

COVID-19 PANDEMIC HUMANITY CAMPAIGN SEEN THROUGH SEMIOTIC ANALYSIS OF THE COCA-COLA COMPANY'S PUBLIC SERVICE ADVERTISEMENT TITLED 'TO THE HUMAN RACE'

Gilang Ilham Agustinus¹, Evi Jovita Putri²

- 1) Program Studi Sastra Inggris, Fakultas Bahasa dan Sastra, Universitas Nasional, Jakarta
- 2) ¹Program Studi Sastra Inggris, Fakultas Bahasa dan Sastra, Universitas Nasional, Jakarta
gilanghhh20@gmail.com
evijovitaputri@gmail.com

ABSTRACT

This research is aimed to analyze the signs and their meanings used in The Coca-Cola Public Service Advertisement related to COVID-19 uploaded on their YouTube channel titled 'To the Human Race.' To obtain the aims, the researcher applied descriptive qualitative method as the research design with theories formulated by Peirce's and Barthes's sign theory. The researcher first gathered all public service advertisement related to COVID-19 before choosing advertisement coming from The Coca-Cola Company as the one to be analyzed. The researcher wrote both verbal and non-verbal signs then classified the non-verbal sign using Peirce's trichotomy; which are icon, index, and symbol. Index was the most non-verbal sign found in the data, while symbol was the least. Then, all classified signs were interpreted denotative and connotatively using Barthes' theory to find the signified beyond the signifiers. Through the analyzing process, it can be concluded that the public service advertisement campaigns humanity. It aimed to raise people's awareness amid the pandemic. It told us that we have to unite. Although the virus was not vanished, nor the vaccine was yet to find, we could still do many things in new ways. The advertisement tried to make us realize that facing this pandemic does not mean we are facing the end of the world. Hence, we should avoid to be selfish, egotistic, and individualistic.

Key words: public service advertisement, covid-19, semiotics, sign

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tanda beserta maknanya dalam iklan layanan masyarakat yang diunggah oleh The Coca-Cola Company di kanal YouTube nya berjudul 'To the Human Race'. Untuk mencapai tujuan tersebut, peneliti menerapkan metode deskriptif kualitatif dengan teori tentang tanda yang dikemukakan oleh Charles Sanders Peirce dan Roland Barthes. Dalam penelitian ini, data diperoleh dengan cara mengumpulkan semua iklan layanan masyarakat sebelum memilih iklan dari The Coca-Cola Company sebagai objek untuk dianalisis. Kemudian menuliskan tanda-tanda verbal dan non-verbal yang terkandung dalam iklan terpilih tersebut untuk selanjutnya dikategorikan berdasarkan pembagian triadik yang dikembangkan oleh Peirce, yaitu ikon, indeks, dan simbol. Indeks ditemukan sebagai data terbanyak yang digunakan, sedangkan simbol yang paling sedikit. Terakhir, semua tanda yang telah dikategorikan diinterpretasi menggunakan teori denotatif dan konotatif dari Barthes untuk menemukan pemaknaan dari tiap-tiap tanda. Melalui tahap analisis, dapat disimpulkan bahwa iklan layanan masyarakat ini mengkampanyekan rasa kemanusiaan. Bertujuan untuk meningkatkan kesadaran masyarakat di tengah pandemi. Mengajak kita untuk bersatu. Meskipun virus masih terus menghantui, dan vaksin yang belum kunjung ditemukan, masih banyak hal yang bisa kita lakukan dengan cara baru. Iklan ini mencoba untuk menyadarkan kita bahwa kita hanya menghadapi pandemi, bukan akhir dari dunia. Maka itu, kita harus menghindari sikap-sikap egoisme yang mementingkan diri sendiri.

Kata Kunci: iklan layanan masyarakat, covid-19, semiotik, tanda

INTRODUCTION

Background

This research aims to find out signs used in The Coca-Cola Company's public service advertisement related to Coronavirus Disease

2019 or also known as COVID-19 titled 'To The Human Race' and to describe the meanings of those signs used in The Coca-Cola Company's public service advertisement.

To achieve that, the theory formulated by Saussure is applied as the basic framework of this research. According to (Chandler 2007),

Peirce states that a sign consists of signifiers and signified. Signifier is the sign itself, while signified is the mental concept of the sign. In his book, Chandler adds that signs can be divided into two different signs which are verbal and non-verbal signs. He states that verbal sign is signs that come up with utterances, like words, phrases, and such. In contrast, non-verbal sign is signs in the form of picture.

