al., 2018). Semiotics is the study of how humanity wear things. Semiotics encompasses any system of signs, regardless of its content or restrictions; pictures, gestures, musical sounds, objects, and the intricate connections of all of these that make up ritual, convention, or public entertainment (Putu Adi Sena, I Made Netra, 2016).

Meanwhile, Lechte cited in (Sobur, 2003) revealed that semiotics is a theory of sign and signification. In the early days of the history of communication development, humans used smoke signals, drums, the invention of paper, telegraph, telephone, computer, e-mail, leading to developments towards the internet to the development of communication through social media. Communication is a process carried out by a person or many persons who are established in groups, organizations, and communities to create and process information in order to interact with the surrounding environment and other people. Modern communication in Indonesia has evolved. Everyone must speak with others since we will not be able to obtain any information if we do not do so. People communicate in a variety of ways, one of which is through advertisements (Nyoman et al., 2021). Print media to portable communications that are widely available now are examples of print media. Advertisements are planned and exhibited to be as appealing as possible without ignoring the ad's vital messages (Hartadi Jaya Nugraha et al., 2019). Language, phrase, or words are verbal signals, whereas a picture is frequently used to provide a visual indication. In order to transmit

the message intended for the readers, both verbal and visual indicators are quite crucial (Septiawan, 2013). Currently, there are numerous communication media that are emerging in society; posters are one example of developing print media communication. Posters are used to promote political parties, recruit individuals, advertise products, and communicate ideas to the general public. Many people feel that posters are the most effective means of communication, and they believe that enhancing posters has contributed to the field of design.

A poster is a piece of monochrome or colorful paper that is usually produced with a combination of text and images. Posters can also be defined as the art of communicating messages to a larger audience by combining layout and design. Posters are often put in appropriate spots in public spaces to convey messages to the broader audience. You can add visuals, both huge and little, in the design while blending colors and good layouts. Because of the more evolved era, posters are now not only made in print medium, but many are also not printed, such as posters in cyberspace or the internet, which are made for a variety of purposes. According to Kurniasih, social media refers to the usage of new media platforms that require the presence of components and public communication channels characterized by online activities. Social media has a social system which allows people to engage and collaborate with one another (Kurniasari, 2020).

Posters that appear in cyberspace or the internet are considered to be so effective and efficient in the purpose of conveying certain information or messages to the wider community, because nowadays people are so familiar with the existence of social media. Everything that appears in the poster is a sign of communication that the designer is trying to convey to the public in order to understand the message and purpose of the information. The signs analyzed in this paper are the signs presented as "Rewind

Indonesia 2021” initiated by Chandra Liow, Aulion, Jovial da Lopez, Natya Shina, Rendy Pritananda and Ferry Irwandi.

THEORETICAL BASIS

In theoretical frameworks, the theories that were used are; theory of Semiotics proposed by (Saussure, 1996) in his book entitled “*Course in General Linguistic*” to find out the verbal and nonverbal signs appeared. Saussure defined a sign as the composition of Semiotics study as being made up of the matched pair, which is, a sign must have both a signifier and a signified. A signifier is the material aspect of the sign, or the form which the sign takes. It refers to a form that the sign used which is aimed to represent the ideas or messages that want to be communicated or delivered (Iye. at.al 2022). A signifier refers to the physical form of the signs that can be seen, touched, smelled, or heard. Then, signified is the meaning or concept of the signifier that is represented, that people can analyze by using the sensitiveness, cultural experiences, or through the situation they are face with. In other words, a signified is an abstract concept of the meaning which is represented from the sign. It is not to be identified directly with such a referent but it is a concept in the mind – not a thing, but the notion of a thing. Thus, Saussure described the concept of sign which is called as Dyadic Diagram that can be seen as follow:

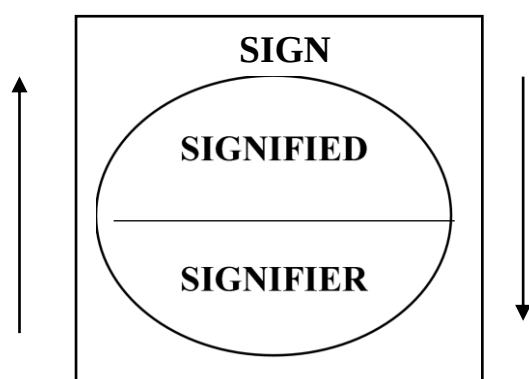


Figure 2.1 The Saussure's Dyadic Diagram
(Source: *Course in General Linguistic* –
Saussure, 1983: 66)

From the Saussure's Dyadic Diagram above, it can be seen that the sign is a result of the association between signifier and signified. The relationship between the signifier and signified is referred to as “signification” which is represented by the horizontal arrows on the both sides of diagram. Therefore, from that diagram, it can be concluded that the representation of the signifier and signified in a sign cannot be separated from each other and cannot be exist without each element.

