

Semiotic Analysis of the Message Meaning of Corporate Social Responsibility of Aqua Mineral Water “Back to be Pure #Aqua242” Version, Ramadhan 2018 Edition in Television Media

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Abstract:- This study entitled **Semiotic Analysis of the Message Meaning of Corporate Social Responsibility of Aqua Mineral Water “Back to be Pure #Aqua242” Version, Ramadhan 2018 Edition in Television Media.** The concepts used in this study are the concept of semiotic, semiotics of visual communication, and the concept of code. The method used is a semiotic analysis method. Semiotics is called the science of signs. Semiotics is the study of the meaning and analysis of events that give a meaning (meaning-producing events). It is because semiotics can provide scope for interpreting advertisements so that ultimately they can find hidden meanings in an ad. The object in this study is the advertisement of Aqua mineral water in the “Back to be Pure #Aqua242” version of the Ramadan 2018 edition on television that lasts one minute and thirty-six seconds. Identification of the object of research that has a theme of concern for the audience or the people of Indonesia, especially those undergoing fasting, which is a call to the audience to suffice hydration during the month of Ramadan by returning to pure consumption of Aqua mineral water to avoid the dehydration. The results of this study indicate that the Aqua’s message through CSR advertisements with the campaign “Back to be Pure #Aqua242”, Aqua is meaningful and communicates that Aqua wants to contribute proactively to provide solutions and directions on how to avoid dehydration during fasting, which is drinking enough mineral water and right with the pattern of 2+4+2, which is two glasses when break fasting, four glasses at night and two more glasses at dawn. This is as one of the objectives of PR campaign activities for public awareness and public education (the ability to educate the public).

Keywords:- *Meaning of the Message, Semiotics, Advertisements, & Television Media.*

I. INTRODUCTION

Television is one of the mass media communications that have evolved quite rapidly until today. Of the many forms of communication that exist on television, advertising is one of them. Advertising works through a response from potential buyers to the elements contained in the ad. This response or reaction can occur when a potential buyer is seeing, hearing or thinking about an ad. Advertising can affect a person’s emotions. Creativity has a broad reach that can be included in advertisements to obtain various emotions. In simple terms advertising can be defined as a message offering a product offered to the audience through the media, one of which is television.

According to Daniel Strach advertising is not just information, but advertising is also a way for producers or distributors to remind and persuade potential buyers and users of goods and services. (Strach, 1996: 230). In making advertisements, advertisers also aim that the audience who sees these advertisements can respond both in terms of the contents of the message, the model, the storyline, settings, slogan, as well as the jingles or the music, in accordance with what is expected by the advertiser. Thus, advertisers make every effort to design not only the content of the message but also the form of the message. In addition to commercials, advertising is also integrated with the program of CSR (Corporate Social Responsibility). The company does not only deliver advertisements that contain promotion, but also advertising has benefits for the public that is by conveying positive and educative messages. CSR advertising is usually nuanced campaign appeal to influence in order to invite and motivate the audience to participate and do positive things or activities through advertisements that are aired.

Advertisements on television always involve signs and codes, each part of the advertisement will also be signs that are fundamental, that means the ad is something that produces meaning. The sign functions to interpret or present a series of concepts of ideas or feelings in such a way that allows the audience as an audience to decode from the many forms of communication that exist on television, television advertisements that create images have become a powerful medium for companies to promote products.

Jib Fowles states that advertising is not just a communication medium. However, the most important thing is the content of the communication concept contained therein, moreover the concept must be able to represent the intention of producers to publish their products, and the concept must be understood by viewers as intended by the creator of the ad (Morissan. 2010:17). Then remember that the main purpose of an ad or advertising is to communicate messages from the company to its target audience with specific goals and purposes. As defined by Morissan (2010), "Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience." (Putra and Hariyati, 2019:72).

