

## Meaning Analysis on Protect of Earth Poster: Denotative and Connotative Analysis

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### Abstract

Posters are generally used as a medium to convey messages that are visually and creatively designed according to needs. Poster media are categorised as outdoor media, the function of which is to attract the attention of the public to see or read the messages they contain. Many types of poster themes found in society are invitations, appeals, prohibitions and commercial properties. The elements of invitation, appeal and prohibition are usually found in posters that emphasise environmental protection, health and others. Posters about protecting the environment or the earth are often seen on social media. Through attractive and creative displays, these posters have unique visuals and use soft colors. However, from a soft visual appearance, what messages can make people aware of the importance of protecting the environment or our earth? The purpose of this study is to analyze the meaning of the Protect the Earth posters that often appear on social media brands. Through a qualitative approach and based on the semiotic theory of Roland Barthes, this research produces a visual denotation meaning of the shape of a tree still growing, a tree cut down and a symbol of two hands carrying seeds and soft colors. In connotation, the meaning conveyed by the poster invites all the audiences to take care of the importance of protecting our earth from the evil hands that destroy trees wildly. The implication of this research is to gently educate about our concern for the surrounding nature.

Keywords: Poster, meaning, persuasion, visual, appeal.

### 1. INTRODUCTION

In today's world, there are many types of advertising that attract attention. Both on the road, shopping places, airports, ports and others. Advertising as a promotional mix that delivers messages through media such as online and print media. Some examples of media used as messengers include television advertising, newspapers, social media, billboards, posters and many more. However, media that can provide information that attracts the attention of the people who read it. Posters are a powerful and influential public art that attracts attention and disseminates information to a diverse and changing public (BULONGGODU, 2019). Posters are not only available in printed form, but also in digital form. Digital media is now a practical, cheap and efficient form of

marketing because digital posters can also be distributed via digital media, eliminating the need for printing costs.

Posters are designed based on the layout and design of symbols, icons and indexes as visual signs used to convey a message or information to others. Poster: is a graphic medium containing elements of text and images or illustrations that are mounted or affixed to a wall. The visualisation of each element in public service advertising is detailed, clear, realistic, simple and concise with striking colours according to its mission (Atika et al., 2018). The signs can be images, text or a combination of both, which can be read or translated. One example is a campaign poster about protecting the earth, which conveys information in a soft-edged or subtle way. But what is the meaning of the Protect the Earth poster?

Meaning is the most important part of information or messages conveyed through visual language. Allusions to the meaning of visual posters sometimes form new interpretations by people who are not yet familiar with the symbols in the posters. Sometimes the interpretation is still limited to the surface. Sometimes the information conveyed remains on the surface. The real meaning is sometimes difficult to discern, even though it has only been supplemented by text to explain the intention and purpose of the poster. The expression of meaning in the Protect the Earth poster is very important to study because it reduces misinterpretation in design or other works of art.

The main attraction in a poster is the illustration or image that hypnotises the reader. Attractiveness is an aesthetic form or visual that creates a readability of meaning. The appeal of the Protect the Earth poster is a visual that functions as a public hypnosis. The message conveyed is a visual language delivered in a soft cell. The appeal of advertising is that the messages to be conveyed can be presented in different delivery styles, namely by displaying snippets of individual or group life, individual lifestyles, fantasies about products, moods or around product images, music to further enliven the message, life symbols to create characters that personify the product, showcase the company's expertise and experience in producing products, scientific evidence of product excellence, testimonial evidence of famous people, if an advertisement has appeal it can also grow the product image (Jacob et al., 2018).

The delivery of messages in soft cells becomes a part of persuasion that indirectly attracts the attention of readers or the public. According to Roekomy in (Astuti, 2017), persuasion is a psychological activity that seeks to influence the opinions, attitudes and behaviour of a person or many people so that they think, act and behave as expected. The expected behaviour may change or follow the pattern of messages conveyed in the Lindungi Bumi poster.

