Awakening Revealed through Rose's Visual Analysis on #LangkahHijau Commercial Advertisement

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Abstract

Fundraising through digital technology, also known as crowdfunding is an easier, faster and more accurate alternative to donating for modern society. People who use mobile technology are able to always be connected to the internet to carry out various online activities from anywhere, including for fundraising activities. Apart from helping fellow human beings, donating activities can also be carried out as a form of program or activity to care for the environment and to improve the quality of air, land and water. One of them is a crowdfunding activity which is a form of concern from Grab Indonesia to improve air quality by inviting the public and users of Grab services to reduce their carbon footprint through the Carbon Offsetting campaign facilitated by WRI Indonesia and BenihBaik.com. One of the communication media used is the video advertisement "Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" on YouTube social media. This article is compiled with a constructivist paradigm with the aim of carrying out a systematic analysis of the meaning contained in video advertisements through the Visual Analysis method by Gillian Rose supported by ten advertising analysis instruments and is based on Erwin Panofsky's Iconography theory. The results of this study indicate that there is a sense of awakening that people's daily lives have the power to destroy the Earth and the environment, but at the same time there are efforts to heal the Earth back into beauty.

Key words*: awakening, carbon footprint, crowdfunding, hashtag langkah hijau, visual analysis*

Kebangkitan Terungkap Melalui Analisis Visual Rose pada Iklan Komersial #LangkahHijau

Abstrak

Penggalangan dana melalui teknologi digital disebut juga dengan urun dana menjadi alternatif cara berdonasi yang lebih mudah, cepat dan tepat untuk masyarakat modern. Masyarakat menggunakan teknologi mobile mampu terhubung senantiasa dengan jaringan internet untuk melakukan berbagai aktivitas daring dari manapun, termasuk untuk aktivitas penggalangan dana. Selain bertujuan membantu sesama manusia, kegiatan berdonasi dapat juga dilakukan sebagai bentuk program atau aktivitas kepedulian terhadap lingkungan hidup dan perbaikan kualitas udara, tanah serta air. Salah satunya aktivitas urun dana yang merupakan bentuk kepedulian dari Grab Indonesia demi memperbaiki kualitas udara dengan mengajak masyarakat dan pengguna jasa layanan Grab untuk mengurangi jejak karbon melalui kampanye Carbon Offsetting yang difasilitasi oleh WRI Indonesia dan BenihBaik.com. Salah satu media komunikasi yang digunakan adalah video iklan "Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" di media sosial YouTube. Artikel ini disusun dengan paradigma konstruktivis dengan tujuan melakukan analisis sistematis terhadap makna yang terkandung dalam video iklan melalui metode Analisis Visual oleh Gillian Rose yang didukung dengan sepuluh instrumen analisis iklan serta mendasar pada teori Ikonografi oleh Erwin Panofsky. Hasil dari penelitian ini *menunjukkan adanya makna*

kesadaran bahwa keseharian manusia memiliki daya merusak Bumi dan lingkungan namun sekaligus tersedia upaya untuk menyembuhkan Bumi menjadi kembali asri.

Kata kunci: *analisis visual, hashtag langkah hijau, jejak karbon, kesadaran, urun dana*

INTRODUCTION

The world's attention is focused on various efforts to survive and move forward in coexistence with corona virus in fact the development of the issue of global warming still requires the attention of all parties. Our earth needs help. Various parties who provide opinions and theories regarding environmental damage explain that wasteful use of energy is one of the main factors for various environmental damages.

All waste substances from any use of energy will eventually become pollutants which are generally in the form of hydrocarbons (HC), nitrogen oxides (NOx) and carbon monoxide (CO). On sustainably, waste substances that cannot be synthesized by nature accumulate in the ozone layer and will slowly fill the earth's atmosphere and become an ozone crust that can hold heat out of the atmosphere. The accumulated heat increases the earth's temperature and this condition known as global warming (Ismail, 2020). The value of carbon emissions generated by an organization, events, products and human activities is called the carbon footprint. The more activities carried out by humans using fuel and electrical resources, the higher value of the resulting emissions (Kusuma Admaja et al., 2020).

Form of concern for the earth's situation which is increasingly apprehensive is expressed in concrete actions for the environment aimed at reducing the impact of global warming. This action is an initiative of Grab Indonesia in collaboration with BenihBaik.com and WRI Indonesia to launch and start a Carbon Offsetting initiative. This is part of the ongoing #LangkahHijau program from Grab Indonesia which consists of using the carbon calculator feature, a crowdfunding program, and programs on social media (Muslim, 2020).

