

SEMIOTIC ANALYSIS OF CIGARETTE ADVERTISING: A CASE STUDY IN SOUTH TANGERANG

Analisis Semiotika Iklan Rokok: Studi Kasus di Tangerang Selatan

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Abstract: *Cigarette advertisements are products that have restrictions and regulations in their promotion. With that, cigarette advertisements utilize creativity that has connotations to avoid bans that could lead to controversy. Through Roland Barthes' semiotic theory regarding the meanings of denotation and connotation, as well as myths, the connotations found in cigarette advertisements become a complex and interesting topic to discuss. By using a descriptive qualitative research method through the collection of primary and secondary data via observation and documentation. The results of the analysis through denotation, connotation, and myth are as follows: first, the denotation in advertisements in the form of illustrated images is a literal description that does not require deeper interpretation, while the connotation in advertisements in the form of illustrated images and text represents a secondary meaning that goes beyond denotation, which requires deeper interpretation. Second, the myth in advertisements that consists of illustrations and text is the result of a combination of meanings from the two associative terms, namely denotation and connotation, which are then agreed upon and believed.*

Keywords: *Outdoor Advertising, Cigarette, Semiotics Roland Barthes*

Abstrak: *Iklan rokok adalah produk yang memiliki larangan dan aturan dalam mempromosikan. Dengan itu iklan rokok memanfaatkan kreativitas yang memiliki konotasi agar terhindar dari larangan yang dapat menyebabkan kontroversi. Melalui pendekatan teori semiotika Roland Barthes terkait makna tanda denotasi dan konotasi serta mitos maka konotasi yang terdapat dalam iklan rokok menjadi hal yang kompleks dan menarik untuk dibahas. Dengan Melalui metode penelitian yang bersifat kualitatif deskriptif dengan cara mengumpulkan data primer dan sekunder melalui observasi dan dokumentasi. Hasil analisis melalui denotasi dan konotasi serta mitos yaitu: pertama, denotasi dalam iklan yang berbentuk ilustrasi gambar merupakan deskripsi literal yang tidak memerlukan interpretasi lebih dalam, sedangkan konotasi dalam iklan yang berbentuk ilustrasi gambar dan teks merupakan makna kedua yang melampaui denotasi yaitu yang memerlukan interpretasi lebih dalam, kedua, mitos dalam iklan yang berbentuk ilustrasi dan teks merupakan hasil gabungan makna dari kedua istilah asosiasi yaitu denotasi dan konotasi yang kemudian disepakati dan dipercayai.*

Kata Kunci: *Iklan Luar Ruang, Iklan Rokok, Semiotika Roland Barthes*

INTRODUCTION

Currently, advertising has become a lifeline in the development of a company or the industrial world. According to Sumbo Tinarbuko (2009 : 2) advertising is considered one of the effective marketing methods to support business success. In other words, advertising is used as a "main weapon" for a company to boost the sales of goods and services. This happens because



advertising is one of the most tangible elements of the economic mechanism. In addition, its existence also attracts various ambivalent assessments.

Advertising, besides being a promotional activity, is also a communication activity. Richadinata & Astitiani (2021 : 195) Advertisements have a function of direct communication, which is different from visual art that has a function of indirect communication. Sumbo Tinarbuko (2009 : xiii) This is because advertising is an art that has the primary function of conveying a 'message' to introduce and persuade. Thus, creativity is also needed in advertising to leave a strong impression on the audience.

Advertising is one manifestation of the mass cultural phenomenon that not only aims to inform and campaign. In the past, advertisements were merely understood as notifications about goods or services for sale, which did not influence the understanding and reception of the message by the audience. However, now, along with the progress of time and the advancement of civilization, there has also been progress in all existing fields, one of which is the advertising media. The advertising media channels consist of print media, electronic media, and outdoor media.

The term advertising also has two meanings: commercial advertising and public service advertising. In commercial advertisements, the aim is to promote goods or services with a focus on business interests, often showcasing products. Meanwhile, public service advertisements present social messages intended to remind the community of issues that threaten or need to be addressed. Commercial advertisements as well as public service announcements generally use various types of media to inform or promote, whether through print media, electronic media, or outdoor media.

