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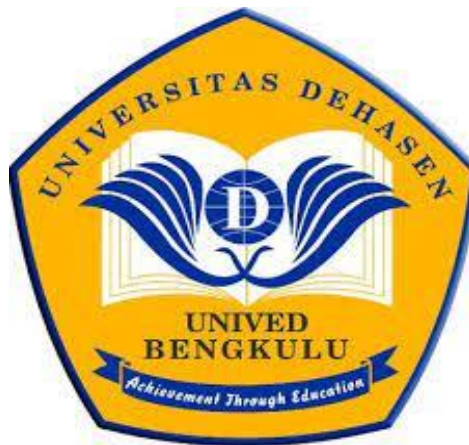
THESIS

Submitted as a partial fulfillment of the requirements for degree of Sarjana Sastra (S.S) in English Literature Department

By

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2024

DECLARATION OF FREE PLAGIARISM

I hereby declare that this thesis entitled "Semiotics Analysis of Moral Message in Cigarette Packs" is my own work, based on my personal research. I also state that I have quoted several statements and ideas from various sources, and all of them are recognized in the text.

Bengkulu, January 2024

Writer,

Muhammad Chafri Eza Dwi Putra

APPROVAL

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SEMIOTICS ANALYSIS OF MORAL MESSAGE IN CIGARETTE PACKS
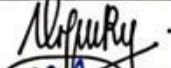
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On this occasion with great humality, the researcher would like to thank all of those who have given help and guidance so that this thesis can be finished. The thankful expression in intendedly given to:

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3. Mr. Dhanu Ario Putra, M.Hum as the Supervisor.
4. Mrs. Merry Rullyanti, M.Pd as the Co-Supervisor.
5. All staffs and lecturers of the English Literature Departement.
6. Family.

The researcher admits that thesis is not perfect and there are still many errors, therefore the researcher expects criticism and suggestions in this thesis .

Bengkulu, January 2024
The Writer,

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MOTTO

"Believe in yourself and all that you are. Know that there is something inside you that is greater than any obstacle"

DEDICATION

As an expression of gratitude, I dedicate this thesis to:

1. My Parents, Thank you for your unconditional love, sacrifices, and unwavering support. Your unwavering belief in my abilities and tireless support have been the foundation of my success. This thesis is a tribute to your unwavering dedication as guiding lights in my life. Thanks to your prayers and support, I am able to reach this point. Stay healthy and live longer, as you should always be present in every journey and accomplishment in my life.

2. My Siblings. Whenever I felt hopeless or doubtful, you were always by my side, providing encouragement and the belief that I could overcome it. Your words of encouragement and praise have given me additional strength to keep moving forward.

3. My Supervisor, Dhanu Ario Putra, M.Hum and My Co-Supervisor, Merry Rullyanti M.Pd, who always guide me and share ideas during the writing of this thesis.

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5. My Fellow Warrior. We have experienced so much together, from the beginning to the end of our journey in completing this thesis. You have been a source of support, knowledge, and inspiration for me. Together, we have endured late nights, pressure, and challenges with the strength of our friendship. Our shared anxieties, joys, and hopes have colored this journey. We support and uplift each other, pushing beyond our limits. Without you, this journey would have been much more difficult. I feel fortunate to share this meaningful moment with all of you. Thank you for this togetherness, and may we continue to grow together. Let's support each other and achieve success in our respective lives.

6. Last but not least, I wanna thank me. I wanna thank me for believing in me.   I wanna thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting.

ABSTRACT

SEMIOTICS ANALYSIS OF MORAL MESSAGE IN CIGARETTE PACKS

MUHAMMAD CHAFRI EZA DWI PUTRA

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This research investigates the semiotic elements and moral messages embedded in the images found on cigarette packs, specifically focusing on the types of sign-meanings (denotation, connotation, and myth) and their moral implications. Data were collected from 10 different cigarette packs and analyzed using Roland Barthes' semiotic theory The analysis reveals that all 10 packs contain denotation and connotation, while 8 packs also exhibit myth. Beyond these semiotic analyses, the research uncovers significant moral messages conveyed through the warning images. These pictures serve as stark reminders of the severe health consequences of smoking, prompting reflection on the ethical implications of tobacco consumption. They underscore the importance of informed decision-making and challenge the normalization of smoking within cultural contexts. In conclusion, the semiotic and moral analysis of cigarette pack images reveals a complex interplay between visual elements and societal perceptions. The findings highlight the dual role of these images in conveying direct health warnings and broader ethical considerations, ultimately advocating for a more informed and health-conscious   society.