The official website of Investor Daily Indonesia reports that the collaboration between Grab Indonesia, BenihBaik.com and WRI Indonesia supported by many parties because the tree planting initiative along the highway is a real way of working to reduce air pollution levels in order to create a beautiful and healthy environment. Grab Indonesia invites the general public and users of online transportation services to donate and spread invitations about the #LangkahHijau initiative on social media. The initiative which is officially began on 28 November 2020 as a sustainable program that planned until 2021.

In the carbon calculator feature, users of the Grab application through the donation widget can understand and calculate the result of carbon footprint to be converted into donations that are channeled through BenihBaik.com to tree planting partners facilitated by WRI Indonesia. Apart from direct participating in the donation program, the general public has a choice of ways to donate via social media by posting as many posts on the Twitter application as #LangkahHijau and mentioning it to the @GrabID account (Muslim, 2020). Each post will be converted into a donation of one thousand rupiah to a maximum value of one hundred million rupiah.

Institutions that collaborate with Grab Indonesia in this program is WRI Indonesia. An independent research institute whose goal is to turn ideas into concrete actions to create a balance between environmental protection, economic growth and human welfare (WRI Indonesia, 2019). In the 2019 WRI Indonesia Annual Report it was written that the world's leading climate researchers who are members of the Intergovernmental Panel on Climate Change (IPCC) in 2018 revealed that a temperature increase of 1.5 ˚C would have an impact negative for human health, land and sea. Therefore, Indonesia and other countries need to limit the increase in Earth's temperature below 1.5 ˚C. In this case, WRI Indonesia has a duty to encourage the realization of sustainably managed forests, which are useful in mitigating and adapting to climate change, improving community welfare, and protecting biodiversity (WRI Indonesia, 2019).

Another partner collaborating with Grab Indonesia is the Indonesian Good Seed Foundation which was founded by Andy Flores Noya, Khristiana Anggit Mustikaningrum, and Firdaus Juli. This money collection activity is carried out officially based on Law Number 9 of 1961 concerning Collection of Money or Goods in conjunction with Government Regulation Number 29 of 1980 concerning Implementation of Collecting Junctis Donations Decree of the Minister of Social Affairs of the Republic of Indonesia Number 56 / HUK / 1996 concerning Implementation of Collection of Money by the Community with Decree of the Minister of Law and Human Rights of the Republic of Indonesia Number AHU-0011166.AH.01.04.Tahun 2019 (Sejahtera, 2020). The founders of the Seed Baik Indonesia Foundation, who have various backgrounds, present a digital platform that can facilitate voluntary community fundraising (philanthropy) with a service brand and electronic system, namely Benih Baik.

The development of information and communication technology encourages changes in modern human behavior, such as the ease of carrying out various financial activities via the internet. In addition to the shopping process through various e-commerce applications, fundraising activities can also be done online and are known as crowdfunding activities (Barthelemy, 2019). Activities that refer to the values of mutual cooperation culture, this fundraising is understood as an activity to collect support and funding for a project or organizational initiative, which comes from many people in the form of financial contributions which are usually carried out via the internet (Fikriawan, 2019).

Social Media as a web-based application provides functionality for sharing, establishing relationships, creating groups, conversations, and creating profiles and currently one of the main choices as a medium of communication (Barthelemy, 2019). Hersinta describes how environmental organisations use the internet not only to mobilise participation in offline activism, but also to promote online activism. Environmental activists utilise websites, chat rooms, messenger, microblogging, video sharing, crowdfunding platform and online petition to trigger their campaigns. The internet holds a critical role in the global warming movement, as the technology facilitates the widening social networks for disseminating information, communication and coordination in that movement (Hersinta & Sofia, 2020).

As a medium for expression YouTube become a media that can shape user's creativity in the form of videos like a movie or a song (Christian, 2019). Research that examines other

crowdfunding activities conducted by Annisawati states that the success of online fundraising is influenced by public trust in brands, so the more trusted the platform brand is by the public, the higher the intention of platform users to join in donation activities (Annisawati, 2020). The results of other research also reveal that fundraisers also need to pay attention to use of social media, mass media, and other means of communication, both offline and online, to spreading information so that it can get attention and trigger the desire of the public to participate in these fundraising activities (Warapsari, 2020).