Furthermore, to support the basic theory, two other theories from Peirce and Barthes are used in this research. The first theory from Peirce is applied in classifying the signifiers found in the advertisement. Peirce in (Nöth 1990) says on his trichotomy that, sign, based on its object can be divided into three different parts; icon (resembling objects), index (directing attention to objects or related to cause and effect), and symbol (associating to objects with some rules). From his trichotomy, Peirce formulates three elements in signifying a sign, which are: representamen, object, and interpretant. A **representamen** is something for someone represents something else in some terms or capacity which later is called the **interpretation** of the first sign - and in turn refers to the **object**. This process is called significance. Peirce describes sign as a continuous process of change, where the interpretant persistently produces and reproduces developing signs (Sobur 2003). Theory from Barthes is applied in explaining the signified beyond the signifiers both

denotative and connotatively. In line with Peirce's theory, Barthes in Sobur (2003) argues that a sign consists of two layers, denotative and connotative. According to (Chandler 2007) denotation is the relationship between signifier and the signified, while connotation is a sign containing both signifier and signified of the denoted system. Denotation is the explicit or literal meaning of a sign and in contrast, connotation is meaning "behind" the meaning of the sign or to make it simple, the inexplicit meaning of a sign. Thus, the connotative sign contains both parts of the denotative which underlies its existence.

The source of data in this research is, as has been mentioned before, The Coca-Cola Company's public service advertisement uploaded on its YouTube channel titled 'To The Human Race', while the data are screenshots of the advertisement. This public service advertisement coming from The Coca-Cola Company is chosen as the object of this research because it consists the issue we have been facing currently, the Coronavirus Disease 2019 or known as COVID-19. The Coca-Cola Company presents its advertisement well by using many signs that is going to be the researcher's focus. The researcher assumes that The Coca-Cola Company delivers many messages about humanity that could be helpful for us amid this pandemic through its advertisement.

According to (WHO 2020) the virus which had been first identified as a mysterious pneumonia was found in Hubei, Wuhan, China in late December 2019. Quoting the data provided by (Worldometer 2020) on its web, as of October 15th, the Covid-19 cases recorded across the world has surpassed 38 million cases. It has led to the postponement or even cancellation of many events varied from political to cultural events.

Many measures have been applied in minimizing the spread of the virus, for example, hand-washing, both social and

physical distancing, protective mask wearing in public, and self-quarantine. However, even though the campaigns of minimizing the spread of the virus have been shared massively, there are people who are still careless and unaware of that. According to on (Brandon 2020), only about half of US (55%) citizens wear masks so there are still 45% of them who refuse to wear a protective mask.

Along with this, many companies have also taken role in sharing the campaign of staying home or self-quarantine to minimize the spread of the virus, and The Coca-Cola Company is one of them. The Coca-Cola Company uploaded its public advertisement on its YouTube Channel. This advertisement is not advertised on any Indonesian television channels. This is assumed by the researcher that The Coca-Cola Company considers social media platform has bigger impacts since, according to (Agustin, Hilaliyah, and Yunus 2015), the advancement of technology resulting to the massive use of social media has been widely used as well as the media of promotion. (Danesi 2004) explains the main categories of advertising are divided into three different types, which are: (1) consumer advertising, (2) trade advertising, and (3) political-social advertising. The campaign shared by The Coca-Cola Company in its advertisement is included into the third type because it consists of messages behind. (Lestari 2019), quoting from Management Study Guide adds that, “public service advertisement has gained much importance in recent times and is an effective tool to convey the message. There are a host of important matters such as AIDS, political integrity, conservation of nature, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned.”

There have been many similar semiotic researches using advertisements as its object. The researcher presents two previous

studies which have a very important role in conducting this research. The first one is “*A Semiotic Analysis of WWF Public Service Advertisements Related to Global Warming Issues.*” written by (Lestari 2019) as her thesis at Universitas Nasional. Her research used the same theories by Saussure and Peirce. It finds out that the signs are classified and identified based on the theories. These signs have their own meanings and they are related to each other to represent the message of each advertisement which is the campaign to save the environment and the earth from pollution and other bad things. Another previous research is titled “*Semiotic Analysis of L’oreal Paris Advertisement, 2019, Universitas Islam Negeri Maulana Malik Ibrahim Malang*” by (Syahdini 2019). It finds that the dominant sign in those 3 videos is in the form of non-verbal sign. There were pictures, utterances, and body language. The similarities between the previous studies and this research are the theories used, which was Barthes’ and Peirce’s theories and the object of the research, while the difference is type of object used; a public service advertisement and a commercial advertisement.

As mentioned before that using the public service advertisement is an effective way to convey a message to the world, therefore the researcher assumes that The Coca-Cola Company delivers many messages about humanity that could be helpful for us amid this pandemic in its advertisement.

METHODOLOGY OF THE RESEARCH

This research uses descriptive qualitative method which means that this research deals with words and meanings. (Creswell 1997) defines qualitative method as “an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.”

There are several steps in conducting this research. *The first* step done by the researcher is gathering all public service advertisement related to COVID-19. *The second* step is determining which advertisement is going to be analyzed. The researcher chose advertisement coming from The Coca-Cola Company because The Coca-Cola Company presents its advertisement well. There are quite many signs either it is verbal or non-verbal with deep meanings within the two and fifteen minutes of its duration. The advertisement carries out messages that the researcher assumed can be impactful during this COVID-19 pandemic. *The third* step is collecting the data by taking screenshots of every scene in the advertisement. After having all the data collected, *the fourth* step is classifying the signifiers in the advertisements into verbal signs and non-verbal signs. *The fifth* step is classifying the non-verbal signs based on Peirce’s trichotomy. *Lastly*, interpreting both denotative and connotative meaning of the signifiers in every scene based on Barthes’ theory to find signified beyond the signifiers.

