

Representation of Environmental Issues in Marjan's "Baruna the Guardian of the Ocean" Ad 2023 Episode 1 and 2 (Analysis Semiotika Charles Sanders Peirce)

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Advertising; Marine
Pollution; Plastic Waste;
Semiotics

ABSTRACT

Environmental issues have become the talk of recent years, education and information about deteriorating natural conditions are needed to maintain natural health. Given the rise of environmental issues in recent years, PT Lasallefood Indonesia has participated by raising environmental issues as their advertising concept for 2023. This study aims to show environmental issues in the form of marine pollution represented in marjan advertisements "baruna sang guardian samudra" episodes 1 and 2 using qualitative approaches and data collection techniques Observation and documentation. The analysis was conducted by observing scenes related to marine pollution obtained through symbols and signs displayed throughout the marjan advertisement "Baruna the Guardian of the Ocean" episodes 1 and 2 through the approach of Charles Sanders Pierce's Semiotic Theory. The results of this study show that the Baruna Sang Guardian of the Ocean marjan advertisement tries to represent 3 aspects broadly related to environmental issues of marine pollution, the first is the act of marine pollution represented by adult characters who are fishermen and children as coastal villagers who throw plastic waste into the sea, the second is the impact of plastic pollution on the marine environment represented by the inner ocean and the surface that has been Filled with plastic waste, the last impact of marine pollution that is happening to marine life is represented by the figure of a dragon as marine life affected by marine pollution in the form of being eaten by plastic waste.

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1. Introduction

Media has an important role to play in advertising and promotion, with two main ways of understanding the message conveyed (Shaddiq et al., 2021). First, the influence of the chosen media on the message given through advertising, and second, how the content of the message in the media affects the behavior of its audience in advertising, in accordance with Marshall McLuhan's theory of Technological Determinism, which states that "Media is the Message". McLuhan stresses that the type of communication media used affects us, such as interpersonal and social media such as YouTube. Each media has its own language, determines the conditions of society, and has specifications as messengers, which gives color to the media.

Fierce competition from competitors makes advertising a powerful weapon to stay afloat in the industrial world. Therefore, the placement of advertisements must be active and dynamic to persuade people to buy products, not because of necessity, but because the presentation of symbols and images is mobilized in such a way and is present continuously, and has characteristics of popular culture or social issues in it. This is in line with Pei Liang's explanation in his book, in advertising, signs are used actively and dynamically, so that people no longer buy products to meet needs, but to buy symbolic meanings (Pilliang, 2003: 287) in (Setiawan, 2015). Therefore, signs and images in advertisements can also explore problem topics and see trends and issues that develop in society. The process of finding meaning occupies an important place in design works in order to find out every message conveyed through a work (Gunalan & Hasbullah, 2020, p. 45).

Symbolic representation in advertising is important for human life as a means of communication to persuade society at large. In the process of communication, the display of symbols is presented in the form of spoken language or visual language and there is a connection between the object of the symbol and the reality it represents. Stuart Hall asserts that there are three explanations of how spoken language represents meaning: reflective, intentional, and constructive (Pangestu, 2018, p. 12), namely, 1) Reflective approach, that meaning is produced by humans through ideas, media objects and experiences in society in reality. Meaning lies in the objects in question (people, events, and developing issues). 2) Intentional approach, that speaks language both spoken and written that gives unique meaning to each of his works. 3) The constructionist approach, that the speaker and writer, chooses and establishes meaning in the message or work (objects) he makes.

Hall's concepts of representation, encompassing both the mental and linguistic aspects, underscore the interdependence between our thoughts and language. This connection is crucial in addressing pressing environmental issues, where education and communication play pivotal roles in fostering awareness and action. Increasingly, various forms of media, including films, music, and advertisements, are incorporating messages about environmental degradation, particularly focusing on the detrimental impact of plastic waste on marine ecosystems. The alarming statistics regarding the scale of plastic pollution, such as the estimated 5.75 million tons of waste in Indonesia's seas, highlight the urgent need for concerted efforts to mitigate this crisis. Despite the magnitude of the problem, only a fraction of plastic waste is recycled, with a significant portion ending up in landfills or polluting water bodies. The collaboration of government agencies, industries, and society at large is imperative in addressing this environmental menace and fostering sustainable practices to preserve the health of our planet's ecosystems (Baqiroh, 2019).

On November 20, 2018, a sperm whale was found dead and decomposing in Wakatobi, Southeast Sulawesi. The death of this sperm whale shocked the world because about 5.9 kilograms of plastic waste was found in the whale's body. The local rapid reaction team in Wakatobi was stunned to see the amount of plastic waste, including plastic cups, flip-flops and raffia rope, lodged inside the sperm whale. The location of the sperm whale's death is within the protected area of Wakatobi Marine National Park (TNP) which should be a safe zone for marine life. The findings are also strong evidence that Indonesia is in a plastic waste emergency (Belarminus, 2018; Phelan et al., 2020).

Furthermore, according to a 2018 study by Greenpeace Indonesia and various local communities on three beaches in Indonesia, it was concluded that the most waste on the beach is food and beverage packaging waste. It found 10,594 types of plastic waste used in 797 different food brands. Starting from food and beverage products, body care products, household appliances to cigarette butts. The amount of waste generated every day is huge, and only 7% can be recycled, no wonder Indonesia's oceans and rivers are mostly filled with garbage (Hatta, 2018).

Indonesia's coastal and marine areas are also very vulnerable to various pollution threats, including from human domestic activities (marine debris), industry (fish processing), marine transportation such as oil spills, and other activities. Pollution of the marine environment caused by humans, which directly or indirectly causes adverse impacts, such as damaging the sustainability of marine life, thus affecting human health. (UNCLOS. 1982), in addition to polluting marine life, plastic pollution in the oceans also threatens human life. (AAE:2020) .(Rodríguez, 2021)

In 2018, a new study found that Indonesian salt and fish contain microplastics. Microplastics in Indonesian salt and fish have been confirmed in two separate studies by researchers from Hassanuddin University (Unhas), Makassar and the Oceanographic Center of the Indonesian Institute of Sciences (LIPI). The researchers found that each kilogram of salt contains 10-20 microplastic particles, which may be harmful to humans after consumption by Princess (2018) in (Peixoto et al., 2019)

This of course has a negative impact on ecosystems, habitats, marine life and reduces the quality of the coastal environment. If the threat of pollution is not addressed properly, it can cause wider negative impacts on human life and biota. According to the Ministry of Marine Affairs and Fisheries, there are several categories of marine pollution, including: oil spills, marine debris, dumping, industrial waste pollution, and accidents of non-oil transport ships at sea. (AAE:2020) (Sodik, 2020).