The Saussure's Dyadic Diagram above can be used in describing a linguistic example. For example, the traffic light has three colors. They are red, yellow, and green. The writer will point out the red color one. It can be classified into a sign which consists of:

- The signifier is red light color.
- The signified or meaning, which is a signal that everybody must stop her or his vehicle.

RESEARCH METHOD

Qualitative research, (Moleong, 2014) stated that research that intends to understand the phenomena of what is experienced by research subjects holistically and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods. Meanwhile according to (Nazir, 1988), the qualitative descriptive technique is a methodology of assessing the current status of a group of people, an item, a set of conditions, a system of ideas, or a class of events. This method is used as a tool to describe the signs behind the form of video poster “Rewind Indonesia 2021” that initiated by Chandra Liow, Aulion, Jovial da Lopez, Natya Shina, Rendy Pritananda and Ferry Irwandi. The discovery of information through the project is accomplished by digging up the information offered in a project in order to

comprehend the conditions or context of what is actually occurring in it. According to (Sugiyono, 2005), a descriptive approach is one that is used to explain or examine a study result but is not utilized to draw broad conclusions. Analyze the meaning contained in the aesthetic project (Patriansyah, 2014).

DISCUSSION

This study would show some of the elements that strive to explain verbal or nonverbal through the poster, notably through elements such as symbols used, how photography, word or text typography, and even illustrative illustrations that try to deliver. We are never separated from the value in our daily lives, whether through conversation or through our daily body language movements, which are all inseparable from value and meaning. Sometimes we don't even consider the underlying meaning of our speech or gestures, or even everything we see as a medium of communication. As a result, in this article, we will examine Ferdinand de Saussure's semiotic theory, which includes the study of signs. According to Saussure, as quoted in Sobur's book called *Semiotics of Communication*, semiotics or semiology is the study of the life of signs in a community (Sobur, 2009, p. 12). According to the definition of semiotics, it is about signs. The study of signs and everything linked to them, including how they work, how they interact with other signals, and how they are transmitted and received by individuals who use them. Text analysis frequently employs semiotics (though more than just textual analysis).

Layout Rewind Indonesia 2021 poster

A poster directed by Chandra Liow and Aulion that promotes the video *Rewind Indonesia 2021*, which portray the story of significant events that occurred in 2021. The video "Rewind Indonesia 2021" has

attracted people's curiosity since its publication on December 30, 2021 received a lot of attention and reached 11,468,611 and was trending 1 for a few days. *Rewind Indonesia 2021* is the creation of Chandra Liow and Aulion, with contributions from Jovial da Lopez, Natya Shina, Rendy Pritananda, and Ferry Irwandi. This video poster was created by blending photography and computer imagery to produce high-quality pictures. Inside this poster is the headline "REWIND" using roots and vines and decorated with red and white flowers on the front of the letter R. This writing is placed at the bottom of the poster in large letters.

Poster *Rewind Indonesia 2021*.
(Instagram / Chandraliow)



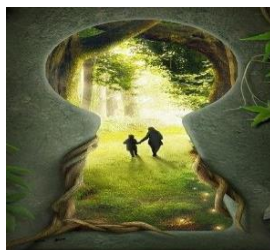
In the center of the poster, there is a keyhole wrapped in roots, and inside the hole is a mother and son holding hands. The hole is surrounded by vines, fireflies, and ants. Posters are the main promotional media for this video. To carry out its communication function, a poster uses visual elements in its design. The elements that are often used in the design of visual communication, especially posters, include typography, symbolism, illustration and photography (Anggasta & Franzia, 2016). The colors on this poster are mostly dark, although there are some bright spots. *Indonesia 2021* is also written in white in *Indonesia* and red in *2021*. The keyhole in the centre of this poster is the center piece, with a mother holding a son's hand. While the design style applied in this poster is futuristic, this can be noticed in the color

used, which tends to use a lot of combinations of dark and bright tones, and the unification of characters from diverse aspects in a reference, as well as the overall composition of the work.

Semiotic Analysis of Ferdinand De Saussure

In the previous discussion, it has been explained that the sign is the unity of a signifier form with an idea or signified. In other words, a signifier is a meaningful sound or a meaningful scribble. So, signifiers are the material aspects of language, what is said or heard and what is written or read. While the signified is a mental picture, thought or concept. Therefore, the signified is the mental aspect of language. It is impossible to convey a sign without a signifier. The signified or the signified includes the sign itself and thus is a linguistic factor. The process of signifier or signified will produce external reality or signified. The following is an analysis of the components in the semiotics of signs and markers through the poster work of Rewind Indonesia 2021, so that an analysis of verbal and nonverbal signs is carried out using Saussure's theory of signifiers and signified.

Data 1 :
Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

The keyhole portrays us peeking out into a lovelier world than the one we live in now. This keyhole may also describe the next stage of our lives, which would have a more beautiful future.