RESEARCH RESULT

From all of the 13 scene or data taken from 2:15 minutes of duration public service advertisement by The Coca-Cola Company titled ‘To the Human Race’, there are 25 verbal signs and 67 non-verbal signs which can be classified again based on Peirce’s second trichotomy into 30 icons, 35 indexes, and 6 symbols.

The following table is the research result.

Datum 1

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘To The Human Race’ 			<ul style="list-style-type: none"> • Red color

Datum 2

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For every act of selfishness’ • ‘There are thousands of selfless ones’ 	<ul style="list-style-type: none"> • Pictures of tissues • Mask • Medical tools • Medicine • Hazmat suit 	<ul style="list-style-type: none"> • Pictures of a person carrying many tissues • A person looking at the shelves with a basket on her grip • Working health workers • A patient being checked 	

Datum 3

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For every school that closes’ • ‘More classrooms are open’ 	<ul style="list-style-type: none"> • Pictures of chairs • Mothers • Children • Book shelf • Laptop 	<ul style="list-style-type: none"> • Pictures of closed schools • Empty chairs • Studying at home activity 	

Datum 4

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For every barrier set up’ • ‘There are boundaries torn down’ 	<ul style="list-style-type: none"> • Pictures of mask • Hospital room • Hazmat suit 	<ul style="list-style-type: none"> • Pictures of people doing physical distancing • Two health workers dancing • A person wearing a mask 	

Datum 5

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For the sound of silence’ • ‘There are sonatas from songbirds’ 	<ul style="list-style-type: none"> • Pictures of museum • Building • Apartment 	<ul style="list-style-type: none"> • Pictures of quiet tourist destinations • Birds playing • People enjoying music and dancing 	

Datum 6

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For all the scare mongering’ • ‘There is also scare mongering’ 	<ul style="list-style-type: none"> • Pictures of COVID-19 tapes • Mask • Helicopter 	<ul style="list-style-type: none"> • Pictures of People sharing food • Emergency evacuated patient • Under-treatment baby patient 	<ul style="list-style-type: none"> • Yellow color • Black color • Biohazard symbol

Datum 7

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For every border that shuts’ • ‘There are horizons of hope’ 	<ul style="list-style-type: none"> • Pictures of Parked planes • Apartment • Rainbow wall 	<ul style="list-style-type: none"> • Pictures of Closed store sign • People greeting each other from their own apartments • People holding a music concert virtually 	

Datum 8

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For everything in decline’ • ‘There are payments returned in kind’ 		<ul style="list-style-type: none"> • Pictures of Decreasing financial graphic • Disinfectant car sprayer • Street worker cleaning the street 	

Datum 9

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For the distance we endure’ • ‘We rediscover love and devotion’ 		<ul style="list-style-type: none"> • Pictures of A mother trying to hug her son • A bunch of people celebrating an old lady’s birthday • A building showing heart sign 	

Datum 10

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For every virus’ • ‘There is a vaccine in positivity’ • ‘For optimism is more contagious’ 	<ul style="list-style-type: none"> • Pictures of COVID-19 sample • Hazmat suit • Gloves 	<ul style="list-style-type: none"> • Pictures of An under-treatment patient posing a peace sign with her fingers while lying on the bed • Three health workers dancing in front of the camera • Two other health workers doing a heart sign in front of the hospital 	

Datum 11

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For everything that divides’ • ‘The human spirit unites’ 	<ul style="list-style-type: none"> • Pictures of Mask • Iron fence 	<ul style="list-style-type: none"> • Pictures of A woman with her mother separated by the window • A child standing in front of restricted street • People hugging each other • A woman wearing a mask 	

Datum 12

Signifier			
Verbal sign	Non-verbal sign		
	Icon	Index	Symbol
<ul style="list-style-type: none"> • Captions • ‘For our brothers and sisters’ • ‘For our families and children’ • ‘For the heroes of humanity’ 	<ul style="list-style-type: none"> • Pictures of Mask • Hazmat suit • Gloves • Medical hair cover 	<ul style="list-style-type: none"> • Pictures of People smiling • People hugging • A man holding ‘Everything will be alright’ paper • Health workers holding stay at home campaign paper • The faces of exhausted health workers 	

DISCUSSIONS

Datum 1

Datum 1 is the first scene of the advertisement. Based on the table, there is one caption in the form of prepositional phrase with one symbol which is red color in the background. There is not any other pictures except the red color, making this scene quite bright because red is not a dark color. The caption 'To the Human Race' refers to the recipient of the message that The Coca-Cola Company is trying to deliver. It is for us, for human race all around the world. The red color on its background represents two things. The first one is the official color of The Coca-Cola Company, the campaigner of the advertisement. The other one resembles danger. (Chapman 2010) adds that the red color is also associated with importance as in the red carpet in many award-shows or celebrity events. Hence, it can be concluded that the use of red color is to show that COVID-19 is a real threat because it is dangerous, so The Coca-Cola Company shares important messages in its advertisement.