The rise of environmental issues in recent years has made many large companies intensify the invitation to protect the environment by creating advertising campaigns containing messages to protect the environment, as for some large companies in Indonesia that contribute to preventing environmental pollution, including:

Table 1. Observation of Ads on YouTube related to Environmental Issues

No	Company Name	Year of Views	Ad Headlines and Data
1	PT. Rumah Mebel Nusantara (Ikea Indonesia)	June 4 and 5, 2018	- Eco-Friendly Kitchen Door (1.3K views, 12 likes, 1 comment) - Plastic Daur Ulang (2,6 ribu views, 13 like, 4 common)
2	PT. Panasonic Globe Indonesia	January 8, 2019	- #SIBIRU ENVIRONMENTALLY FRIENDLY, Resilient to Protect the Environment (951K views, 128 likes, 10 comments)

3	PT. Danone Indonesia (Aqua)	28 August 2019	- AQUA LIFE #BijakBerplastik, First Innovation in Indonesia (4.4 million views, 182 likes, 11 comments)
4	PT. Unilever Indonesia Tbk (UNVR)	December 10, 2020 and September 29, 2021	- Let's sort the trash! (2.1K views, 42 likes, 0 comments) - Every LBP Uses 100% Recycled Bottles (16K views, 29 likes, 0 comments)
5	PT. Monica Hijaulestari (The Body Shop)	9 September 2021	- The Impact of Self-Care Makes the Earth Unkempt, Let's Be #KerenTanpaNyampah (538 views, 11 likes, 1 comment)
6	GoTo Gojek Tokopedia Tbk (Gojek)	April 11, 2022	- #DariAksiKecil Together with Gojek Towards an Eco-Friendly Business (758K views, 27 likes, 1 comment)
7	PT. Lasallefood (Marjan)	February 25, 2023 and March 21, 2023	- Baruna the Guardian of the Ocean (14.1 million views, 42K likes, 4.9K comments) - Baruna Sanga The Guardian of the Ocean - Part 2 (27.1 million views, 12 thousand likes, 1.3 thousand comments)

Source : Author Data as of June (2023)

Social media platforms like TikTok have become powerful tools for raising awareness about environmental issues, with both large companies and grassroots movements utilizing them to spread messages of conservation. Pandawara, an official TikTok account, has garnered significant attention with its content focused on cleaning polluted aquatic environments, amassing 8.4 million followers by October 2023. The account's success was underscored by winning three awards at the TikTok Awards, including Creator of the Year and Change Makers of the Year. This influence has spurred the emergence of similar accounts, such as Pandawara2, where junior high school students engage in cleaning activities in their local neighborhoods. These initiatives underscore Indonesia's pressing environmental challenges, with companies like Marjan also stepping up to address marine pollution. Marjan, a syrup brand under PT Lasallefood Indonesia, has long been committed to environmental stewardship, reflecting a growing trend of corporate responsibility in combating environmental degradation (Bobby, 2023).

Marjan syrup's marketing strategy ahead of Ramadan and Eid involves creating TV advertisements that are also shared on social media platforms like YouTube, emphasizing the syrup's significance during the fasting month and celebrations. In 2023, PT Lasallefood Indonesia incorporated environmental themes into their Ramadan ad series titled "Baruna the Guardian of the Ocean," consisting of two episodes. The first episode, released on February 25, 2023, portrays Baruna, the ocean's guardian god, witnessing the consequences of marine pollution, while the second episode, uploaded on March 21, 2023, depicts Baruna and villagers confronting sea creatures seeking revenge for the pollution caused by humans. These ads garnered widespread attention, sparking discussions among popular YouTubers and engaging viewers on Marjan's official channel. The CGI visuals and environmental narrative attracted online media coverage, raising awareness about marine pollution. Researchers analyzed these ads using Charles Sanders Peirce's semiotic framework to delve into the meaning conveyed through signs and objects. Contrasting with previous studies on songs and films,

this research focused on advertising, particularly on YouTube, as an effective platform for communicating environmental messages due to its interactive features.

In addition, on social media YouTube also sees views or the large number of people who have watched the ad, and of course these features are not owned by other platforms such as television and platforms to listen to music. The use of YouTube social media as a means of publishing content related to environmental issues will certainly make the meaning captured by the audience will be different when compared to being shown on television or platforms to listen to music, even though it uses the same concept, namely environmental issues, but the process of absorbing meaning must be different using qualitative methods and analyzing environmental issues. The purpose of the research in this study is "To explain the Representation of Environmental Issues contained in the Marjan Baruna Sang Guardian of the Ocean Ad Series in episodes 1 and 2" using Charles Sanders Peirce's semiotic analysis. The benefits expected from this research are that this research is expected to be used as a reference or learning material for Marjan companies so that in the future they can continue to make advertisements that contain meaning and messages positive in it. This research is also expected to be a source of knowledge and learning for the community and this research is expected to be an input in the field of communication science, especially in the field of semiotics and this research is also expected to contribute to the understanding of the representation of environmental issues contained in advertisements, especially for scientific development and analysis of research objects.

2. Materials and Methods

This research uses qualitative research that aims to describe and analyze phenomena, events, perceptions and thoughts of individuals and human groups, as well as social phenomena. The research was conducted in a qualitative descriptive form, so that results emerged in the form of written and oral details of the phenomenon under study (Ghony & Almanshur, 2017, p. 27). This type of qualitative descriptive research aims to critically describe, detail a phenomenon or social situation in order to find its true meaning. The study will begin by analyzing various data collected by the authors. The data obtained by the author in this case is a scene from an advertisement that the author categorizes as showing a representation of environmental issues of marine pollution in the advertisement "Baruna Sang Guardian of the Ocean" in episodes 1 and 2, besides that in order for the author to more easily analyze the object, the author will focus more on the signs of marine pollution in the fish.