Crowdfunding activities carried out by Grab Indonesia, WRI Indonesia and BenihBaik.com are communicate using several media, one of which is a video advertisement entitled Kurangi "Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" and broadcast on YouTube social media. This video has been broadcast since November 28, 2020, to coincide with the official start of the crowdfunding through the #LangkahHijau program. We use scenes from this video as unit of analysis as it is the first video which used to advertise the collaboration of three strategic organizations to invite the public to participate in the Carbon Offsetting initiative.

Theory used by researchers to assist in awakening the meaning of the video advertisement "Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" is Erwin Panofsky's Iconography. Iconography is used to reveal the meaning contained in art.

Erwin Panofsky's Iconographic Theory divides three stages to interpret an object. The first stage is Pre Iconography, which is the first stage in interpreting meaning by describing the things that appear on an object which is called the description stage. If there are things that are not known in an object, you can add practical experience through library sources to identify based on practical experience by seeing things that appear in an object under study (Hadiyanti et al., 2019).

The second stage is iconographic analysis, namely the meaning of a work of art by presuming the relationship between text and visual images. Iconographic analysis focuses on the meaning of the world of images, history, and allegory. We can capture the meaning of a work of art by revealing a blend of images. Iconography is not only focus to literary sources, but also demands visual knowledge, the fruit of studying pictures, paintings, sculptures, and others (Ichsan, 2019).

The third stage is the iconographic interpretation of the intrinsic meaning that is contained and the symbolic value contained in an art phenomenon. This study involves a psychological approach as well as a world view from the observer's side to make it easier to draw conclusions (Kumoratih, 2020).

This descriptive research use qualitative approach which prepared using a constructivist paradigm to examine the meaning contained in the advertising video "Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" through the Visual Analysis method by Gillian Rose supported by ten advertising analysis instruments and attributed to Erwin Panofsky's Iconographic theory.

METHOD

The method used by researchers to reveal the meaning contained in the video advertisement Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI is an elaboration between Gillian Rose's semiotics, ten advertising analysis instruments and Erwin Panofsky's iconographic theory. Literature study is used as a relevant theoretical basis, as well as exploring the object under study both from its background, form and function.

Non-verbal communication includes intentional and unintentional behavior which is part of the communication process including visual and auditive (Meidyastuti et al., 2020). Semiotics is a way to recognize what signs and meanings are used in advertisements through a textual approach. De Saussure introduced semiotics as the relationship between language and meaning through signifiers and signified (Vermeer et al., 2020).

Gillian Rose argues that image interpretation is taken from three aspects, namely the researchers, audience, and region. Three important points for understanding visual images are technology, composition and social. Technology according to Rose refers to visual technology as any form of equipment designed to be seen. Visual technology is relevant in understanding how an image is created and displayed. Rose stated that composition determines the quality of an image or visual object such as content, color and composition. Each placement is meant to add value to a piece of content. Therefore, the audience responds to visual cues influenced by compelling visual elements about strong cultural codes, values, and icons. Analysis of cultural codes, values and icons is an important method and key to understanding that all types of communication have latent rules that facilitate sign production and response interpretation (Rachman, 2020).

Visual analysis allows for a broader sociological perspective that explains the essence and uncovers the secrets of messages that often affect potential consumers significantly. all aspects that accompany visual analysis must be considered (Mijalska, 2018). The scope of social life represented by visual material requires special research methods. The essential dimensions of the analysis are the image, sound with the verbal side and the characters shown in the advertisement. In order to analyze and interpret advertisements, researchers used ten advertising analysis instruments

First is the title that useful for defining the proper name of the advertising message because it has the potential to provide persuasive power that can be seen as clues to interpretation; second is product name that allows researchers to pay attention to the linguistic strategy of advertisers and determine the markers of a product; followed with third that is the overall time context of an advertisement, its scope is adjusted to elements such as the time and image presented. Ads usually vary in duration from 15 to 60 seconds in general. The division of time is divided into three areas, namely the beginning, middle, and end. After being divided into three areas, the researchers will see the advertisement more than once and will find the right description to represent a conclusion.

Next is fourth, the sound in advertising has an important role to play. The use of sound or music in the background of the scene can evoke certain feelings and sensations in the mind of the recipient. The use of voice can connote a certain impression even the lack of sound can also steal the attention of the recipient. Fifth is the character that appears in the advertisement is an important aspect in the analysis and interpretation according to the function in the advertisement. Character can serve to give meaning to advertisements and products, especially in shaping images. Sixth is recipient of advertisement as the purpose of making the advertisement which is determined by seeing the advertised product aimed at certain groups such as men, women, children, the elderly, or presented in general to all groups.