Datum 2

Datum 2 is the second scene of the public service advertisement where it shows some individuals who are consumers in supermarket and health workers in hospital doing their own activities. The consumers are buying their needs and the health workers are fulfilling others' needs. One of the consumers buys tissues in a large amount while the other one seems confused that she cannot find things she is looking for and the shelf in front of him is empty, and it is completed with the caption 'For every act of selfishness.' While the health workers are seen to be working, one is in the hospital, doing something with the medical tools, and one other is checking a patient completed with the caption 'There are thousands of selfless ones.' There are also seen icons of tissues, mask, medical tools

varied from the smallest to the biggest ones, and hazmat suit. These icons are something that we can see in daily life. Their shapes are different to one another

Tissue and mask become essential for people during the pandemic. That is why these two icons are included in this scene. However, there are some panicked people who do panic-buying of daily needs, especially both tissue and mask in a large number because some countries implement a lockdown, making them will not be able to buy it later. They think that they are the only one who need to be safe. As shown in the first picture, the woman buys all of tissues. This kind of action makes others are not be able to buy for themselves. In contrast, there are also some who do not think of themselves to help others, which in this case are the health workers. They do not even think of how uncomfortable it is to wear thick hazmat suit. Thousands of health workers have been working over times that they do not get enough rest because the COVID-19 cases keep on rising every day. Both of the icons of medical tools and hazmat suit emphasizes things that the health workers have to deal with. These are also stuff that have become familiar with us during the pandemic.

In this scene, the public service advertisement encourages us to not being selfish. We have to realize that there are people who have to forget themselves in order to prioritize other people, for example health workers. That does not mean we have to forget ourselves. It is fine to be aware of the virus, but do not let it erase our humanity.

Datum 3

Datum 3 is the third scene of the advertisement. The captions in this scene are two simple sentences. The first one is for every school that shuts and the second one is there are thousands of selfless ones. There is also shown closed schools, making students and teachers are not being able to come and

hold learning activities. Thus, the entire wooden furniture chair empty. There is also shown mothers taking care of their children at home. The first mother accompanies her daughter watching something in their laptop while the other mother talks to her son as she points out something on their table in front of the books shelf. For the icons, there are shown in this scene chairs, mothers, children, book shelf, and laptop. Chair is a wooden furniture, while laptop is one of technology products, the portable version of personal computer which mostly works with CPU or Central Processing Unit. Over the years, this technology has made it easier for us to do tasks effectively such as calculating, inputting data, sending emails, and many more. Chairs and laptop are identic to learning activity, stuffs that all of the students use to study. Mothers cannot be separated in learning as well, especially young learners, which is children, in this scene.

The first caption refers the recent condition, especially in educational system where all schools, not in some countries but almost all over the world are forced to close in order to minimize the spread of the virus. The icons of empty chairs portray the situation where students are not allowed to come to school, making it looks so quiet. However, education must go on. Students have to continue learning. Therefore, the school still needs to be held differently. The caption saying more classroom open shows that even though schools are closed, students can still learn with new system. It is seen in the third and fourth pictures that there are mothers guiding their children to the online class, the other way to conduct the school activities since they cannot do it in school. In this scene, the advertisement attempts to campaign that no matter what the situation in this pandemic is, it does not stop people especially students to get what they deserve. Although school buildings are restricted, the process of learning can still be

held virtually thanks to the advancement of technology.

Datum 4

Datum 4 is the fourth scene in this advertisement. There are two captions written for this scene, which are 'for every barrier set up' and 'there are boundaries torn down'. Unlike the previous datum, captions in this scene are at two different linguistic forms, which are prepositional phrase for the first caption and simple sentence for the second caption. Icons seen in this scene are icons of mask, one of rooms in a hospital and hazmat suit worn by the health workers. There are also few activities done by people seen in this scene. There are bunch of people sitting in a large room doing physical distancing as campaigned by the World Health Organization, two health workers dancing; presumably for the TikTok, a social media widely used lately, and an old man wearing a mask shot in a close distance.

The first caption refers to the situation we are facing right now, where it is such an obligation for us to maintain barriers in living daily life or also known as both social and physical distancing. As shown in the first picture, there is an old man wearing a mask shot in a close distance as index to emphasize that the mask he has been wearing is the new barrier limiting him from talking as free as before with anyone. A mask now has to be used in public in order to prevent the virus entering our bodies. In addition, the second picture where there are seen bunch of people sitting while doing physical distancing in large room conveys another barrier that we cannot interact and socialize as casual as before. In contrast, although there are these barriers built among us, we can still unite together without breaking the barrier set up as described by the second caption and as what we can see in the last picture that there are two health workers dancing in a hospital room during their shift

killing the boredom which they normally do not do before the pandemic.