Some forms of print media include: pamphlets, magazines, brochures, tabloids, and newspapers. Electronic media: radio, television, and the internet. In outdoor media, there are several types: billboards, visual billboards, banners, streamers, and advertising balloons. Billboard advertising is a type of outdoor media used to promote a product, as billboards have the ability to easily attract the audience's attention to recognize and remember the product. In every billboard advertising creation, companies generally include visuals (photography/videography) as well as verbal elements (text) in the media used, with the aim of making it easier for the public to understand the advertisement being conveyed. In general, the content of advertisements conveys the advantages or benefits of the promoted products. However, there are also some companies that deliver unusual or quirky messages with the aim of attracting public attention, such as advertisements for cigarette products.

The media for cigarette advertising conveys a variety of messages tailored to the audience, and the public's orientation towards cigarette ads also involves factors of corporate interest, namely normative factors. In the Government Regulation of the Republic of Indonesia Number 19 of 2003 (Presiden Republik Indone President of the Republic of Indonesia, 2003) concerning tobacco advertising, there is a prohibition in Article 16 Paragraph (2), which states, "Displaying or depicting in the form of images, writing, or a combination of both, cigarette packaging, cigarettes, or a person smoking or directing towards a person who is smoking." Although it contains other elements in tobacco

advertising, the public perceives and understands the intended message of the advertisement. A product that is promoted without showing the product itself, only displaying the logo and using phrases that carry connotative meanings.

Tobacco advertisements do not solely serve the function of promoting and inviting the public to engage with the products or services being showcased. In cigarette advertisements, there is also a philosophical message about the reality presented in relation to the creativity being advertised. In terms of visuals, this advertisement should be read as a system of signs and meanings conveyed through the text in the ad.

Therefore, the analysis in this research is focused on cigarette advertisements in outdoor media displayed on billboards by the roadside. Tobacco products represent a unique, interesting, and creative form of advertising, as they offer something different from what is being advertised. Because of that, the promotion of tobacco products is entrusted to its normative agency. Most cigarette advertisements feature young people to promote and popularize the product, as well as to showcase creativity.

Generally speaking, semiotics is the science that studies a sign, and something on that sign we have to find its meaning. Semiotics is the study of signs in language and how language becomes a dominant influence that shapes human perception and thought. Semiotics is also a tool for analyzing images. With a semiotic approach, it is hoped that we can understand the foundational aspects of how advertising ideas are formed, which involve the relationship between symbols and signs present in the advertisement.

METHOD

This study uses a qualitative research method with a descriptive type. According to Bogdan and Taylor (Samsu, 2017) qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from individuals and observable behaviors. The focus of qualitative research with various methods, which includes interpretative and naturalistic approaches to its subjects of study.

The primary data used in this research is sourced from observations, findings, and documentation. The findings referred to are "outdoor cigarette advertisements (billboards)" located in South Tangerang. The data collection technique through observation and documentation in the form of photos/images is original data obtained by the researcher from 5 (five) sub-districts located in the South Tangerang area, including; Serpong, Setu, Pamulang, Ciputat, and Ciputat Timur, making this data reliable for research purposes. The data is counted from March 7, 2023, to June 7, 2024. Secondary data is data obtained from secondary sources, aimed at supporting the research conducted by Samsu (2017 : 95).

Because the data obtained from the field is quite extensive, it was recorded carefully and in detail. For that reason, researchers in data analysis need to perform data reduction. From the 20 cigarette advertisement data found on billboards, which underwent 38 direct reductions, the researcher has selected 17 cigarette advertisement data from outdoor media, specifically billboards located

in several districts in the South Tangerang area, consisting of 5 (five) districts: Ciputat, Ciputat Timur, Pamulang, Setu, and Serpong.