In relation to the research on the meaning of Lindungi Bumi posters, there are several previous studies on similar topics, but the objects of discussion are different. The first research, entitled Roland Barthes Semiotics Analysis of the British Version of the Parasite Film Poster, was conducted by A'yun Nikmatus Shalekhah and Martadi (Shalekhah & Martadi, 2020). This research shows that there are several objects in the film that represent two families with different economic backgrounds. The bonsai plants and white dogs represent the rich Park family, while the toilet and landscape stone represent the poor Kim family. Some objects represent scenes from the film Parasite, namely a tent, a pair of eyes, Morse code, a pair of legs and stairs. The difference with the research carried out lies in the object of discussion on the Protect the Earth poster. The more detailed research discusses the meaning contained in the poster.

The second research entitled Semiotic Analysis of Bali Action Poster Reject Reclamation by Nobodycorp was written by Komang Juni Pariawan, I Nyoman Sila and Hardiman in 2019 (Pariawan et al., 2019). This research describes the meaning of the icons, indices and symbols included in the Bali Action Poster Against Reclamation. This research comprehensively examines the icons, indices and symbols on five posters. The difference with the previous research lies in the context of analysing the meaning contained in the visual posters of Protect the Earth.

The third research, entitled Analysis of Lathi Video Clip Posters: Ferdinand De Saussure's Semiotics Study is written by Anni Lamria Sitompul, Mukhsin Patriansah and Risvi Pangestu (Sitompul et al., 2021). This study discusses the sign system in the form of a poster from the video clip of the song "Lathi" by Andy Andrians (Art Director of Lathi). The difference with the previous research lies in the analysis of the meaning of the Lindungi Bumi poster based on the semiotics of Roland Barthes.

The fourth research entitled Visual Meaning Analysis on Human Earth Movie Posters written by Ahmad Syauqi Burhan, and Meirina Lani Anggapuspa (Burhan & Anggapuspa, 2021). It can be

concluded that the visualisation of the main illustration, supporting images, colours, and typography in the visual poster of Bumi Manusia implicitly describes the history of the Indonesian people's struggle between the natives and Dutch colonialism in the early 20th century. The difference with the research conducted lies in the poster work studied, namely the Lindungi Bumi poster, and the scope of the research lies in the analysis of the meaning of the signs on the poster.

The fifth research entitled Analysis of the Meaning of Film Title Font Design in Posters as Promotional Media was written by Lutfiyana Indriani Rahma and Latifah Rizqa Utami (Rahma & Utami, 2021). This research describes the style or typeface in a word or sentence can not only provide a meaning that refers to an object or idea, but also has the ability to express an image or impression visually because letters have functional value and aesthetic value. The difference with the research conducted lies in the analysis of the Lindungi Bumi poster, which is related to the meaning of all the elements contained in the poster.

None of the five similar studies above discussed the meaning contained in the Lindungi Bumi poster. Therefore, this research can be said to be original among the studies on the meaning of the poster. The exploration of the meaning of the visuals of the Lindungi Bumi poster is carried out with a semiotic approach, which is the basis for revealing a meaning. the benefits of analysing the meaning on this poster so that the community or the audience reading it can understand the meaning and care for the surrounding environment and take advantage of the bare land to be replanted.

## 2. RESEARCH METHOD

The research was conducted through a qualitative approach based on Roland Barthes' semiotic theory. The expression of meaning tucked away in the visual poster Protect the Earth is the main thing that is discussed in this paper. Roland Barthes describes how to explore a meaning from two layers, namely, denotative, and connotative. The steps of meaning analysis carried out in this study are as follows:

Tabel 1. steps to analyse the meaning of the Protect the Earth Poster

Analysis of signify and signifier →	Denotative meaning	→	Code
	Connotative meaning		

The process or steps taken in this research start from identifying the signifiers and markers in the poster. The next process is based on denotation or surface meaning, then figurative meaning analysis is carried out at the stage or second layer of meaning. Then it is based on the form of code in the next analysis.

### 3. FINDINGS AND DISCUSSION

After observing the Lindungi Bumi poster, signs that reveal meaning can be categorised. Signs revealed by the visuals on the Protect of Earth Poster (Lindungi Bumi poster).