Keywords: semiotics, barthes, cigarette packs

ABSTRAK

SEMIOTICS ANALYSIS OF MORAL MESSAGE IN CIGARETTE PACKS

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Penelitian ini menyelidiki elemen semiotik dan pesan moral yang tertanam dalam gambar-gambar yang terdapat pada bungkus rokok, dengan fokus khusus pada jenis-jenis makna tanda (denotasi, konotasi, dan mitos) dan implikasi moralnya. Data dikumpulkan dari 10 bungkus rokok yang berbeda dan dianalisis menggunakan teori semiotika Roland Barthes. Analisis mengungkapkan bahwa semua 10 bungkus mengandung denotasi dan konotasi, sementara 8 bungkus juga menunjukkan mitos. Selain analisis semiotik ini, penelitian mengungkap pesan moral yang signifikan yang disampaikan melalui gambar peringatan. Gambar-gambar ini berfungsi sebagai pengingat keras tentang konsekuensi kesehatan yang parah akibat merokok, mendorong refleksi terhadap implikasi etis dari konsumsi tembakau. Gambar-gambar ini menekankan pentingnya pengambilan keputusan yang berdasarkan informasi dan menantang normalisasi merokok dalam konteks budaya. Kesimpulannya, analisis semiotik dan moral dari gambar bungkus rokok mengungkapkan interaksi yang kompleks antara elemen visual dan persepsi masyarakat. Temuan ini menyoroti peran ganda gambar-gambar ini dalam menyampaikan peringatan kesehatan langsung dan pertimbangan etis yang lebih luas, yang pada akhirnya menganjurkan masyarakat yang lebih sadar dan peduli terhadapkesehatan.

Keywords: semiotika, barthes, bungkus rokok

LIST OF CONTENTS

CHAPTER I

INTRODUCTION

1.1 Background

According to Husin (2018) Linguistics is the study of language from a scientific perspective. However, linguistics is not the only field that studies language. Language is also studied in other fields of study such anthropology, psychology, communication science, and sociology. Linguistics can be understood historically as a science that arose out of anthropologists' wish to comprehend the community that they studied on a deeper level. The anthropologists prepared themselves with a command of the community's language in order to accomplish their goals. The subfield of Applied Linguistics emphasizes the use of linguistic concepts in the classroom to help students improve their ability to communicate in their native language or a second language (Holmes in Awal, 2022). One branch of linguistic which can be found in a symbol or sign is semiotic.

Mayr (2013) explains that the name semiotics (also known as 'semiology') is derived from the Greek word *semeion*, which means 'sign'. It is the study of signs and symbols with an emphasis on language; a sign can be any picture or hairstyle that serves as a means of communication. In light of this, semiotics is the study of sign meaning, which aids in people's ability to communicate more effectively and efficiently through signs they encounter. The field of semiotics

focuses on understanding how people create and interpret the meaning of signs and symbols, including how people visually communicate through metaphor, analogy, allegory, metonymy, symbolism and other means of expression. Semiotics is a part of the broader study of communication, including visual arts, graphic design and basic visual literacy. Graphic designers, artists and others working in visual communication must consider how symbols, signs and colors affect the interpretation of their works.

In the world of semiotics, Ferdinand de Saussure played a major role in the emergence of Structuralism, he also introduced the concept of semology (sémiologie; Saussure in Lustyantie, 2021). Based on his opinion about langue which is a sign system that expresses ideas, there is also an alphabetic sign system for the speech impaired, symbols in ritual ceremonies, signs in the military field. Saussure argued that langue is the most important system. Therefore, another science can be formed which studies signs in social life which is part of social psychology; he named it sémiologie. The word comes from the Greek sēmeîon which means 'sign'. Linguistics is a part of science that includes all signs. Semiotic rules can be applied to linguistics.

In Niswah (2022), Roland Barthes who read Saussure's work: Cours de linguistique générale, saw the possibility of applying semiotics to other fields. He has a view that is opposite to Saussure regarding the position of linguistics as part of semiotics. According to him, on the contrary, semiotics is part of linguistics because signs in this other field can be seen as language, which expresses ideas

(that is, is meaningful), is an element formed from signifiers, and is contained in a structure.

Nowadays, the case of semiotic also happened in our daily life. For example, in the pack of cigarettes. Cigarette products are not something foreign to our society. The large number of smokers and cigarette sellers seems to prove that cigarette products have become a part of people's lives. All of this cannot be separated from the cigarette industry which is increasingly aggressively promoting its products to consumers. Every day people can see various cigarette advertisements, although many people want cigarettes and their advertisements to be abolished for reasons of public health and their impact on the people around them. Cigarette factories have even put pictures on every pack of cigarettes they produce. The pictures placed on cigarette packs are intended for smokers to see and then think. It is not uncommon for there to be several sentences that explain the meaning of the images a little.

Moral is a term used to determine the limited of good character, will, temprament, opinion or action that can be said to be right, wrong, good, bad. (Abudin Nata in Niswah, 2022). The meaning of good and bad in certain matters is relative. That is, something that is considered good by people of one nation in general, is not necessarily the same for other people or other nations. So a person's view of morals, values, and tendencies is usually influenced by his nation's way of life. When studying semiotics as a field of sign science, the

researcher finds relationships between signs based on semiotics which have meaning and even moral messages. In this case, the pictures on cigarette packs.

There are five previous studies that related to this present research. First, a study conducted by Prasojowati (2019) entitled *"A Semiotic Analysis Found on The Cigarette Products"*. In that study, the writer did a semiotic analysis towards the visual images of cigarette product. The main point of its discussion is to proof that the visual images are according to the experts stated as the semiotic signs or not. The result of the study, the writer found semiotic sign that successfully brought the messages to the person who saw it.

Second, a research conducted by Niswah (2022) with the title *"Semiotics Analysis Moral Message of Film 'Hichki'"*. The study tells about a woman who has Tourette's syndrome and wants to become a teacher, but is difficult to accept because of a rare disease she suffers from. The purpose of the study is to provide meaning through semiotic analysis and moral messages that indirectly affect the audience's thoughts and behavior while watching the film. The result obtained from the study are that the moral messages contained in the Hichki film are persistence, independence, never give up, sincerity, cohesiveness, and honesty.

