

SEMIOTIC ANALYSIS OF THE CAT FOOD “WHISKAS” ADVERTISEMENT

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Abstract

This article is entitled “SEMIOTIC ANALYSIS OF THE CAT FOOD “WHISKAS” ADVERTISEMENT” Advertisement is communication with the specific purpose of commerce a product or service. Semiotics is the science of signs. This research has the purpose of analysing semiotic in advertisement Whiskas. The analysis research meaning in semiotics and focuses more on and understands a sign and a sign when the sign is advertised Whiskas is a cat food brand that Whiskas has been producing the best cat food since 1958 and we always improve and guarantee the quality and quality of the best nutritional cat food throughout history. This research used the theory Ferdinand de Saussure system” signifier and signified”. The method employed in this analysis is descriptive qualitative with this Associate in there's an understanding of semiotics in advertisement Whiskas cat food. There are two research questions in this research; the sign and the characteristics of Whiskas Advertisement. The data analysis takes in the website and YouTube.

Keywords: Semiotic, The sign, Advertisement

1. INTROUCTION

The digital world is currently very popular with the public, both teenagers and parents, and is very easy to use. Most people have social media and TV for digital communication. This progress is used by businesses in the world of advertising. The author uses data semiotics in the research. Advertisement is an organized method of communicating information about a product or service that a company or individual wants to sell to the people (vilanilam and Varghese: 2004). The research is dealing to semiotics. Semiotics is concerning to the sign in cat foods. The signs are dealing to Semiotic. The semiotics in the Saussure citation analysis of *Whiskas* cat food advertising. The semiotics used in this research is the advertisement of cat food

“Whiskas”. Semiotics has meaning from the sword “*same*”, which comes from Greek which means sign interpreter, with a literal meaning broadly as a theory. The signs is the unified whole that results from the association of a sound with a concept. The data in this research took from the quotes of Ferdinand De Saussure. He explained about of the linguistics signs in advertisement cat foods. The signs found about the language of system. The language system a system of linguistic units or elements used in a particular language.

The problems in this research are the sign and the characteristics found in the advertisement of “Whiskas” the cat food. Advertising is communication with the express purpose of selling a product or service (vilanilam and Varghese: 2004) Whiskas is a cat food brand that WHISKAS has been producing the best cat food since 1958. Products are always improving and guaranteeing the quality and quality of the best nutritional cat food in the course of history of producing. product are not only committed to continuously developing the best and quality cat food, but products also care and pay close attention to the survival of every cat to continue to be healthy and happy The reason of choosing data is to characteristics sign in advertising Whiskas cat foods. In this research the author uses this qualitative method. The aim of the research is to get in depth data.

2. LITERATURE REVIEW

2.1. Semiotics

Semiotics has meaning from the sword “*same*”, which comes from Greek which means sign interpreter, with a literal meaning broadly as a theory. Semiotics means the systematic study of production and sign interpretation. The theory of semiotics is frequently encountered in the context of textual analysis, as in this advertisement for Whiskas cat food. Semiotics is much more than this. In this instance, the theory of semiotics is related to the Whiskas cat food advertisement and human life, which may be thought of as being full of signs (Daniel: 2016).

2.2. Signs

The sign is the unified whole that results from the association of a sound with a concept. This research relates to the quotes of Ferdinand De Saussure. He explained about of the linguistics signs in advertisement cat foods. The signs found about the language of system. The language system a system of linguistic units or elements used in a particular language. As Ferdinand De Saussure shall see meaning in deriving from the way each language imposes its relational system on the continuum of thought and not directly from things in the world. Saussure’s signified is a concept in the mind of a thing theory of Ferdinand De Saussure that symbolic signs. This is a sign in a Whiskas advertisement citing the theory of Ferdinand De Saussure. In advertisement Whiskas a signs on video advertisement cat foods

2.3. Theory Ferdinand De Saussure

The data uses theory Ferdinand de Saussure semiotics teachings that explain about signs science is Language is a system of signs, according to who is considered the pioneer of modern linguistics, and linguistic signs make meaning only as part of a

language's sign system. 'The linguistic sign joins, not an object and a name, but an idea and an auditory picture,' Saussure says, despite the fact that the term signified is frequently used to refer broadly to meaning in modern discourse and loose usage may include a reference. Thus, words do not stand for anything for Saussure, and his signifier and signified are not to be interpreted dualistically assign. (Daniel Chandler, 2016).

2.4. Advertisement

Advertising is a way of disseminating information about a product or service that a business or individual wishes to market to the general public. It is a sponsored advertisement that is sent to potential purchasers using words, pictures, music, and action in a medium that they utilize. To some, advertising is just communication aimed at selling a product or service. The purpose of to announce or advert about a case or a public, or to present a product to the public in order to buy and be attracted to the product being marketed, advertisement is used. (vilanilam and Varghese: 2004)

2.5. Whiskas cat food

WHISKAS is a cat food brand that has been around for a long time. Product *Whiskas* has had the best cat food since 1958. Products are always improving and guaranteeing the quality and quality of the best nutritional cat food in the course of history of producing. product are not only committed to continuously developing the best and quality cat food, but products also care and pay close attention to the survival of every cat to continue to be healthy and happy. *WHISKAS* is present in every stage of customer's cat's growth. As cat continues to grow and develop. Products are consistently trying to improve the quality and quality of nutrition and the best care for your cat.

