



BUDDHI DHARMA UNIVERSITY

**SEMIOTIC ANALYSIS OF THE PACKAGING OF *TOLAK ANGIN* AND  
*ANTANGIN***

Presented as a partial fulfilment of the requirement for the Undergraduate  
Program

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I declare that this thesis is based on my own writing, and it is true and correct that I do not take any scholarly ideas or work from others dishonestly. That all cited works were quoted in accordance with the ethical code of academic writing.

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## ABSTRACT

This research is aimed at describing semiotics studies about signs, implied meaning and compare of advertisement in which the writer focused to find the meaning on the packaging of *Tolak Angin* and *Antangin*. This analysis used the descriptive qualitative method to analyse packaging which have signs by using Barthes' theory. In this case, all signs of the packaging *TolakAngin* and *Antangin* are called denotation. It is because people can see based on their eyesight. While, connotation found in this analysis are anti-disease, anti shield, body protector, easy to carry, easy to obtain, good quality. Then, myth which are available on the data analysis are about health, effectiveness, safe, harmless, and not just an ordinary medicine. After found the result, the writer compare between the packaging *Tolak Angin* and *Antangin* to find the similarity and the differences. The similarity is the design, it designs consistent with verbal sign to balancing all information about the product while the differences in the identity of each product that has own characteristics such as layout, picture, and color. From the analysis that has done, it can be concluded that the packaging can be compared and can be analysed using other semiotics theory such as the orders of signification namely the denotation, connotation and myth.

Keywords: *Linguistics, Semiotics, Advertisement, Signs, Comparison, TolakAngin, Antangin, Denotation, Connotation, Myth.*

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

People have sought relief in alternative medicinal solutions like traditional, herbal, or all-natural remedies for long ago. Herbal medicine is believed to help maintain a healthy body. Thinking that is safer, cheaper, healthier, and more practical since some of the herbs known to have medicinal benefits can be homegrown. The raw materials included leaves, roots, trunks, flowers and fruits which were mixed to form medicinal herbs. However, as time passes and in this modern era, herbs are still used but not in the same way as in the past.

In Indonesia, people turn to herbal products and traditional medicines known as 'jamu' to ease some of their health problems. Long before modern medication prevailed in the pharmaceutical industry, Indonesians relied on traditional remedies and conventional medicines like many other Asian countries. Herbal products are still popular among Indonesians and herbal supplements have become a part of their daily lives. There are many herbs found in the archipelago, only a few can meet the required standards that have been set by the formal bodies. This affects the herbal industry in the country. It is known that herbal is spread all over throughout the archipelago.

Throughout Indonesia, among every ethnic group, religion, and social economic group, Indonesians have a strong belief in the sickness, they call



“masukangin” (catch a cold), and they take great precautions to prevent it. Masukangin has been described by some as a type of sickness that covers every type of vague ache, pain, fever, cold, etc. Most Indonesians believe wind can enter a person’s body through pores in the skin. Indonesian beliefs about how to get the wind out of the body of a person suffering from masukangin; scrapping of the skin(kerokan), massage (urut/pijat), cupping (bekam) and medicine. Modern technology has changed our communication today. There is no end to the changes people will see either since this sector continues rapidly growing. Therefore, businesses must pay attention to all the modern communication solutions. Communication is the act of conveying meanings or transferring information. It is a process by which information is exchanged between individuals through a common system of symbols, signs or behavior. The term requires an element of success in transmitting or imparting a message, whether information, ideas, or emotions.(<https://www.merriam-webster.com/dictionary/communication>)

There are two ways of communication: verbal communication and non-verbal communication. Verbal communication is the process of exchanged of information or message between two or more person through written or oral words. Verbal communication takes place through face-to-face conversations, group discussions, interview, television, email, reports, memos, letters, notes etc

and non-verbal communication is the exchange of information or message between two or more persons through gestures, facial expressions, eye contact, touching

etc. and without using any spoken or written word. Non-verbal is used to express to communicate the feelings, thought and emotions to establish and maintain relationship and to influence others (Ambady and Rosenthal, 1998).

(<http://www.cas.umt.edu.dcs/documents/syllabus.COMM202.2012Fall.docx>)

Appearance of a product's packaging is one of non-verbal communication means packages displaying a picture of the product can convey information about brand. In addition, consumers who placed the most importance on these beliefs also have a better evaluation of the brand itself when its package include a product picture. A package can provide a lot of information that can attract consumers to a product that is promoted through advertising. Advertising is also one of the examples of nonverbal communication which is published or broadcasted in the mass media.

Advertising is always present, almost everyday people consume the advertising. Advertising uses every possible media to get its message through. The advertising would include and influence the societies with message. It is produced for the audience contained with a certain message. A message created with many codes is aimed to the audience for understanding it. The code appears directed to influence the audience to buy the product advertised. As codes that appears in the advertising for the mass consumer contained a message for us to interpret the sign from the advertising.

(<https://www.google.co.id/amp/s/m.economicstimes.com/definition/advertising/amp>

)

Packaging is often considered the last advertisement a potential buyer will see before making a purchase. Packaging also answers legal questions. When selling products such as medicine, there are regulations regarding what information must be present on the packaging, like dosage instructions or a list of active ingredients. The examples of them are the use of packaging as seen of the packaging *Tolak Angin* and *Antangin*. For the further, the abbreviation for Tolak Angin is TA and Antangin is AT.

Packaging goes hand in hand with information. In rapidly changing world, access has been made easy through information and communication technologies which have become easier to access. This makes information about medicinal herbal products easy to find. By looking at the packaging of TA and AT, the consumers can perceive the product which one they want to buy and build any herbal products easy to find. The designs of the packaging can be analyzed by using the theories of semiotics.

Semiotics also called semiology, is the study of signs and symbols. The objective of semiotics is to learn and interpret the message which is conveyed in advertisements. The different elements of advertisements can be interpreted at two levels. First, the outside level and second is original level. The outside level uses signs creatively to create an image or character for the product. The original level is made up of different unseen meanings.

([www.wayanswardhani.lecture.ub.ac.id/files/2013/09/semiotics-the-basics.pdf](http://www.wayanswardhani.lecture.ub.ac.id/files/2013/09/semiotics-the-basics.pdf))

Ferdinand De Saussure, as well-known as the father of modern linguistics explains that a sign divided into two components; the signifier, which in language is a set of speech sounds or marks on a page and the signified, which is the concept the signifier represents, or the meaning. It's important to note that according to Saussure, the sign is completely arbitrary. There was no necessary connection between the sign and its meaning.

Roland Barthes as a well-known as the scientist who practiced Linguistic and Semiology model of Saussurean. According to Barthes, the image is related to the aesthetic and ideological factors that are opened to readings and interpretations at the connotative level in order to explain how meaning is created through complex semiotic interaction. Barthes's theory broke down the process of reading signs and focused on their interpretation. Signs had both a signifier, being the physical form of the sign as we perceive it through our senses and the signified, or meaning that is interpreted.

(<https://pdfs.semanticscholar.org/269c/b85a43033826bb00292d76f6b6eee37b9d78.pdf>)

Interrelated with the theory of semiotic above, the writer is interested to analyze the meaning of the packaging of TA and AT. TA and AT is a popular herbal medicine in Indonesia. Herbal medicines are made from natural ingredients such as ginger, honey, mint leaves and other natural ingredients. With the many herbal medicines on market in Indonesia and across the global, many questions are emerging about the content, plant type, the economic value and the

appropriate information necessary for public knowledge. Herbal medicine comes in a sachet and contain company names, logos, and color. All consumer can interpret how the packaging gives contribution of advertising the product and interest customer to buy. In this research, the writer applies the theory of semiotic signification and usesome of the semioticians' theory. The writer uses Roland Barthes's theory is to find the meaning of the packaging TA and AT.

## **1.2 Statement of the Problem**

Based on the background of the study, the writer would like to explain and analyze each of the signifiers that appear in the packaging to get denotative meaning. Afterward, she interprets the packaging in level of connotation and myth to get a meaning of whole sign appears in the packaging of TAand AT. Then, she compare the packaging to know the differencesthat appears in the packaging TA and AT. On the process of interpretation of the packaging TA and AT, the writer using some theories of semiotic.

### **1.3 Research Question**

In order to get meaning from the interpretation of the packaging of TA and AT, the research question as follows :

1. What are the denotative, connotative and myth meaning that found on the packaging *Tolak Angin* and *Antangin*?
2. What are the meanings of the sign found on the packaging *Tolak Angin* and *Antangin*?