Third, a study conducted by Zainuddin and Saragih (2020) entitled *"Semiotic Meaning in Cigarette Advertisement Texts"*. The objectives of the study are to investigate the semiotic meanings applied in cigarette advertisement, to analyze how the meanings are applied in cigarette advertisement, to analyze

how the meanings are coded verbally and non-verbally, and to reason why it is used in the ways they are. The result showed that cigarette advertisements do not express explicitly their intention to suggest people to smoke either verbally or non-verbally due to government policy, but it representing relation between the verbal and non-verbal expression by elaborationg, manipulating and exaggerating.

Fourth, a study by Kevinia (2022) with a title *"Analisis Teori Semiotika Roland Barthes Dalam Film Miracle in Cell No.7 versi Indonesia"*. In this study, the writer interested in how the main character of the movie express his feelings as part of communicating. As a result, the writer understand that each human being has his or her way, and even the main character's method can be considered unique.

The last one is a study by Putri and Inayah (2022) entitled *"A Semiotic Analysis of Aladdin Movie by Using Roland Barthes Theory"*, The types of signs found are denotation, connotation, and myth. The writer found 38 types and meanings of semiotics by Roland Barthes consisting of 21 types and meanings of denotation, 13 types and meanings of connotation and 4 types and meanings of myth. The result of the study state that the type of semiotics of Roland Barthes can be used to explain the meaning of semiotics contained in it.

From the five previous studies above and as the fellow active smoker, the researcher found the similarity and differences with this present study. For the similarity to this present research, the previous studies above also analyzed about

the semiotics in movie or cigarette. However, the writer found a research gap which is to conduct a study about semiotics analysis moral message in pack of cigarettes. The researcher will use theory from Roland Barthes in Niswah (2022) to interpret signs from the pack and find out its moral message. Therefore, the writer will conduct a research with title "Semiotics Analysis of Moral Message in Packs of Cigarettes"

1.2 Statement of Problems

Based on the background, the researcher proposes research questions.

1. What are the types of sign-meaning of pictures found in pack of cigarettes

2. What are the moral message of the pictures from pack of cigarettes?

1.3 Objectives of the Study

The objectives of this research are:

1. To find out the types of sign-meaning of pictures found in pack of cigarettes

2. To find the moral message of the pictures from pack of cigarretes.

1.4 Significance of the Study

1.4.1 Theoretically

As theoretically of the study, can add some differences and new knowledge for study as a literature student and would make easy to understand the meaning between the materials and theories. On this

research, describing semiotics not only for linguist but also can use to analyzing other things,

1.4.2   Practically

As materials to study, could use to practice to give some of criticism of literary theories as new contribution to get new knowledge over time.

1.5 Scope and Limitation of the Study

This study is limited on the analysis of types of sign of semiotic analysis based on Roland Barthes theory which divided into three types: denotation, connotation, and myth. This study only dicusses the semiotic analysis found in 10 packs of cigarettes usually found.

1.6 Definition of Key Terms

There are several definitions of key terms that can be used to better understand used in this study:

1. Semiotics is a branch of linguistics, especially in semantics that studies a wide range of objects, events, rules, and norms that enable signs to have meaning and significance.

2. In theory, Barthes in Niswah (2022) develops semiotics in two stages, namely denotation and connotation. The two meanings play an imporant role in semiotics. The first stage in the meaning of Roland Barthes is denotation. The meaning of denotation develops into connotative meaning

and the third meaning that expands from the expansion of connotation is myth.

3. A cigarette is a thin cylinder of finely cut tobacco leaves rolled in paper for smoking.

CHAPTER II

LITERATURE REVIEW

2.1 Semiotics

Semiotics is a branch of semantic science. The word semiotics itself is of English origin and means semiotics. Semiotics is derived from the Greek words semion, meaning sign, and seme, meaning sign interpreter (Dianiya, 2020). Everything in life has its own signs and meanings. Characters include words, signs, traffic lights, flags, symbols, and more. Therefore, symbols cannot be separated from life. The word semiotics has its etymology in Greek, where "semeion" means sign. The definition of a sign is something that can be interpreted to signify something else based on long-standing societal norms. Terminologically speaking, semiotics is a science that examines a broad variety of items, occasions, and signs across all civilizations. (Niswah, 2022)

Semiotics is the science used to interpret a sign, where language is the top layer of signs that have a certain message from society (Fai, 2021). Semiotic theory is said to be a very important theory because grammar is a sign. Therefore, language contains signifiers and signifieds. Semiotics has a big role in interpreting many things. Studying signs or symbols means studying language, even though at first glance the language does not have any meaning. According to Barthes, semiotics is the science of interpreting signs, where language is also a combination of signs that have certain messages from society. Signs can also

include songs, dialogue, notes, logos, images, facial expressions and gestures. Body movement is a movement that a person does unconsciously and without any engineering or lies. Actually, this movement does not want to be given or carried out, but this movement cannot be controlled and will even go away by itself. From these movements we can immediately find out what they are really feeling or just saying.