Primary data sources are data obtained directly. Research subjects from individuals, groups and organizations (Ruslan, 2017, p. 29). In this study, the main data used by researchers was data obtained from advertisements. This research will take the object of Marjan's advertising series entitled "Baruna Sang Guardian of the Ocean" which shows an overview of environmental issues in the form of marine pollution. In this study, the data source came from the advertisement "Baruna Sang Guardian of the Ocean" which aired on Marjan Boudoin's official YouTube social media by taking 2 episodes, each of which lasted 1 minute 1 second. Secondary data in this study used literature research to support findings by reading, researching, and analyzing documents and data sources contained in books, Internet, scientific papers, and other publications such as previous papers and journals. Data collection techniques are techniques or ways used in research to collect data. Data collection is an important part of conducting research to solve problem formulations. There are several data collection methods, namely: tests, observations, interviews, study of documents and artifacts, photos and videos or a combination of these methods (Ghony & Almanshur, 2017, p. 164). The data collection techniques used to collect data in this study are documents and observations as

follows: The observation referred to in this study is by seeing and observing scenes from the two series of "Baruna Sang Guardian of the Ocean" Ads on Marjan Boudoin's YouTube, which are then recorded, selected and analyzed according to the research methods used in order to get points of representation of environmental issues contained in the advertisement. As research supporting data, documentation methods are obtained by tracing various types of data relevant to the advertisement "Baruna Sang Guardian of the Ocean" which can be accessed from online media and social media as well as various data on environmental issues of marine pollution, this aims to allow the author to analyze the representation of environmental issues contained in the advertisement. This semiotic analysis technique is used to be able to understand the representation of environmental issues in the form of symbols in each scene in the "Baruna Sang Guardian of the Ocean" clan on YouTube which will later be compiled into the meaning of messages or information that will provide results and conclusions. Charles Sanders Peirce's semiotics was chosen because it was considered the most suitable for analyzing the representation of environmental issues in the form of marine pollution in the selected advertising object with his proposed method, namely the semiotic / triadic triangle which has 3 elements in the form of Representation / sign consisting of (Qualisign, Sinsign, Legisign), Objects consisting of (Icons, Indexes, Symbols) and Interpretations consisting of (Rheme, dicisign, argument).

3. Result and Discussion

Analysis of Environmental Issues Representation in Marjan Baruna the Ocean Guard Ad

Environmental issues are negative impacts caused by activities that humans do daily on the environment, this negative impact on the environment is believed to reduce the quality of life of ecosystems on earth, ranging from humans, animals, plants and the environment where we live. There are many environmental problems that are classified as environmental issues, one of which is marine pollution.

Careful and wise ecosystem management is needed to maintain the environment, by fully realizing the various environmental issues that are already present and the negative impacts caused by the activities that humans carry out on the environment, as featured in this 2023 Marjan ad series with the title "Baruna Sang Guardian of the Ocean" which shows a representation of environmental issues classified as marine pollution.

Ads worked on by PT. Lasallefood tries to invite people to protect the marine environment by showing the amount of garbage in the ocean caused by human activities. According to the author's observations, it was found that there are several scenes in the advertisement "Baruna Sang Guardian of the Ocean" that show the representation of environmental issues in the form of marine pollution, this is emphasized through the footage and narrative shown. Based on the definition of marine pollution according to the Group of Experts on the Scientific Aspects of Marine Environmental Protection (GESAMP), namely:

A. The entry of living things, substances, energy, and/or other components into the marine environment that have a negative impact on biological resources

Pollution of the marine environment means the direct or indirect inclusion by humans, materials or energy into the marine environment that result in or may bring adverse effects such as damage to marine biodiversity and marine life, as well as harm to human health. Garbage pollution in

the sea can come from several waste factors, such as plastic waste, wood waste, metal waste, waste from organic matter, and there are many other garbage that can pollute the sea.

Sign

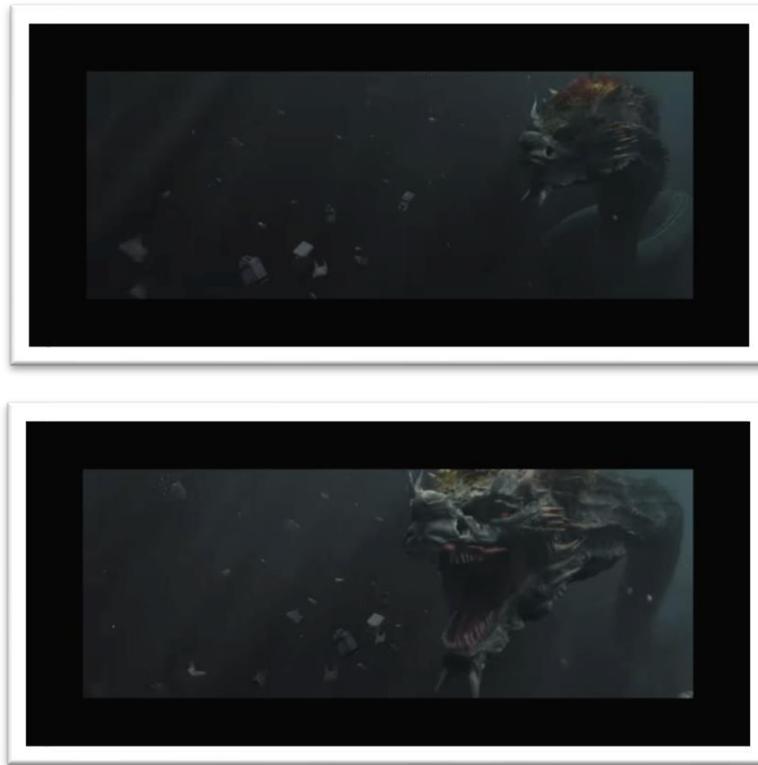


Photo 1 Sea Dragon That Belongs to Garbage
Seconds to 0:23-0:25 (Episode 1)