### **1.4 Goals and Functions of the Study**

#### **1.4.1 Goals of the Study**

Based on the research question above, the writer has several objectives of the research as follows :

1. To know the meaning of the signs on the packaging of *Tolak Angin*(TA) and *Antangin*(AT) by analyzing the signs.
2. To know the meaning of the connotation, denotation and myth level on the packaging of *Tolak Angin* (TA) and *Antangin* (AT).
3. To inform people how the signs on the packaging of *Tolak Angin*(TA) and *Antangin*(AT) can give perspective to interest to buy.

### **1.4.2 Functions of the Study**

Moreover, by analyzing the advertisement sign of the packaging in term of semiotic, could give some advantage as follows :

1. For the writer, it is hoped to be able to enrich the writer's knowledge and analysis skill about the use of semiotic theory.
2. For readers, to give information about analyzing the signs and messages that appearin the packaging.
3. For English Department, to contribute in thesis library collection and become literature review for next English Department students who are interested in semiotic studies.

### **1.5 Scope and Limitation**

The scope of this research is the analysis of the signs that used of the packaging of herbal medicines. In order to limit research, the writer only focuses of the packaging TA and AT in one different variant. She used two images of the packaging of TA and AT. On the process of analyze and comparing of the packaging TA and AT, the writer uses a theory of semiotic and focuses on the aspect of the signs by Roland Barthes.

## **1.6 Conceptual Framework**

The conceptual framework of this research are as follows :

1. The researcher started to input advertisement of TA and AT from google.
2. The data divided into a verbal and non-verbal signs of those advertisement.
3. In order, to get denotative and connotative meaning of the semiotics of the packaging TA and AT, the researcher used Roland Barthes's theory.
4. In order, to get the similarities and the differences, the researcher compare between the packaging of TA and AT.
5. The researcher found the result is semiotics analyses of the packaging TA and AT.



### 1.6.1 Conceptual Framework

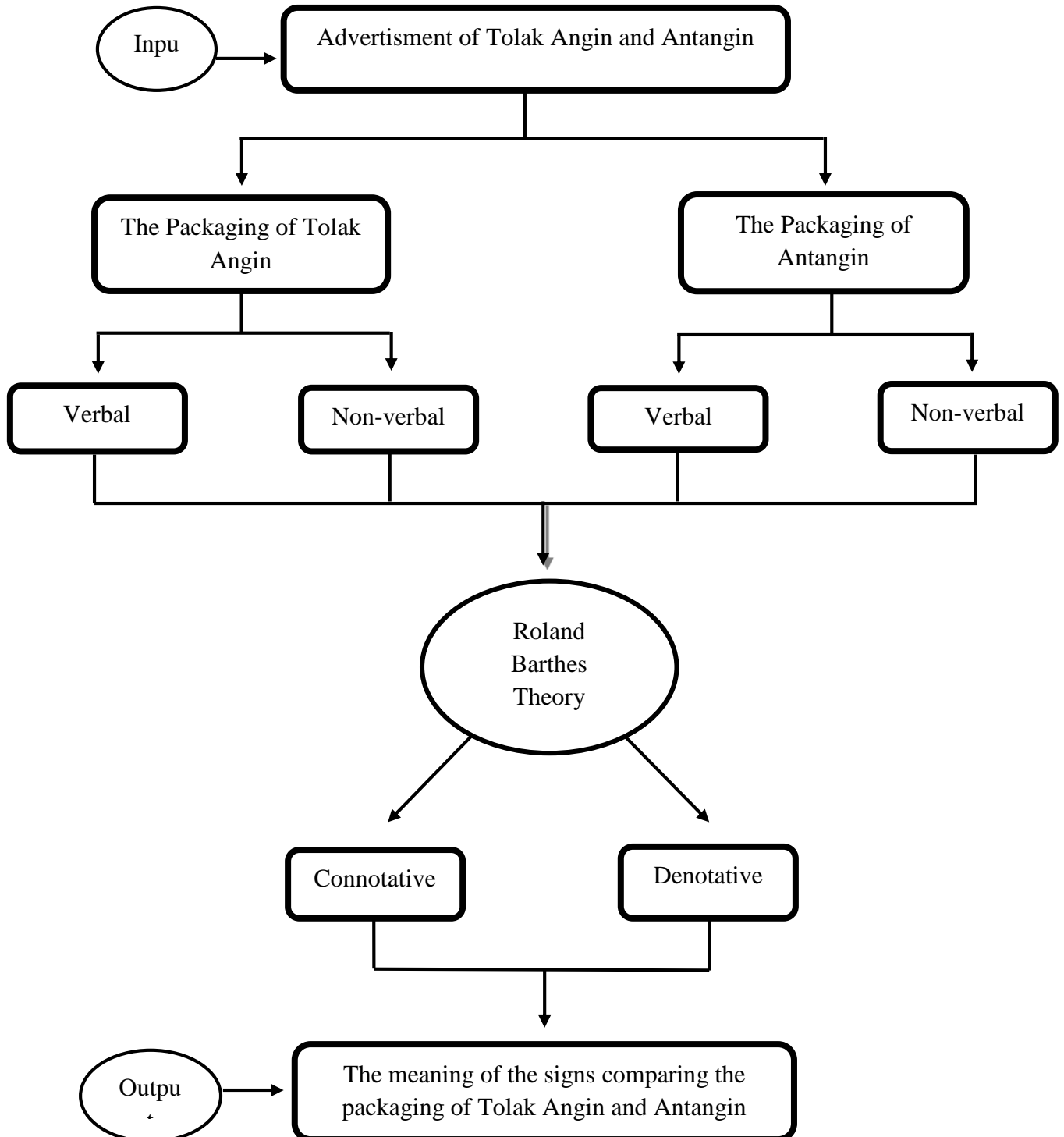


Figure 1 : Conceptual Framework

## **CHAPTER II**

### **THEORITICAL BACKGROUND**

#### **1.1 Review of Previous Studies**

This study deals with semiotic analysis of the packaging TA and AT. The theory that is used in this study is semiotic by Roland Barthes. In writing this study, the writer reviewed some previous studies by other college students who analyzed semiotic. These related studies are needed to show the differences and similarities between this study with other studies. Therefore, some studies are quoted as follow.

The first study was done by Bahtiar Rifa'i from Syarif Hidayatullah Islamic State University (2010) entitled "A Semiotic Analysis of Coca-Cola's Commercial Advertisement". This undergraduate thesis aim to identify the sign system and meaning in connotation and denotation level. The method used in this study was descriptive qualitative analysis. This analysis uses some semiotics theories such as aspects of an object of sign, the codes, and denotation, connotation meaning. After analyzing, he concluded that each in the sign of Coca-Cola's advertisement has a system and it is formed by pictorial, texts, and contexts.

The second study was conducted by Tazikiyatul A'la from Syarif

Hidayatullah Islamic State University (2011) entitled “A Semiotic Analysis on the A-Mild Advertisement Using Roland Barthes’s Theory”. The purpose of the study is to know the connotation meanings of the verbal and non-verbal signs of A-Mild advertisement. Further, to know the myth that motivates those advertisements. The writer used the qualitative method to describe analysis technique. From the data analysis, it was found some signs in the whole of advertisements. They are verbal and non-verbal sign. The verbal sign which can be analyzed on the advertisements is the text or the sentence. Meanwhile, the nonverbal sign is not a word, sentence or text. The presence of verbal sign and nonverbal reinforce the advertisements message.

The last thesis is done by Fulki from Education University (2013) entitled “A Semiotic Analysis of Djarum 76 Television Advertisements” this study used theory of visual elements of television advertisement (Selby &Coedery), 1995) and theory of orders of signification (Barthes, 1997). The aims of this thesis were to identify ideologies in the advertisement. He used the descriptive qualitative method to analyze the data. The research also reveals that materialism and corruption culture are the ideologies which can be found in the advertisements.

All of the three related studies, use semiotics approach to analyze the product in advertisements. TazikiyatulFikriyahA’la (2011) analyzed the signs in “A-Mild cigarette advertisement. BahtiarRifa’I (2010) analyzed the presentation of words and pictures in the printed advertisement connecting both verbal and visual signs semantically in Coca-Cola advertisement. Fulki(2013) analyzed the

issue of corruption which discovered the representation in “Djarum 76” television advertisement.

In the writer’s thesis untitled “Semiotic Analysis of the Packaging Tolak Angin and Antangin”, has similarity and difference from the previous study. The most similarity from their study is theory. They used theory from Barthes. Then, the writer also have the differences such as the object, the category of advertising, and the data analysis.