Semiotics is generally a science or analytical method for studying signs. Signs are devices we use to try to find our way in this world, between people and with people (Sobur, 2017). Semiotic signs in cinema are pictographic signs, namely signs that describe something. In one of the first studies of cinematic phenomena with a semiotic orientation, namely in JM Peters' thesis De taal van de film, quoted by Zoest (Sobur, 2017), which reads: "We can almost say that all our research is a theory of signs- symbolic sign.

In another sense, semiotics is a science or method of analysis to study signs. Semiotics or in Barthes's terms, semiology, basically wants to study how humanity (humanity), interpret things (things), interpret (to sinify) in this case cannot be confused by communicating (to communicate). Meaning means that objects not only carry information, in this case where the objects want to communicate, but also constitute a structured system of signs. According to (Sobur, 2017) Semiotics is one part of the form of qualitative research. Semiotic analysis to examine more deeply about the meaning contained in the characteristics. Through semiotic analysis, most of the feature systems in media

studies can be analyzed by looking for the meaning behind the characteristics. Research using semiotic analysis is a research method for the study of communication that tends to be more towards the source or reception of messages

From several definitions above, the researcher concludes that semiotics is a study about signs. Semiotics is a science or method to analyze signs. Then, all of the things in this world are signs, and although there are some things that have no intrinsic meaning, they can be sings if we invest them with meaning.

2.2 Roland Barthes' Semiotics Model

In the world of semiotics, Ferdinand de Saussure played a major role in the emergence of Structuralism, he also introduced the concept of semology (sémiologie; Saussure, 1972: 33). Based on his opinion about langue which is a sign system that expresses ideas, there is also an alphabetic sign system for the speech impaired, symbols in ritual ceremonies, signs in the military field. Saussure argued that langue is the most important system. Therefore, another science can be formed which studies signs in social life which is part of social psychology; he named it sémiologie. The word comes from the Greek sēmeîon which means "sign". Linguistics is a part of science that includes all signs. Semiotic rules can be applied to linguistics.

In 1956, Roland Barthes, who read Saussure's work: *Cours de linguistique générale*, saw the possibility of applying semiotics to other fields. He has a view that is opposite to Saussure regarding the position of linguistics as part of

semiotics. According to him, on the contrary, semiotics is part of linguistics because signs in this other field can be seen as language, which expresses ideas (that is, is meaningful), is an element formed from signifiers, and is contained in a structure.

In Barthes' semiology, denotation is the first level of significance system, while connotation is the second level. In this case, denotation is actually more associated with closure of meaning. As a reaction against this oppressive denotational literalism, Barthes tried to get rid of and reject it. For him there are only connotations. He further said that "literal" meaning is something natural, known as significance theory. This theory is based on the theory of signs put forward by Ferdinand de Saussure, only the meaning is expanded by means of meaning which takes place in two stages. The sign (signifier and signified) in the first stage and unite so that it can form a signifier in the second stage, then in the next stage the merged signifier and signified can form a new signified which is an expansion of meaning.

For example, the signifier (sound image), a rose, has an RI relationship (relationship) with the signifier (concept) "a flower that has stacked petals and is fragrant". After the signifier and signified are united, the second stage of meaning arises in the form of expansion of meaning. The sign in the second stage is called connotation, while the meaning in the first stage is called denotation. Barthes not only suggests an expansion of meaning, but also displays an expansion of form which he calls metalanguage. As has been explained, the same process occurs but

there is a difference, namely that after the signifier and signified unite, what emerges is the second stage in the form of expansion of form. The marker in this second stage becomes "ros". This marker is called metalanguage. In fact, the terms denotation and connotation have been known for a long time. Barthes's service is to show the process by which these two terms came into being so that it becomes clear where the expansion of meaning comes from.

Thus, Barthes' semiology is composed of levels of the language system in two language levels. Language at the first level is language as an object and language at the second level is called metalanguage. This language is a sign system that contains signifiers and signifieds. The second sign system is built by making the first level signifier and signified into a new signified which then has its own new signifier in a new sign system at a higher level. The first sign system is called denotation or terminological system, while the second level sign system is called connotation or rhetorical or myth. With a description like this:

1. Denotation

    The denotation is a meaning that has a direct character and is a description for a sign. Denotation is the true meaning of a word and is objective in nature. For example, a movie scene that says 'good monkey`. The denotation meaning of 'monkey' is a mamal of the primate species.

2. Connotation

    The connotation is a second stage semiotic called Roland Barthes. The word connotation comes from the Latin 'connotare' which means 'to be

meaning' and refers to a separate or different cultural sign from words in other forms of communication. The connotation is a word that has another meaning behind it or a meaning related to a word and it is figurative. (Septiana, 2019). In conclusion, the meaning of connotation is the idea or feeling that accompanies a word. Every scene in the movie has a message or code that will produce a hidden meaning in it to convey a message to the observer (Bintariana, 2019). For example, the scene movie said 'I like a shooting star'. The phrase of shooting star.

3. Myth

Barthes states in his theory that myth is a development of the hidden connotations of objects in the signification process. The connotation marking system becomes ideology in society which is called myth. Myth is not a concept, idea, idea or object but myth is a way to express the message resulting from someone's speech (Sobur, 2017). For example, a shady and dense banyan tree gives rise to the connotation is `sacred` because it is considered the dwelling place of sentient beings find.