Related with the adverts of the Aqua mineral water version of "Back to be Pure #Aqua242" edition of Ramadhan 2018 in television media, the advertisement is expected that the visualization of the audience about the products offered by Aqua will support good optic. The campaign contained in the Aqua Bottled Water advertisement, mineral water products produced by PT Aqua Golden Mississippi since 1973, introduced a campaign to avoid dehydration in the month of Ramadan, especially for those who run fasting. The campaign has a tagline i.e. #Aqua242. As we know, when fasting for a full month in the holy month of Ramadan, the opportunity to drink water is limited only at night, precisely from sunset until before dawn. If this is ignored, it could be mild dehydration. Through this advertisement, Aqua invites the public to fulfill their hydration needs while fasting. Without having to wait for thirst, drink regularly enough every hour if on a normal day (outside the month of Ramadan), while during the month of Ramadan it can be replaced with the composition of consuming the right drinking water with a 2+4+2 drinking pattern. That is, drinking two glasses of water when breaking the fast, plus four glasses at night until before bed, and two more glasses when dawn.

Through the #Aqua242 campaign when fasting in the month of Ramadhan, namely by drinking two glasses of water when breaking the fast, plus four glasses at night until before bed, and two more glasses when dawn can have a positive impact on the audience to live healthier. That also provides understanding if fasting is not a barrier to healthy living and eliminates dehydration during fasting. The pattern of 2+4+2 helps to eliminate the feeling of concern about lack of body fluids, because during fasting during the month of Ramadan the drinks consumed, especially mineral water for the body, are sufficient with this pattern, without shortages or even excessive. Mineral water is one of the elements used to maintain pressure in the blood. When the body lacks mineral water, the blood will thicken. The reason is mineral water is usually also used by the body in the process of burning, converting fat into energy. The problem will come when someone lacks mineral water intake, so fat cannot be burned, so that it can cause heart attacks and strokes. #Aqua242 program is one of the solutions during fasting in the month of Ramadan to continue to meet the needs of the body as it should.

The significance of this study is to show the other side of PR activities or practices in generating CSR advertisements by carrying out campaign programs on advertisements on television media. Writers are trying to find the existing message sign system in the Aqua mineral water advertisement with the theme of Ramadan, this sign system will be examined through a video show that will be examined and selected into pieces of the image. Aqua mineral water video version "Back to be Pure #Aqua242" which was uploaded through AQUA *Sehat* YouTube channel with a duration of 1 minute 36 seconds produced several images to be studied and to make this study more maximal and efficient, writers selected images to be used as research. The selected images are then selected with scenes or pieces of images and become a different element to be examined.

The release of Aqua mineral water advertisements on television media with a thematic theme is expected to instill more brand awareness equity from the Aqua brand in the audience. PT. Aqua Golden Mississippi as the producer of Aqua mineral water used this theme in its advertising display is to form a positive public perception. The appearance of the Aqua mineral water version of the "Back to be Pure #Aqua242" on television media, with the concept of an interesting and easy to remember tagline, music and theme advertisements will make the story that is expected to be attached to the memories of the audience who saw it. That is also because this ad appears much fresher when compared to the appearance of the Aqua mineral water advertisement of "Back to be Pure# Aqua242" version Ramadhan edition 2015, which is three years ago. The Aqua mineral water ad "Back to be Pure #Aqua242" version, Ramadhan 2018 edition appears more colorful, there are special songs that were deliberately created to fill the ad's jingle with easy listening tones and easily memorized lyrics. "Aqua 242" as the title of the song was delivered directly by well-known Indonesian singers, Isyana Sarasvati, Afgan Syahreza and Rendy Pandugo, as well as they were also playing the Aqua mineral water advertisement of "Back to be Pure #Aqua242" version in the 2018 edition of Ramadhan.

The Aqua mineral water advertisement version of "Back to be Pure #Aqua242" was chosen as a study because the ad represented a form of advertisement that contained campaign, psychological, environmental, social, cultural elements and subtly used advertising strategies involving emotional messages. This advertising model with a subtle approach is what makes writers interested in examining more deeply the messages contained in the Aqua mineral water advertisement. Interestingly the advertising message is no longer just offering goods and services, but also a kind of tool to instill symbolic meaning. In this study, writers used a semiotic approach that allowed writers to delve deeper into the meaning and visual language contained in the Aqua Return "Back to be Pure #Aqua242" advertisement version of the 2018 edition of Ramadhan.

