

UNCOVERING HIDDEN MEANING IN IKEA ADVERTISEMENT “HOME IS A DIFFERENT WORLD”: A SEMIOTIC ANALYSIS

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ABSTRACT

Advertisement has a function to create brand awareness, products, services and ideas, that can convince customers if the company's services or products ideas are best to buy. The IKEA advertisement aims to provide information to the people about how to make furniture with good function and design affordable for everyone. Furthermore, this study combines verbal and visual signs to give the advertisement a certain effect. This study is aimed to describe the hidden meaning that can be found in IKEA advertisement "Home is a Different World". This study uses Semiotics theory by Saussure cited in Chandler (2007) and theory of meaning by Barthes (1967) that is supported by the theory of color terms proposed by Wierzbicka (1996). The data were collected through the observation method. The descriptive qualitative method is used to analyze the data in this study. The study concludes that both verbal and visual signs found in each data carry a hidden meaning. In general, the advertisement conveys the meaning to encourage the audience to promote their product by giving a nice ideas to make a good home design and get better life at home by creating meaningful moments with our family at home.

Keywords: *Semiotics, Signs, Verbal, Visual, IKEA advertisement*

INTRODUCTION

The study of symbols or signs is known as semiotics. According to Pierce, as cited by Noth (1992: 37), semiotics is the study of signs or the science of signs in humans. Semiotics is primarily concerned with understanding how humans perceive reality around them. In general, the sign is divided into two parts. They are verbal and non-verbal. The verbal sign is associated with the word, which implies meaning. Non-verbal sign is regularly referred to a picture or visual. Signs can be present in many aspects of life, and one of them can be found in mass media such as advertisement.

According to Dyer (1982), advertising is like a language, a system of differences and oppositions that are critical in the transfer of meaning. Advertisement has a function to create brand awareness, products, services and ideas, that can convince customers if the company's services or products ideas are best to buy. Generally, there are two kinds of advertisement: commercial and non-commercial. Commercial advertisement is used to promote or sell something. Meanwhile, non-commercial advertising is used as a form of media to educate or inform people. One of commercial advertisement is IKEA advertisement.

IKEA used to make many attractive advertisements that contained with a message. The goal of IKEA's messaging is to show their target audience that good design does not have to be expensive, and that anyone can afford a beautiful interior. Regarding the explanation above, the purpose of this study was to determine the verbal and visual signs contained in the advertisement and the meaning in the verbal and visual signs in IKEA's video advertisement "Home is a Different World". From the general overview on this advertisement, many signs are used in this ad and contain various meanings.

Some previous studies which are related to this study. One of them was about

semiotics analysis found on Covid-19 advertisement that carry the message from the advertisement. This study is study by (Trisnayanti, et al. 2021). And analysis of semiotics found in facial wash advertisement that focused on finding the verbal and visual sign and the meaning contained in the advertisement (Andriani, et al. 2021). Other latest related research was about discovering the meaning of verbal and visual signs in Loreal Paris advertisements (Andina, et al. 2021). The advertiser makes a good displayed and attractive design without omitting the essential message of the advertisement itself, it can be supported the advertisement delivered well toward the audience. This study aims to analyze the verbal and visual signs as well as the meaning of signs itself that portrayed in IKEA video advertisement “Home is a Different World”.

METHOD

In conducting this study, the data was taken from IKEA Singapore YouTube Channel entitled “IKEA-Home is a Different World” with duration 1 minutes 30 seconds. It was published on November, 5 2020. The video advertisement is a great combination of verbal and visual signs to maintain that people enjoy being at home. The data are collected through observation, searching, and downloading IKEA video advertisement “Home is a Different World” from IKEA YouTube channel, note-taking the verbal and visual signs of the advertisements, and classifying the data regarding verbal and visual signs by implementing Saussure’s semiotics theory cited in Chandler (2007). Then, it continued by examining the meaning of verbal and visual signs by using the theory proposed by (Barthes, 1967) and supported by the theory of color term proposed by (Wierzbicka, 1996). Thereafter, the data are analyzed by using the descriptive qualitative method. The data was presented by the informal method.