The researcher can say that this scene tries to share the positivity, that even though there come barriers in our life to keep our bodies stay healthy from the COVID-19, people can still do few activities together with health protocols standardized by the World Health Organization.

Datum 5

Datum 5 is the fifth scene in this advertisement. There are two captions in this scene as well. Similar to the previous datum, the captions in this scene are at the form of prepositional phrase and simple sentence, which are 'for the sound of silence' and 'there are sonatas from songbirds' sequentially. To support the captions, The Coca-Cola Company presents supporting icons such as icons of museum, building, and apartment, completed with the quiet situation wrapping them. There are also shown birds flying and some people seen to have some fun enjoying music and dancing.

The first caption describes our condition lately. Many places like museum, building, and apartment which have been mentioned before all in a quiet mode. People do quarantine in order to reduce transmission of the virus. Public places and tourist attractions are closed. Some countries even have laws for those who violate the order of not going outside except them whose business cannot be delayed, for instance, working people whose office do not implement working from home system. Meanwhile, the second caption 'there are sonatas from songbirds' refers to birds which are still flying and chirping. It becomes sonata amid this tough time. In the same time, quarantine makes us do something we have not done before. People may have not seen their neighbors because they were busy with their schedules but they can do that now. Moreover, playing instruments, dancing, and

doing such things become new hobbies and interesting activities that many people do to kill the boredom caused by quarantine.

This part of the advertisement shows us that people still people can still hear birds singing. It is not the end of the world. People can also still do positive activities. Public places may turn silent but the songbirds and our creative activities will be the ones replacing that sound.

Datum 6

Datum 6 is the sixth scene in this advertisement. Captions in this sixth scene are two different linguistic units; they are a prepositional phrase and a simple sentence. The caption for all the scare mongering is the prepositional phrase. It is formed from a preposition and a phrase. (Miller 2002) defines phrase as a group of interrelated words, modifying one word which he calls 'the head'. Whereas the other caption there is also care mongering is the simple sentence. Simple sentence based on (Backman 2003), simple sentence is a sentence containing a subject and a verb. Looking at the second caption, the one acts as subject is 'there' while the predicator is 'is.' There are not situations shown for the first caption. There are only icons of some sort of tape; a long piece of material with a sticky substance on one side, seen in the first and two pictures. The first picture shows a tape with a danger covid-19 biohazard in it, along with the combination of black, red, and yellow colors stick on a window in a hospital. Furthermore, the other tapes are seen in the second picture. There are many yellow-colored stickers related to covid-19 terms such as cluster, lockdown, crisis, etc. However, there are seen people doing their own activities for the second caption. There is a man wearing mask, giving foods for other, a group of health workers evacuating a patient with a helicopter parked near them, and two other health workers carrying a baby in a hospital room.

The first caption ‘for all the scare mongering’ refers to the fear of the coronavirus we are all overcoming. People are worried too much upon the COVID-19 pandemic because they are afraid the virus would enter their bodies and infected their families. Moreover, news in the media makes the worries even worse. As shown in the first and second picture, there are red, yellow, and a biohazard symbol used. While red symbolism has been explained in the previous data, yellow universally means “caution” or “be careful” like a yellow light at a traffic light. Looking at the second picture, all the words on the tapes are written in black and this is in accordance with what (Kilbourne 2011) writes on EHS Daily Advisor that many caution signs and tags are all yellow, or predominantly yellow, with lettering or symbols in a contrasting color, usually black. Moreover, the biohazard symbol, based on (Baldwin and Runkle 1967) on their science article, it is used in the labeling of biological materials that carry a significant health risk. Having all that, it can be concluded that such signs work together to emphasize the danger of the coronavirus, and we have to be careful of that. The second caption shows the opposite. There is also care mongering points out that people can still help each other rather than being worried and do nothing. It is amazing seeing not only government but also people sending helps to others.

The advertisement in this scene tries to say that even though fear airs all over the places, we should not be worried much, we have to be brave because there is an opposite thing happen at the same time. People outside are still kind to help one another. Like, the health officers who wholeheartedly dedicate themselves being the front liner or even ordinary people who shares food to others needed. It is a fact that many people are pressed economically at the moment. All in all, we have to unite in order to win over the COVID-19.

Datum 7

Datum 7 is the seventh scene in the advertisement. The two captions inserted in the scene are ‘for every border that shuts’ and ‘there are horizons of hope.’ This is one complex sentence. The clause ‘there are horizons of hope’ is the main clause because it has subject on its own, while ‘for every border that shuts’ is the subordinate clause explaining furtherly when the horizons of hope occurs. There are seen in this scene, icons of closed store sign. Not only schools and tourist attractions, many stores are also forced to close due to the high transmission of the virus. A lot of airplanes being parked in the airport due to the limitation of flights which have been applied in some countries. Lastly, there is also seen people greeting their own neighbors from their rooftop. Some of them are seen to even play a sport there.