Researchers use a semiotic analysis model, as seen from a terminological perspective, semiotics is the study of observation objects, specific events, and culture as signs that can be broadly understood within the Samsu (2017 : 112). Roland Barthes (2017) divides semiotics into two levels between the signifier and the signified, which produce literal, explicit, and definite meanings. The role of the reader or audience is an important part of Barthes' study of signs. Barthes (2004 : 158) developed those concepts (signifier and signified) into denotation, connotation, and myth. Denotation is the explicit or literal meaning of a text or image. Connotation is a deeper meaning, symbolism, or no longer just the original meaning. Meanwhile, a myth is the meaning produced from the combination of the two, where when it reaches the second level (connotation) and already contains a narrative form or ideology, it is considered a myth. Thus, with this semiotic analysis model, the data can be organized and structured in a way that makes it easy to understand through the narrative of Roland Barthes' semiotics related to denotation and connotation, as well as myths in cigarette advertisements in outdoor media in South Tangerang.

FINDINGS AND DISCUSSION

Researchers have obtained 17 types of data regarding cigarette advertisements on billboards in South Tangerang, which consist of 5 districts: Ciputat with 6 data points, Ciputat Timur with 4 data points, Pamulang with 2 data points, Setu with 1 data point, and Serpong with 4 data points. From the 17 data points, the researchers selected only 4 data points to be analyzed in this study, using the theoretical framework of semiotics by Roland Barthes, which includes the meanings of denotation and connotation, as well as myth. Barthes defines denotation as the first-level meaning, which is the actual meaning, the form or phenomenon that can be perceived through the senses, or it can also be described as a basic description. Connotation, from his perspective, is understood as the second-level meaning, which has openness or implicit, indirect meaning. Meanwhile, myth is the meaning produced from the combination of the two, where at the second level (connotation) it contains a narrative or ideology, thus embodying a belief or conviction. Here is an analysis of the denotative and connotative meanings as well as the myths in the cigarette advertisement billboard in South Tangerang as outlined by the researcher.

The Meaning of Denotative Signs, Connotations, and Myths in Cigarette Advertisements in Outdoor Media in South Tangerang

Based on the data in picture 1, there are visual elements. The text reads "Starting From Km 0" Happy Eid al-Fitr 1444 H. The visual sign features a traffic sign with the symbol of 0 km. In the background, there is a view of the city and the highway. As a product, in promoting it will certainly showcase its identity or brand as shown in the image above [L.A. Bold]. In this case, the logo and brand are not included in the research.

Picture 1
Sasak Tinggi Street, Ciputat, Ciputat District, South Tangerang



The denotative meaning in the advertisement titled "Starting From Km 0" above is very interesting because it has a centered composition. In the background, there is a moon and a city street. In the foreground of this advertisement, there is a visual sign in the form of a traffic sign marked km 0. The text "starting from km 0" is in capital letters as the title, with a font size larger than the subtitle "Happy Eid al-Fitr 1444 H." The color dominance in this text uses white and red, which are applied to the Islamic year text.

In addition to conveying the literal meaning or primary meaning (denotation), the advertisement work above (image 1) also contains figurative meaning or connotation. The connotative meaning in this advertisement can be traced back to the background of the moon and the city streets. Then, a traffic sign indicating km 0 appears as if it is the starting point of a journey or road. This kind of visual imagery has a meaningful connection regarding the city road and the traffic sign "Km 0," which signifies the beginning or a fresh start to a journey. And in the cultural context of Islam, it is referred to as fitrah, which means returning to one's original nature, purity, talent, and disposition that applies to human beings who are charitable Muzakki (2014 : 87). Therefore, the verbal text that reads "Starting From Km 0" clarifies the intent of the advertisement and carries the message of returning to one's true nature. (sebagai manusia ciptaan Allah SWT). Thus, the meaning of the connotation of this advertisement can be found in Islam, which signifies a condition of returning to one's natural state Naharin (2015 : 178). Such a condition is an ideal situation for followers of Islam. The use of the color white in text can be interpreted as something pure, while the color red signifies love, courage, strength, and victory.

