

REPRESENTAMEN, OBJECT, AND INTERPRETANT OF COLGATE VIDEO ADVERTISEMENT

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Abstract

Advertising media has expanded across various media channels, including television, radio, print, online, and social media. Each channel has its unique dynamics and challenges. An integral part of advertising research is delving into consumer psychology. It investigates how ads affect consumers, influence their decision-making, advertising help capture closer old and new cultural denotation and invest them in consumer goods which can be more accessible to consumers, and trigger emotions or reactions. As in this research, the researcher try to find the meanings of sign through video advertisement. This issue primarily revolves around the utilization of signs, the emergence of images, and the dissemination of information, encompassing meaning and the potential impact of advertising on people's perception Signs in social semiotic terms, In this research, the researcher uses Charles Sanders Peirce's theory of signs to uncover meanings in signs that included in Colgate video advertisement. In the context of advertising, signs are commonly associated with various displays, often incorporating words and images, to announce the location and nature of businesses, especially in the term of luxury goods for upper middle class, that's why the researcher expand the broader meaning of semiotics through Thorstein Veblen's theory of luxury.

Keyword: Advertisement, signs, luxury, Colgate.

Abstrak

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Media periklanan telah berkembang di berbagai saluran media, termasuk televisi, radio, media cetak, online, dan media sosial. Setiap saluran memiliki dinamika dan tantangan yang unik. Bagian integral dari riset periklanan adalah mempelajari psikologi konsumen. Ini menyelidiki bagaimana iklan mempengaruhi konsumen, mempengaruhi pengambilan keputusan mereka, periklanan membantu mendekatkan denotasi budaya lama dan baru dan menginvestasikannya pada barang-barang konsumsi yang lebih mudah diakses oleh konsumen, dan memicu emosi atau reaksi. Seperti pada penelitian ini, peneliti mencoba mencari makna tanda melalui video iklan. Permasalahan ini terutama berkisar pada pemanfaatan tanda, kemunculan gambar, dan penyebaran informasi, meliputi makna dan potensi dampak iklan terhadap persepsi Masyarakat, serta tanda dalam istilah semiotik sosial. Dalam penelitian ini, peneliti menggunakan teori Charles Sanders Peirce. tanda-tanda untuk mengungkap makna tanda-tanda yang terdapat dalam iklan video Colgate. Dalam konteks periklanan, tanda umumnya diasosiasikan dengan berbagai tampilan, seringkali disertai kata-kata dan gambar, untuk mengumumkan lokasi dan sifat usaha, khususnya dalam hal barang mewah untuk kelas menengah ke atas, oleh karena itu peneliti memperluas makna yang lebih luas dari iklan. semiotika melalui teori kemewahan Thorstein Veblen.

Kata Kunci: Iklan, tanda, mewah, Colgate.

PENDAHULUAN

In this era, all people at least once watching TV, and for everyone who is watching must be already familiar with the advertisement break, there are usually some advertisement break after watching some movies as a pause for the break before the movie is start all over again. Advertisements can lead to public's consideration of buying products, considering it is entering the TV market, radio, newspaper and any other mass media, as its being watched on repeat by the one who is watching, reading, and listening. Especially nowadays, the most influential yet beneficial goods were all captured in advertising.

Therefore, the mass media begin an evolution of advertising within consumer society brought about changes to the social and cultural environment. This issue primarily revolves around the utilization of *signs*, the emergence of images, and the dissemination of information, encompassing meaning and the potential impact of advertising on people's perception, comprehension, and behavior. According to Hackley (2019), advertising plays a central role in establishing and sustaining broader meanings, this terms definitely leads to signs.