## **1.2 Semiotics**

Semiotics, also called semiology, originate from the Greek ‘semion’, which mean sign. Semiotics is a general study about the signs as an essential part of cultural life and communication. According to semiotics, we can only know culture and reality by means of the sign, through the process of signification. Semiotic is an investigation into how meaning is created and how meaning is communicated. Its origin lie in the academic study of how signs and symbols create meaning.(<http://condor.depaul.edu/~dsimpson/pers/semiotics.html>)

Semiotics was first defined by the Swiss linguist Ferdinand De Saussure as the science of signs. Additionally, Roland Barthes proclaimed that semiology aims to take in any system of signs whatever their substance limits, images, gestures, musical sounds, objects. These signs constitute a system of significance. Although Saussure postulated semiology as a general science of signs of which

linguistics would form only one part, Roland Barthes proclaimed that semiology is a mere subset of linguistics.

Semiotic is a key tool to ensure that intended meanings are unambiguously understood by the person on the receiving end. Semiotics started out as an academic investigation of the meaning of words, it moved into examining people's behavior then evolved to become an enquiry into culture and society, following that it moved onto assisting with analysis of cultural products and finally became a methodology for researching and analyzing consumer behavior and brand communications.

### **1.3 Theories of Semiotics**

In this research used the structural semiotic of Ferdinand de Saussure and Roland Barthes.

#### **2.3.1 Ferdinand de Saussure**

Ferdinand De Saussure (26 November 1857 – 22 February 1913) was a Swiss linguist and semiotician. He was well known as the father of modern linguistics and the founding father of structural linguistic in Europe. As the structuralist, Saussure is interested in language as a system or a structure. For Saussure, *“language is system of a sign that express ideas”* (Nurrachman, 2017 :16). For him, language is a system to get the idea or meaning through bond of each element.(<https://www.wayanswardhani/lecture.ub.ac.id/Semiotics-the-Basics.pdf>)

Saussure introduces four important concepts in his theory, they are: (1) *signifier and signified*, (2) *langue and parole*, (3) *synchronic and diachronic*, and (4) *syntagmatic and paradigmatic/associative*. The first concept is signifier and signified. On the structural concept of language, Saussure argues that linguistics signs compose of two parts: signifier and signified. On Nurrachman (2017: 17), Saussure stated that “*the linguistics sign unite, not a thing and a name, but a concept and a sound image*”.

Inseparably from the signifier in any sign, engendered by the signifier is what Saussure calls the signified as the mental concept. These to inseparable of the signified (mental concept) and the signifier (material aspect) are described as the following diagram :

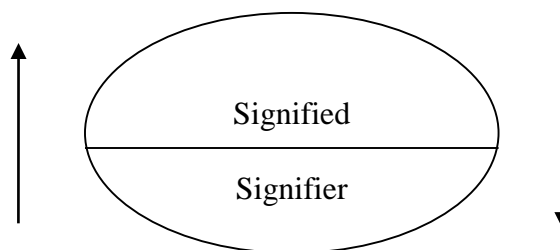


Figure. 2. The Saussure's Concept of Sign  
Source : Semiotics : The basics. 2005,14

A linguistic sign is between a concept [signified] and a sound pattern [signifier]. The sound pattern is not actually a sound; for a sound is something physical. A sound pattern is the hearer's psychological impression of a sound, as given to him by the evidence of his sense. This sound pattern may be called a

‘material’ element only in that it is the representation of our sensory impressions. The sound pattern may thus be distinguished from the other element associated with it in a linguistic sign. This other element is generally of a more abstract kind: the concept.

The signifier is now commonly interpreted as the material (or physical) form of the sign it is something which can be seen, heard, touched, smelled or tasted. Jakobson in Chandler (2007:15). The relationship between the signifier and signified is referred to as ‘signification’, and this is represented in the Saussurean diagram by the arrows. The horizontal broken line marking the two elements of the sign is referred to.

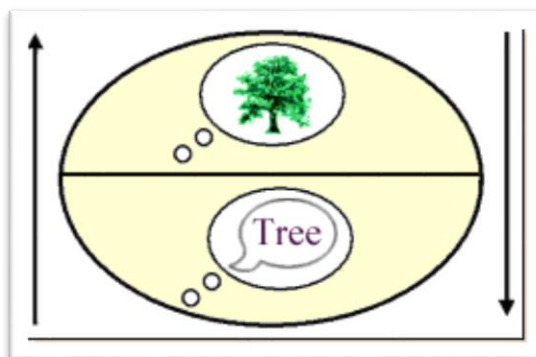


Figure 3. Sign and Sound  
Source : Semiotics : The basics. 2005, 15

The second concept is *langue and parole*. On Nurrachman (2017 :16), it is stated that ‘*langue is the system of a language as a whole and parole is a particular usage within it*’. *Langue* is the whole system of language that precedes and makes speech possible and *parole* is the concrete use of the language, the

actual utterances. Language is not what is spoken but the product that has recorded in mind, while parole is individual action of speaking.

The third concept is *synchronic and diachronic*. Saussure stated (Nurrachman, 2017 :21) that “*everything that relates to the static side of our science is synchronic; everything that has to do with evolution is diachronic*”. It means that synchronic is study of language that can be changed from time to time. Synchronic observes language from a static point of view. It makes a temporary cut and determines what are the patterns that structure language at the moment, accepted by speech community.

The last concept of Saussure’s linguistic theory is *syntagmatic and paradigmatic*. Saussure (Nurrachman. 2017 :32), stated that “*the elements are arranged in sequence on the chain of speaking. Combination supported by linearity are syntagms.*” It means that syntagmatic relationship is one where the signs occur in sequence or parallel and operate together to create meaning.

As the conclusion, Saussure views language as a system. He views language as having inner duality, which is manifested by the interaction of the signifier and signified, langue and parole, synchronic and diachronic, and syntagmatic and paradigmatic. In this thesis, the writer only focuses of the signifier and signified theory.



### 2.3.2 Roland Barthes

One of well-known semioticians is Roland Barthes. Roland Barthes was born on November 12, 1915 in Cherbourg, was a French writer, semiotician, and cultural and literary critic his work pioneered ideas about the system of signification.(Roland Barthes, 1991)Semiotics was introduced by Charles Sander Peirce and Ferdinand de Saussure around 1894. They are widely regarded as the co-founders of semiotics. They also established two major theoretical traditions. Saussure's term 'semiology' is sometimes used to refer to the Saussurean tradition while the term 'semiotics' sometimes refers to the Peircian tradition.

Barthes adapted signifier and signified from Saussure's theory to be *first order of signification as Denotation and Connotation as the second order of signification*. Barthes explains that denotation describes as definitional, literal, obvious or common-sense meaning of a sign. while connotation, it describes the interaction that occurs when the sign meets the feelings or emotions of the users and the values of their culture,(Fiske, 1990:86).

According to Panofsky in Chandler ( 2007 : 138 ). In semiotics, denotation and connotation are terms describing the relationship between the signifier and its signified, and an analytic distinction is made between two types of signifieds: a denotative and a connotative. Meaning includes both denotation and connotation. Denotation tends to be described as the definitional, literal, obvious or common-sense meaning if a sign. in the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide.

### 1. Denotation

Denotation is a part of semiotics that takes literary terms such as image, sound, object and other form of communication. Barthes (1972) used the example of photography to demonstrate denotation. The photograph denotes what was in front of the camera when image was captured. It means that the denotation is a word with real meaning.

### 2. Connotation

Connotation is a term used to describe the cultural meaning attached to a term by extension, an image, figure or text, or even the text. Connotation deals with historic, symbolic, and emotional matters.

### 3. Myth

Myth is a signified model (signification) a form. Barthes argues that there are in fact three levels of signification. Myth served the ideological function of naturalization. The function is to naturalize the cultural, historical values, attitudes and beliefs seem entirely.

The mythical level of signification can also be turned the ideological at this level, signification depends on the shared cultural values and beliefs. Consider the use of images of countryside in advertising. Signification here depends on the myth or ideology that opposes city and country; the country is signified as more pure and innocent than the urban lifestyle. Whilst the process of signification is universal, the meanings that are generated in the process will be culturally specific. To make it more understandable, Barthes produced his map of sign functioning :

1. Signifier	2. Signified
3. SIGN	
I. Signifier	II. Signified
III. SIGN	

Table 1. The Barthes' Map of Sign Functioning  
 (Source: adapted from Barthes 1957, 124 as cited in Chandler, 2007:40)

Based on the table above, sign (3) is denotative sign which is made from signifier (1) and signified (2). It can be called first order of signification is that of denotation. Then, signifier (I) is the connotative signifier which uses the denotative sign. It is connotation as second order of signification. Afterwards, the connotative signifier must create a connotative signified (II) to produce the sign (III) or connotative sign.

## 1.4 Advertisement

Advertising is important for every aspect of a business. It plays an imperative role for both manufactures and consumers.