2.6. Previous Studies

This first previous study (Roisa: 2020) title semiotic in milk advertisement. The goal of this study is to determine the different sorts of milk television advertising. This study employs a qualitative technique, and the researcher employs Charles Sanders Peirce's semiotics approach. In each scenario in the commercial, the writer recognizes several signs. The information may be found in 25 adverts for the bear brand. Each scene comprises signs such as icons, indexes, and symbols, according to the findings of this study. There are 22 icons, 8 indices, and 26 symbols in this collection. The writer discovered that every advertisement employs signs that consist of representing, object, and message in his research utilizing Charles Sanders Pierce's Triadic theory. interpreting. The study's findings demonstrate that the three types of signage are utilized to convey clear signals and those they have a significant association in delivering product messaging.

The second previous study is namely Agustin Sri (2017) this research is entitled "Analysis of Signs in Maybelline Lipstick Advertisements". Destination this research is to identify the sign and explain the message conveyed by verbal and visual cues in Maybelline lipstick advertisements. Data source on this research is taken from the Maybelline company website. Maybelline print ad selected as data. Those author a title the analysis semiotic of Whiskas an advertisement (cat food). Took the data that the

author advertised Whiskas cat food on YouTube and website. Those author uses method descriptive qualitative analysis. That author theory used theory Saussure. Those author same used theory Ferdinand De Saussure. The reader will be able to grasp and analyze the messages, information, and meanings provided by the lipstick commercial by looking at the interaction between verbal and visual clues.

The third is previous studies namely Utami the research title is the analysis of signs at English printed women cosmetic advertisement. Those author a title the analysis semiotic of Whiskas an advertisement (cat food). The data the writer took on television, radio. Those data author had taken video advertisement Whiskas cat food on YouTube. Method that author is used in this research is descriptive qualitative method analysis. Those author uses method descriptive qualitative analysis. That author theory used theory Saussure. Those author same used theory Ferdinand De Saussure. The research or the result that author plate 1 visual signs The whole texts in this advertisement that belong to the verbal signs have relationship with the visual signs of the advertisement of Plate 2. Verbal signs can see this from the image of a bottle of Sally Hansen's Mega Shine nail topcoat with diamonds around it and two fingers in shiny red nail color above it with the Headline and the Body Copy part. Those signs collaborate in delivering the message intended of this advertisement.

In addition, this research is different from previous research and the author's research. The theory, previous research uses a different theory. The data taken for research is slightly less updated in terms of data analysis findings. Examples: magazines, radio, and newspapers. While the author is taking data on YouTube, the website, it's a bit modern. Theory concept used on Ferdinand de Saussure.

3. METHOD

The method used in this research is descriptive qualitative with this analysis there is an understanding of semiotics. The company creates attractive symbols and colors for cat lovers consumers.

The author used qualitative method of in research advertisement *Whiskas* cat food. The data used in this study are all scenes in the *Whiskas* advertisement containing semiotics. Qualitative descriptive data sources usually collect various forms of data such as observing symbols and signs based on semiotic theory. In addition, it can use other sources, journals, books, etc. when collecting data.

Technique and procedure on the data collection. This data use an observation technique. Below are the steps to collect data. Looking the video advertisement *Whiskas*, Identifying the meaning and signified of semiotic in the video advertisement *Whiskas*. Compose the data into a table based on their semiotic.

4. RESULT


This paper of analysis was data video advertisements *Whiskas* cat food. This analytical paper is an analysis of the sign and marker data on the *Whiskas* cat food advertisement video. The author analyzes the characteristics in *Whiskas*

advertisements. The author found 19 data in Whiskas cat food advertisements. Authors have related to each other by theme. It's just that the author of at least 6 data. The results of these paragraphs can be explained as follows:

The result of this analysis data is concern to semiotics. It is to know the form of signs and signified in advertisement. The study analyzed this *Whiskas* advertisement the cat is for food from the leftovers and walked a long distance. The cat still couldn't find food when a woman in purple brought the cat home and gave the cat foods. When the food is poured to cat immediately it has meaning as of the purple color. If a woman wears a purple dress and a purple cat foods cover, it is as sign, the signified is cat.

5. DISCUSSION


Table 1. Data 1

Data	Sign	Signified	Characteristic	Meanings
 Scene 1 (0:03)	a people walk and look the cat	The cat is hungry	The meaning of voice from the cat 'meow', It means that the cat wanted something	From the data above that the cat has shown something as an indication as the wish from the cat to the person in front of it. The cat hoped people or someone gave something to the cat

The writer explains the Whiskas advertisement from the first data analysis. The author also analyses the traits in whiskey advertisements. This problem takes the theory of signs. In data number 1 this is about the Scene 1 sign. It has a sign which means people walk and see the cat. From that scene people had signalled that the cat was hungry. Data 1 also has characters as seen from scene 1. The characteristics that the meanings of the sound of the cat 'meow' means that the cat wants something. The final result of data 1 is the sound of a cat meowing as a sign and the condition of a hungry cat as a sign.