The seventh instrument is semiotic layer is a combined form of meanings and symbols presented in an advertisement. Researchers carry out repeated analyzes to get more accurate results. Eight is the persuasive function, it is the value used in advertising to evoke emotional feelings in the recipient. The researchers can independently determine the persuasion function to be revealed in the chosen advertising message. Ninth, the own comments themselves are elements containing the researchers' interpretations that appear during the ad analysis. These aspect depends on the research subject and the problem raised by the researchers. Researchers will write down important information that does not escape the attention of researchers during the study. The last one is message visualization is an illustration used by researchers that highlight the important elements the researchers wants to analyze (Mijalska, 2018).

Considering previous research as a complement, the researchers refers to several state-of-the-art; first, the research entitled "Visual Communication in Film : A Case Study of Yadia's La Marche" by Paul N. Animbom in 2020 (Animbom, 2020) specifically discusses visual communication shown on film scenes. Second, the study entitled "Kajian Ikonografi Desain Grafis Bergaya Surealistik Pada T-Shirt Merek Wellborn Koleksi Tahun 2017 DI Bandung " by Siti Hadiyanti, Naomi Haswanti, and Achmad Haldani Destiarmand in 2019 (Hadiyanti et al., 2019) discusses the meaning of surrealistic designs from the clothing brand Wellborn using the iconographic theory used for branding. Third, the research entitled "Visual Data Analysis-New Quality in the Interpretation of Advertisements. The Proposal of the Tool for Commercials Analysis" by Aleksandra Mijalska in 2018 (Mijalska, 2018) explores the visual meaning of a commercial advertisement from two different years.

The three previous studies focused on the meaning of a visual, while this study wanted to dig deeper with the elaboration of the theory, methods, and elements of advertising analysis so that they can get an in-depth understanding of social collaboration in the digital era.

DISCUSSION

One of the function of advertising is connecting a company to its consumers so that in an effort to carry out its function properly, the one who responsible to develop communication strategy should understand where the target audience of the advertisement is (Chika & Candraningrum, 2020). To achieve its goals, advertisements can be delivered with many tools or

media (Kartinawati & Purwasito, 2020). In order to reach out the target audience, advertisements must be well packaged, have a specific purpose, and be placed in the media that are most effective in reaching the audience.

Social media is an internet-based application, has the ability to convey information quickly and widely. In accessing social media, users in Indonesia spend varying amounts of time, on average they can spend three hours and twenty six minutes per social media user each day (Aziz et al., 2019). With similar considerations, the #LangkahHijau fundraising program also utilizes YouTube social media to display its advertising videos.

In order to analyze the meaning constructed by the message that conveyed in the video advertisement Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI the researchers uses an advertising analysis instrument with ten categories. Those are title of the commercials, product name, context, sounds, character, recipients, semiotic layer, persuasive functions, own comment and visualization (Mijalska, 2018).

Title and product name - The advertising video chooses the title Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI to show the message conveyed through a series of pictures, text, sound and music as collection of information show how modern society may create carbon footprint but at the same time having the opportunity to reduce the impact of carbon emissions by taking part in tree planting activities. The #LangkahHijau program that is conveyed in the ad video is the name of the product communicated in a series of pictures that are fifty-seven seconds long.

Context - Further to analyze the meaning contained in the video advertisement Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI requires an understanding of the context of the messages arranged in a series. Therefore this ad video is divided into three parts, the beginning, middle and end.

The first part of the video from beginning to second of twenty six begins with the opening text stated the three collaborating parties, namely Grab, WRI Indonesia and BenihBaik.com. Continue with hand pressing the light switch, the stove is on, the hand holding the remote control to turns on the air conditioner also the remote control pressed to switch on the television. Follow with hand that starts the motor. The back of the vehicle with billowing smokes. The text of scientific information from The Climate Action Tracker "Global warming due to human activities has now reached 1.1 degrees Celsius, and could rise to 3.4 degrees Celsius in 2100".

The scene continue with traffic which very heavy at the Hotel Indonesia roundabout location, Jakarta, many four-wheeled and two-wheeled vehicles that fill the road accompanied by the text "The transportation sector contributes 24% of global CO_2 emissions" and "as much as 72% of transportation emissions come from land vehicles".