Signs in social semiotic terms, the significance of a sign lies not as an absolute characteristic of the sign vehicle but rather in its relevance to those involved in using the sign for a specific purpose on a given occasion (Chandler, 2022). Chandler (2022) highlights that signs are essentially treated by their users as representations or symbols of other things. In the context of advertising, signs are commonly associated with various displays, often incorporating words and images, to announce the location and nature of businesses, especially in the term of luxury goods for upper middle class. In 1899, the sociologist Thorstein Veblen mentioned the term prominent utilization to make sense of the burning through of cash on and the gaining of extravagance wares (labor and products) explicitly as a public presentation of financial influence the pay and the collected riches of

the purchaser. Thorstein Veblen himself, it alludes to the demonstration of buying and showing extravagance merchandise for the purpose of flagging one's riches and class society position. In a general public where material belongings are likened with progress, people participate in obvious utilization to earn respect, deference, and approval from their companions. The point of extravagance bundling is to make a feeling of energy and expectation that supports the impression of the brand at a top of the line or selective level, frequently with the utilization of excellent materials, one of a kind shapes, and multifaceted subtleties to make a vital and extravagance feel. The bundling of an extravagance item is essential for the brand's picture and exploration shows purchasers will spend more on items in the event that the bundling looks engaging and luxurious. The sign system used in advertising can be examined for analysis of an advertisement through semiotic.

Talking about semiotic perspective through advertising, the researcher tries to give a sample data of an advertisement in semiotic perspective in the advertisement scene. In this way of advertise, the toothpaste product in the sample of data has the relationship with signs which signs are commonly associated with advertising, often taking the form of displays that may include words and images. Each sign depicted in a picture holds a meaning intended to persuade readers or consumers to purchase the advertised products, emphasizing the advantages presented in the advertisement. In the researcher's view, it is crucial to explore the deeper meanings within advertisement images through a semiotic analysis. Examining advertisements is intriguing by paying attention to them, in that case, this research aims to convey the consumers through the signs present in slogan advertisements, especially a worldwide famous toothpaste *Colgate*.

However, *Colgate* video advertisement is quite interesting to analyze,

Colgate itself established in 1806, by Henry W. Colgate who opened a starch, soap, and candle factory on Dutch Street in New York City under the name "William Colgate & Company." In the 1840s the company began selling its products in individual sizes with uniform weights. not every reader or consumer may grasp the meaning of signs within the toothpaste advertisement, the advertisement of the *Colgate* product is also expanding widely to many other platforms such as, Youtube, TV advertisements, radio, and newspapers. As explained earlier, advertisements consistently incorporate sign elements, namely the ground, object, and interpretant, which contains in a video advertisement. Moreover, the *Colgate* brand become one of the most luxurious toothpaste as it is one of the most expensive toothpaste out of all brand. In this case, the researcher is intrigued to analyze the sign and symbols in *Colgate* toothpaste video advertisement by applying Charles Sanders Peirce's theory in triadic which consist of representamen, object, and interpretant.

Pierce's semiotic theory encompasses three key components in the sign relation: the representamen, categorized into qualisign, sinsign, and legisign; the Object, categorized into icon, index, and symbol; and the interpretant, categorized into rheme, dicisign, and argument. Through this semiotic lens, the meaning behind signs, as well as the messages conveyed in advertiments or other forms of art, can be uncovered and understood, according to Setiawan (2019). Semiotics serves as a method to elucidate the meaning of signs, and one prominent theoretical framework for this is Charles Sanders Pierce's triadic concepts.