Based on the background, the purpose of this study is to understand the meaning of the message of Aqua mineral water advertising version of “Back to be Pure #Aqua242” in the 2018 edition of Ramadhan in television media. Thus, this research is expected to provide a reference for academics, as well as input or contribution of thoughts related to the meaning and visual language of CSR advertisements in television media through semiotic analysis, adding knowledge and making sources of input and reference for other writers who wish to discuss the meaning semiotic signs or research even about other fields of communication. In addition, this research is expected to be able to provide input relating to the implementation and creation of advertisements that have the right meaning and message through the audio visual language of CSR advertisements in television media, so that advertising messages can touch the rational and emotional aspects of the audience. And can be an evaluation for related parties in the company so that it can develop the creation of effective CSR advertisements, because the public can judge how the company’s existence is up to its reputation in their view.

II. LITERATURE REVIEW

➤ *Semiotics*

Semiotics is a scientific branch that shows increasingly important influence since four decades ago, not only as a method of study (decoding), but as a method of creation (encoding). Semiotics has developed into a model or paradigm for a wide range of scholarships that create special semiotic branches. Semiotics is the science or method of analysis to study signs. Signs are devices used in an effort to find a way in this world, in the midst of humans and with humans. Semiotics basically want to learn how humanity understands things (Grenade, 2003: 157).

Semiotics does not always focus on the meaning of signs and symbols that are imminent (Saussurean Semiotics) but also on how the meaning of symbols is regenerated in a situation with a broader cultural and social context for the decision of a communicant (Mick et al, 2004). Semiotics consist of **s** for sign, **i** for interpreter, **e** for effect (for example, a position in **i** will react in a certain way to **r** under certain conditions because **s**) **r** for reference, **c** for context or condition. Sign is the basis of all communication. Humans with intermediary signs can communicate with each other. Many things can be communicated in this world. Advertising as a text is a system of signs organized according to codes that reflect certain values, attitudes and also certain beliefs. Thus, semiotics becomes an appropriate method for knowing the construction of meaning that occurs in advertising by emphasizing the role of the sign system with the construction of reality, and then through the semiotics the ideologies behind advertising can be dismantled.

According to Roland Barthes, semiotics is a science or method of analysis to study signs. Signs are a set that is used in an effort to try to reach the road in this world, in the midst of humans and with humans. He also detonated two meanings (signification) of semiotics i.e. denotation and

connotation. Denotation is the descriptive and literal level of meaning agreed upon by all members of a culture. At the level of connotation, meaning is produced by the relationship between the signifier and the broad culture that includes the beliefs, behavior, framework and ideology of a social formation. Barthes semiology in terms of basis was about to learn how humanity wear things, make sense (to signify) in this case cannot be confused with communicating. Meaning means that objects that want to communicate still constitute a structured system of signs (Sobour, 2003: 15).

➤ *Advertisement*

Advertisement can be defined as any form of non-personal communication about an organization, product, service or idea paid for by a known sponsor. The purpose of ‘paid’ here shows the fact that space or time for an advertising message in general must be purchased, while the meaning of the word ‘impersonal’ means an advertisement involving mass media (Morissan, 2010: 17). The content in the ad itself can be influenced by several things i.e. (1) depends on certain advertisements that have a higher influence on the company, (2) environmental pressure from competing ad publishers, (3) larger and more innovative companies have excellence in getting coverage for their products, and (4) the effect of the influence of company advertisements in Europe and the United States (Rinallo & Basuroy, 2009: 33). Many consumers communicate with each other through digital images, symbols and signs, essentially creating a new language in digital communication through an advertisement (Kucuk, 2008: 210).

Advertisement as a semiotic object, has a fundamental difference with the design that is three-dimensional, especially product design. Advertising, like mass communication media in general, has a direct communication function, while a product design has an indirect communication. Therefore, in advertising aspects of communication such as messages is the main element of advertising, which in a product design is only one aspect of various other major aspects (function, human, production). An advertisement always contains sign elements in the form of the object being advertised; context in the form of environment, people or other creatures that distinguish the meaning of the object; and text (in the form of writing) that reinforces meaning (anchoring), although the latter is not always present in an advertisement. (Piliang & Tinarbuko, 2003:263).

➤ *Code*

Code is a way to combine signs that are socially agreed upon, to enhance a message delivered from one person to another. While the code in sociolinguistic terminology, is a variation that has a distinctive form, and also a specific meaning. In language practice, a message sent to the recipient of a message is managed by a set of conventions or codes. The first code that applies to puzzles is the language code used to express the text in question. Language codes are included in the dictionary and grammar. In addition, texts are arranged according to other

codes called secondary codes, because the material is a primary symbol system, namely language, while the story structure of drama principles, forms of argumentation, metric systems, these are all codes secondary text used to distract meaning.