On the second part of video which from second of twenty seven to forty begins with the view of the hill that looks empty is brown with no growing trees accompanied by the text "Our earth needs help". Continued with image of big plastic bag that is held by hand and there is trash

in a bag, accompanied by the text "Because what we do and give to the earth, will impact us too." With the same text, a picture of garbage embedded in the ground and a hand pulling out the trash.

The next scene is heavy traffic that seen as a whole from above on both lanes between buildings followed by the text "Did you realize?" With the same text, pictures of several people dressed in work clothes are standing waiting while holding their cell phones, looking forward, or bowing their heads. People walking on the main road, against the backdrop of buildings accompanied by the text "This pandemic teaches us to take care of our health."

The last part of the video which starts on seconds forty one to fifty seven shows the upper part of the skyscrapers seen from the front against a backdrop of sky conditions that appears gray, followed by the text "and the Earth has the same rights". The screen changes to a smeared white and is followed by the text "Count and reduce your emission trail together: Grab, WRI Indonesia, BenihBaik.com. An animated image in the shape of the Earth and leaves appearing at the edge of the Earth image accompanied by the text "And help keep the earth healthy by planting trees and your donation". With the background image still the same, the text changes to "Because changes start from small things, done together for a big impact".

Sound - The next category analyzed in ad videos is sound. In the video, various voices and sounds are used.   Sound of starting the motorcycle, sound of pressing electric switch, sound of turning in the stove, sound of breathing, sound of heartbeat, car horn sound, sound of stepping on the gas of vehicle, music instrument, and also sound of female relief sighing by the end of the video.

Characters - Characters used in video advertisements Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI are people who live in urban areas with a variety of high speed intensity activities. Modern society, which is the carbon footprint contributor, is the target audience who receives messages from these video ads.

Those six instruments of advertising analysis provide a form of message that can be immediately identified. According to the pre-iconographic description, the identification of themes is based on simple practical experience of objects and events, as well as the meaning in video advertisements that is formed directly when the title, product name, context, sound and characters in the advertisement are seen by recipient.

Semiotic Layers - The semiotic layers contained in the video series are gesture, modern life style, high traffic, electricity high consumption, vehicle high utilization, colours, vehicle emission, scientific sentences, arid hills, waste disposal, busy city, buildings. As a result of observations by looking at the relationship between forms and themes and concepts in practical experience, the iconographic analysis of the advertising video "Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" got a number of signs that are commonly known but unique to each recipient.

Persuasive Function - This ad video series has three Persuasive Functions that is found by researchers. They are reminder, emotional, and awakening.

Reminder - This video advertisement attracts attention as it displays images of scenes of daily activities which, due to frequent activities become a habit and are carried out without awareness. We may not even understand the consequences of these activities. The sound of the switch being pressed, the sound of an electronic device turning on, the roar of the exhaust and the sound of the horn of the vehicle in the scenes are all reminds us that it is real.

Emotional - the condition of the Earth, which looks increasingly sick, can be observed from the dark gray sky in urban areas, barren hillside, and also garbage that has accumulated even more so that it is embedded into the ground. These scenes are conveying how humans have hurt the Earth even though she has provided so much benefit for humans. The melancholy instrumental of the song conveys a sense of concern and regret about human treatment to the Earth.

Awakening - a picture of the current pandemic condition that is not yet visible when will be over, forcing people to make various adjustments in order to stay healthy. Likewise the Earth which needs to recovery her health, so that everyone needs to be awakens from their unconsciousness and participates in improving the condition of the Earth as soon as possible.

Own Comments - The next catogories is Own Comment. The daily routine scenes of modern society that always busy and requires high speed and mobilization is described as an element that greatly affects the health condition of the Earth. During the Covid-19 pandemic, people in the world are forced to act differently for the health of themselves and those around them. The text that is placed along with pictures and background sound are sign of meanings that humans need to immediately realize that the Earth needs help to be recovered. The sound of female sigh of relief gives the impression that hope remains for the Earth and its contents to be healthy if humans immediately be awaken.

Iconographic interpretation of images requires closeness to the content in the work. The series of scenes that make up the story in the advertisement "Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" which is described in three parts provides space to explore the meaning and message that is inserted in this video ad. Purposive functions which are translated into the meaning of video advertising as a reminder, the emotional side and message regarding awakening are revealed in the analysis process due to the closeness found with the video ad content.

Visualization - The last category is visualization. Researchers take nine scenes that provide strong messages through images and texts.