The image above has a mythical meaning that refers to Islam. The illustration of the traffic sign marked "Km 0" signifies the beginning of a journey or the starting point of a trip. The verbal text that reads "Happy Eid al-Fitr 1444 H" indicates that the advertisement above exists and is present during the Eid al-Fitr celebration of 1444 Hijri, which falls on April 21, 2023, in the Gregorian

calendar. On the day of Eid al-Fitr, the Muslim community, especially in Indonesia, believes that Eid al-Fitr signifies a return to one's original nature and purity, often referred to as returning to fitrah. Eid al-Fitr is also a day full of joy, because on this day (Eid al-Fitr) all Muslims forgive one another and share happiness. In addition, Eid al-Fitr is always interpreted as a day of victory for the Muslim community. It is interpreted as the day of victory because it is achieved after observing fasting for 30 days during the month of Ramadan, and on this day (Ramadan) it is a day of purification for oneself before the Almighty God, Allah SWT. Thus, in the illustration of the traffic sign marked "Km 0," it indicates and connects to Islam, namely on the day of Eid al-Fitr, which signifies that Muslims are believed to start anew or have returned to their original nature, meaning a return to purity, innate qualities, talents, and characteristics that are inherent as creations of Allah SWT.

Picture 2
Pahlawan Street, Rempoa, Ciputat Timur, South Tangerang



In the image data 2, there is a verbal sign with the text "Beware of Sweet Promises" #Think First. The text is in red color, printed in bold, and partially highlighted in red. In the visual sign shaped like an ice cream cone, but resembling a microphone or loudspeaker. (microphone). As a visual complement to this advertisement, there is the ice cream being held in a hand. The presentation of denotative meaning in this advertisement can begin by examining the arrangement of the composition. The composition in the advertisement titled with the verbal text at the upper left that reads "Beware of Sweet Promises" employs a symmetrical composition. This type of composition still maintains balance even though the objects differ from the right and left sides, yet it appears dynamic. The use of a visual ice cream cone resembling a microphone represents a balance of meaning from the verbal text on its left side. There is also the text "#Think First" in white with a red spotlight. In the illustration of the ice cream cone resembling a microphone, there is a hand holding it. In this illustration, it seems as if someone is raising their hand while holding an ice cream cone. On top

of the cone resembles a microphone with a drizzle of ice cream sprinkled with chocolate sprinkles.

In addition to implying its literal meaning or primary meaning, the billboard "Beware of Sweet Promises" also contains a figurative or connotative meaning. There is a visual microphone with an ice cream cone. A microphone is an electronic device used to amplify sound. Adityawati (2011) states that a microphone is a device that is useful for amplifying low-intensity sounds or a tool that functions to capture sound so that its intensity can be adjusted according to needs. Therefore, microphones are often used in various situations, such as presentations, speeches, and events that involve public speaking.

In this visual illustration, the ice cream cone resembling a microphone signifies that the sound coming from the microphone is sweet like ice cream. Considering that this is an election year in 2024, it also implicitly conveys a caution regarding the sweet promises made by politicians during their campaign activities. This is also evident from the red-colored verb text "Beware of Sweet Promises" with the hashtag "#Think First," which is highlighted in red, serving as an emphasis in the advertisement. Between the visual elements and verbal text in the advertisement above (image 2), there is a balance or harmony that creates a unity.

Then there is also a hand holding the ice cream cone that resembles the microphone. The visual of hands in this advertisement design carries a connotation of a leader or a prospective leader who can be held accountable for their promises during the campaign as well as after being elected. With the combination of both visuals and verbal text, this advertisement aims to highlight to the public not to be part of the white group. (golput). The term "golongan putih" refers to individuals or a group of people who are reluctant to exercise their voting rights Amin (2014 : 22-23). Usually, someone who abstains from voting does not want to get involved in public issues, including politics, which actually has a significant impact on public affairs itself. This advertisement aims to raise awareness among the public not to choose leaders carelessly, who cannot be held accountable for their sweet promises.