- a. Qualisign, In line with one of the elements of the advertisement, namely Color: The color of the dragon's eyes that are yellow and orange like a burning fire symbolizes the anger and passionate emotions of the dragon when seeing garbage, the sea that is scattered with dark grayish black and minimal sun or white light penetrating shows that this dragon is in the deep ocean with minimal sunlight which shows that a lot of garbage in the sea has reached the ocean deep. The clear color used for the depiction of waste also shows that the majority of waste in the ocean is plastic waste
 - b. Sinsign, Align with one of the elements of advertising, namely Movement: His movement that opens his mouth will want to breathe fire accompanied by a growl showing that this dragon is angry when he sees the expanse of garbage that fills his habitat plus when the dragon opens its mouth, garbage begins to be attracted into its mouth, which of course these plastic waste cannot be digested
 - c. Legisign, In line with one of the elements of the advertisement, namely Heard word and sound effect: The narration and subtitle "garbage raises a figure who becomes a disaster" with a background of music and a gripping narrative voice illustrates that garbage and pollution in the sea have worsened and must be taken seriously and addressed because, Gradually the garbage thrown into the sea will be a disaster for the marine ecosystem and marine resources themselves as the narrative shows that garbage will awaken a figure who becomes a disaster, the phrase "figure" here not only refers to the sea dragon as one of the inhabitants of the sea, but can also refer to other marine life that often consumes waste that is mistaken for food and will certainly bring disease to the biota itself and other
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	<p>biota because Biota that die of garbage will decompose harmful substances, therefore this narrative emphasizes that if we continue to pollute the sea, the garbage in the sea will generate disasters for marine life such as toxic contamination</p>
Object	<ul style="list-style-type: none"> a. In line with the advertising elements that are Picture: in this scene using the Big Close-up image technique, this shot is taken from the top of the head to the chin of the object where this shot aims to highlight the expression of the object that shows the emotions of the dragon and trash that is clearly visible floating in the open ocean b. Index (causal relationship), in the scene above shows the dragon's anger caused by a lot of garbage that disturbs the habitat and swimming activities such as foraging for dragon figures which are representations of marine life affected by marine pollution, c. Symbol (formed by mutual agreement). The fire animation in the eyes of the dragon's eyes is a symbol that symbolizes the feeling of emotion, anger and courage of the dragon to defend its environmental habitat from garbage
Interpretant	<ul style="list-style-type: none"> a. Rheme (development of the meaning of signs): in this scene tells the story of a sea dragon that is being eaten by plastic waste in the sea which is included in the impact of marine pollution on marine life, the figure of a sea dragon which shows that often marine life intentionally or not eat garbage in the sea, this is because many marine life think the garbage is food, The plastic waste eaten by the dragon in this scene also represents that the ocean has been polluted by harmful substances originating from land, marine life that eats garbage will gradually die due to failure of the digestive organ system and other prolonged adverse effects, in this scene shows that the dragon is a form of representation of marine life affected by marine pollution b. Dicisgin (the correct relationship between symbols and their interpretants): a lot of waste in the sea and biota that is eaten by garbage explains a clear relationship that marine pollution has a negative impact on the marine environment which also has an impact on the sustainability of marine life and resources in the sea c. Argument: in the scene above there is a subtitle text accompanied by a narration that shows opinions or arguments related to ocean pollution from PT, Lasallefood as the creator of the advertisement which mentions "garbage awakens a figure that becomes a disaster" which explains that the ad maker wants to give his opinion if marine pollution in the form of garbage contamination will generate disaster for biota life in the ocean.

Sign



Picture 2 of the already polluted oceans

seconds to 0:07-0:09 (Episode 2)

- a. Qualisign, In line with one of the elements of the advertisement, namely Color: The grayish-black color of the ocean explains that in this scene the dragon is in the deep ocean, besides that the color of the dragon which also does not have a bright color and tends to be dark indicates that the dragon lives in the deep ocean which is slightly exposed to sunlight. This means that the garbage has entered the deep ocean and not only on the surface, the white color of the garbage in the scene shows that plastic waste dominates pollution in the sea because although plastic waste has a variety of colors, if it has entered the waters, the dye from the plastic will fade and even disappear leaving the original plastic color
- b. In line with one of the elements of the advertisement, namely Movement: The dragon swimming from a distance slowly opens its mouth and accompanied by growls and the look in its eyes that suddenly turn yellow to orange and like fiery when approaching garbage shows great dislike and anger towards the garbage that fills the ocean as a place of life
- c. Legisign, In line with one of the elements of advertising, namely Heard word and sound effect: The background music and suspenseful narrative by mentioning that "disaster is coming again" shows that plastic waste in the ocean and marine pollution that continues to be done must be stopped immediately and requires serious action and real handling because otherwise disasters such as garbage contamination in waters will continue to exist for example The negative impact on marine life that brings disaster to ecosystems in the ocean and life on land because of toxins from plastic waste contamination in the sea

Object

- a. Icon, In line with the advertising elements i.e. Picture: In this scene using the Extream Long Shoot shooting technique, shooting which has very wide or wide dimensions. Usually to show a location or scenery around so as to provide information to the audience
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about what kind of environment is in an advertisement. With the aim of showing dragon objects and garbage in the sea and the correlation between the two which shows the dragon's dislike for its habitat which is increasingly polluted and filled with garbage

- b. Index (causal relationship), in the scene above shows the dragon's anger caused by the ocean or the living place of the dragon which is filled with plastic waste which indirectly makes the dragon live and swim uncomfortably because of the lot of garbage in the sea
- c. Symbols (formed by mutual agreement), the look in the eyes that are yellow to orange like the color of fire indicates the feelings of anger and emotion of the dragon