### 2.4.1 The Definition of Advertisement

Encyclopedia.com wrote the word 'advertise' originates from the Latin *advertere*, which means to turn toward or to take note of. Certainly, the visual and verbal commercial messages that are a part of advertising are intended to attract attention

and produce some response by the viewer. Newspaper and magazines often have more advertisements than copy, radio and television provide entertainment but are also laden with the advertisement. Advertisements also exist on billboard along the freeway, in subway or everywhere. The persuasive of advertising and its creative elements are designed to cause viewers to take note. Advertising is form of communication used to help selling products and services. Typically, it communicates as message including the name of the products or services and how that products or services could potentially benefit the customer. However, advertising does typically attempt to persuade potential consumer to purchase or to consume more of particular brand of products or services. (<https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/advertising-effects>)

#### **2.4.2 The Definition of Packaging**

Packaging is the first source information about a product. It should include all the required information, distinguishing the product from competition. The description of the product needs to include the ingredients, ways of using the product and tips regarding its storage. If the product has an expiration date, it is crucial to include it. It could be provided as graphic elements and not necessarily plain text. Such a design will be much more eye-catching for a potential client.

Based on Kullabs.com (2019), packaging is the activity of designing and

producing the container or wrapper for the product. It is an important for encouraging the consumers for buying. It is powerful medium for sales promotion. It must perform all the basic function such as protection, ease of handling and storage, convenience in usage and should not be deceptive and convey any deceptive message. It is the best method for attracting the consumers for buying the products.

(<https://kullabs.com/classes/subjects/units/lessons/notes/note-detail/6767>)

Packaging plays an important role in the creation of demand by attracting the consumers. The customers become known with the product through advertising. It helps to increase the demand of the customers. Packaging helps as a guidelines for the customers. From the informative literature regarding the quality and use of the product, the customers get the guidelines. The customers are ensured about the quality of the products.

### **2.4.3 Packaging as Advertisement**

Many consumers have not even decided on which brand of low involvement packaged food products to buy before they enter the store to buy the product category. Thus, packaging takes on important communications responsibilities in trying to influence consumer choice in-store. Packaging design can enhance consumer perceptions that a product is new and interesting, which will affect the purchase decision directly, and satisfaction indirectly. Packaging can also

differentiate one brand of product from another brand. Because the product packaging can contain company names, logos and the color scheme of the company. It helps consumers to identify the product as it sits among the competition's products on store shelves. Color and design in packaging can have a noticeable effect on shopping behaviors, writes Consumer Report.org. color is often used in packaging to attract attention, but colors also must be taken in the context of the product's marketing goals.

(<https://smallbusiness.chron.com/packaging-affect-consumers-70612.html>)

A brand's logo and visual identity comprise shapes, symbols, number, and words. The number one visual component that people remember most is color. When it comes to branding, the power of color is both emotional and practical. On an emotional level, color can affect how consumers feel when they look at brand. Color is phenomenon of light such as red, brown, pink, or gray or visual perception that enables one two differentiate otherwise identical objects. The color red is the color of fire and blood associated with energy, war, danger, strength, power, determination as well as passion, desire and love. Yellow is the color of sunshine, it is associated with joy, happiness, intellect and energy. Green is the color of nature, it is symbolizes growth, harmony, freshness, and fertility. Orange combines the energy of red and the happiness of yellow, it is associated with joy, sunshine, and the tropics.

(<https://www.canva.com/learn/color-meanings-symbolism/>)

## CHAPTER III

### RESEARCH METODOLOGY

#### 3.1 Reasearch Approach

In conducting this study, the writer using qualitative method, because the data are not in the form numbers, diagram or calculation rules. The data were taken from google which were analyzed and described in essay form.

“ Qualitative research can refers research about persons’ lives, stories, behavior, but also about organizational functioning, social movements, or interactions and relationship. Some of the data may be quantified as will census data but the analysis itself is a qualitative one”. (Strauss, A.& Corbin, J., 1998). Referring to the statement above, qualitative does not use the number or calculating analysis, statistical analysis and technical instruments. Qualitative approach is suitable to describe the analysis of semiotic theory, in this context is the advertisement.

The writer uses qualitative method which is focused on the signs of the packaging TA and AT as the research object and explain the signs packaging, analyzes their denotative and connotative meaning based on Roland Barthes’s theory.

### **3.2 Data Types**

In research, there are two different methods used to gather information, there are primary data and secondary data. According to Bryman & Bell in 2011, primary data are the first data that is collected mainly for the purpose of solving the current problem at hand, it is more specific and direct research question. While secondary data are data analyzed by researcher who not has been directly involved in the process of collecting the data. Secondary data are collected by another party for their own purpose and then it is analyzed for the researcher own purpose. The data type which the writer used was secondary data. The writer collect the pictures from google.

### **3.3 Data Source**

In this study, the writer used the packaging of Tolak Angin and Antangin as a main data. The writer took two selected herbal medicine, that is TolakAngin+Madu and Antangin JRG+Madu. The data were taken from google with the newest variant. The reason why the writer only chose those packaging as the research data because they have the signs on the packaging. In addition, the writer took picturesto comprehend the data completely. Furthermore, she also collected the packagings and wrote some important notes that are needed in analyzing the data. It can be said that all of the data are words, pictures, and phrases.



### **3.4 Data Collection Method**

To collect the data, some steps were taken. They were as the following:

1. Taken pictures *Tolak Angin* and *Antangin* from google with the newest variants.
2. Identifying the related of the signs on the packaging of TA and AT.
3. Listing the data collection in the table.
4. Identifying the denotation, connotation on the packaging TA and AT.
5. Comparing between the packaging TA and AT.

### **3.5 Data Analysis**

To analyze the data, the writer analyzes the meaning of linguistic aspect of the packaging TA and AT. First, the writer uses Roland Barthes's theory to analyzes the signs on the packaging of TA and AT to find the denotative, connotative and myth meaning. Then, the writer finds the meaning of the packaging TA and AT by analyzing connotation, denotation and myth meaning. Last, the writer compare the packaging TA and AT to get similarities and differences.

## CHAPTER IV

### DATA ANALYSIS

#### 4.1 Data Analysis

This chapter provides the data finding on the packaging of TA and AT which a selected and categorized based on Barthes' theory. This data description consist of fourteenparts :

Data 1.THE PACKAGING OF TOLAK ANGIN


Signifier	Signified
	The packaging Tolak Angin
Sign → Signifier	
TolakAnginis liquid herbal medicine to relieve colds	Signified Easy to carry, can drink it straight out
SIGN	
Herbal medicine in a sachet to make iteasy to drink.	

Table 2. Data Description The Packaging of TolakAngin

Data 2. SEJAK 1951, SIDOMUNCUL


Signifier	Signified
	The company name which made Tolak Angin
Sign → signifier	
SidoMuncul is a world-leading herbal specialist who engages in the production of herbal and traditional medicines and pharmaceutical business.	SidoMuncul is herbal medicine factory
SIGN	
Highly lucrative market	

Table 3. Data Description Sidomuncul Sejak 1951


Data 3. TOLAK ANGIN+MADU, OBAT HERBAL UNTUK MASUK ANGIN

Signifier	Signified
	The brand and benefit of the medicine

Sign → signifier	Signified
TolakAngin is Indonesian for “push wind”, the remedy for masukangin or “entry of wind”	Perfect herbal supplement for relieving cold symptoms, cure diseases, increase stamina
SIGN	
TolakAngin is not just an ordinary medicine	

Table 4. Data Description Tolak Angin Obat untuk Masuk Angin

Data 4.INGREDIENTS

Signifier	Signified
	The ingredients which are present in Tolak Angin
Sign → signifier	Signified
The supplement is blended with several ingredients such as honey, ginger, mint, clove and fennel fruit that elevates positive effect in medicine and overcomes progression and development of further disease.	Formulated of fine quality herbal ingredients.