Signifiers are meaningful sounds or scribbles, while signified are mental images or concepts of something of a signifier. The relationship between the physical existence of a sign or the mental concept of the sign is called signification. In other words signification is an effort to give meaning to the world. (Fiske, 2004: 66). Signifiers and signified are cultural products. The relationship between the two is arbiter and is only based on the conventions, agreements or regulations and cultural use of the language. The relationship between signifier and signified cannot be explained in any sense, both the choice of sounds and the choice to associate the sound sequence with the object or concept in question, because the relationship that occurs between signifier and signified is arbiter, the signifier must be studied, which means there is structural definite or code that helps interpret meaning (Sobour, 2003:12)

Signs have two components namely signifier and signified. Signifier is an aspect of sign, while signified is a mental picture or concept of the relationship between the physical state of a sign and a mental concept called signification. In other words, signification is an effort in giving meaning to a sign (meaning making process). The relationship between signifier and signified is divided into three parts, which are 1) Icons are signs that bring back objects or realities that are marked, for example photos and maps, 2) Index is a sign whose presence indicates a relationship with those marked, for example smoke is an index of fire and 3) the symbol is a sign, and the relationship between signifier and signified that solely is because of conventions, agreements or regulations.

This is the reason for using Ferdinand Saussure's model to be able to study the 2018 edition of Aqua "Back to be Pure" Aqua #242 mineral water ad in the television media by looking at the signs contained in the advertisement, and discovering the ideology of these meanings. In the process of delivering the message, Aqua "Back to be Pure" Aqua #242 mineral water ad use audio visual symbols that are equally dominant in communicating their advertisements, because the proper use of audio and visual will be able to deliver messages more quickly and more efficiently to the public according to what the advertiser wants.

III. RESEARCH METHOD

This study uses an interpretive paradigm, and the method used is a semiotic analysis method. Semiotics as a model of social science, understands the world as a system of relations that has a basic unit with a sign. Therefore, semiotics studies the nature of the existence of a sign.

Semiotic expert, Umberto Eco, states that the sign a "lie" and in the sign there is something hidden behind it and not the sign itself. When associated with the behavior of the mass media, the concept of truth adopted by the mass media is not true truth, but something that is considered by the public as a truth. Without understanding the context, it could be that the "truth" of all that is displayed by the mass media as if it were true truth, even though truth could be subjective or at least considered true by journalists to be picked up through the news on the media pages (Wibowo, 2003:86). In semiotics, the recipient and reader are seen as playing a more active role than in most process models. Ferdinand de Saussure only really paid attention to symbols, because words are symbols. But his followers acknowledge that the physical form of a sign by Saussure is called a signifier, the mental concept associated with the signified can be attributed to the iconic or arbiter way.

The object of this study is the advertisement of Aqua mineral water in the "Back to be Pure #Aqua242" version of the 2018 edition of Ramadan on television that lasts one minute and thirty-six seconds. Identification of the object of study that has a theme of concern for the audience or the people of Indonesia, especially those undergoing fasting, which is a call to the audience to suffice hydration during the month of Ramadan by returning to pure consumption of Aqua mineral water to avoid lack of drinking. This ad also calls on how Aqua cares about the audience who undergo fasting with this campaign to keep living a healthy life.

The data of this study were obtained from primary data sources that are observing the adverbial Aqua water version of "Back to be Pure #Aqua242" edition of the Windows Media Player format on the computer. Then secondary data is obtained from data that is used as a complement to expedite the research process, secondary data is carried out through library studies to obtain information from the literature relating to the title, such as documents, books, magazines, lecture notes and etc. Then to analyze the data, the writers used the semiotic analysis method or also called the semiology analysis. Semiotic analysis is a technique or method for analyzing or presenting texts in relation to all forms of symbols or images contained in the mass media. The main study in semiotics analysis is to trace how the meaning is given to or which is transported by text and images. In analyzing the data, the writers used Saussure's theory i.e. the signifier system is a meaningful sound or scribble, while the signified is a mental picture or a concept of something of a signifier. The relationship between the physical existence of a sign or the mental concept of the sign is called signification. In other words signification there was an attempt to give meaning to the world.