2.3 Cigarettes

2.3.1 Cigarettes History

According to (Rogers, 2023 in Britannica) Cigarette, paper-wrapped roll of finely cut tobacco for smoking; modern cigarette tobacco is usually of a milder type than cigar tobacco. The Aztecs smoked a hollow reed or cane tube stuffed

with tobacco. Other natives of Mexico, <u>Central America</u>, and parts of <u>South America</u> crushed tobacco leaves and rolled the shreds in <u>corn</u> (maize) husk or other vegetable wrappers. But it was the <u>cigar</u> rather than this <u>prototype</u> of the cigarette that the conquistadors brought back to Spain as a luxury for the wealthy.

Early in the 16th century beggars in Sevilla (Seville) began to pick up discarded cigar butts, shred them, and roll them in scraps of <u>paper</u> (Spanish *papeletes*) for smoking, thus improvising the first cigarettes. These poor man's smokes were known as *cigarrillos* (Spanish: "little cigars"). Late in the 18th century they acquired respectability and their use spread to Italy and Portugal; they were carried by Portuguese traders to the Levant and Russia. French and British troops in the <u>Napoleonic Wars</u> became familiar with them; the French named them cigarettes. Forty years later another generation of French and British troops, fighting in the <u>Crimean War</u>, made the <u>acquaintance</u> of Turkish cigarettes. At the same time, cigarettes were becoming popular in the <u>United States</u>. British taste later switched to cigarettes filled with unmixed Virginia tobacco, but the U.S. market developed a preference for a blend including some Turkish tobacco.

At first, all cigarettes were made by hand either by the smoker or in factories. The factory process consisted of hand rolling on a table, pasting, and hand packaging. In 1880 <u>James A. Bonsack</u> was granted a U.S. patent for a cigarette machine in which tobacco was fed onto a continuous strip of paper and was automatically formed, pasted, closed, and cut to lengths by a rotary cutting

knife. The Bonsack machine was imported to England in 1883. In the next few years the cigarette industry developed in several European countries. Improvements in cultivation and processing that lowered the acid content of cigarette tobacco and made it easier to inhale contributed to a major expansion in cigarette smoking during the first half of the 20th century. During World War I the prejudice against smoking by women was broken, and the practice became widespread among women in Europe and the United States in the 1920s. In the 1950s and '60s research produced medical evidence that linked cigarette smoking with health hazards, especially with lung cancer, emphysema, and heart disease. In some countries, notably the United Kingdom and the United States, measures were taken to discourage the use of cigarettes. In the 1980s and '90s, despite growing awareness of the health risks involved, smoking continued to increase, with greater consumption in less-developed countries offsetting the effects of antismoking sentiment elsewhere.

2.3.2 Cigarettes in Indonesia

After China, Indonesia is the second-largest cigarette market in Asia. Given that the Indonesian population numbers over 255 million and around two-thirds of Indonesian men consume tobacco-related products, it implies that there exists a huge market. The Tobacco Atlas states that there are 53.7 million active adult smokers and 2.6 million active youth smokers in Indonesia. These figures make Indonesia the third-largest cigarette consumer (after China and Russia). It is estimated that an Indonesian smoker uses about 5 - 7 percent of his/her monthly

income to purchase cigarettes or other tobacco-related products. (Indonesia Investment, 2020)

Meanwhile, the World Health Organization (WHO) claims that a much bigger portion of the Indonesian population can be labelled 'smoker'. The WHO stated that there were 95 million smokers in Indonesia in 2015, and - more alarmingly - 20 percent of the Indonesian youth were categorized as smokers, while WHO research also indicates that the country's youth start smoking younger and younger. In fact, Indonesia's cigarette manufacturers are specifically targeting the nation's youth; a source of income for decades to come. It should also be pointed out that there are millions of passive smokers in Indonesia. Another factor that supports cigarette consumption in Indonesia is that citizens have easy access to cigarettes, not just because of the wide distribution network that makes cigarettes available in all corners of the archipelago but also because of the relatively low price that is charged for a package of cigarettes. Nowhere on earth a package of cigarettes is as cheap as in Indonesia. On average, a package costs USD $1.4 a piece in Indonesia.

Widespread consumption of tobacco products in Indonesia implies negative consequences for the general health of the population. This also jeopardizes the fruits of Indonesia's demographic bonus. Indonesia is blessed with a large and young population (around half of the population is below the age of 30) and therefore the country contains a - potentially - large productive group of people that should boost the country's economic growth in the next two decades (a

recent World Bank report sees an ageing Indonesian population after 2040). This large, productive population is a valuable asset to the economy provided it can be absorbed by <u>employment opportunities</u>, enhance their skills, and remains healthy. Health is important to remain productive. Moreover, physical illnesses (such as heart diseases) cause economic costs that need to be carried by the government and society. Therefore, many institutions say the government needs to raise efforts to combat widespread smoking in Indonesia. However, the tobacco industry is also a great source of income for the government through excises and taxes. Furthermore, a growing tobacco industry also impact positively on other businesses. For example, Indonesia's media institutions obtain a significant part of their revenues through tobacco advertisement. Interestingly enough, several big media institutions in Indonesia are owned by politicians (or politically-linked businessmen) and therefore it is understandable that the government is not that eager to combat smoking in Indonesia in a more fiercely way. Cigarette smoke inhaled by active smokers contains about 4,000 chemicals and is associated with at least 25 diseases in the human body.