Interpretant

- a. Rheme (development of sign meaning): in this scene tells the story of a sea dragon that is swimming and angry when it sees its habitat filled with plastic waste which is included in the impact of marine pollution on marine life, sea dragons which show that marine life is the most tormented and loses due to pollution that occurs because the description of plastic waste or microplastics can cause health problems to death if exposed continuously, This also explains that there will be many marine species that become rare due to mass death due to entanglement or ingestion or pollution of the description of garbage in their environment, seeing a lot of floating garbage in the scene above also represents that marine pollution has not been handled properly as shown by, the expanse of garbage in the sea, in this scene shows that the dragon is a form of representation of marine life affected by marine pollution
- b. Dicisgin (the correct relationship between symbols and their interpretants): a lot of garbage in the sea and angry dragons when they see garbage explain the clear relationship that marine pollution is happening causing anger and harm to marine ecosystems which also has an impact on the sustainability of marine life and resources in the sea
- c. Argument: in the scene above there is a subtitle text accompanied by a narration that shows opinions or arguments related to pollution from PT, Lasallefood as the creator of the advertisement which shows the dragon character who is angry when he sees garbage in his habitat while mentioning "disaster is coming again" which explains that the ad maker wants to give his opinion if marine pollution is not immediately overcome then disaster after disaster such as contamination of waste from substances Dangerous plastic waste will continue to exist that has an impact on the life of ecosystems in the ocean

B. Human activities that dump garbage into the sea directly or indirectly resulting in adverse effects on human health

Marine pollution by garbage that causes damage to ecosystems and marine life by waste from human life activities. Garbage pollution can come from garbage produced by humans that is thrown into rivers which then flow into the sea or human activities that directly throw garbage into the sea in other words seawater pollution that cannot be avoided by human waste, namely garbage produced by humans.

Sign





Picture 3 of children throwing garbage into the sea

Seconds 0:09-0:11 (Episode 1)

- a. Qualisign, In line with one of the elements of the advertisement, namely Colour: The distinctive exotic brown skin color shows that the two young children who throw garbage are indigenous people living around the coast, this scene shows that these children lack education to protect their own living environment which can arise because the behavior shown by adults who also live in the coastal area is finally modeled by those children.
- b. In line with one of the elements of the advertisement, namely Movement: In this scene, two boys are seen sitting casually on the edge of the pier and then one of the children throws plastic bottle waste directly into the ocean area with a flat expression without showing a guilty expression, this shows that the lack of education about safeguarding and preserving the marine environment to the younger generation, This is also evidenced by one of the characters of the child in the scene above who doesn't even prevent or tell the right thing and instead lets his friend throw garbage into the sea as if it were a common thing and is used to both of them.
- c. Legisign, In line with one of the elements of the advertisement, namely Heard word and sound effect: The tense background music accompanied by the narration of "feeling the sea is getting polluted" shows that the actions of the two children who throw garbage into the sea in the scene illustrate the condition of marine pollution which will later get worse due to garbage disposal activities into the sea which causes the ocean to be more polluted.

Object

- a. Icon, In line with the advertising elements i.e. Picture: In this scene using the Medium Long Shoot shooting technique, this shot is used to enrich the image displayed where the shot is closer to the viewer but still shows the body language of the object which shows a lack of education in children who do not protect the environment by throwing garbage out of place.
- b. The index (causal relationship), in the scene above shows a lot of plastic waste in the sea and the soaring rate of marine pollution caused by human actions and behaviors that are not only adults but also children who do not protect the environment by directly throwing waste used for daily necessities into the ocean
- c. Symbols (formed by mutual agreement), children are symbolized as hope, future and successor of the nation, in this scene Marjan's ad wants to illustrate if children who notabe as successors in the future alone cannot protect the environment well from an early age, it cannot be avoided again in the next few years pollution in the sea will be a disaster that will be very detrimental globally, In addition, this scene also indirectly emphasizes that not only adults need awareness of protecting the environment but children must also be taught to maintain, protect and love the marine environment as one of the resources and life support for mankind

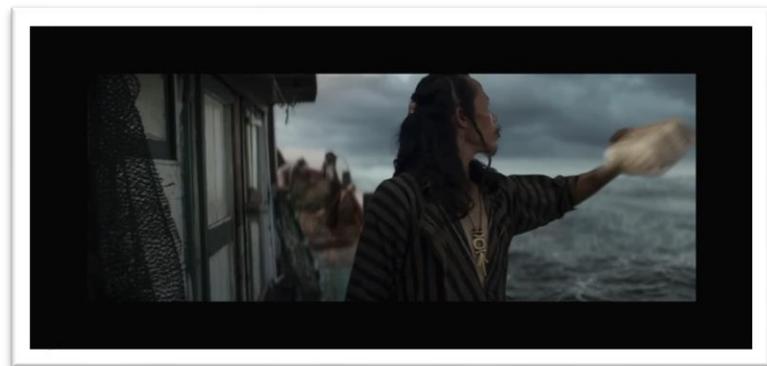
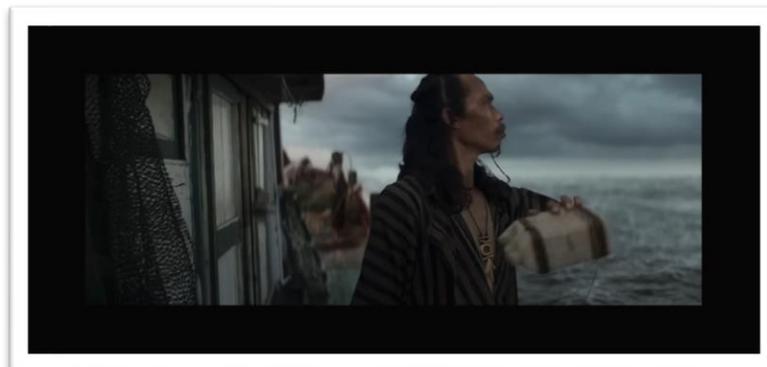
Interpretant

- a. Rheme (development of the meaning of the sign): in this scene tells the story of coastal village children who are throwing plastic bottle waste directly into the sea which is included in marine pollution behavior in the form of throwing plastic waste into the sea, In this scene it can be seen that marine pollution is also carried out by people living in

coastal areas, this can be seen from the behavior of children in the village who throw plastic bottle waste into the sea which indicates If the people there have often done marine pollution in the form of throwing garbage directly into the sea and underestimating it, which in the end the behavior is imitated by children in the village and becomes an endless chain of pollution. Children's characters who show that marine pollution perpetrators always do not look at age and living environment, this is due to the bad influence by adults in the children's environment which makes a lack of education and good examples of the importance of protecting the marine environment which eventually causes pollution activities that result in sea water conditions full of plastic waste contamination and other waste that will have an effect Bad to humans who eat products from the sea such as fish, shrimp, crabs etc. or use seawater for daily needs, in this scene shows that these children are a form of representation of marine pollution behavior in the form of throwing plastic waste into the sea.