Table 2. Data 2

Data	sign	Signified	Characteristic	Meanings
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 Scene 2 (0:07)	Seeing a white plastic bag	Wish, there was food from the cat	The characteristic from data 2 was that the cat whose hungry it meant try to find leftovers even though they whose not food edible.	The cat from along a distance saw a plastic bag and reaching. It hoped that there was food.
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The second data from the analysis the author can explain about the image of the Whiskas advertisement. The author also analyses the traits in Whiskas advertisements. This problem takes the theory of signs in the analysis data 2 for scene 2 marks. It has a sign which means the cat sees a white plastic bag. The meaning of the data above is that the cat from a distance sees a plastic bag and reaches for it. He wished there was food. The conclusion from data 2 is that the cat sees a white plastic bag. A sign of hope there is food in a plastic bag of signs.

Table 3. Data 3

Data	Sign	Signified	Characteristic	Meanings
 Scene 3 (0:17)	The cat looking a women walk	The cat saw a girl walking around wearing a purple t-shirt and carrying a purple shopping bag	The pointed in characteristic number six the cat knew the woman carries food in the bag	Suddenly the woman who was walking past the cat car started running towards woman asking woman for food


In the third data analysis results, the author can explain the Whiskas advertising image in data 3 for the scene 3 sign. It has a sign which means the cat is looking for a walking woman. From the scene, people signaled that the cat saw a girl walking around wearing a purple t-shirt and carrying a purple shopping bag. Data 3 also has character as seen from scene 3. The cat knows the woman who carries the food in the bag. The conclusion from the data is that 3 cats see a woman walking wearing a purple shirt as a sign. The purple color is what characterizes Whiskas food as a sign.

Table 4. Data 4

Data	Sign	Signified	Characteristic	Meanings
 Scene 4 (0:26)	The cat asks the woman for help	Women was helped cats happily	The means the cat is happy. When the cat meets a good human who will provide food for the cat.	The cat wanted to ask the woman for food. In the hope that the cat will be fed.


In the fourth data from the analysis, the author can explain the image of the Whiskas advertisement. In data 4 for t scene 4 sign, it has signed that meaning the cat asks the woman for help. From the scene, people have signified that Women helped cats happily. The meaning hungry from the cat can be meant that the cat wanted food from the people. Data 4 also has character as can be seen from scene 4. The characteristic that the meaning of was data that the means. The cat is a happy. The meaning from the data above is that the cat wanted to ask the woman for food. The conclusion from data 8, the cat asks for the woman help as a sign. A woman was happy to help the cat as a signified.

Table 5. Data 5

Data	Sign	Signified	Characteristic	Meanings
 Scene 5 (0:52)	Women pouring Whiskas cat food.	The cat wait for the woman to pours Whiskas for the cat.	Described in the picture. the cat understand what the woman are carrying are food for the cat	Women pouring Whiskas cat food. The cat waits for the woman to pours Whiskas for the cat.

The fifth data from the analysis the author can explain about the image of the Whiskas advertisement. The characteristics that the meaning from was data 11 that in the picture. The cat understand what the woman are carrying are food for the cat. It hoped that there was food it meant that the cat wanted something. The meaning from was data above that Women pouring Whiskas cat food. The cat waits for the woman to pours Whiskas for the cat. The conclusion from data 11, Whiskas food is packaging in purple as a sign. The cat seeing and waits for the woman to pouring on her food as a signified.

Table 5. Data 5

Data	Characteristic	Sign	Signified	Meanings
	From each variant of wet food and dry food. Whiskas are still purple with a combination of various colors	Costumers	The cats	Whiskas has a variety of flavors from wet food and dry food with different colors for each variant

This table 5 is the problem statement number 2 called characteristic data. The data table above is related to the characteristics of the advertisement Whiskas cat food. The characteristics in product Whiskas cat food the color purple. Whiskas cat food is packaged in purple color in each food variant with other color combinations. Whiskas cat food that's why it's called characteristics in each package. This cat food Whiskas make customers makes it easy to find food for their cats. Cats also feel that the purple color is their food that is often given by their master.

6. CONCLUSION

The result of Whiskas advertisement analysis makes it easier for the public to understand the meaning conveyed by the advertisement to the public so that costumers love animals without having to talk to animals. But it can understand of animal body movements when they need food.

The author believes that this research has many shortcomings, so the author needs to suggestion from a reader. For the readers especially to those who are interested in using semiotics for analyzing advertisement. The author only uses signs and characteristics in the research as the focus of the study. Whiskas customers still choose to eat cat that is full of nutrition and multivitamins for your cat. The humans out there should not torture animals or abandon cats. Cats only look for your leftovers to survive. Give your leftover food to the cat. Do well to all of God's creation. The author is hope that my research will be useful for the faculty of literature and university to help further researchers.

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