The Indonesian government is facing a dilemma: to curtail tobacco consumption in order to enhance people's health or miss out on additional tax income from the tobacco industry. As such, the government seems to take a 'middle-of-the-road approach' regarding its stance toward cigarette consumption. On the one hand it has implemented measures to discourage smoking but on the other hand it has refrained from implementing several key policies that would

undermine consumption of tobacco in the nation. For example, Indonesia is one of the few Asian countries that is yet to ratify the World Health Organization (WHO)'s Framework Convention on Tobacco Control (FCTC). The FCTC mandates strict limits on tobacco advertising, sponsorship, production, sale, distribution and taxation in order to protect the present and future generations of people from the devastating health, social, environmental as well as economic consequences of tobacco consumption and exposure to tobacco smoke. Obviously, Indonesia's tobacco companies have objected to this document.

However, the government has also implemented various measures over the past couple of years that were aimed at curbing cigarette consumption in Indonesia. For example, scope for cigarette advertisement has been curtailed (but not prohibited), graphic warnings on cigarette packages have become mandatory, and the government raised excises on tobacco-related products more than once in recent years. Indonesia's larger cigarette manufacturers, those that control a large portion of the market, are expected to cope more easily with such tougher anti-smoking policies compared to the smaller ones as the larger companies have well established brands, better liquidity, higher cash reserves, the capacity to offer new innovative products and are more successful in curbing operational costs.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

This research used descriptive qualitative method. This method was to explain how the semiosis process is formed and focuses on finding meaning and moral message in packs of cigarettes. According to Denzin and Lincoln (2018), Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. So, this descriptive approach studies something in its natural setting and tries to understand or interpret phenomena or analyze descriptive data such as writers or verbal, on the objects observed in this study, whereas qualitative research also analyzes data from outside whose data is still not correct.

3.2 Focus Determined Boundary

This research focused on media research. The writer chose 5 packs of cigarettes as the object in this study. The setting of the object is in Indonesia, 2024. The main objective of the study is pictures in 5 packs of cigarettes. The event of this research is semiotics analysis of moral message in packs of cigarettes

3.3 Data Source

The source of data in this research is 10 packs of cigarettes in Indonesia with brand names: Surya, Bull, On Line, Esse, Djarum Black, LA Ice Menthol, Sampoerna Mild, LA Ice Purple Boost, Evo, and Marlboro. Cigarettes are items that have become part of everyday life, for both active and passive smokers. In developed countries, the cigarette industry is increasingly being reduced by government campaigns. However, in Indonesia the role of cigarettes as a source of state income is currently still large.

3.4 Data

Data is related to the subject of research from which the date is obtained. Siswantoro (2020) stated that the data in this research are divided into two, such as primary data and secondary data.

1. Primary Data

   Source of data primary in this research is the data will obtained by analyze, describe, and clasify the data from pictures and colors of cigarette packs.

2. Secondary Data

   Secondary Data is a data source that supports and complements primary data sources. In supporting the data, the writer also use literary work as the reference and orientation from theory and internet to find the topic that related with this research.

3.5 Data Collection Technique

Data collection methods can be defined as the process and the way of conducting research. In this research, the writer took the data from 5 packs of cigarettes. The data here are in the form of words. Adler & Adler in Rastina (2021) states that observation is one of the basic of all deep data collection methods qualitative research, especially about the social and behavioral sciences of human. In Hasyim (2018), say that the point of observation is process of systemic observation of human activities and physical arrangements where these activities place continuously from the activity natural place to produce facts.

Morris in Juni (2021) defines observation as a note-taking activity a symptom with the help instruments and recording it with scientific or other purpose. It is further said that observation is a collection of impressions about the world around you based on all the ability to perceive the human senses.

CHAPTER IV

FINDINGS AND ANALYSIS

4.1 Findings

In this research, reseacher have collected data from 10 packs of cigarettes. The data collected were then processed to respond the statement of problems in chapter one. Discussion was based on the theories and objects to apply the semiotics Roland Barthes based in Niswah (2022) to 10 packs of cigarettes. In analyzing 10 packs of cigarettes, the writer focused on denotation, connotation, myth, and the moral message from each image of the packs. After getting the types denotation, connotation and myth, the writer will describe the moral message from the packs of cigarettes.

4.1.1 Denotation, Connotation, and Myth in 10 Packs of Cigarettes

The writer collected the data by using observation and note taking. the writer collected 10 packs of cigarettes and observe the image In it repeatedly and carefully before analyzing the data. The result of observation was as follows.

Table 4.1 Denotation, Connotation, and Myth found

Pack	F		
	D	**C**	**M**
Sampoerna Amild	✓	✓	✓
Djarum Black	✓	✓	✓
LA Ice Blue	✓	✓	✓

LA Ice White	✓	✓	✓
Bull	✓	✓	✓
Diplomat Evo	✓	✓	✓
Surya Gudang Garam	✓	✓	✓
Esse	✓	✓	✓
Marlboro Black	✓	✓	x
ON Line	✓	✓	x
Total	10	10	8

Regarding the table above, there were 10 Denotation and Connotation, and 8 Myth found in 10 packs of cigarettes.

1). Denotation

The denotation is a meaning that has a direct character and is a description for a sign. Denotation is the true meaning of a word and is objective in nature. For example, a movie scene that says 'good monkey`. The denotation meaning of 'monkey' is a mamal of the primate species. Therefore, denotation in 10 packs of cigarettes found in all packs as a brief explanation of the warning pictures.