FINDINGS AND DISCUSSION

IKEA video advertisement “Home is a Different World” was evaluated based Semiotics theory by Saussure cited in Chandler (2007) as well as the theory of meaning by Barthes (1967). IKEA video advertisement “Home is a Different World” consist of verbal and visual signs. The verbal signs consist of words and sentences. Meanwhile, the visual sign is the form of a figure combined with facial expression, gesture and color.

FINDINGS

This study shows there are 20 verbal signs and 9 visual signs found in the IKEA video advertisement “Home is a Different World”. The table of data finding regarding the verbal and visual sign in the IKEA video advertisement “Home is a Different World” is provided in the section below.

Table 1. The Occurrences of Verbal and Visual Signs Found in IKEA’s Advertisement “Home is a Different World”

NO	ADVERTISEMENT	Occurrences of Verbal Signs	Occurrences of Visual Signs
1.	IKEA’s “Home is a Different World”	20	9
Total		20	9

Table 2. The Meaning of Verbal and Visual Signs Found in IKEA’s Advertisement “Home is a Different World”

NO	ADVERTISEMENT	Denotative Meaning	Connotative Meaning
1.	IKEA’s “Home is a Different World”	8	17
Total		8	17

According to the table of data finding, the type of verbal sign that often appears in form of sentences. Meanwhile, the type of visual sign that often appears is in the form of pictures and colors. The meaning of verbal and visual sign found in IKEA video advertisement is divided into two, the denotative and connotative meaning. The connotation meaning was found to be more dominant than the denotation meaning in this study because the advertisement used more hidden meaning to convey the message to the customer rather than the true meaning. Furthermore, the verbal and visual signs that have been found is analyzed according to the theory of Semiotics by Saussure, as cited by Chandler (2007) and theory of meaning by Barthes (1967) that is also supported by theory of color term proposed by Wierzbicka (1996).

DISCUSSION

In this section, the data regarding verbal and visual signs found in IKEA video Advertisement “Home is a Different World” are analyzed to describe the hidden messages contained in the advertisement. The analysis of each data is presented as follows.

1. The Analysis of Scene 1



Figure 1



Figure 2



Figure 3
Picture of scene 1 IKEA video advertisement “Home is a Different World”

The Analysis of Verbal Signs

The first verbal sign in this scene is *"The world is full of rules and regulations."* This verbal sign is categorized as a declarative sentence and is classified as having a denotative and connotative meaning. Denotatively this sign has an obvious meaning. Meanwhile, this statement has hidden meaning that conveys that we live in this world full of rules and decisions. According to collinsdictionary.com, "rules" refers to unwritten norms, whereas "regulations" refers to an official rule made by a government or other authority or written law, where these two things must be obeyed and implemented. This advertisement should inform people that all rules and regulations are in place to protect the lives of all people on the planet. It means that we live in a governed world and are governed by rules in our daily lives. These guidelines show us what is and is not appropriate to do.

The second verbal sign in this scene is *"But my home is full of joy and fun"*. In this context, the advertisement describes a house that is filled with joy. This advertisement should inform everyone if the house provides joy as an emotion that they experienced during their stay. The words "joy and fun" refer to a sense of great happiness and enjoyment in the activities we do at home with our beloved family. This verbal sign has connotative meanings because it represents spending time with family and relaxing together at home. When the people surround us we care about, we can feel joy.

The last verbal sign in this scene is *"It's lovely, so lovely."* In this context, the advertisement describes a house filled with joy. This advertisement should inform everyone if the house provides joy as an emotion they experienced during their stay. The words "joy and fun" refer to a sense of great happiness and enjoyment in the activities we do at home with our beloved family. This verbal sign has connotative meanings because it represents spending time with family and relaxing together at home. When the people surround us we care about, we can feel joy.