The first caption ‘for every border that shuts’ explains the shut of borders in every section lately. Say, the prohibition of any international flights or ship, or any other possible international crossing as we can see in the second picture that there are quite many airplanes parked there, or many stores have to be closed. In short, many sectors are affected. The economic activity is hampered, or even stopped. It has led to an economy slump in several countries. However, even though there is a border restricting us from doing normal activities, there are still hopes waiting for us. This is conveyed by the second caption ‘there are horizons of hope.’ We can still do few activities we usually do before the pandemics as picture 3, 4, and 5 describes. We can still exercise in our own home while greeting to our neighbors while maintaining a distance, we can still hang out if the cases of covid-19 is not really high while wearing a mask, and we can still enjoy music, playing instruments or even holding a concert not in public place but in our home, virtually through provided social platforms. The governments of all countries

have also been trying to find effective ways to handle the economic problem, preventing their countries from facing economic depression. Furthermore, in the fourth picture there is seen a girl posing in front of a building with rainbow painting on it. Based on BBC Culture, rainbows are a symbol of hope in many cultures. In addition, rainbows are frequently represented in Western art and culture, as a sign of hope and promise of better times to come.

The advertisement wants us to not losing hope even though we know that there is a ban of so many activities that we cannot live our daily life without struggles. People have to keep their hopes high because overcoming this pandemic does not mean we have to stay on our own doing nothing.

Datum 8

Datum 8 is the eighth scene in the advertisement. The caption is, same as the previous datum, a complex sentence. Having the first caption 'for everything in decline' as the adverbial clause, adding other information to the main clause 'there are payments returned in kind.' There are seen declined financial graphic, car disinfectant sprayer spraying the street, and street worker cleaning the street as the illustrations of the scene.

The caption 'for everything in decline' explains the declined financial graphic illustration in picture 1. Many people struggle to maintain their finances during this pandemic. Every human starting from poor to rich people are having a hard time financially. As mentioned previously, many stores are forced to close, many businesses, both macro and micro go bankrupt and such things. However, even though hard and tough times are with us, there is always the reversed thing happens. There are kinds paying many things in return as the second caption says. In this advertisement, we can see people who works every time, spraying the disinfectant liquid

over the places in order to kill the virus so that the environment could be less dangerous. There are also people who still work like what we can see above, the street cleaner. They continue working despite lacking of the safety suit.

To roll up this scene, the researchers conclude that the advertisement is trying to show that there is a payment in the form of kindness amid the depression of economy happening. Like what has been explained in the previous paragraph. There are people who have been offering helps over time. They work while risking their own life for some others.

Datum 9

Datum 9 is the ninth scene of the advertisement, showing two captions unite as a complex sentence. The first caption 'for the distance we endure' acts as the subordinate clause giving more information to the main clause which is the second caption 'we rediscover love and devotion. There are shown few situations as well through the four pictures. The first one is a mother trying to hug her son from outside the window. It is assumed that the mother works in a hospital or something so that whenever she wants to meet her son, embracing him while letting go the longing she feels, she cannot do it directly. The second one is a bunch of people, whom the researcher considers her neighbors, gathering to celebrate an old lady's birthday. Moreover, there is also seen a building showing a heart sign created by the light of lamps.

The caption 'for the distance we endure' indicates that we have been enduring distance in this time. We have been ordered to keep the physical distancing going, not having people around in less than 2 meters away, not making any events that allow many people to gather in one place at one time, not going out if there is not something urgent to do. It is seen in the first picture that a mother has to express her longing to her child by hugging him indirectly

because they are separated by a window glass. Nevertheless, in the distance we have been building, we actually can find different things. We rediscover love and devotion which are nowhere to be found before the pandemic. Now because of this, people become more care to their neighbors. As what both of picture 2 and 3 shows, group of people are celebrating an old lady's birthday, presumably one of their neighbors. They do it from afar because of the health protocols that we have to stay 1 to 2 meters away. Other than that, we can also see how a building turning on several lamps of its rooms to make a heart sign. Quoting from AncientSymbols on its website, the heart symbol is widely recognized not only as a symbol of love but of compassion, joy, and charity. This is done to heal people's heart, to convey that everything is going to be alright, to say that better days are coming.

This scene hopes us that we should realize, there are still good things no matter how small or big it is we can find in the distance we have been enduring. This scene also campaigns the positivity we should share to others. This scene also teaches us to once again, not being selfish. As what has been explained earlier, there is a mother who really wants to meet and hug her son but she holds herself from doing it because she knows that she might later infect her son if she happened to have the virus within her body. This should be a lesson for them who do not want to follow health protocols set by the World Health Organization and instead, keep holding a party, gathering, and such events without thinking that it may contribute to many more cases of COVID-19.

Datum 10

Datum 10 is the next scene in this advertisement, the tenth scene. There are three captions provided for this scene, which are 'for every virus', 'there is a vaccine in positivity', and 'for optimism is more contagious than

any contagion.' The caption 'for every virus' is a prepositional phrase, while both of the captions 'there is a vaccine in positivity' and 'for optimism is more contagious than any contagion' are simple sentences. There are seen icons of a COVID-19 sample, hazmat suit and gloves, which is used as the additional protector worn by the health workers. There are also seen situations where an under-treatment patient doing a v-sign pose with her fingers while laying down on the bed, and three health workers dancing in front of the camera while two others doing heart sign with their arms in front of the hospital.