Figure 1. Scenes of "Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" ads.
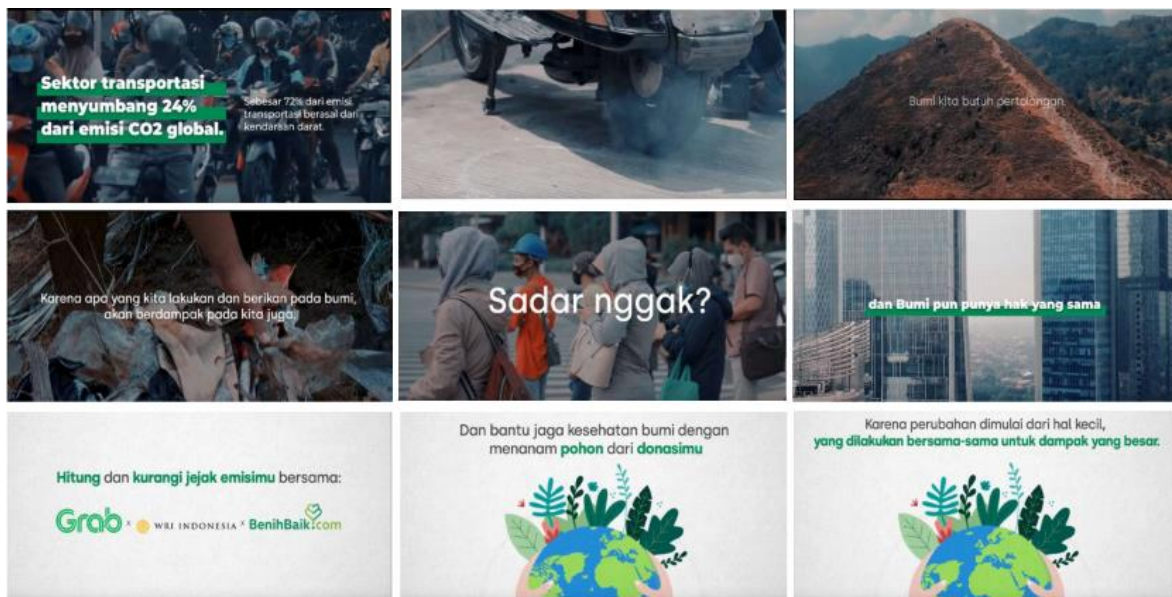
Source: BenihBaik.com YouTube channel (https://www.youtube.com/watch?v=S_2kOOgwjgY)

The meaning of awakening that is built and becomes an understanding in the minds of video ad viewers is the benefit of a strategic action known as the Carbon Offsetting initiative. A collaborative action program from three different groups with different backgrounds, namely Grab Indonesia as a mobile technology company that connects millions of customers with drivers, merchants, and businesses partners; WRI Indonesia as an independent institution that focuses on environmental protection, economic growth and human welfare; and Yayasan Benih Baik Indonesia, which presents a digital platform for voluntary fundraising to help others and environment.

CONCLUSION

Various messages conveyed through video "Kurangi Jejak Karbon #LangkahHijau Dengan Menanam Pohon - BenihBaik.com x Grab Indonesia x WRI" provides an overview of how humans in their activities are able to make the Earth damaged. The meaning built through this video advertisement is intended to build awareness in the general public who live in urban areas, especially those who become carbon footprint contributors every day.

Through the video advertisement on YouTube social media, the message is expected to be able to remind the audience on going back to their senses and to maintain awareness of the influence caused by consumption behavior which gradually becomes a source of damage to the Earth. On the contrary, in the middle to the end of the video, Iconography plays an important role in the process of expressing the meaning of a series of symbols in the form of images, sounds, songs and text. Likewise with identification of symbols and extracting meaning found through

the process of self involvement so the awareness is awakened and the power of message advertisement video to inspire the movement to society is reached.

The awakening of the unconscious is found to be the greatest message in video advertising. The meaning which is built from the scenes that combined with the words saying "sadar nggak?" is a solid sign to awaken the people who are the audience of this video ads. Positive meaning implied that there is hope and an easy way for everyone who cares about Earth's condition and wants to help improve this situation by being involved in the #LangkahHijau program.

This research is a descriptive study to describe the meaning of a visual in the form of advertising, so further research is needed for further depth of analysis. Other than that, this research will also unlock many opportunities for future researchers who want to develop in the field of visual analysis research and iconographic.

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