- b. Dicusgin (the correct relationship between symbols and their interpretants): the high level of pollution in the sea and children who throw garbage into the sea explains the clear relationship that the high number of marine pollution and the amount of garbage in the sea due to pollution activities carried out by throwing garbage into the sea are carried out not only by adults, But children also do it which will later have an impact on the sustainability of human life on land
 - c. Argument: in the scene above there is a subtitle text accompanied by a narration that shows opinions or arguments related to ocean pollution from PT, Lasallefood as the creator of the advertisement who mentions "feeling the sea is getting polluted" and shows scenes of children throwing garbage into the sea which explains that the ad maker wants to give their opinion if they feel the ocean is getting polluted without any countermeasures Later it will have an impact on human life.
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Sign



Picture 4 of crew dumping garbage into the sea

Seconds 0:16-0:18 (Episode 1)

- a. Qualisign, In line with one of the elements of the advertisement, namely Colour: The color of the ocean depicted cloudy against the background of cloudy weather and grayish clouds and lighting that is not too bright depicts a gloomy living environment if we cannot coexist and maintain the marine environment properly and correctly.
- b. Sinsign, In line with one of the elements of advertising, namely Movement: In the scene, the crew of a fishing boat commonly called a fisherman can be seen looking towards the sea while holding an empty jirigen used which then the fisherman throws the jirigen garbage into the marine environment directly and without hesitation, this shows Marine pollution activities are also exacerbated by fishermen by throwing used garbage from the activities they do directly into the sea, even though the sea is a place for many people to make a living by relying on income from resources in the sea, but even with such a reality the fishermen still throw garbage into the sea which aggravates pollution in the sea which in the end also adversely affects human health itself as a result of the description garbage in the sea. Humans seem to not care about the survival of ecosystems both on land and sea.
- c. Legisign, In line with one of the elements of the advertisement, namely Heard word and sound effect: The tense background music that indicates a precarious situation when throwing garbage into the sea, as well as relaxed body language when throwing jirigen garbage into the sea shows that it has become a habit or habit of the fisherman, Therefore, the gestures (body language) shown when carrying out pollution activities look very relaxed.

Object

- a. Icon, In line with the advertising elements that are Picture: In the scene above using the Medium Close Up shooting technique, this shot was taken from the top of the head to the chest, the purpose of shooting like this is so that the background can still be enjoyed by the audience and provide a clear view to show the indifferent behavior of fishermen who throw jerry cans into the sea.
- b. The index (causal relationship), based on the scene above shows another reason why pollution in the sea is getting worse caused by the lack of awareness of fishermen to protect the sea which results in marine pollution is still difficult to overcome considering that fishermen who depend on income in the ocean and are likened to living close to the sea do not want to preserve the ocean itself and prioritize the nature of underestimating the waste thrown into the sea. The sea, although the amount of waste disposed of is small, in fact even one garbage has an impact on the marine ecosystem
- c. Symbols (formed by mutual agreement), cloudy atmosphere background and tend to be colored to gray symbolize sadness and gloomy situations, this is certainly in accordance with the behavior shown by fishermen who throw jerry cans into the sea which shows how sad and gloomy the actions of people who do not have self-awareness to participate in protecting the marine environment as one of the sources of life support that humans should live side by side with nature, but in fact the decline in the quality of the aquatic environment still continues to occur due to irresponsible hands.

Interpretant

- a. Rheme (development of the meaning of the sign): in this scene tells the crew of fishing boats or commonly referred to as fishermen who throw jirigen garbage directly into the sea which is included in marine pollution behavior by throwing garbage into the sea, fishermen characters show that often fishermen who intentionally or not throw waste used for ship needs into the sea, This is due to a lack of understanding and self-control, without realizing it the garbage thrown by people into the sea will affect themselves considering that many people consume seafood because it is considered to have a high quality portein, but without realizing it polluted marine products have a bad impact on all groups from infants to old age which can cause complications of disease, This scene shows that fishermen who throw garbage is a form of representation of marine pollution behavior by throwing garbage into the sea
 - b. Dicisgin (the correct relationship between symbols and their interpretations): marine
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pollution that is getting worse and has not been overcome and fishermen who throw their garbage into the sea explains the clear relationship that marine pollution is worsening and has not been overcome due to pollution activities that are carried out continuously by throwing garbage into the sea carried out by the crew of fishing vessels, which will later have an impact on the sustainability of human life on land both in terms of health and economy

- c. Argument: in the scene above there is no subtitle text or direct narration that shows opinions or arguments related to pollution from PT, Lasallefood as the creator of the advertisement, but the depiction of fishermen throwing garbage indirectly explains that the advertisement maker wants to give his opinion if ocean pollution is also carried out by fishermen with the depiction of the scene
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C. The marine environment is no longer in accordance with its function which causes a decrease in quality for water use

The sustainability of seawater if polluted by substances generated by human waste continuously with large volumes in high concentrations, it can cause damage to the balance of the sea, damage to the balance of the sea can have an impact on the preservation of nature and global impacts for the future. Animals in the sea such as fish, turtles, dolphins, and other animals, will be polluted, not only impacting marine ecosystems and marine life, but humans can also be affected by the pollution both in the economic and tourism sectors.