SIGN
The natural ingredients that can cure disease, increase stamina and make the body fresh

Table 5. Data Description Ingredients

Data 5.PRODUK INDONESIA


Signifier	Signified
	Indonesian flag symbol
Sign → signifier	Signified
<i>Tolak Angin</i> is herbal medicine products from Indonesia	Popular product among Indonesians
SIGN	
Indonesian prefer to drink herbal medicine and can not be separated from it	

Table 6. Data Description Produk Indonesia

Data 6. SCIENTIFICALLY PROVEN



Signifier	Signified
	Scientifically proven
Sign → Signifier	
Signified	
<i>Tolak Angin</i> has been tasted and it's scientifically proven	Safe and effective
SIGN	
Healthy/ safety/ harmless	

Table 7. Data Description Scientifically Proven

Data 7. OBAT HERBAL TERSTANDAR

Signifier	Signified
	Obat herbal terstandar logo

Sign → Signifier	Signified

Processed from the extract of medicinal plants	Good standard and quality medicines
SIGN	
There are no dangerous effects	

Table 8. Data Description Obat Herbal Terstandar

Data 8. PACKAGING OF ANTANGIN

Signifier	Signified
	Packaging herbal medicine
Sign → signifier	Signified
Antanginis herbal syrup liquid that can be taken directly from the sachet	Easy to drink, easy to carry out.
SIGN	
Modern and practical packaging	

Table 9. Data Description The Packaging of Antangin

Data9.SIRUP HERBAL, ANTANGIN JRG


Signifier	Signified
	The brand and herbal syrup for colds
Sign → Signifier	Signified
Herbal syrup for colds with the main ingredients ginger, royal jelly and gingseng.	Satisfyingly sweet, pure herbal quality
SIGN	
Can add it to a cup of warm water or tea	

Table 10. Data Description Sirup Herbal Antangin JRG

Data 10. JAHE, ROYAL JELLY, GINGSENG

Signifier	Signified
	Ingredients contained in <i>Antangin</i>



Sign → signifier	Signified
Containing ginger, royal jelly, and gingseng as the main ingredients which have benefits for the body	Anti-disease, natural shield
SIGN	
There are no negative side effects	

Table 11. Data Description Jahe, Royal Jelly, Gingseng

Data 11. UNTUK MEREDAKAN MASUK ANGIN, MERIANG, RASA MUAL, PERUT KEMBUNG, CAPEK-CAPEK DAN PUSING.

Signifier	Signified
<i>Untuk meredakan masuk angin, meriang, rasa mual, perut kembung, capek-capek dan pusing.</i>	The benefits of Antangin
Sign → signifier	Signified
Antangin for treat colds, fever, bloating, fatigue and dizziness.	Relieve various diseases
SIGN	
Not just ordinary medicine	

Table 12. Data Description Untuk Meredakan Masuk Angin, Meriang, Rasa Mual, Perut Kembung, Capek-capek dan Pusing.

Data 12. MADU



Signifier	Signified
	Additional honey
Sign → signifier	Signified
Honey added as nutrient that energizes the body and promote healing	A natural sweetener
SIGN	
Slightly better for people with diabetes	

Table 13. Data Description Madu

Data 13. DELTO MED LOGO

Signifier	Signified
	Company 's name logo
Sign → signifier	Signified
Deltomed is herbal medicine manufacturer in  Indonesia	National herbal company

SIGN
Herbal medicine in Indonesia is very popular

Table 14. Data Description DeltoMed

Data 14. OBAT HERBAL TERSTANDAR


Signifier	Signified
	Obat Herbal Terstandar
Sign → signifier	Signified
Antangin JRG have been produced and developed in accordance with the GMP Indonesia standards	Safe to drink
SIGN	
Effective and hygienic products	

Table 15. Data Description Obat Herbal Terstandar

## 4.2 Data Findings

This chapter describes the data found in the packaging of TA and AT which consist of order of signification based on Barthes' theory namely denotation, connotation and myth. The analysis of the data is as follows :

### Data 1. THE PACKAGING OF TOLAK ANGIN

In the first look at the packaging, it shows the name of the product, ingredients, company name, and the benefits of the herbal medicine itself, can be seen in front of the packaging. Herbal medicine in the packaging makes it so easy for people to drink it.



Figure 4. The packaging of Tolak Angin

From Table 2.above, denotation is shown on the top level meaning. There are signified and signifier. Signifier shown herbal medicine packaging whereas signified describes the yellow color packaging Tolak Angin. The basic color on the packaging TA is yellow. The color meaning for yellow are evokes feelings of

happiness, positivity, optimism and summer. It means TA has a positive impact such as happiness for people after they drink it.

In the second order of signification, it shows connotation level. It explains about TA is a liquid herbal medicine to relieve colds. In this part, liquid means a substance, such as water, that is not solid that can be poured easily whereas signified describes easy to carry, can drink it straight out. That means TA easy to take anywhere and easy to drink. Just shake, tear and drink straight from the sachet or can add it to a cup of warm water or some tea for a soothing drink.

The myth in the case of this image that TA is liquid herbal medicine in sachet that can make it easier for people to drink. People can drink anytime and can be taken everywhere because of practical packaging. Practical packaging means product's ease of use (easy to open) and that product offers easy storage (easy to store).

#### Data 2. SEJAK 1951, SIDOMUNCUL

In the next sign, it shows the beginning year of manufacture of TA “SEJAK 1951” and company name “SIDOMUNCUL” which produces the herb medicine itself. On the left side shown mortar and pestle, there is picture of mother and child at the mortar.



Figure 5. Sejak 1951, Sidomuncul

Based on Table 3.above, signifier is shown the year of manufacture, traditional tools and company name, whereas signified describes the company name which produces Tolak Angin. The color of company name and traditional tools are brown. Brown is an earthy color. It's the color of earth, wood and stone. The color meaning for brown relates to comfort, security, and a down to earth nature.

On the connotation meaning, it describes SidoMuncul is a world-leading herbal specialist who is engaged in the production of herbal and traditional medicines and pharmaceutical business and signified describes Sidomuncul is herbal medicine factory, manufacturer, or plant which produces TA. At the logo of PT. Sidomuncul, Tbk, there is a picture of mother and child. The picture is Ny. RahkmatSulistio as the founder of PT. Sidomuncul, Tbk and his grandson IrwanHidayat who was 4 years old, at that time is now the President Director. The picture of mortar and pestle as a symbol to remember that at the beginning of the process of making herbal products, PT. Sidomuncul, Tbk has used traditional tools. Sidomuncul which means "Impian yang Terwujud" can be called "a Dream Come True".

In the myth level, Tolak Angin is a family recipe having been made by Sidomuncul since 1951. Sidomuncul is the biggest jamu manufacturer in Indonesia, the company which is regarded as a highly lucrative market, that plays in the herbal and pharmaceutical industry which have muscled the way into what was once a solely family-operated, small-scale industry. SidoMuncul sells the

cold medication, TolakAngin, is their well-known product which holds the biggest market share in the herbal medicine products.

Data 3. TOLAK ANGIN+MADU, OBAT UNTUK MASUK ANGIN

In this part, it shows brand name “TOLAK ANGIN” , on the bottom side is the benefit of TA “OBAT HERBAL UNTUK MASUK ANGIN” and on the right side of the benefit, there is an extra ingredient contained on it “+MADU”. Besides that, there is label ® “registered” on the right side Tolak Angin. The symbol ® is only as for information that the trademark has been registered.



Figure 6. Tolak Angin Obat Herbal Untuk Masuk Angin

From Table 4.above, TA has some variants, one of which is Tolak Angin liquid which is enriched with honey. Signified describes brand name and the benefit of TA whereas the signifier is shown the red color for the brand name and black for the benefit medicine itself. The red color meaning is associated with excitement, passion, energy, and action. TA uses the color red due to the action to cure colds. The color red tends to encourage passion to healthy. Besides that, black’s color meaning is the symbol of power, elegance and sophistication. Black is a popular color for text as it is an easy color to read.

In the connotation level, it explains the benefit about TA. TA means “to reject wind” in Indonesian language and is the remedy for something call *masuk angin*. It is a herbal medicine that will boost immune system, improve digestive health, and help symptoms associated with feeling unwell such as upset stomach, flatulence, chills, nausea, fatigue and motion sickness. It is used for bringing normal energy levels. The signifier tells about perfect herbal supplement for relieving cold symptoms, cure diseases, increase stamina.

In this myth, TA is not an ordinary herbal medicine because this is one kind of herbal medicine which is indeed recognized as a medicine for consumption. Meanwhile, TA is effective and safe to be consumed daily, it is suggested to consult a doctor/physician before consuming TA in combination with other prescription medication or can be consumed without doctor’ suggestion if does not have any disease.

#### Data 4. INGREDIENTS

Seen on the packaging of ingredients contained. The natural ingredients is blended to make the supplement has good quality which are beneficial for health. People usually prefer natural and herbal supplements for several body issues. In the left corner written TA comes in a 15 ml sachet , it means easy to take anywhere.





Figure 7. Ingredients

From the table 5.above, signifier is shown the main ingredients and signified describes natural plants which are present in TA. The unique formula contains nutritious natural ingredients such as honey, ginger, mint leaves, clove leaves, fennel fruit, woodules. The main ingredients are positioned at the bottom in a rectangular shape. The ingredients in the rectangular shape is placed in such a way that it can be seen clearly.