From the twenty scenes, the writers showed a sample six scenes from the advertisement "Back to be Pure #Aqua242" as follows:



Fig 1

IV. FINDINGS AND DISCUSSION

Based on the results of the study, it showed that CSR advertisements with the campaign “Back to be Pure #Aqua242”, this would like to convey the message that Aqua is a bottled water company that contributes proactively to providing solutions and directions on how to avoid dehydration during fasting. The results of the analysis are as follows.

1. In the first scene at the signifier level, it visualized Rendy who was sitting while playing his guitar accompanying Isyana next to him who sang cheerfully, and then the woman brought her palms together while throwing a smile. At the signified level the Rendy and Isyana scenes show the youth’s soul filled with joy, talent, active, healthy and uplifting. The expression presented by Rendy and Isyana invited the audience to begin the holy month of Ramadan with good things. For the signification that Aqua wants to convey to the public, Aqua gives positive energy to start the month of Ramadan. Aqua greets the public, especially its

customers, to start the day in the holy month with conditions, stamina, healthy, cheerful and full of enthusiasm, there is no reason to fast not to be excited or lethargic. These things are in accordance with one form of public relations work, social investment, which is making programs that benefit social interests and welfare.

2. In the second scene at the signifier level, it visualized Rendy who is still accompanying Isyana singing. Isyana was seen clenching his fists while singing. And there are five bottles of mineral water placed on another chair right next to Rendy’s seat. At the signified level, the spirits of Rendy and Isyana represent the passion in conveying messages through musical form. Both hands that were clenched by Isyana showed enthusiasm and his invitation to be ready to go through the day during fasting accompanied by mineral water as one of the needs. For the signification that Aqua wanted to convey to the public, Aqua is present to meet the body’s needs during fasting during the month of Ramadan. Aqua also calls for audiences to always be ready to go through the days ahead while fasting. The scope of public relations

- work that fits the scene is publication and publicity, which is introducing the company to the public, for example making writing that is distributed to the media, but from this scene is shown by placing a few bottles of Aqua in the scene.
3. In the third scene at the signifier level, it visualized Afgan who seemed curious about what Isyana and Rendy were doing and did not understand the term Rendy used when singing, which then slowly approached. At the signified level the Afgan scene illustrated that Afgan did not understand and wanted to know what he just heard from what Rendy said. Afgan approached Isyana and Rendy as a form of attitude to find out the meaning of the word he just heard felt strange. For the signification that Aqua wanted to convey to the public was to tell slogans or new terms that must be avoided when fasting during Ramadan. Also visible was half of Isyana's smiling face when she heard the message spoken by Rendy as a sign that she agreed with the words and gave a signal to the audience who was watching to participate. The scene 3 was quite effective in building brand recognition and brand knowledge as one of the objectives of the PR.
 4. In the fourth scene at the signifier level, it visualized Afgan approached towards Isyana by scratching his head and wrinkling his face while revealing something, and then Isyana looked at Afgan who was beside him. At the signified level the Afgan scene showed confusion, curiosity for what he just heard, where the word sounded unfamiliar in his ear. Isyana's scene showed a somewhat surprised attitude over the presence of Afgan beside him who suddenly asked a question. Isyana looked at him while slightly raised his head to show that he was listening and was digesting the questions posed by Afgan. For the signification to be conveyed by Aqua that continues the previous scene, introducing the public to new terms in part of the Aqua program or campaign during the month of Ramadan. Questions posed by Afgan actors can represent confused and unfamiliar audiences with the term in order to know. This scene was related to one of the objectives of a PR campaign, which is to offer information to provide more in-depth information about a particular campaign program to audiences who are more interested or want to care. In this case introducing the term "*KURMIN*" (lack of drinking water) so that people avoid it even though fasting.
 5. In the fifth scene at the signifier level, it visualized Rendy and Isyana were singing together, then Afgan who stood next to Isyana seemed to pay attention to what was said by Rendy and Isyana. At the signified level, the scene showed that Rendy and Isyana answered Afgan's previous question with confidence through the song that was played what was *KURMIN*, and then Afgan tried to listen and understand that the length of *KURMIN* was lack of drinking. For the signification that Aqua wants to convey is through the figures of Rendy and Isyana showed that people who are not *KURMIN* or lack of drinking will be energetic, active and cheerful like the two of them. In contrast to the Afgan figure who did not understand the term *KURMIN* looked not as cheerful as Rendy and Isyana. In accordance with one of the objectives of the PR campaign, here Aqua provides information about the term *KURMIN* which is still unfamiliar to the public, while inviting the public to prevent *KURMIN* during fasting.
 6. In the sixth scene at the signifier level, it visualized Rendy, Isyana and Afgan who suddenly stopped listening to something. At the signified level showed that the attitude of Rendy, Isyana and Afgan were polite and respectful when the call to prayer echoes. There were bottles of mineral water indicate readiness to break fasting when the time came. The signification was to be conveyed by Aqua in accordance with one of the objectives of the PR campaign, namely public awareness (public awareness). Public relations practitioners tried to create public awareness of something related to social interests, welfare and health regulations. This scene recommended that when the call to prayer should stop all activities for a moment and listen carefully. Then prepare Aqua mineral water as a beverage to break the fast.
 7. In the seventh scene for the significant level, it visualized Rendy, Afgan and Isyana were in a café to break their fast together. At the signified level, it showed togetherness while undergoing fasting, especially when breaking. The signification that Aqua wanted to convey was the togetherness of fasting will give meaning or a good impression, could remind each other. The involvement of public relations practitioners through advertising, especially this scene was as community involvement, namely PR made a program to create community involvement.
 8. In the eighth scene at the signifier level, it visualized Rendy who tried to hold the hand of Afgan who wanted to bribe food. At the signified level, Rendy's concern for Afgan was shown. Rendy's caring attitude was seen when he reminded Afgan not to shut his eyes when breaking and tried to hold back Afgan's bribes. The signification was to be conveyed by Aqua in accordance with the objectives of the PR campaign, one of which was to offer information or provide information that when breaking the fast was not good for your eyes and eat immediately. For the health of the body, drink mineral water to break the fast, do not prioritize colored drinks.
 9. In the ninth scene at the signifier level, it visualized Isyana was sitting at a table with Rendy and Afgan explained something. The signified level shows Isyana's sincerity and concern by providing useful information for Rendy and especially Afgan on how to cancel a good fast. Rendy showed his agreed attitude by paying attention and smiling at Isyana, while Afgan showed more curiosity when he saw Isyana. For the signification that Aqua wants to convey to the public through PR practice is to provide information through an advertisement, it is important to maintain a healthy body even when fasting. The best way to break fasting is to drink mineral water first, and when the breaking moment takes place, it is recommended that the public drink as much as two glasses of mineral water.