Sign



Photo 4.5 Newly Dumped Plastic Bottles Into the Sea
Seconds 0:09-0:11 (Episode 1)

- a. Qualisign, In line with one of the elements of the advertisement, namely Colour: The color of the ocean is depicted blue and there is a white gloss of light that predominantly
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	<p>indicates that this scene depicts the condition of the sea near the top of the sea level which is also filled with plastic waste</p> <ul style="list-style-type: none"> b. Sinsign, In line with one of the elements of the advertisement, namely Movement: The movement of seawater that breaks along with the sound of splashing water and plastic bottles that have just entered the ocean area shows that there are humans who have just thrown the garbage into the waters of the sea, there are also other plastic waste drifting in the ocean which shows pollution to the ocean c. Legisign, In line with one of the elements of the advertisement, namely Heard word and sound effect: The tense background music coupled with the narration that is also firm with the phrase "feeling the sea is getting polluted" shows that the longer the ocean is increasingly polluted by garbage coming from the land which can be seen in the footage of plastic bottle waste that has just been thrown away
Object	<ul style="list-style-type: none"> a. In line with the advertising elements of the Picture: Shooting in this scene uses the Long Shoot technique, shooting widely so as to provide information on the current state of the ocean, so that we can know the depiction of the condition of the ocean that is polluted and filled with plastic waste in the scene. b. Index (causal relationship), based on the scene above which shows a lot of piles of plastic waste in the sea caused by human activities that pollute the marine environment by continuously dumping plastic waste into the water area c. The symbol (formed by mutual agreement), the black color depicted on the half of the ocean above has the meaning of death (unfit for living things) and misfortune (for marine life living in the area) this shows that the sea is no longer fully habitable because half of the ocean has been polluted by garbage, while half of the bright blue ocean shows hope that humans can still improve conditions oceans to be re-cared for and preserved as they should be
Interpretant	<ul style="list-style-type: none"> a. Rheme (the development of the meaning of the sign): in this scene tells the existence of plastic waste bottles that have just been thrown into the sea accompanied by other plastic waste beds in the surface ocean which are included in the impact of pollution on the environment and seawater, the depiction of the sea showing newly discarded garbage bottles and a lot of floating plastic waste shows that marine pollution activities are still happening, This is certainly not in accordance with the function of the sea as the main source of water to support life because in fact the ocean is like a garbage dump, it can also be seen from the many other plastic waste in the form of bottles and crackles produced from Manjsia's daily life activities which explains that this marine pollution activity has been carried out for a long time and is still being carried out today without paying attention to the bad effects of disposal Plastic waste into the ocean which can cause a decrease in the quality of water use in the sea because it has been polluted by negative substances from microplasty that cause a decrease in water quality both for daily use and for economic and tourism needs, in this scene shows that the scene of plastic bottles deliberately thrown into the ocean filled with garbage is a form of representation of pollution to the environment and seawater b. Dicusign (the correct relationship between symbols and their interpretants): plastic bottles that have just been thrown into the sea and a lot of garbage in the sea on the surface of the vast ocean explain the clear relationship that waste thrown into the sea causes pollution to the marine environment which also has an impact on the quality of the environment and seawater itself c. Argument: in the scene above there is a subtitle text accompanied by a narration that shows opinions or arguments related to ocean pollution from PT, Lasallefood as the creator of the advertisement which displays the scene of plastic bottles being thrown into the ocean and the condition of the sea filled with plastic waste while mentioning "feeling the sea is getting polluted" which explains that the advertiser wants to give his opinion if the longer the ocean is felt to be more polluted As a result of negative activities from daily human behavior that throws garbage into water areas.

Sign



Figure 6 The Amount of Garbage in the Sea
Seconds to 0:07-0:09 (Episode 1)

- a. Qualisign, In line with one of the elements of the advertisement, namely Colour: The dominant dark blue color with white light coming from the sun penetrating the surface of the water shows that this scene depicts the atmosphere below the surface of the upper sea which is also filled with plastic waste ranging from food wrappers, drink bottles and jerry cans thrown by fishermen and children living on the coast
- b. Sinsign, In line with one of the elements of advertising, namely the Movement: Plastic waste tossing in the ocean shows that the majority of waste in the ocean comes from plastic waste that ends up in the sea either directly or indirectly entered by humans, because plastic waste in the sea can also come from rivers
- c. Legisign, In line with one of the elements of the advertisement, namely Heard word and sound effect: The tense background music coupled with the narrative of "feeling the sea getting polluted" shows that Marjan's ad tries to educate and inform its audience to always protect the marine environment considering that marine pollution is still occurring and getting worse

Object

- a. In line with the advertising elements that are Picture: this scene uses the Extream Long Shoot shooting technique, which has very wide or wide dimensions. With the aim of showing the condition of the ocean or scenery around so as to provide information to the audience about what kind of environment is in the ad.
- b. Index (causal relationship), based on the scene above shows that ocean pollution is getting worse caused by people who still continue to throw garbage into the sea or into rivers without considering the consequences of bad garbage if it enters the marine environment.
- c. Symbol (formed by mutual agreement), The gradation of black which is synonymous with the meaning of death and misfortune and light blue color with white color from sunlight that penetrates the water, to the black part that is not affected by light at all illustrates that half of the ocean is like a dead sea because of the high level of pollution from a lot of garbage in the sea, The ocean depicted half bright which signifies hope and half dark shows if we can still improve the condition of the marine environment and restore it or vice versa by continuing to pollute and worsen the condition of the sea

Interpretant

- a. Rheme (development of the meaning of signs): in this scene tells the expanse of garbage in the surface ocean which is included in the impact of pollution on the environment and seawater, the depiction of the sea that shows a lot of garbage dominated by floating plastic shows that marine pollution activities are still happening with the main source of pollution coming from plastic waste that can decompose toxic substances into water in the sea, The sea environment that should be clean and preserved has now been polluted by garbage dominated by plastic waste, this is because there is no effective way to overcome pollution activities carried out by humans, polluted seawater to a decrease in