In connotation level explains the supplement is blended with several ingredients such as honey, ginger, mint, clove and fennel fruit whereas the signified tell about formulated of fine quality herbal ingredients. Many benefits found in this natural ingredients. First, honey contains many enzymes, antioxidants, vitamins and minerals that protect body's cells from damage. It contains B vitamins and folate, which body needs to function properly. Honey also serves as a natural cough suppressant and can help soothe a sore throat. It's a natural sweetener and slightly better for people with diabetes. The second is mint, mint is the types of herbal that has strong aroma, some of which are used as cooking ingredients, candies, and medicines. Mint used as a herbal medicine to

heal stomach aches and heartburn. It is normally used in the form of tea to help reducing stomach ache, as in expelling the gas. Other benefit of mint is to relieve sore throat. Third, Ginger contains hundreds of compounds, some of which may contribute to health and healing. It helps increase gastrointestinal motility and digestion, improves blood circulation and protect against rhinovirus, one of the causes of influenza. Fourth, cloves offer many health benefits, some of which include aiding in digestion, boosting the immune system, and controlling diabetes. They also contain anti-mutagenic and anti-microbial properties, along with fighting against oral diseases and headaches. Fifth fennel fruit, the benefit of fennel fruit is to improve the immune response to infection. The fiber content in fennel helps to prevent constipation and promotes regularity for a healthy digestive tract. The last, ules wood is a source of carbohydrates, protein, fiber, calcium, phosphorus and iron. The benefit of ules wood to cure various diseases such as diabetes, diarrhea, and flatulence. It is prove that TA is beneficial for body health.

In this myth level explains all natural ingredients that contained are believed to cure various diseases for long ago. With this natural ingredients, TA has been trusted to maintain health and alleviate common sickness. Its also can increase stamina and make the body fresh, consumed to make immune system healthy and is used for bringing normal energy levels.

#### Data 5. PRODUK INDONESIA

In this sign shown Indonesian flag and word “Produk Indonesia”. It is a symbol of TA which is a product from Indonesia. Indonesia is very abundant for its unique biodiversity. Plant species in Indonesia are categorized as medicinal plants by the Medicinal Herbs Index in Indonesia.



Figure 8. Produk Indonesia

Based on the data 5.above, the signifier is shown with Indonesian flag and the signified describes a picture of Indonesian flag fluttered and written products from Indonesia using capital letters, which is on the bottom side of the right corner of Indonesian flag. On the right corner on the packaging , shown BPOM number “POM HT. 122 600 301”, it means the product under the regulation by BadanPengawasObatdanMakanan ( Indonesian National Agency of Drug and Food Control) and safe to consume.

On the connotation meaning, it describes TA is herbal medicine from Indonesia. Indonesia is one of the countries that develop traditional herbal medicine, which called Jamu. With modern technology, Jamu developed into modern herbal medicine. The brand “TolakAngin” is popular in Indonesia, almost all Indonesians know what the traditional herbal medicine is. Indonesia has many

natural resources. With its abundant natural resources, Indonesia has no shortage of roots, herbs, spices, or fruits to be continuously examined and explored for new and improved herbal medicine. This condition is one of the main reason why herbal industry in Indonesia is in a good prospect ahead. TA has been by many generations in Indonesia where locals rely on traditional herbal medicine.

The myth, explains the popularity of TolakAngin and the continuous demand for herbal products in Indonesia. TolakAngin which recently received a registered patent as an Indonesian original product, is highly popular amongs foreigners. Indonesian prefer to drink herbal medicine and can not be separated from it.

#### Data 6. SCIENTIFICALLY PROVEN

TolakAngin has gone through subchronic toxicity tests that is proven to maintain endurance. Seen the green logo on the packaging of TolakAngin.



Figure 9. Scientifically Proven Logo

From the data 6.above, signified shown green logo written “ scientifically

proven” placed on the right corner packaging whereas signifier describes the herbal medicine has been clinically/scientifically tested. On the connotation meaning, signifier explain TA has been tasted and scientifically proven. TA is safe and effective to be consumed anytime and every day because TA has passed pre-clinical testing (toxicity and efficacy tests). Efficacy test, SidoMuncul in collaboration with the Medical Faculty of Diponegoro University in Semarang the result shows that consuming TA regularly helps to improve the immune system. Efficacy test, TA improve T cell as one of the indicators of immune system increase and toxicity test done by SidoMuncul in collaboration with Faculty of Pharmacy Sanata Dharma University in Yogyakarta, the test result shows that consuming TolakAngin regularly based on the recommended dosage in a long term basis does not have any toxic effect in the body. It means does not cause : any organ damage, hormonal imbalance (in both males and females)

In this myth level, TolakAngin is safe to be consumed for long periods, based on the recommended dosage, while the results from the in vivo research indicated an increase in immune system activity after taking TA. Vivo research refers to a medical test, experiment or procedure that is done on a living organism. TA does not have any toxic effect and it means not dangerous to consume.

#### Data 7. OBAT HERBAL TERSTANDAR

The picture shown leaf fingers (three pairs) symbol or OHT (Obat Herbal Terstandar) logo with the green color in a circle and placed on the left side on the

packaging means the herbal medicine is made from natural ingredients, such as plants, drugs, or other minerals. OHT process is produced with high technology and hygiene. Previously, OHT materials have also been tasted for toxicity and chronic.



Figure 10.Obat Herbal Terstandar Logo of TolakAngin

From the data 7. above, the signifier shown “Obat Herbal Terstandar” logo with yellow circle, green borders and three green stars in it whereas signified describes standardized herbal medicine (Obat Herbal Terstandar or OHT) which is an herbal medicine processed from the extract of medicinal plants. This kind of herbal medicines are more complex to produce, supported with a more sophisticated equipment and also need a scientific verification for its efficacy.

In the connotation level describes Sidomuncul ensures that their products go through elaborate process of sanitation and quality control before making it to the market. SidoMuncul factory has been certified for GMP (Good Manufacturing Practice), HACCP (Hazard Analysis and Critical Control Points) and is equipped with three supporting laboratories for research and development, quality control and quality assurance to produce a standardized good quality product.

In the myth level describes TA are safe, efficacy proven scientifically/preclinical, and standardization of the raw materials used in finished products has been carried out ,Sidomuncul has been meet the applicable quality requirements. Therefore, TA have no effects side to consumed.

#### Data 8. PACKAGING OF ANTANGIN

Antangin is herbal syrup for “masuk angin” / stomach colds. In the first look at the packaging, it shows brand name “Antangin”, the main ingredients, the company name and the benefit the medicine itself.



Figure 11. The Packaging of Antangin

From the table 8.above, denotation is shown on the top level meaning. The signified describes packaging of Antangin, whereas signifier shown herbal medicine in a sachet. The basic color on the packaging AT is yellow to orange gradient color. The color meaning for yellow and orange are sunshine, hope, happiness, freshness, and energy. It can be warmth, increased mental activity, and increased muscled energy. It’s a symbol that AT can provide energy after people consume it.

In the second order of signification, it shows connotation level. It explains about AT is herbal syrup liquid can be taken directly from the sachet, whereas signified describe AT is easy to drink and easy to carry out . A liquid means a substance which is not solid but which flows and can be poured.

In the myth level, AT in a sachet is a practical packaging. Sachet is a small closed container made of paper or plastic, containing a small amount of something, usually enough for only one occasion. One sachet of TA could be bring on the occasion of travel. It means AT is easy to obtain.

#### Data 9. SIRUP HERBAL, ANTANGIN JRG

In the next sign, it shows word “Herbal Syrup” with the picture of green leaf placed on the left side and word “Antangin JRG” on the bottom side.



Figure 12.Sirup Herbal Antangin

From the table 9 above, signifier shown brand name “Antangin” with red color, “JRG” in green circle with white font color and “Herbal syrup” with green color whereas signified describes herbal syrup for colds. JRG is abbreviation from Jahe, Royal Jelly, Gingseng (Ginger, Royal Jelly, Gingseng) and there is a label ® “registered” placed on the right side AT. The symbol ® as for information that the trademark has been registered. The red color meaning is energy, passion,



action, strength and excitement. It means AT can stimulates and energizes the physical body including the nerves and the circulation of blood, rising blood pressure. Besides that, the green is directly related to nature and energy. It means AT made from natural plants.

In the connotation level, signifier tell about AT is a cold relief herbal medicine whose ingredients include ginger, royal jelly and gingseng. AT with previous name Antingin (English) then the product name was changed to Antangin (Indonesia), it means anti-masuk angin or anti-colds. Whereas signified describes AT are satisfyingly sweet, pure herbal quality because AT contains of honey or sugar.

In this myth, AT is a herbal extract, which means it is more concentrated, more quickly absorbed and more potent. might be not recommended for Diabetes Melitus patients. AT can be taken daily as a preventive measure by mixing into a cup of hot tea for extraordinary warm sensation to the body.