In the advertisement image above, it is present and appears during the upcoming 2024 general elections, which will be held simultaneously for the members of the House of Representatives, provincial and district/city councils, as well as for presidential and vice-presidential candidates. Usually, in elections or democratic events, the elite political candidates competing employ various methods to gain votes from the public, such as campaigning in public places, outdoor mass media advertisements, electronic media, social media, and debate forums. During that time, the candidates competing against each other offered their promises and programs if elected. Thus, the myth presented in the advertisement above, with the visual illustration of an ice cream cone resembling a microphone, connects to the general election, where the competing candidates campaign to gain votes from the public. It also serves as a reminder for the public to reconsider the promises and programs offered by each candidate. This can be seen in the hashtag #ThinkFirst, as the democratic party has already been trusted by the public and has become a myth characterized by nothing more than sweet promises.

Picture 3

Ir. H. Juanda Street, Ciputat, East Ciputat District, South Tangerang



In the image data above, there are both visual elements and verbal text. There is a verbal text sign that says "Sandang Pangan Papan" in black, and the verbal text "Pengakuan" in white, along with red verbal text in a white block that says "Bukan Main" underneath it. The background used in the advertisement work above (image 3) is a plain red color with an illustration of a tear like paper, and within the tear is the logo or brand of the product.

The presentation of denotative meaning in the advertisement work in image data 3 can begin by examining the written verbal text. There are three colors used in writing the verbal text in the advertisement artwork shown in image 3. First, black with the verbal text "Sandang Pangan Papan," second, white with the verbal text "Pengakuan," and third, red with a white block containing "Bukan Main." The background used in this advertisement artwork (image 3) features a plain red color like a cover, with an illustration of a tear resembling paper, and within the tear is the brand or company logo.

In addition to implying the actual meaning or primary meaning (denotation), the advertisement above (image 3) also contains figurative meaning or connotation. The connotative meaning in this image data 3 can be traced starting from the verbal text illustration and the visual illustration. Three colors, and each word in the verb text has a different meaning and significance; in other words, when these words are combined into a sentence, they carry an implicit meaning and significance. Clothing is a physical need of humans that is used throughout their lives, generally like garments or items worn on the body. Juanda & Alfiandi (2019 : 522) states that clothing is necessary for humans as cultural beings, with types that suit various needs such as work clothes, home wear, sleepwear, and so on. Meanwhile, food is the primary necessity for humans that must be fulfilled for the sake of survival. A board is a place of residence or home. In the text, the color black is associated with meanings such as authority,

honor, and even luxury, conveying an elegant impression Rahma Deni (2024 : 10). The color white represents freedom and openness. The main color used in the advertisement work of image data 3 is red in the background. The color red symbolizes courage and the excitement or passion Sulaiman & Murtana (2015 : 23). The connotative meaning in this advertisement (image 3) is that every achievement and need one possesses requires recognition from others or can be acknowledged by others.

The image above has a myth that in this era, filled with information technology or social media, it not only brings change but also influences people's lives. Social media is no longer used as a medium to address interaction issues related to distance and to help connect with many people; instead, social media has become a tool for self-expression, showcasing achievements as a form of self-display or boasting. For example, wearing branded clothing from well-known brands and flaunting it on personal social media is done primarily to gain recognition and be acknowledged by many.

Picture 4
Otista Raya Streets, Ciputat, Ciputat District, South Tangerang



In the image data 4 above, there are illustrative elements that make up the advertisement. There is an illustration of a padlock, with a heart illustration in the middle. Below it, there is text with the headline "It's Time to Open Your Heart" in white and the subheadline "Happy Eid al-Fitr 1445 H" in white. The setting used is a dark room, but it receives light that shines on the illustration of a padlock. Below is the logo or brand of that product.

The presentation of denotative meaning in the advertisement work in image 4 can begin by examining the illustration and the verbal text presented. There is an illustration of an open padlock, and the padlock features a heart in the center. Below it, there is white verbal text with the headline "It's Time to Open Your Heart" and the subheadline "Happy Eid al-Fitr 1445 H." The background of

this advertisement work (image 4) uses a dark room setting; although there is light, it only highlights the padlock.