Those icons, the COVID-19 blood sample, hazmat suit, and glove describe the first caption well, the virus. The virus has gone uncontrollably, it has spread to almost all of the countries all around the world, leaving only few uninfected countries that can be counted by hands. The vaccine which could work to heal the world has not yet to be found but there is another alternative vaccine that could work not to heal instantly and effectively like the real one but could help boosting the immune system and that is what considered important. It is described in the second caption 'there is vaccine in positivity, and for optimism is more contagious than any contagion.' It explains that no other contagious virus could be more contagious than the optimism. Feeling better, not that worried about the future can surely help us boost our immune system because we are not pressed by the negative thoughts. By doing this, we can protect ourselves from the virus.

This part of advertisement urges to spread the positivity, health workers and patients should always come together optimistically fighting the virus because it is just more contagious than the virus itself. The optimism and positiveness have to stick within us to fight the negative thoughts resulting to the decrease of immune system which would lead to worse effects.

Datum 11

This is the twelfth scene, the second last scene of the advertisement. There are three captions in this scene, a prepositional phrase, which are 'for our brothers and sisters', 'for our families and children', and 'for the heroes of humanity.' Many people seen in this scene smiling and hugging each other. From the youngest to the oldest, from the ordinary to health workers despite of their religion, skin color, and other differences.

This is the most powerful message that this advertisement wants to shout to human race. There are shown many people still smile to inspire others doing the same. Smile can brighten mood and the bright mood would lead to a better immune system. In the last few seconds, it shows the tired face of health workers, the heroes in this page who still use their hazmat suit. It encourages us to respect what they have been doing. They have been working at that we all can see the extreme weakness or fatigue they are feeling. Wrinkles caused by wearing masks for too long even appear on their faces. However, they do not give up, they still do what they can do for the humanity, for the better days.

Datum 12

Datum 12 is the last scene of the advertisement. There is not any situation portrayed. There is only shown a red color as the background with three captions, 'thank you for filling the glass with kindness and hope', 'to the human race', and 'coca-cola.'

The first caption 'thank you for filling the glass with kindness and hope' refers to the gratitude offered by The Coca-Cola company not for buying their products but for doing something kind and still hoping though times are hard. The use of the word filling indicate that you can also fill your glass which you usually fill with Coca-Cola, or other beverages from the company with something else, which in this case, kindness and hope. The second

caption 'to the human race' is whom they want to campaign the message to, while the third caption 'coca-cola' stands there as the sign from The Coca-Cola Company that they are the one who sent the message, the spreader of this campaign. The red color resembles two things, just like the first datum in this research. The first one is symbolizing the advertiser which is The Coca-Cola Company because according to US Brand Colors, red coke is their official color. Then secondly, based on (Caivano 1998) red is associated with danger and prohibition. In addition, (Chapman 2010) on Smashing Magazines also writes that it is also associated with importance just as how there are many red colors used for decorations in award shows. The red color is also represented as the bravery. Thus, by showing red color as the background, this advertisement wants us to be brave, but still be careful at once because of the virus.

CONCLUSION

The researcher concludes that the use of signs takes an important role in the Coca-Cola Company's public service advertisement. The Coca-Cola Company basically provides the situations in every scene like two sides of a coin. There are so many bad things happen in our society caused by the virus, but there are also so many good things happen at the same time. That is why, captions in each scene consists of two captions, the negative and positive. This is in line with the theme of the advertisement.

There are many signifiers used in the advertisement. Out of 67 non-verbal signs, index is found to be the most used. As Peirce says in (Nöth 1990), index directs attention to some objects. It is a sign that is related to causal matters, or cause and effect. In this case, all the indexes used by The Coca-Cola Company in its public service advertisement are related to COVID-19 and all of the impacts it has caused. Furthermore, in contrast with

index, symbol is the least used throughout all scenes in the advertisement. Symbols found in the advertisement is mostly in the form of colors. Since index is found almost in every scene of advertisement, it is not a good idea to put symbols as much as index, because both signs consist of meanings. Symbols in the advertisement is often displayed in the scene where there are not many indexes used to convey meanings that the advertisement wants to convey.

Based on the signifiers above, the researcher draws conclusion as follows; (1) The Coca-Cola Company through its public service advertisement encourages us not to being selfish, because we have to realize that there are people who have to forget themselves in order to prioritize others, and in this case is the health workers. (2) The advertisement attempts to campaign that no matter how hard the situation is, it does not stop people especially students get what they deserve. Although schools are restricted, the process of learning has to be held in a different way, virtually, thanks to the advancement of technology. (3) In addition, it also campaigns the positivity that even though there come barriers in life to keep our bodies away from the virus, like what has been mentioned in the previous point, people can still do few activities together by maintaining the health protocols standardized by the WHO. (4) It forces us to be brave in time when fear airs all over the places due to the higher cases over times. We should not be worried so much, we still have each other. There are still lots of kind people who are going to help. (5) The advertisement also convinces us to not losing hope. We have to stay positive and optimist to win over the virus. It is a fact that most of us are facing a hard time financially during the pandemic, stores are forced to close, businesses go bankrupt, and many more. However, we have to keep our hopes high.