METODE PENELITIAN

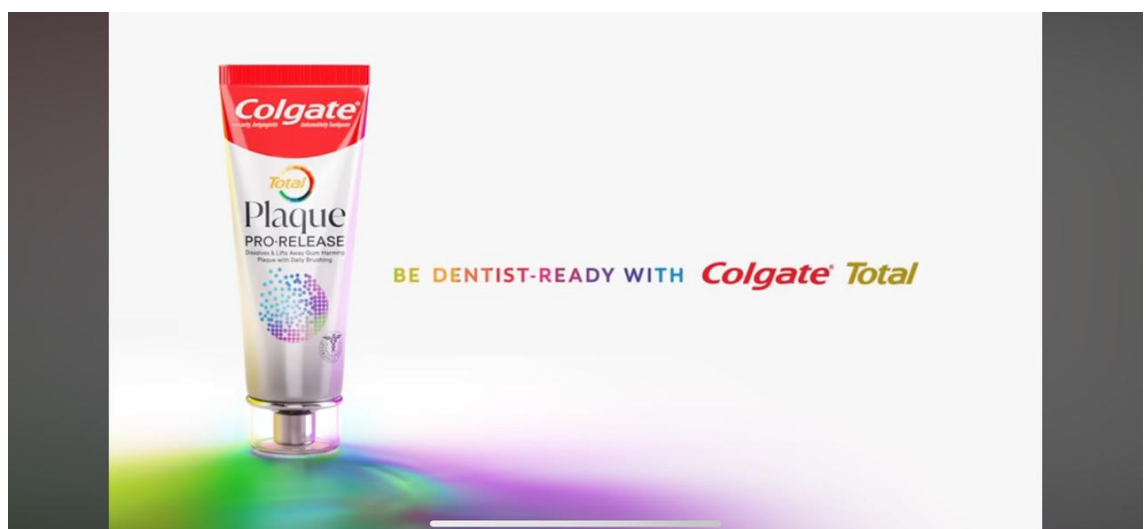
This research was conducted using the qualitative approach. This study necessitated the use of a qualitative approach because it provided readers with a comprehensive understanding of how sign functions in a variety of personal,

social, and environmental contexts. According to Silverman (2020), the term "qualitative research" refers to studies in which non-numerical and verbal descriptive data serve as the basis for analysis and problem-solving. Qualitative research methods are a process of studying the understanding of a human social problem, based on the construction of a complex and holistic picture formulated in words, containing the informants views in detail and carried out in a natural setting, said Cresswell (2017). This methodology will help this research throughout the construction of its information and details.

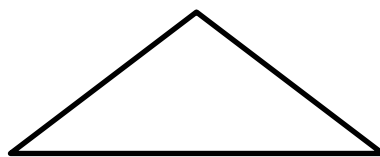
The data is analyzed in the form of text. According to MR Roller (2019), in the academic conversation about collecting and studying qualitative data, there's an ongoing and lively discussion among researchers. The main idea is that qualitative research focuses on looking closely at the intricate connections and contextual aspects that give meaning to the data. Qualitative descriptive method is an appropriate design for this research because it aims to describe. The data are identifying, analyzing, and explaining descriptively and systematically based on the supporting theory used in this study.

HASIL DAN PEMBAHASAN

Scene 6



Representamen
(*A vibrant representation of Colgate toothpaste advertisement*)



Object (<i>The tagline</i>)	Interpretant (<i>Product style statement</i>)
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A. Representamen

A **qualisign** is a quality or characteristic of the sign that conveys meaning. It is abstract and does not depend on actual existence but rather on a sensory or perceptual experience. The bright and clean aesthetic, as the white background and colorful gradient at the bottom evoke a sense of purity, cleanliness, and health. These qualities are meant to resonate with the idea of oral hygiene. The red and white colors of the logo are strong and vibrant, symbolizing energy, trust, and reliability qualities often associated with the brand. The tagline also play a part, “Be dentist-ready with Colgate Total”: The clear and modern typography conveys professionalism and confidence, linking the product to expert dental care. The visual and textual qualities of the ad (clean design, bright colors, and professional font) create an emotional impression of trustworthiness and effectiveness, making the viewer associate the product with superior oral health.

A **sinsign** is a specific, concrete instance or occurrence of a sign. It is tied to a particular event or object. The physical representation of the product serves as a sinsign, grounding the advertisement in the tangible, real-world existence of Colgate Total Plaque Pro-Release. The certification icon near the

bottom likely representing a seal of approval or dentist endorsement, this is a concrete indicator of the product's credibility in a real-world context. The phrase "Dissolves & Lifts Away Gum-Harming Plaque", the explicit claim ties the product to its specific functionality, making it a concrete assertion of its effectiveness. By showcasing the actual product and its features, the sinsign reinforces the ad's purpose: to direct attention to Colgate Total as a real, accessible solution for oral health. It transforms the abstract promise of cleanliness into something tangible and actionable.