In addition to implying the actual meaning or the primary meaning (denotation), the advertisement work above (image 4) also contains figurative meaning or connotation. The connotative meaning in image data 4 can be traced starting from the visual illustration and its verbal text. In this advertisement illustration, an open padlock is presented, and there is a heart image in the middle of the padlock. Generally, locks are used as security tools for both property and personal belongings. However, a padlock can also have different and varied meanings in a multicultural society. For example, in China, there is a love lock bridge, and according to its culture, a couple who ties their names on the lock and throws away the key will have an everlasting relationship Fatmawati et al., (2019 : 78). The color white symbolizes purity or cleanliness, referring to the goodness or sanctity Khairi (2022 : 44). The connotation in the advertisement above (image 4) with the illustration of a padlock signifies unlocking a closed heart, or in the cultural context of Islam, Eid al-Fitr is interpreted as a day full of gratitude and mutual forgiveness. The verbal texts "It's Time to Open Our Hearts" and "Happy Eid al-Fitr 1445 H" emphasize the intention of the illustration, which signifies opening our hearts to forgive one another on the day of Eid al-Fitr.

The image above has a mythical meaning that refers to Islam. The illustration of an open padlock with a heart in the center and the text below reading "It's time to open your heart" and "Happy Eid al-Fitr 1445 H" indicates that the advertisement is present during the celebration of Eid al-Fitr 1445 Hijri, which falls on April 10, 2024, in the Gregorian calendar. On the day of Eid al-Fitr, the Muslim community, especially in Indonesia, believes that Eid al-Fitr signifies a return to one's original nature and purity, often referred to as returning to fitrah. Eid al-Fitr is also a day full of joy, because on this day (Eid al-Fitr) all Muslims forgive each other and share happiness. Thus, the illustration of an open padlock with a heart in the center refers to Islam, specifically on the day of Eid al-Fitr when Muslims open their hearts to forgive one another for all the mistakes that have been made.

CONCLUSION

Based on the data that the researcher has found in cigarette advertisements in outdoor media, specifically billboards in South Tangerang, the researcher has analyzed it based on the development of Roland Barthes' semiotic theory concerning the meanings of denotation and connotation, as well as myths. It can be concluded that the concepts (denotation and connotation, as well as myth) in this research; first, denotation in the visual context of images or illustrations is a literal or physical description of an object or image that does not require interpretation. This refers to the direct or literal meaning of an advertisement in the form of images or text. Second, connotation in advertisements that are visual images represents a secondary meaning that goes beyond denotation. This refers to the deeper meaning of an image or text, which involves associations, interpretations, and symbolism that are heavily influenced by cultural context and individual experiences. Third, myth in advertisements that are visual images is the result of the combined meaning of both (denotation

and connotation), where when the sign or image has reached the second level (connotation) and contains a narrative or ideological form, it further strengthens and thus becomes a particular viewpoint or ideology.

Furthermore, advertising, besides being defined as a tool or medium that functions to introduce, inform (convey messages), and campaign for a product or institution, can also be understood as a "work," because it contains ideas and concepts that are not solely focused on promoting a good or service. Tobacco advertisements are advertisements that are subject to regulations or prohibitions that prevent them from showing or displaying their products and services. So here there is a creative process in its creation. The conclusion that cigarette advertisements are created with full creativity and contain ideas and concepts can be seen from various elements; first, visual and narrative aesthetics, in which cigarette ads use artistic images and engaging narratives. Second, the concept idea, cigarette advertisements always employ innovative and unique concepts in delivering messages, such as visual illustrations or unusual narratives. The three images or lifestyles, in this case, cigarette advertisements always utilize creative imagery and lifestyles. Nevertheless, creativity in advertising should not be detached from the rules and prohibitions that can lead to controversy due to the nature of the products being associated with serious health impacts. That is what is important to remember, that behind the creativity of cigarette advertisements, there is always a warning about health related to the effects of smoking.

Thus, the research on denotation, connotation, and myth in outdoor media cigarette advertisements provides insights and findings about the meanings created from popular culture and shows that visuals or images do not merely convey simple denotative information, but also involve a complex interpretive process (connotation), which can then contain myths or narratives that influence the audience's perceptions and understanding of visual images within a broader cultural and social context.

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