The Analysis of Visual Signs

The first visual sign in this scene is forbidding playing football on the wall near the pool. It represents a prohibition sign, indicating that football is not permitted here. This sign has meaning: people are not allowed to play football there. This visual sign signifies

that it is forbidden to play football in the swimming pool area because the floor is wet. The sign, which is located in the center of the wall, will immediately draw the attention of anyone who enters the swimming pool area. The use of white on the background of the signs increases the visibility of the signs. The black color represents someone kicking a ball at a sign. The sign is designed in such a way that it emphasizes this image even more. The red circle that frames the sign is meant to clarify its meaning, and the red line that marks the picture is meant to be a prohibition. According to Wierzbicka (1996: 315), red symbolizes danger or warning in general. Because red is a very striking color that can quickly focus attention, the use of red in this sign aims to emphasize the meaning of the prohibition on the sign.

The second visual sign is the picture of a bench in a park with the cross “X” sign on one side. A park bench has an X on one side, indicating that that section is not available for use. This picture denoted the park's background, which included big trees and grass that appeared to be less dry. The bench with the yellow X sign represents social distancing. During the COVID-19 pandemic, these signs are frequently found in many different locations. The park also appears deserted because it is still in the grip of the pandemic. The X on the bench is yellow with a black stripe. According to Wierzbicka's (1996) color theory, Yellow represents caution. The black line on the mark is intended to emphasize the X sign and make it more visible. This black and yellow combination makes the X sign clearly visible as a sign that indicating a caution.

The advertisement used that sign to inform the audience that some numerous rules and prohibitions must be followed. This life is not as liberating as we would like. There are some constraints that we must be aware of. This sign is actually related to the verbal sign next to it, which says, "The world is full of rules and regulations." This symbol emphasizes the meaning of the verbal sign. Furthermore, real life is not as liberating as we would like it to be because it is overly complicated.

The third visual sign in this scene is shows two people, a man and a woman, who are both excited and smiling. They appear to be very eager to do something based on their body gestures. The women wear a white shirt and a blue shirt as the outer. According to the theory of color from Wierzbicka (1996), white refers to goodness and creativity. White paves the way to the creation of anything the mind can dream up. It has connotative meaning because the women bring positive energy from within themselves to the people around them. The shirt's blue color can be interpreted as trust, loyalty, peace, and a positive aura. The woman in this scene represents positive energy, which the man behind her can sense as well. This advertisement demonstrates that doing fun things at home, such as decorating a room with our loved ones, can make us happy.

The analysis of scene 2



Figure 4

Picture of scene 2 IKEA video advertisement “Home is a Different World”

The Analysis of Verbal Signs

The first verbal sign in this scene is “*The world is waits for no one*”. This verbal sign tried to tell us the reality that the world never waits for anyone. The word "waits" here means that the world never expects to have all of its inhabitants. The term "no one" refers to all of the people who live on this planet. This verbal sign indicates that the world will never be ours, and it is true. It means that the world will continue to exist no matter what happens. It makes no difference whether we are happy, sad, tired, or upset. This verbal sign has a connotative meaning, which tells us about the reality of what is happening in the world and what will happen in the future. Everyone must concentrate and prepare for anything that may occur in this world, and thus dare to face it.

The second verbal sign in this scene is “*But my home always waits for me*”. It emphasizes that the house is always waiting for us to return. Home does not cease to be home for us no matter what circumstances we leave it in. "My home" can also refer to our family. Because home is more than just a physical location; it is also the people who live there. The following phrase is "always waits for me." The word "always" means "on all occasions," and this phrase means that the home will always be there for us, on all occasions. This verbal sign is classified as having a connotative meaning because the intended meaning of this sentence is that the door is always open if we want to return home in any condition. This advertisement tells us that no matter how far we travel or under what conditions we return home, our family will greet us with love.