A **legisign** is a sign that operates based on a rule, convention, or agreed-upon meaning. It is a general type or symbol that can be instantiated multiple times. The Colgate brand name and logo itself are legisigns that rely on cultural and conventional associations. Over time, the Colgate logo has become a globally recognized symbol of oral health and trust. The tagline "Be dentist-ready with Colgate Total" operates as a legisign, appealing to the cultural norm that equates good dental hygiene with preparedness for professional dental checkups. The design of the toothpaste packaging, The sleek, professional appearance follows industry conventions that communicate high-quality, scientifically backed products. The legisigns in this image rely on deeply ingrained societal and cultural meanings: (1.) The Colgate logo symbolizes reliability and effectiveness. (2.) The clean design and professional tone align with expectations of medical and dental products. (3.) The tagline positions Colgate as a trusted partner in achieving dentist-approved oral health.

B. Object

An **icon** is a sign that represents its object by resembling it or sharing similar qualities. The toothpaste tube, the image of the toothpaste directly resembles the actual product that consumers would find in stores. This visual

representation ensures that viewers can easily recognize the product. Color gradients and clean aesthetic, The colorful gradient surrounding the toothpaste resembles cleanliness, freshness, and modernity, qualities associated with good oral hygiene. The phrase “Dentist-ready” While textual, it evokes a visual image of a confident smile or the scenario of visiting a dentist with healthy teeth. The icons in the image create familiarity and a direct connection with the product, enabling viewers to visualize its use and benefits in their own lives.

An **index** is a sign that has a direct, physical, or causal connection to its object. The toothpaste tube linked to Colgate’s logo. The presence of the logo and product creates a causal relationship, implying that Colgate Total is the source of the benefits described in the ad (e.g., dissolving plaque, being dentist-ready). The tagline, This directly points to the desired outcome of using the product healthy teeth that are suitable for a dental checkup. The certification seal near the bottom, this likely represents professional endorsement by dentists, indexing credibility and trustworthiness in the product’s efficacy. The indices in the image establish a cause-and-effect relationship: using Colgate Total leads to better oral hygiene and dentist-ready confidence. They make the product seem reliable and scientifically backed.

A **symbol** is a sign that represents its object through cultural or learned conventions. The logo is a widely recognized symbol of oral health, associated with trust, quality, and decades of brand reliability. The red and white branding, these colors have become symbolic of energy, care, and hygiene in the context of oral health, based on Colgate’s branding over time. “Be dentist-ready” is a symbolic statement that relies on cultural norms and expectations about the importance of oral hygiene and dentist approval. The scientific imagery on the toothpaste, the colorful dots and molecular design symbolize advanced

technology and scientific innovation, conventions that reinforce trust in the product.

C. Interpretant

A **rheme** is a sign that conveys a possibility or suggests potential meaning without making a definitive claim. “Be dentist-ready with Colgate Total” The phrase suggests a potential outcome that using Colgate Total could make you prepared for a dental checkup. It does not explicitly guarantee results but opens up the possibility. The bright colors and clean layout imply freshness, health, and cleanliness, suggesting that the product might help achieve these qualities. The molecular and gradient designs imply advanced technology and innovation, suggesting the toothpaste is scientifically effective. The rheme invites the viewer to imagine the benefits of the product and associate it with the possibility of improved oral hygiene and confidence.

A **decisign** is a sign that makes a factual statement or directly asserts something as true. The tagline “Dissolves & Lifts Away Gum-Harming Plaque” is a factual assertion about the product’s functionality, providing a concrete reason to trust and use it. Certification seal at the bottom implies that the product has been tested or endorsed by dental professionals, a factual indicator of credibility. The image of the toothpaste tube itself is a decisign, as it presents the actual item being advertised, grounding the ad in reality. The decisigns in the advertisement establish credibility and confidence by offering factual claims and professional endorsements to back up the product’s promises.