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- quality will certainly greatly affect human activities from all aspects of life both to meet the needs of life or in terms of finance, This scene shows that the scene of the ocean filled with garbage is a form of representation of pollution to the environment and sea water
- b. Dicusgin (the correct relationship between symbols and their interpretants): the abundance of garbage in the sea on the surface of the vast ocean explains the clear relationship that waste disposed of into the sea causes pollution to the marine environment which also has an impact on the quality of the environment and seawater itself
 - c. Argument: in the scene above there is a subtitle text accompanied by a narration that shows opinions or arguments related to ocean pollution from PT, Lasallefood as the creator of an advertisement that displays the condition of the sea filled with plastic waste while mentioning "feeling the sea is getting polluted" which explains that the ad maker wants to give his opinion if the longer the ocean is felt to be more polluted due to negative activities from waste households and factories to the environment.
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The Marjan syrup advertisement series "Baruna the Ocean Guard" in its first and second episodes attempts to address the issue of marine pollution through a semiotic analysis following Charles Sanders Peirce's framework. The ads depict the detrimental effects of marine pollution on biological resources, exemplifying real cases of environmental degradation in Indonesia and globally. By showcasing marine life affected by plastic waste consumption, the ads underscore the impact on ecosystems and human health. Moreover, they highlight the consequences of continued pollution, such as the degradation of seawater quality and its implications for various sectors like tourism and agriculture. PT. Lasallefood's incorporation of environmental communication into their advertising reflects a corporate social responsibility initiative, aiming to raise awareness about plastic waste emergencies in the ocean. This shift in focus towards addressing significant environmental issues indicates a more serious approach compared to previous cultural and normative approaches. This effort aligns with the alarming statistics of plastic pollution in the world's oceans, where Indonesia ranks as one of the top contributors. The ads not only emphasize the threats to marine life but also underscore the broader impact on human health and the economy (Mutia, 2022).

Not only in terms of CSR environmental communication as a corporate responsibility, this ad also certainly also shows a representation approach related to marine pollution with the aim of educating the public to better protect the environment, Hall stated that there are three approaches used in representation, including:

- 1. The reflective approach comes first. According to this approach, language serves as a reflection or mirror of the original meaning of social reality. The reflective approach highlights how much meaning depends on the physical presence of things like people, ideas, and events.**

For example, in the scene of the dragon getting angry and finally burning down residential areas caused by the impact of the activities of coastal village children who pollute the marine environment by throwing plastic bottle waste into the marine environment as the home of the dragon which explains that pollution activities in the sea are not only a disaster for the marine ecosystem but will also be a disaster and have a detrimental impact on humans, In addition, the scene of Naga destroying fishing boats and disrupting the activities of fishermen looking for fish because of the activities of fishermen who throw used jerry cans used for ship needs into the sea as a result of garbage disposal carried out by fishermen. Which shows a reflection that the good or bad deeds to nature that we do will later return to ourselves

2. The second approach is intentional. Language is used intentionally to convey ideas based on our perspective. Information is communicated orally or in writing by the speaker, which gives special meaning to its intended use.

For example, the narrative conveyed related to pollution such as "garbage raises a figure who becomes a disaster", "feels increasingly polluted" accompanied by scenes of fishermen and coastal village communities throwing plastic waste into the sea area, then footage of the marine environment filled with plastic waste and dragons eaten by plastic waste in the sea, which shows information related to marine pollution in this advertisement is communicated orally by PT. Lasallefood which gives special meaning related to pollution of the marine environment by using certain scenes, footage and narratives related to the ocean that is increasingly polluted and will be a disaster for human life.

3. The constructivist approach is the third. This method emphasizes social and linguistic characteristics that allow the constructivist to participate in the process of making meaning, that the speaker and writer, choose and assign meaning in the message or work (objects) that he creates.

For example, in the scene depicting children and adults throwing garbage into the sea which explains that PT. Lasallefood wants to insert meaning related to pollution actors regardless of age and lack of individual awareness to protect the marine environment, as if polluting has become a culture that cannot be separated by daily human activities. Furthermore, the scene of sea dragons being eaten by garbage that explains the meaning related to marine life is the one that loses the most due to garbage pollution in the sea. Finally, the footage of the ocean, the surface and the inside filled with garbage that explains the meaning related to pollution in the form of marine debris has not been overcome and is still ongoing today (Chaturvedi et al., 2020).

In essence, the media plays a role in the dissemination of information as well as can shape audience perception so that it can be done through mass media such as newspapers, radio, and TV as well as social media such as YouTube, Tiktok and Instagram where people can find out what is happening around them and elsewhere. Therefore, the media provides adequate information space for environmental issues through environmental communication deserves our appreciation. If the media diligently displays and disseminates information that is able to build concern for the environment, it is hoped that the community will have insight and awareness to protect and preserve the environment.

4. Conclusion

Through the concept of environmental communication, it can be seen that PT. Lasallefood as the creator of the 2023 marjan advertisement wants to inform and educate the public regarding the emergency of plastic waste in Indonesia's seas, which is shown by footage of plastic waste in the form of jerry cans, crackles and mineral water bottles. In this 2023 marjan ad, we also find the approach used in the first reflective representation which shows a reflection of social reality that the good or bad deeds to nature that we do will later return to ourselves, then the intentional approach with a narrative that shows information related to marine pollution in this ad is communicated verbally which gives special meaning related to the ocean which is increasingly polluted and will be a disaster for human life later, then the constructivist approach in the form of scenes of children and adults throwing garbage into the sea which explains the meaning of pollution actors regardless of age and lack of individual awareness to protect the marine environment, Next is the scene of sea dragons being eaten by garbage which explains the meaning related to marine life is the most detrimental due to garbage pollution in the sea, Finally, the footage of the ocean, the surface and the inside filled with garbage that explains the meaning related to pollution in the form of marine debris has not been overcome and is still ongoing today

Based on 6 scenes in the Marjan Baruna the Ocean Guard ad in episodes 1 and 2 which have been analyzed using Charles Sanders Peirce's Semiotics analysis, we can see that the Marjan Baruna the Ocean Guard Ad tries to represent 3 aspects broadly related to environmental issues of marine pollution, the first is the act of marine pollution represented by adult characters who are fishermen and children as coastal villagers who throw garbage Marine plastic, the second impact of plastic pollution on the marine environment represented by the inner ocean and surface that has been filled with plastic waste, the last impact of marine pollution that is happening to marine life represented by the figure of the dragon as marine life affected by marine pollution in the form of being eaten by plastic waste.

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