Image 4.1

Datum 1

Denotation: *Merokok sebabkan kanker paru*

Object : Sampoerna Amild pack

The writer found denotation on the cigarette pack above because the warning image contains a sentence that explains the image (*Smoking causes lung cancer*). Considering that denotation is the original meaning, the writer can confirm that there is denotation in the cigarette pack above.

Datum 2

Denotation: *Karena merokok saya terkena kanker tenggorokan*

Object : Djarum Black and LA Ice Blue

The writer found denotation on the cigarette pack above because the warning image contains a brief explanation below the image (*Because of smoking, I got throat cancer*). Considering that denotation is the original meaning, the writer can confirm that there is denotation in the cigarette pack above.

Datum 3

Denotation: *Merokok sebabkan kanker mulut*

Object : Diplomat Evo and Surya Gudang Garam

The writer found denotation on the cigarette pack above because the warning image contains a brief explanation below the image (*Smoking causes mouth cancer*). Considering that denotation is the original meaning, the writer can confirm that there is denotation in the cigarette pack above.

Datum 4

Denotation: *Rokok merenggut kebahagiaan saya satu persatu*

Object : Marlboro Black and ON Line

The writer found denotation on the cigarette pack above because the warning image contains a sentence that explains the image (*Cigarettes took away my happiness one by one*). Considering that denotation is the original meaning, the writer can confirm that there is denotation in the cigarette pack above.

2). Connotation

The connotation is a second stage semiotic called Roland Barthes. The word connotation comes from the Latin 'connotare' which means 'to be meaning' and refers to a separate or different cultural sign from words in other forms of communication. The connotation is a word that has another meaning behind it or a

meaning related to a word and it is figurative. (Septiana, 2019). In conclusion, the meaning of connotation is the idea or feeling that accompanies a word. Every scene in the movie has a message or code that will produce a hidden meaning in it to convey a message to the observer (Bintariana, 2019). For example, the scene movie said 'I like a shooting star'. The phrase of shooting star. Then, in 10 packs of cigarettes, the writer created a Google Form and asked each smoker for their opinion to see if there was a connotation or not.

Datum 5

Image 4.5

Connotation: *Premium dan Kemasan rokok sampoerna terlihat minimalis namun iconic dan menarik dalam menarik konsumen rokok*

For short, connotation means a person's feelings towards an object. The writer were able to find connotation in the cigarette pack above from the opinion of an active smoker in google form who felt that the cigarette pack above felt premium.

Datum 6

Connotation: *Kemasan rokok black terkesan bland namun tampak gagah*

While the picture on the cigarette pack above shows what the condition of throat cancer is, the writer found connotations in the opinion of active smokers who have the opinion that they feel brave when consuming the cigarettes above.

Datum 7

Connotation: *Sebaiknya gambar dampak merokok tersebut di ganti karena itu terlalu vulgar atau bisa di katakan terlalu menjijikan*

Object : Diplomat Evo and Surya Gudang Garam

One in four active smokers who gave their opinion on the shared Google form thought that the image on the cigarette pack above made them cringe because it looked disgusting.

Datum 8

Connotation: *Merokok hanya membuat susah diakhir, karena bisa membuat sakit*

Object : Marlboro Black and ON Line

As explained above, connotation refers to the feelings experienced by active and passive smokers. One in four people filling out the google form shows an indication of connotation because they can feel the feeling of fear that actively smoking will only make them sick in the end.

3). Myth

Barthes states in his theory that myth is a development of the hidden connotations of objects in the signification process. The connotation marking system becomes ideology in society which is called myth. Myth is not a concept, idea, idea or object but myth is a way to express the message resulting from

someone's speech (Sobur, 2017). For example, a shady and dense banyan tree gives rise to the connotation is `sacred` because it is considered the dwelling place of sentient beings find. Therefore, in 10 packs of cigarettes, the writer only found 8 data (some data has the same pictures).

Datum 9

Image 4.9

Myth: *Produk rokok premium dan sangat mantab kualitasnya*

Object : Sampoerna Amild

Semiotic principles are effectively used in communication design as a strategic tool within brand management, marketing and advertising. Brands are able to create a positive emotional connection between their brand and target audience with the use of cleverly implemented semiotic signs and symbols that reflect the consumers behaviours. The ultimate goal when using semiotics in advertising is to persuade the target audience to buy the advertised product. For Myth, Myth in

semiotics means a feeling that reach out the user, in this case the active smoker. Therefore, myth found in cigarette pack above is the feeling that the smoker felt when they saw its packaging is premium and best quality.

Datum 10

Myth: *Untuk gambar di atas, saya sangat setuju dengan gambar dampak merokok seperti ini karena tidak terlalu menjijikan*

Object : Djarum Black and LA Ice Blue

The overall myth relating to this cigarette pack is the idea of proper warning packaging. It can be confirmed by opinion of one by four people who fill the google form about the warning picture of cigarettes pack by saying agreement to the picture above.

Datum 11

Myth: *Gambar kanker mulut ini bisa menjadi ancaman serius bagi para perokok*

Object : Diplomat Evo and Surya Gudang Garam

The writer discovered the myth in the cigarette pack above after getting the opinion of one of four people who filled out the Google form that after seeing the cigarette pack above, he felt that consuming cigarettes could be a very serious threat.