An **argument** is a sign that combines elements to lead to a logical conclusion or reasoning. Logical flow of the message, the visual and textual elements work together to argue that using Colgate Total leads to better oral health: The premise, Plaque can harm your gums and teeth, making you less “dentist-ready.” The solution, Colgate Total Plaque Pro-Release dissolves and

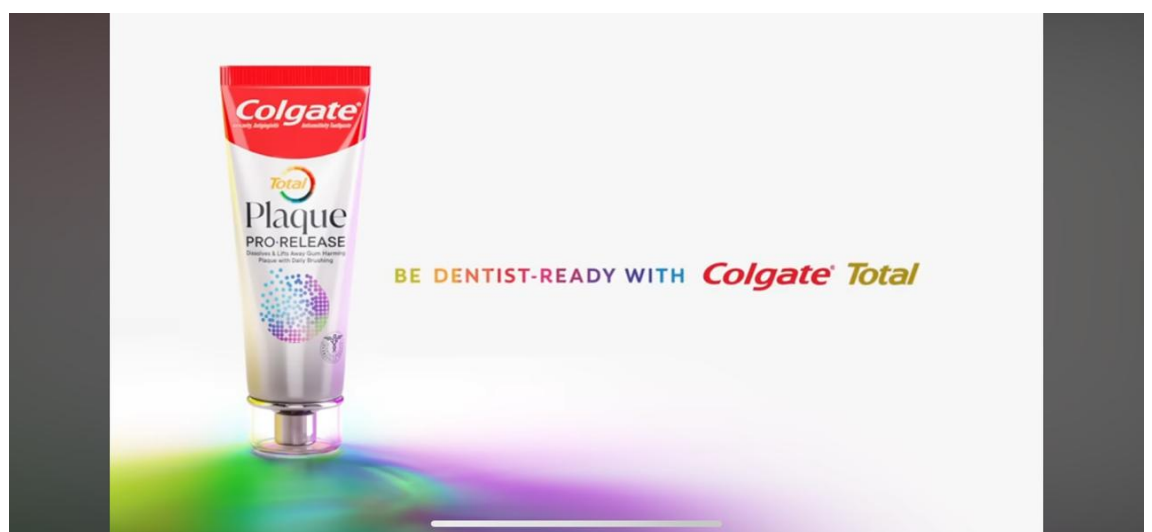
removes gum-harming plaque. Therefore, using Colgate Total will make you confident and ready for a dentist visit. The tagline also supports the argument “Be dentist-ready” implies that Colgate Total is the logical choice for maintaining oral hygiene to a professional standard. The advertisement’s argument is clear and persuasive, leading viewers to conclude that Colgate Total is the solution for achieving the desired outcome of clean, healthy teeth and confidence at the dentist. From here, the researcher can conclude that everything is a complete dot, the rhyme (possibility of being “dentist-ready”) captures attention and opens up potential benefits.

The decision (factual claims about plaque removal and endorsements) provides credibility and makes the claims tangible. The argument ties these elements together, leading to the logical conclusion that Colgate Total is the ideal toothpaste for ensuring oral health and dentist confidence.

1. Veblen’s Theory

This section is belongs to the findings and discussions that the researcher could found in the question 1) What is the meaning of the luxury portrayed visually in the *Colgate* video advertisement?

2.



3. 4.1.1 Data 1 Colgate visual image

4.

5. Table 4.1.1 Data 1 of Veblen's Goods Type of the luxury portrayed visually in the *Colgate* video advertisement

6.