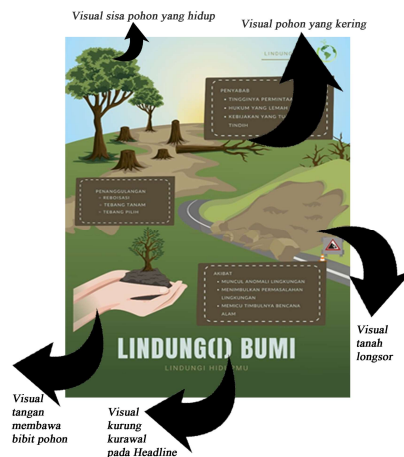





Figure 1. identification of signs that reveal the meaning of the protect the Earth poster



This Protect the Earth poster shows many fallen trees, roads covered by landslides and hands carrying tree seeds for planting. The poster uses mainly green and brown colours, with green symbolising plants and brown symbolising soil. As well as green and brown, there are also blue and yellow colours, which represent a sunny or hot sky. The poster also has a lot of text about causes, effects and countermeasures, accompanied by the headline "PROTECT THE EARTH, PROTECT YOUR LIFE".

In the poster above, the object that becomes the point is the trees that have been cut down, on the right there is an illustration of a landslide hill, as if to illustrate that it is caused by deforestation. The trees on the left illustrate that illegal logging has been carried out by people who do not have a permit from the authorised official. This can cause unwanted natural disasters such as flooding, landslides, erosion, etc. The poster also includes an illustration of a hand carrying the

seeds of a tree to be planted, as if inviting us or the community to reforest or replant by planting as many trees as possible to make the earth fertile again and prevent future disasters. Taken as a whole, this poster illustrates the state of the earth, which needs to be protected or saved from the damage that has occurred.

Table 2. Meaning analysis of the Protect the Earth poster

No.	Visual Sign	Meaning	Code
1.		<p>Denotation:                      The two remaining trees, coloured green, blue and brown.</p> <p>Connotation:                      Opening the eyes of Man's heart and mind to live a harmonious and grounded life.</p>	Life on Earth
2.		<p>Denotation:                      dry, brown, sharp, green, blue and gradation to whitish yellow.</p> <p>Connotation:                      Useless fragility reaps harmonious hope in Humans as the most perfect creatures on earth.</p>	Fragile
3.		<p>Denotation:                      Illustration of brown, green and triangular land slide symbol</p> <p>Connotation:                      Not surviving, with no grip on nature that poses a danger.</p>	Dangerous

4.		<p>Denotation: Two hands carrying tree seedlings and a green coloured background.</p> <p>Connotation: Concern for nature to always plant trees on deforested land.</p>	care
5		<p>Denotation: The bold San Serif font vertically rises and the left and right curly brackets form a rounded box.</p> <p>Connotation: A bold warning that is expected to dynamically form a harmonious life with nature.</p>	Hope

Revealing the meaning of the Protect the Earth poster, which forms a harmonious expectation of the human relationship with the universe. According to Daeng in (Indrawardana, 2013), that the human adaptation system with the universe has become part of life. Because the existence of humans on earth has been accompanied by other creatures in this universe for life and life. Gambling has also been explained in Hadith Qudsi that the correlation of human life in the world has a positive effect on human deeds towards the universe created by Allah SWT (Endang, 2012). The correlation between the positive behaviour of human charity is reflected in his behaviour towards this universe. This means that the meanings conveyed by the Protect the Earth poster form an awareness of good or bad actions and deeds.

#### 4. CONCLUSION

The meaning conveyed both visually reveals awareness of natural events in the Protect the Earth poster, subtly giving a warning to the public to increase awareness. Meaning: caring, fragile, danger, hope, life on earth that we need to care for and protect. This protection is visually outlined in every sign communicated by the designer of this poster. The positive impact on humans is expected to be in line with human deeds and good deeds towards the universe. It is not only in the poster that this element of persuasion is present, but in our religious life guide it is also written that it is important to protect the universe we live in.

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