Datum 12

Image 4.12

Myth: No myth found

4.1.2 Moral Message

Indonesia, like many countries grappling with the challenges of tobacco consumption, has implemented a distinctive strategy to curb smoking rates: graphic warning labels on cigarette packaging. These warning images, stark and often unsettling, serve as a visual reminder of the health risks associated with smoking. Beyond their practical purpose of informing consumers about the dangers of tobacco use, these pictures carry a profound moral message, addressing not only individual health but also broader societal responsibilities and ethical considerations.

At first glance, these warning images may seem like mere deterrents, aimed at dissuading individuals from lighting up. However, their moral significance extends far beyond immediate behavior modification. By

prominently displaying the gruesome consequences of smoking—ranging from cancerous lungs to disfigured faces—these pictures confront smokers with the ethical implications of their actions. They compel individuals to reflect not only on the harm they inflict upon themselves but also on the potential harm they cause to others, including loved ones who may suffer the consequences of secondhand smoke. Moreover, these warning pictures underscore the moral imperative of informed choice. In a society where smoking is deeply ingrained in cultural practices and social norms, individuals may underestimate the severity of its health repercussions. By presenting undeniable visual evidence of the toll that smoking takes on the human body, these images empower consumers to make more conscientious decisions about their habits. They emphasize the importance of autonomy grounded in knowledge, challenging the tobacco industry's efforts to downplay the risks of their products.

In conclusion, the warning pictures on Indonesian cigarette packs convey a multifaceted moral message that transcends their immediate purpose of informing consumers about the health risks of smoking. They prompt reflection on individual choices, societal obligations, and broader ethical considerations related to public health and social justice. By harnessing the power of visual storytelling, these images challenge us to confront the consequences of tobacco use and work towards a healthier, more equitable future for all.

4.2 Analysis

This research aimed to find sign-meaning of pictures in the packs of cigarettes using Roland Barthes theory in Niswah (2022). The research finding showed that there were 4 data about denotation and connotation and 3 myth's data. The type of sign-meaning pictures were divided into denotation which found in all 10 packs of cigarette (*Sampoerna Amild, Djarum Black, Marlboro, Evo, LA Ice blue, Surya, ON Line, LA Ice white, Esse, Bull*), Connotation also found in all 10 packs of cigarette (*Sampoerna Amild, Djarum Black, Marlboro, Evo, LA Ice blue, Surya, ON Line, LA Ice white, Esse, Bull*), and the writer only found 8 myth in 10 packs of cigarette; *Sampoerna Amild, Djarum Black, Evo, LA Ice blue, Surya, LA Ice white, Esse, Bull*. Another finding was the meaning or interpretation of each type of sign-meaning which has been described in this chapter.

Signs are composed of two analytically distinctive elements that have an interdependent relationship, which are referred to as the signifier and the signified. The signifier denotes the perceptual component/physical representation of the sign and the signified connotes an associative/conceptual meaning. Another way to describe this is the signifier is 'what we see' and the signified is 'how we see it'. Denotation is the first order of signification that conveys a signs literal meaning. Denotation is what recognises, describes and identifies a sign. That's why in all 10 packs of cigarettes, the writer can found all the data described below the warning pictures.

Moreover, Grant (2016) described connotation is the second order of signification that relates a socio-cultural association/conceptual meaning. Connotation is a result of previously conceived ideas, personal associations and emotional responses related to a sign. Because of that, the writer distributed a google form to 4 active smokers and asked for their opinion about the picture on the cigarette packs. The average gives an opinion like "*Cigarette packaging that feels premium, iconic and minimalist, cigarette packaging that shows masculinity, as well as opinions that explain that the warning pictures on cigarette packaging made him feel disgusting and cringe*".

Furthermore, myth is combination of the denotative and connotative meaning of a sign that extends to a greater mythological or ideological idea. Myth is when "the sign reflects major culturally-variable concepts underpinning a particular worldview – such as masculinity, femininity, freedom, individualism, objectivism, Englishness and so on" according to Chandler in Grant (2016). The traits of this myth are what those cigarettes is suggesting us will embody if we buy the product as stated above, most smokers feel that cigarette packs make them look more manly and masculine.

Last, moral message that can be found from research on 10 packs of cigarettes is that the picture is placed on each pack of cigarettes to warn smokers that cigarettes cause many deadly diseases and take away a person's happiness. However, many smokers are already addicted to smoking so they don't pay much

attention to this image. They look more at cigarette pack models that look attractive than at the warning pictures.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Regarding to the research findings, it can be concluded that all cigarette packs that have warning pictures have denotation and connotation, and for myth, only two pictures with bandaged bodies do not have myth. Another finding is that the moral message that smokers immediately understand is about smoking can cause various deadly diseases as stated in the warning picture on each cigarette pack and it is hoped that they will not consume cigarettes.

5.2 Suggestion

Based on the conclusions above, the author would like to suggest further reserachers who are interested in analyzing signs in cigarettes packs to learn more about the meaning of semiotics by Barthes and other experts. The writer also suggests studying Barthes's semiotic theory in depth to get the clearest meaning of the signs expressed in an object. Especially the signs based on the other things like in movie, ads, memes or even other types of media. Another writers can further analyze the signs that appear in a movie based on its colors, shapes, and concepts or find all these signs to get more experience and clear meaning of the signs in other media.

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APPENDIX