10. In the tenth scene at the signifier level, it visualized Rendy was pulling the Afgan blanket when Afgan is lying on the bed, and Isyana was fetching mineral water in the Aqua gallon next to the Afgan bed. At the signified level, Rendy's concern for Afgan shows reminded Afgan to prepare himself before going to bed by consuming mineral water. Likewise with Isyana who was taking mineral water showed that Aqua mineral water was her choice. For the signification that Aqua wants to convey in this scene as public education (the ability to educate the public), which is one of the objectives of the public relations campaign, with an appeal that before going to sleep consume mineral water to prepare themselves tomorrow for healthy body condition. The right mineral water is Aqua, the same as chosen by Isyana.
11. In the eleventh scene at the signifier level, it visualized Rendy at night was drinking mineral water in a glass. At the signified level, Rendy's scene shows the need to drink mineral water at night, at least as much as four glasses according to the picture that was seen as additional information. Related to PR practitioners' activities as a social investment by creating programs that are beneficial to the interests of the public such as through this advertisement, the signification to be conveyed by Aqua from scene 11 is the importance of drinking four glasses of mineral water at night, especially just before going to bed to get used to. Aqua recommends the audience to be responsive to health and body needs during fasting.
12. In the twelfth scene at the signifier level, it visualized Rendy who was eating a meal and Isyana was taking mineral water, while Afgan just wanted to join the meal. At the signified level, it showed Rendy's readiness to fast with enthusiasm, as well as Isyana. But Afgan did not look as prepared as the others because of the way he wanted to dawn, still complaining that he was still sleepy and looked lazy which means that he lacked the enthusiasm to prepare for fasting with his limp body gestures. For the signification to be conveyed by Aqua in accordance with the objectives of public relations practice as public education was to show the importance of preparing for a full month of fasting, one of which was to implement a meal with a nutritious menu, of course accompanied by Aqua mineral water that can be trusted to complete the body's needs well.
13. In the thirteenth scene at the signifier level, it visualized Afgan was drinking Aqua water in glass and Isyana seemed to provide an explanation. At the signified level, it showed that it was necessary to consume two glasses of mineral water when they wanted to carry out dawn. For the signification to be conveyed by Aqua was the importance of preparing to fast all day by drinking enough mineral water. This was still related to public education, one of which was recommended to drink as many as two glasses and Aqua was the right choice for public consumption.
14. In the fourteenth scene at the signifier level, it visualized Afgan holding a glass of half mineral water. And there was a picture of the number "2" along with a glass of water underneath the word "sahur" written. At the signified level, it showed that Afgan was satisfied with consuming Aqua mineral water even though he only drank half of it but felt freshness. Also reinforced by a picture that informed that at dawn was recommended to drink as much as two glasses of water. For the signification that Aqua wanted to convey through this scene one of them aims to reinforce the attitudes and behavior, as the meaning of this campaign advertisement was able to strengthen values or want to change the behavior of the audience with the importance of preparing themselves so that the body was always healthy during fasting, i.e. with a pattern of 2+4+2. Aqua products also showed that it never disappointed its consumers with evidence of freshness felt by consumers even though it only took a little sip.
15. In the fifteenth scene at the signifier level, it visualized Rendy, Isyana and Afgan were walking on a plane. The signified level illustrated that they would go home. Their facial expressions showed a sense of enthusiasm when the moment of going home had arrived to return to their hometown. For the signification that Aqua wanted to convey was feeling happy, cheerful, or a positive soul and a healthy body needed to be going home, so during fasting it was necessary to maintain and care for the body's condition with Aqua. This was as a form of offering for families, especially parents in their hometowns to see their children healthy. Thus, this meaning was related to one of the objectives of a public relations campaign, which was public awareness which was generally carried out by public relations practitioners to create public awareness of something, in this case the public awareness of health.
16. In the sixteenth scene at the signifier level, it visualized Isyana was giving a bottle of mineral water Aqua to Afgan who looked lethargic and Rendy was sitting next Isyana looking fresh by holding bottles of mineral water Aqua. At the signified level, it describes Afgan was experiencing dehydration so that it required Aqua mineral water. While Rendy and Isyana looked fresh and cheerful because they had prepared themselves with Aqua. The signification that Aqua wanted to convey was that Aqua mineral water was needed when traveling away like when going home to avoid dehydration and the body's condition is always healthy so that it is not lethargic. The meaning contained was a form of public education about the purpose of preparing Aqua when going home as an advertisement that was persuasive and has a certain knowledge value to the audience.
17. In the seventeenth scene at the signifier level, it visualized a bottle of packaging containing Aqua mineral water that was held by hands as a form of publication and publicity by PR practitioners from Aqua companies to show their products, as well as an effective way of building brand recognition and knowledge. The signified level illustrated that Aqua bottled mineral water was a necessity because it was important for the public, especially during the month of Ramadan. The signification that Aqua wanted to convey was that Aqua was a product that was sought and trusted by the community to be consumed as a body's need, even more in during the month of fasting.