These all are going to fade. (6). Lastly, it wants to realize that many people playing important roles during the pandemic have sacrificed themselves to make everything alright. There are the health workers who have been working over times, not getting enough sleep and rest, the employees in some supermarket or any other places who have been told to work, forgetting that they might get infected by the virus later, and many more. It strongly wants us to have more respect on them by obeying what the highest authority, in this time, the WHO has said.

Both of the verbal and non-verbal signs unite and work together to convey a message implied throughout this public advertisement. It is obvious and can be inferred that this advertisement's goal is to raise people's awareness amid the pandemic. It tells us that, again, we have each other to fight this together. We have to unite. Although the virus is not vanished, nor the vaccine is yet to find, we can still do many things in new ways. We have our 'new normal.' We can still continue our daily life even though it is not the same as before. The advertisement tries to make us realize that facing this pandemic does not mean we are facing the end of the world.

SUGGESTIONS

Looking from the conclusions have been mentioned above, the researcher summarizes suggestions which are expected to be useful as follows:

- 1) For other researchers, it is hoped that the result of this research can attract other researchers to conduct the same research in the semiotic field. Sign is really interested to be analyzed because sign does not only stand there for nothing but it brings messages, not only a single message, but there could be more than that. The researcher also hopes that this can be a good reference

for researchers who are going to conduct the research.

- 2) For readers, it is expected that through this research, readers get to gain more knowledge in linguistics especially in the semiotics field. The researcher hopes that the readers know that the sign takes an important role in conveying messages, not only in the advertisement but also in other forms as well.

DAFTAR PUSTAKA

- Agustin, Yulia, Hilda Hilaliyah, and Syarifudin Yunus. 2015. "PENGUNAAN BAHASA IKLAN PADA PAPAN REKLAME (STUDI SURVEI SEPANJANG KAMPUNG RAMBUTAN SAMPAI DENGAN LEBAK BULUS)." *Pujangga* 1(2):64. doi: <http://dx.doi.org/10.47313/pujangga.v1i2>.
- Backman, Brian. 2003. *Building Sentence Skills*. California: Teacher Created Resources.
- Baldwin, Charles L., and Robert S. Runkle. 1967. "Biohazards Symbol: Development of a Biological Hazards Warning Signal." *SCIENCE* 158(3798):264–65. doi: 10.1126/science.158.3798.264.
- Brandon, John. 2020. "A Doctor Explains Why 45% Of All Americans Refuse To Wear A Protective Mask." Retrieved October 15, 2020 (<https://www.forbes.com/sites/johnbbrandon/2020/05/06/a-doctor-explains-why-45-of-all-americans-refuse-to-wear-a-protective-mask/?sh=32ee32a2213d>).
- Caivano, José Luis. 1998. "And Application Color and Semiotics : A Two-Way Street." *Colour Research and Application* 23(6):390–401.
- Chandler, Daniel. 2007. *Semiotics: The Basics*. Second edi. Abingdon: Routledge.
- Chapman, Cameron. 2010. "Color Theory for Designers, Part 1: The Meaning of Color." Retrieved November 2, 2020 (<https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/>).
- Creswell, John W. 1997. *Qualitative Inquiry and Research Design, Choosing among Five Traditions*. First edit. California: SAGE Publications, Inc.
- Danesi, Marcel. 2004. *Messages, Signs, and Meanings*. First edit. Toronto: Canadian Scholars' Press Inc.
- Kilbourne, Chris. 2011. "Signs and Tags: Color Coding for Safety." Retrieved November 2, 2020 (<https://ehsdailyadvisor.blr.com/2011/12/signs-and-tags-color-coding-for-safety/>).
- Lestari, T. Yuliana. 2019. "A SEMIOTIC ANALYSIS OF WWF PUBLIC SERVICE ADVERTISEMENTS RELATED TO GLOBAL WARMING ISSUES." 10–12.
- Miller, Jim. 2002. *An Introduction to English Syntax*. Edinburgh: Edinburgh University Press Ltd.
- Nöth, Winfred. 1990. *Handbook of Semiotics (Advances in Semiotics)*. Bloomington: Indiana University Press.
- Sobur, Alex. 2003. *Semiotika Komunikasi*. Bandung: Remaja Rosdakarya.

Syahdini, Zahra Ramy. 2019. "Semiotic Analysis of L'Oreal Paris Advertisement." Maulana Malik Ibrahim State Islamic University.

WHO. 2020. "Novel Coronavirus – China." Retrieved October 13, 2020 (<https://>

www.who.int/csr/don/12-january-2020-novel-coronavirus-china/en/).

Worldometer. 2020. "COVID-19 CORONAVIRUS PANDEMIC." Retrieved October 15, 2020 (<https://worldometer.info/coronavirus>).