#### Data 10. JAHE, ROYAL JELLY, GINGSENG

In this sign shows the main ingredients ginger, royal jelly and gingseng also the shield placed on the left side packaging around the natural ingredients. Shown Halal Certified logo under the ingredients. Ingredients of AT has been certified Halal by Indonesia Halal Certifying Body Majelis Ulama Indonesia.



Figure 13. Jahe, Royal Jelly Gingseng

From the table 12.above, the signifier shown natural plants such as ginger, royal jelly and gingseng as the main ingredients, whereas the signified describes the ingredients which contained in AT. There is a shield around natural ingredients. As it is known that the shield is used to intercept attacks, it means AT can protect the body from specific attacks. With the natural ingredients used, these ingredients help to maintain the body's resistance to staying strong from attacks of various diseases.

In the connotation level describes AT is a blended, concentrated form of herbal extract and sugar or honey with the main ingredients of Ginger, Royal Jelly and Gingseng which has benefit for the body, whereas the signified tell about anti-disease and natural shield. The ingredients for AT is made from 100% herbal plant. The first is Ginger, is a very popular rhizome plant, that is commonly known as spices and medicinal materials. Its spicy taste is very strong. The benefits of ginger are give longer warmth, heal sickness, vomiting, and gastric indigestion. It also helps in preventing cold and flu, as well as reducing headache, rheumatic and migraine effects. The second is royal jelly, is a substance produced by bees in their nest. This highly nutrients substance is rich in vitamins, minerals

and amino acid that can raise the body stamina. The benefits are to cure stomach infection, fatigue and virus and bacteria infections. The last, ginseng is effective in preventing and healing various diseases as a tonic, that gives freshness and restore stamina.

In the myth level, all natural ingredients contained that have been used to treat various diseases for a long time. Ginger is one of the most powerful and popular spices in the world. It enjoys a fascinating history, boasts a wide variety of uses and is integral to a host of cultural traditions and belief. Ginger believealleviates symptoms of the common cold whilst its warmth can raise the body's internal temperature and break a fever. Royal jelly also can help immune system and have amazing effects on different aspects of health and well being and ginseng is commonly used to increases energy and eases stress. Because it is all-natural there are no negative side effects and is safe for children as young as five.

Data 11. UNTUK MEREDAKAN MASUK ANGIN, MERIANG, RASA MUAL, PERUT KEMBUNG, CAPEK-CAPEK DAN PUSING.

In this sign describes the benefits of antangin“ untuk meredakan masuk angin, meriang, rasa mual, perut kembung, capek-capek dan pusing” which is to protect people from “masuk angin” / stomach colds and maintains immune system.

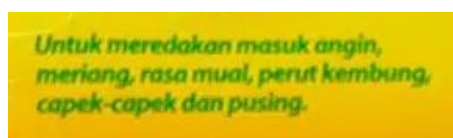


Figure 14. The benefits of Antangin

From the table above, signifier shown any disease that can be cured whereas signified describes the benefits of Antangin. The benefit placed in the middle on the packaging with the green color. The color green has healing power and is understood to be the most restful and relaxing color for human eye to view. Green can help enhance vision, stability and endurance. Might be that's why the benefits of AT are written in green.

In the connotation level, the signifier tells about Antangin is a cold relief herbal medicine whose ingredients include ginger, gingseng and royal jelly whereas signified describes AT can relieve various disease. It is taken to combat colds and alleviate the symptoms related to colds, such as fever, nusea, dizziness and fatigue.

In the myth level, AT is not just an ordinary medicine because AT has many benefit. Besides reducing the "masuk angin" symptoms (like stomach, fever, headache, and cold sweat. The problems are normally resulted from lack of sleep, exhaustive work, eating disorder), AT is also proven to be able to help increasing body immune system and in controlling stamina, such effectiveness not found in other "masukangin" medicines.

#### Data 12. MADU

In this sign shown word "+Madu" with the characterisitic color of honey, orange and written AT fill in 15ml. In this picture, honey as additional ingredients.



Figure 15. Additional honey

From the table above, the signifier is shown with picture of honey in a jar and AT comes in 15 ml, whereas the signified describes honey as additional ingredients placed on the right corner.

In the connotation level, the signifier tells about honey added as nutrient that energizes the body and promote healing whereas the signified describes honey is a natural sweetener. Honey is a sweet flavor, thick liquid made by honeybees. Honey contains many enzymes, antioxidants, vitamins and mineral. It is particularly healthy when used instead of defined sugar. Honey has countless medicinal properties that naturally help in curing a sore throat.

In the myth level, honey slightly better for people with diabetes. Honey is not only safe, but it has anti-inflammatory properties that might also reduce diabetes complications. Because honey is a natural sugar and a carbohydrate, it is only natural for it to affect blood sugar in some way. When compared to table sugar, however, it appears that honey has a smaller effect.

#### Data 13. DELTO MED

Deltomed or Deltomed Laboratories is among a handful of modern companies

that have relatively recently taken these traditional medicines. In this sign shown a logo company placed on the right corner side. Modernization of the mountain symbol that leads to the upper right side.



Figure 16.Deltomed

From the table above, signifier shown a logo company written “Deltomed”. A logo with fresh, young, dynamic and modern visualization. The logo illustrates the company’s vision in formulating and placing herbs as a quality alternative that is safe for all families, including the younger generation. It illustrates the traditional and natural characteristics of the company’s values and products. The Delta symbol is modernized into a curve but still represents the symbol of the mountains. The deltomed symbol is a form of barito leaf, which is the origin of the name Deltomed.

In the connotation level, signifier tells about Deltomed is herbal medicine manufacturer in Indonesia, whereas signified describes national herbal company. Deltomed Laboratories started its journey as a home industry in 1976 in the small Central Java town of Wonogiri. Deltomed has grown to become one of Indonesia’s leading jamu companies. Throughout the history of the company, Deltomed has launched various reliable herbal products, one of them Antangin. Deltomed company wants to value tradition, is close to nature, but still

dynamically follows the development of the world of modern medicine. Antangin JRG has become a leader in its market category in Indonesia and abroad.

In the myth level tell about herbal medicine in Indonesia is still popular. Despite the rapid growth of healthcare technology in Indonesia, the existence of herbal medicine is still dominant. Indonesia's pharmaceutical market still holds future potential, given the country's large population and the fact medicine is a basic need.

#### Data 14. OBAT HERBAL TERSTANDAR

To ensure health and social security in developing herbal medicine, efficacy and safety is cannot be negotiable or lowered its standard. Therefore, Deltomed follow procedure of Antangin by following herbal medicine standard with green logo placed on the left corner packaging.



Figure 17.Obat Herbal Terstandar Logo of Antangin

From the table above signifier shown Obat Herbal Terstandar (OHT) logo whereas signified describes the OHT logo is in the form of leaf fingers consisting of three pairs located in a circle and placed at the left corner. The logo is printed in green with white color, then the words "Standardized Herbal Medicine" and printed in black.

In the connotation level, Antangin JRG have been produced and developed in accordance with the GMP (Good Manufacturing Process) Indonesia standards, whereas signified describes AT is safe to drink. The overall Antangin JRG's manufacturing process have all followed a strict regulation standard, and have been produced and developed in accordance with the GMP Indonesia standards. Which are guidance for producing good standard and quality medicines. Deltomed Laboratories conducts strenuous quality control tests in a strict operating environment that ensures the purity, potency and cleanliness of its herbal extracts. All incoming raw materials are subject to series of tests, including herbal grading, compositional analysis and ingredients tests. After processing, the herbs go through a dehydration test and a general dust test before being extracted, granulated and turned into the final product. The finished Antangin JRG products are tested one last time before storage and delivery to guarantee the quality of the final product. In addition, AT is clinically tested at top universities to ensure the safety of the product. As are all of Deltomed Laboratories' herbal medicines.

In the myth level, AT has earned the trust and loyalty of customers by delivering one of the safest, effective and hygienic products in the industry, because Deltomed Laboratories follows the good manufacturing practices established. These industry-leading health and safety measure set Deltomed Laboratories apart as a modern herbal medicine producer and AT win the trust of consumer.



### **4.3 The Implied Meaning of the Packaging TA and AT**

Based on the theory of Barthes, orders of signification or level of meaning consist of denotation, connotation, and myth. The implied meaning of this sign is the representation of the packaging TA and AT.