18. In the eighteenth scene at the signifier level, it visualized Isyana, Rendy and Afghan were greeting and kissing with extended family. At the signified level, it showed a good relationship that was established by celebrating the Eid holiday with the family solemnly and peacefully in a fit and healthy physical condition as seen from a cheerful expression. The signification to be conveyed by Aqua was one of the goals of PR practice to grow and develop a positive corporate image for the external public or the public and consumers, i.e. by caring for the body during fasting in order to choose a good and appropriate intake, such as consuming Aqua mineral water appropriately and regularly (with a pattern of 2+4+2). In that way it would bring benefits in the long run. One of them was as stated that the back to be pure could be seen when celebrating Eid and could gather with the family in a healthy and fresh body condition, so that a positive aura emanated when visiting with many people. This scene also gave a meaning that life should be with forgiveness and peace full of beautiful looks.
19. In the nineteenth scene at the signifier level, it visualized the attitude of Rendy, Isyana, Afgan and family showed a gesture of greeting while bowing their heads with a smiling face. The signified level showed that they greet viewers with standing before the camera at the moment of Eid as a form of congratulatory day. The signification to be conveyed by Aqua was that the moment of the Eid was a moment that has been eagerly awaited by everyone, especially Muslims, then through this advertisement, Aqua showed a healthy body condition during fasting with the right consumption of mineral water that could be radiated when the day arrived, the soul was energetic, cheerful and cast a positive aura. The meaning of this scene also showed Aqua's company through its PR practice by making this ad gave a moral message to form a favorable public opinion (support) to the audience or viewers that Aqua cares about social conditions in the community. This scene was depicted the beauty of forgiving each other on a holiday so that the time was best utilized with family.
20. In the twentieth scene at the signifier level, it visualized animated images of campaign exclamations as public education through the Aqua advertisement program 2018 Ramadhan edition. At the signified level, the campaign's sound was drinking two glasses of mineral water when breaking the fast, four glasses at night and two more glasses at night. The signification that Aqua wanted to convey was a form of campaign of #Aqua242 that was easy to remember to be realized by the public during fasting in the month of Ramadhan by consuming two glasses of Aqua mineral water when breaking the fast, four glasses at night and two more glasses at dawn.