The Analysis of Visual Signs

The visual sign in this scene is a woman who is sitting on the sofa while working and a man who comes with food. As demonstrated by the woman's expression, she was taken aback when the man arrived to deliver her food. This advertisement exemplifies concern and care. It can be seen in the man is care and attention by giving food to women who are busy doing their jobs. The room is comfortable and the quiet atmosphere facilitates the woman in her work. The woman in the IKEA advertisement is wearing an orange t-shirt, which is a good color to demonstrate communication with others. This color is also associated with optimism. Orange also represents happiness and warmth for the wearer. The man is dressed in soft purple and green pants. According to Wierzbicka's

(1996) color theory, purple is associated with loyalty and empathy. In this advertisement, the man appears to be loyal and cares deeply about the people he loves by bringing food to his partner, who is busy doing her homework. This advertisement is classified as connotative, which means that the man who used the green color is for those who want to highlight their charisma and feel more at ease at home.

The analysis of scene 3



Figure 5

Picture of scene 3 IKEA video advertisement “Home is a Different World”

The Analysis of Verbal Signs

The first verbal sign in this scene is “*The world gets heated*”. In this verbal sign the word "world" refers to all of the people, societies, and institutions on the planet in this sentence. And the term "heated" refers to being inflamed with passion or conviction. The full sentence is, "The world gets heated." It has connotative meaning because it emphasizes how the world or people become enraged. The speaker intends to convey to the audience that the world can become heated as a result of people's enthusiasm for their daily activities.

The second verbal signs in this signs is “*But my home is chill*”. This verbal sign emphasizes that we can still unwind at home no matter how heated the world becomes. The word "chill" refers to the unpleasant sensation of being relaxed at home. The full sentence is "But my house is chill," which has a connotative meaning because it implies that the house is a relaxing place to live by creating a peaceful and calm home environment that can save energy and reduce stress.

The Analysis of Visual Signs

The visual sign in this scene is a woman doing yoga in her living room. The woman is seen making a movement to raise one hand forward and backward. One leg is bowed forward, while the other is straight back. This is known as the "warrior pose." Because the floor was hard and cold, the woman used the rubber mat to allow her to move more freely and without pain. This movement has therapeutic and meditation benefits, allowing us to relax while also increasing our focus and awareness throughout the day. It deeply relaxes the mind and body and can even relieve muscle pain. This movement demonstrates the woman's balance.

The signifier represents the fact that we can do anything in the house with a limited amount of space, but we can do something relaxing. This also demonstrates that we can use the limited space in the house to carry out any activity. The woman is seen doing yoga in the living room, which is filled with small plants and gives the impression of a beautiful and fresh home. The room's windows are also seen to be open, allowing fresh air from outside to enter.

The gray color of the curtains can be interpreted as conveying a simple color. The woman's gray long-sleeved shirt represents balance and neutrality. This advertisement is connotative, which means that the woman who used the gray color represents those who want to emphasize their simplicity and become more balanced and relaxed when performing yoga movements. According to Wierzbicka (1996), white trousers are associated with neutral color. They can be matched with any bright clothes, categorized as connotative meaning, because the woman who wears white trousers is open and confident.

The woman does yoga in front of the window, aiming for good lighting because natural light from outside can help to create a calming environment when doing yoga indoors. Aside from that, ventilation is essential for yoga practice because it allows for oxygen replenishment in the room. The woman in the advertisement is portrayed as a simple person who can use the available space in her home to do something relaxing. IKEA gave the audience the idea to do the same thing, which is to be able to use all of the space that we have at home and make it useful for us.

CONCLUSION

The current study focuses on describing the hidden messages in IKEA video advertisement on YouTube. In this study found 20 verbal and 9 visual signs in which of those data carries a hidden message. The analysis of the IKEA video advertisement “Home is a different world” proves that the verbal and visual signs are closely related. When visual sign communication complements and accentuates verbal communication, the communication becomes more effective. The use of visual communication in this advertisement adjusts the meaning of any message delivered through verbal communication. As a result, the two components work together to make the advertisement interesting and appealing to the audience. Semiotics theory is used to conduct in depth analysis of signifiers and what they represent. The models encouraging expressions dominates this advertisement. Is to demonstrate to their target audience that comfort and functional design do not have to be expensive. They try to persuade their audience that they can have a beautiful home by using their idea from this advertisement.

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