#### **4.3.1 Representation of The Packaging TA and AT on Denotation Meaning**

In this sign, the packaging of TA shown the color yellow for the basic color. The packaging consists of company name, product name, the benefit, the ingredients, clinically tasted, Indonesian flag and OHT logo. Besides that, the packaging of AT uses the color yellow to orange gradient for the basic color and consist of product name, the ingredients, the benefit, Halal Certified and OHT logo. Both herbal medicine uses sachet for packaging and uses yellow for the basic color. The yellow color is associated with the sun. Thus, it communicates optimism, positivism, light and warmth. The eye sees bright yellows before any other color, making them great for point-of-purchase displays.

#### **4.3.2 Representation of The Packaging TA and AT on Connotation Meaning**

Based on the analysis, both herbal medicine have almost the same benefit. Tolak Angin or “push wind” is an Indonesian herbal supplement and the remedy for “masuk angin” or the “entry of wind” that help symptoms associated with coldslike an upset stomach, flatulence, chills, nausea, fatigue, and motion sickness. The supplement is basically honey infused with herbs like ginger, fennel, cloves, cinnamon and more whereas Antangin means anti-masuk angin or

anti-colds, is medicated herbal syrup for treat colds, fever, bloating, fatigue and dizziness. The ingredients for Antangin is made from ginger, royal jelly, gingseng, mint, honey and more. Both herbal medicine are anti-disease, anti shield, safe to drink, and easy to obtain.

#### 4.3.3 Representation of The Packaging TA and AT on Myth Meaning

Reffering to the result of the analysis and discussion of myth that is developed and believed in a culture of TA and AT. There are points that are believed to be outline such as both TA and AT believed are not just an ordinary medicine. They proven to be able to help increasing body immune system and in controlling stamina, such effectiveness not found in other “masuk angin” medicines and safe to be consumed for long periods without negative side effects.

#### 4.4 Comparison between The Packaging of TA and AT





The basic color of the packaging :

1. The packaging of TA

The package design which is used as the basic color on the packaging is yellow combined with transparent orange leaves pattern. On the top of the packaging containing typography and on the bottom of the packaging, there is a photo illustration with a merging technique.

2. The packaging AT

The design of packaging AT uses yellow as a background combine with red and an orange color gradation.

The companies name (blue circle) :

1. The packaging of TA

In the sub headline, there is a logo from PT SIDOMUNCUL along with the words “SIDOMUNCUL” used brown color and above there are years of establishment of the company “Sejak 1951”.

2. The packaging of AT

Company logo placed at the top right of the packaging written “Deltomed” or Deltomed Laboratories.

The product name (black circle) :

1. The packaging of TA

The packaging headline is contained in the word “Tolak Angin” which is the product name using red color “serif” font.

2. The packaging of AT

Word “Antangin” and “Sirup Herbal” using font type San-Serif. San-serif used because its size is the largest of the others fonts. “Antangin” uses red color which is placed as a headline while “Sirup Herbal” placed above “Antangin”. In the right side “Antangin” there is word “JRG” which is used white color and placed in a green oval.

The benefits (green circle) :

1. The packaging of TA

The benefit placed on the bottom of the headline with text “OBAT HERBAL UNTUK MASUK ANGIN” using black color.

2. The packaging of AT

The benefit placed in the middle of the packaging written “untuk meredakan masuk angin, meriang, rasa mual, perut kembung, capek-capek dan pusing” which is used green color.

Additional ingredient (brown circle) :

1. Additional ingredient word “Madu” placed in the bottom of headline beside the benefit using red color, which is useful for suppressing the type of TA.
2. Additional ingredient shows a photo illustration of honey placed in a jar and a stick to take honey on it. There is the word “+Madu” that uses white in blunt triangle with a blend of yellow and green.

The ingredients and halal certified (red circle):

1. The packaging of TA

The ingredients placed on the bottom, there is an illustration with photographic media form a rectangle. The subjects contained in the photo such as honey that is in the nest, mint leaves, ginger and some selected spices. There is no halal certified logo in front of the packaging

2. The packaging of AT

The ingredients of packaging AT placed at the bottom left, there is a photo illustration including ginger, gingseng, mint leaves, honeycomb. At the top of the illustration are words “ Jahe, Royal Jelly, Gingseng” with a yellow font for the first letter aims to explain the abbreviation of JRG, found on the right side of the word “Antangin” and white for the next letter. Halal certified placed in the bottom left of the packaging.

Standardized herbal medicine and scientifically proven logo (purple circle):

1. The packaging of TA

Standardized herbal medicine logo placed on the top left with green font while at the top right of the packaging there is the words “SCIENTIFICALLY PROVEN ” which is located in an oval-shaped line.

2. The packaging of AT

The word “Obat Herbal Terstandar” placed on the top left with green font in white circle. There is no scientifically proven logo in the packaging of AT.

Indonesian flag and BPOM number(orange circle) :

1. The packaging of TA

Indonesian flag placed at the bottom right of the package and written “Produk Indonesia” that aims to explain TA is an original product from Indonesia which also has POM number.

2. The packaging of AT

There are no Indonesian flag and BPOM number in the packaging of AT.

Fill in (grey circle) :

1. The packaging of TA

At the bottom left of the packaging there is fill in explanation of the products which is 15ml.

2. The packaging of AT

Fill in placed in the bottom right of the packaging AT which is 15ml.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the result of the analysis the sign of the packaging TolakAngin and Antangin, the writer summed up that semiotic approach on this advertisement consists of Denotation, Connotation, and Myth based on Barthes' theory. Therefore, the viewers are interested in understanding the advertisement. The Denotation is the real object, obvious sign, what people can see, what recognizes, describes and identifies a sign. In this case, all signs in the advertisement are called denote. It is because people can see based on their eyesight.

While the Connotation is a result of previously conceived ideas, personal associations and emotional responses related to a sign. In this analyzing, all the pictures, how readers see it, connotes the feeling or values about what readers see. Hence, the connotation has the wider meaning than denotation such as herbal medicine anti-disease, anti-shield, prevent diseases, cure disease, body protector, and body endurance.

Another signification is Myth. The Myth is combination of the denotative and connotative meaning of a sign that extends to a greater mythological or ideological idea. In addition, Barthes explained that myth is culture's way of thinking about something. Based on the data analysis that myth implied in these

all signs about health, effectiveness, safe to consumed, harmless, not an ordinary medicine, and have no negative side effects.

Besides, the designs of the packaging TA and AT have similarity and differences. The similarity is the design, it designs consistent with verbal sign to balancing all information about the product such as company name, product name, ingredients and the other signs while the differences are layout and usage the basic colors. The basic color for TA is yellow whereas for AT are yellow, red and orange gradation color.

At the packaging of TA, there is a picture Indonesian flag and highlighting PT SIDOMUNCUL placed at the top of packaging which is written using capital letter and along with the year of establishment while the packaging of AT shown company's logo written "Deltomed" placed on the top right packaging. Almost same with packaging of TA, the packaging of AT has a standardized herbal medicine .

All packaging design factors have been considered by designers, especially the graphic aspects of the packaging of each product. Although, the design of the packaging TA and AT almost the same, but both herbal medicines have differences in the identity of each product that has own characteristics such as layout, picture, and color.



## **5.2 Suggestion**

The writer would like to give suggestion for the next researchers. Semiotics is the study of sign, every sign can be analyzed. It would get more extensive in accordance with culture and science improvement. So, to improve the reader's knowledge the readers should read some books a lot about semiotics study. However, the more students read and collect references about the topic, the more students will easier to understand and explore it.

The writer also suggests for the next packaging designer to think about more ideas to the next design before using such as color and layout. Hence, the products can be known by the community because packaging is the most visible thing of a product. Packaging design is the last decision consumers to buy.

The writer wishes those suggestions can give the guidance for the writers to learn more about linguistics study using semiotics approach. It is expected that this analysis can give some ideas to other writers who are interested in semiotic study. Hopefully, there will be any further research of how to complete this technique.

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## APPENDIX

### 1. Picture of The Packaging Tolak Angin



### 2. Picture of The Packaging Antangin



## CURRICULUM VITAE

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Student



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Dosen Pembimbing : Lilie Suratminto, Dr., MA.  
Judul Skripsi : **Semiotic Analysis of the Packaging Tolak Angin and Antangin**

Tanggal	Catatan	Paraf
5 Maret 2019	Pengajuan Judul dan penyusunan bab 1	
12 Maret 2019	Revisi bab 1 dan penyusunan bab 2	
26 Maret 2019	Revisi bab 1 dan bab 2	
8 April 2019	Revisi bab 1 dan 2	
15 April 2019	Revisi bab 1 dan 2	
21 April 2019	Penyusunan bab 3	
7 May 2019	Revisi bab 3	
21 May 2019	Penyusunan bab 4 dan 5	
28 May 2019	Revisi bab 4 dan 5	
18 Juni 2019	Revisi bab 4 dan 5	
2 July 2019	Final	

Mengetahui,  
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