Referring to the analysis of CSR advertisements with the "Back to be pure #Aqua242" campaign described from scene one to scene twenty, it can be concluded that the ad product television of Aqua mineral water depicted the reality of caring for others especially Muslims and packaged into a campaign to help awaken the public to care

about the health of the body during fasting. As one of the big bottled water industries in Indonesia, Aqua positions itself as a company that has concern for the Indonesian people.

Here Aqua's position as a water company gives the public the impression that Aqua products could provide care for life, well-being and health for the community. Through CSR advertising with the "Back to be pure #Aqua242" campaign, Aqua wanted to contribute proactively to provide solutions and direction on how to avoid dehydration during fasting. You do this by simply consuming mineral water through the pattern of 2+4+2, which was two glasses when breaking the fast, four glasses at night and two glasses at dawn. The campaign aimed to increase the awareness of healthy living habits through education on how to regulate the consumption in the right pattern when fasting.

The campaign "Backto be pure #Aqua242" invited consumers to start a small step in order to maintain a healthy body through television advertisements. In addition to providing the best quality drinks, Aqua provided solutions for consumers to take part in making a good change, and this pattern was considered not difficult to do. This study used Ferdinand Saussure's semiotics theory. Implementation of the theory could be seen from the purpose of making advertisements that show the ease of the pattern of 2+4+2 that need to be applied during fasting. This television advertisement used symbols, both verbal and nonverbal. Each symbol became a sign that was able to give a different meaning to every individual who saw it.

V. CONCLUSION

Based on the findings of the study that has been obtained from the discussion of the meaning of the message contained in the Aqua mineral water advertisement version of "Back to be pure #Aqua242" Ramadhan edition 2018 in television media, the conclusions can be drawn as follows: **Firstly**, knowledge, attention and understanding of an advertisement display will cause attitude. The use of television as a mass media in the delivery of advertising messages has several advantages. The television is one of the most powerful audio-visual media in influencing its audience. Through CSR advertising with the campaign "Back to be pure #Aqua242", Aqua wanted to contribute proactively to provide solutions and direction on how to avoid dehydration during fasting, which was drinking enough and appropriate mineral water with the 2+4+2 pattern, which was two glasses when breaking the fast, four glasses at night and two more at dawn. This was as one of the objectives of PR campaign activities for public awareness and public education (the ability to educate the public). **Secondly**, Aqua as a water company gave the impression to the public that Aqua products could provide concern for life, welfare and health for the community. The creator of the Aqua advertisement put forward different elements of the concept i.e. the concept of musicality to make it more fresh and easy to remember, played by top musicians as well as singing its jingles. They are Afgan

Syahreza, Isyana Sarasvati and Rendy Pandugo. They have the power of influencers to influence audiences make positive changes. **Thirdly**, set of meanings contained in the mineral water Aqua ad gave meaning to the stages of study objectives based on the weight of the point system used signifier that was sound or meaningless of scribbles. The signified level i.e. pictures or something of the signifier concept proposed by Ferdinand de Saussure. The relationship between the physical existence of a sign or the mental concept of the sign is called signification. Where the findings of the study showed a very close relationship, that was, what was shown on the Aqua mineral water advertisement for each scene trying to explain the meaning related to each scene or other scenes.

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