Data 2 :
Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

Mother and son symbolize a family in the Indonesia Rewind 2021 video. In our opinion, the mother symbolizes the motherland, and the child she is holding, symbolizes the social situation and also humans who are always held together by her mother, namely the motherland. On the other hand, the mother and her son also walk into the light that shines in front of them.

Data 3
Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

Life should be modeled by the philosophy of plant growth. Growing up means that we have to keep trying to achieve our dreams, dreams and

aspirations as high as possible. Every day we grow and continue to develop to live life and achieve goals. We need balance in our lives and seek to achieve it. Water that moistens its roots, sunlight that is perfectly absorbed, and minerals that are stored and processed to prolong its life. Produce new shoots, flower, to bear fruit and bring sustenance to other living things. Every day, we are capable of producing clever and fantastic throughout, as well as working and producing works that are really important.

Data 4
Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

The heavenly light represents hope, which is constantly present in all conditions. Just as in life, when various unpleasant situations occur, hope would always exist and flourish.

Data 5
Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

A firefly at the door indicates that the firefly is bringing a positive message. Where

there would be a brighter and hope for the future.

Data 6
Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

The vines reaching the keyhole reflect the need for humans to keep expanding and getting out of their comfort zones in order to grow and develop in order to achieve their life goals.

Data 7
Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

The red and white colors clearly represent the Indonesian flag. Flowers that express genuineness, sincerity, love, friendship, and joy. All elements of human emotions are perfectly described into one.

Data 8
Signified



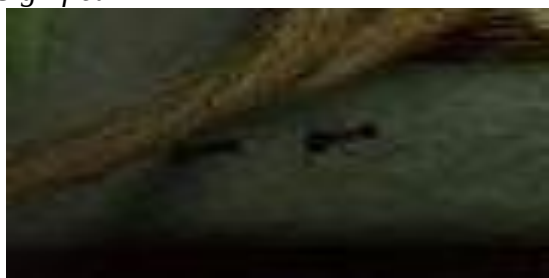
Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

The words "Rewind" wrapped in tree roots describe how tree roots are always strong and work hard to maintain a massive and large tree. Indeed, in 2021, there were numerous obstacles, challenges, and difficult situations, but humans survived to stay strong and tough to confront them all.

Data 9

Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

Ants never stop. If we try to stop them on their way somewhere, they'll find another alternative. They will climb. Maybe they'll break through the bottom. Or they will climb around it. The point is, they will continue to explore for alternative solutions. The next part of the ant philosophy is that ants believe summer is all winter. During the winter, the ants remind themselves, "this won't last long; We'll be out of here soon." And on the first warm day, the ants came out. If it gets freezing again, they will go back into their nest, but they will come out on the first warm day. They can't wait to come out of their nest.

Data 10

Signified



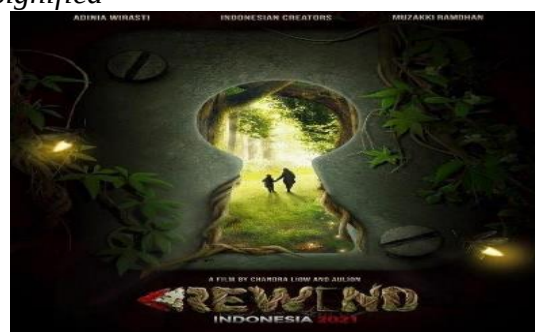
Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

The color of text "Indonesia 2021" symbolize Indonesian flag.

Data 11

Signified



Poster Rewind Indonesia 2021.
(Instagram / Chandraliow)

Signifier

The dark color represents an extremely gloomy year in 2021. The green color represents the plants within the door as well as those that expand beyond the door, indicating that the world has begun to settle down after much upheaval. Yellow is a color that represents optimism and hope for the future.

Saussure's theoretical approach that is used is very helpful for the author to find out the sign system and how the sign works in this poster. Verbal and nonverbal signs in this poster consist of signifier and signified which represent a meaning or reference or external reality. Discussing the Rewind Indonesia 2021 poster which is actually a video that summarizes various events that occurred that year. Many unexpected things will happen in 2021, but every event that happens always provides lessons. Behind all the bad things that happen, the light that offers hope will always be there. The universe will follow the behaviour of living things. Life will go on with the hope that is always there. Friendly in the following year, more light will be encountered according to the image of the child and mother walking towards the light.

CONCLUSION

Based on the analysis, it can be concluded that the Rewind Indonesia poster is good at displaying visual illustrations of the message to be conveyed both in terms of signifier and signified meaning that displays in that poster. Ferdinand de Saussure's theoretical analysis is used in the analysis of the Rewind Indonesia 2021 poster, and finally it can be said that the message or meaning which will be conveyed in the form of ideas in. This poster is a summary of various events that have occurred in 2021. The woman and her son are holding hands inside a keyhole surrounded in roots. The keyhole depicts us peering out into a more beautiful world than the one we live in now. The woman and her son enter the light that shines in front of them as well. It means in the following year; more light will be encountered.

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