No.	Veblen's Goods Type	Explanation
1.	Social Signaling	Social signaling by buying expensive toothpaste is an example of how people use even small or everyday items to show off their wealth or social status. In this case, buying a high-end, costly toothpaste isn't just about having clean teeth it's also a way to demonstrate that you can afford luxury or premium products could be portrayed by sophisticated imagery that the advertisers give in the advertisement.
2.	Exclusivity	Exclusivity in buying expensive toothpaste is about how such purchases signal a person's social status or economic power. Such as social symbol, social differentiation, and social, conspicuous consumption. Celebrity endorsement by Featuring well-known, high-status individuals using the product can reinforce its exclusivity. The advertisement might show a celebrity or influencer using the toothpaste, subtly

		<p>indicating that it is a product for those who are successful and fashionable. In this case, <i>Colgate</i> uses the simplicity that portrayed in the picture, yet sophisticated with the vibrant color make it more fashionable, and stylish.</p>
3.	Quality	<p>The concept of quality in buying expensive toothpaste goes beyond just the functional aspects of the product. Expensive toothpaste is often marketed as having superior qualities such as special ingredients, advanced technology, or a luxurious feel. These perceived enhancements can justify its high price and make it a symbol of high status. In this case, <i>Colgate</i> always highlight their products by their astonishing quality, they highlight the use of exclusive ingredients or advanced technology in the product. For instance, show close-up shots of the toothpaste tube with high-end packaging, possibly made of metal or glass, to emphasize its superior quality. In this image, Colgate uses the tagline “Plaque Pro-Release” as the meaning of vanished plaque from the mouth easier as the adding the word</p>

		“Pro” which shortened word from “professional”. This makes the product got the plus point and differentiate <i>Colgate</i> toothpaste, to the other toothpaste.
4.	Emotional appeal	The emotional satisfaction of owning something perceived as luxurious or prestigious can enhance the buyer's sense of social status. This emotional appeal is tied to the idea of using high-quality, exclusive products to reflect and reinforce one's elevated social position. <i>Colgate</i> Create an atmosphere of luxury and indulgence. The visuals might include scenes of relaxation and self-care, such as a person enjoying a relaxing experience at home by using their products, to evoke feelings of pampering and self-reward.

SIMPULAN

The researcher identified the signs in the data, which consist of three representamens of each scene, where it divided into one qualisign, one sinsign, and one legisign. Three objects of each scene, where it divided into one icon, one index, and one symbol. Last but not least, three interpretants of each scene, where it also divided into one rheme, one decisign, and one argumentation.

The researcher conducted an in-depth study using a video

advertisement sourced from the official YouTube channel “Colgate US.” The aim of this research was to uncover the meaning of representamen, object, and interpretant that later would be explained in detail including the explanation of how the people see the visual portrayed in luxury perspective that featured in the *Colgate* video advertisement, as well as to identify their respective functions within the ad. Through a semiotic approach, the researcher interpreted various elements of the advertisement, such as visual signs, simplified imagery, objects that represent the product, and the symbols conveyed either in the video itself or on the product’s packaging. By applying Charles Sanders Peirce’s semiotic theory as well as Thorstein Veblen’s theory for deeper meaning, the researcher was able to identify the deeper meanings behind these elements, examining how the advertisement uses visual and textual components to communicate its message. The study focused on two primary types of data: visual elements, including pictures, models, figures, and visual symbols, and textual components, such as taglines, product descriptions, and text. By combining these visual and textual analyses, the research highlighted how the advertisement creates a cohesive impression, delivering a clear and compelling message to its audience.

Moreover, the researcher discovered several specific functions of representamen, object, and interpretant used in the *Colgate* advertisement. The objects featured in the ad, for instance, play a crucial role in providing essential information about the product, visually illustrating its features, and explaining its purpose. In the dataset analyzed, the three semiotic systems representamen, object, and interpretant emerged prominently. Representamen is the form of the sign that you can see, hear, or feel. It’s the thing that stands for or represents something else, highlighting their relevance. Meanwhile, object is the actual thing or idea that the sign refers to. It’s the reality or concept behind the sign.

Last but not least, interpretant, is the meaning you understand when you see the sign. It's your interpretation of the connection between the representamen and the object. These semiotic elements work together to effectively communicate the advertisement's message and enhance the audience's understanding of the product being promoted.

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