

Semiotic Analysis: Decoding Signs and Messages on Grand Filano YouTube Ads

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Abstract- In the rapidly evolving digital advertising landscape, understanding how semiotic elements function is crucial for creating effective advertisements. A deep understanding of semiotics is essential for grasping how advertisements convey complex meanings to their audiences. While semiotic analysis is commonly applied in advertising, there is still a gap in understanding how signs and messages in digital commercials work together to create meaning. This study explores the interpretation of signs and messages in the Grand Filano YouTube advertisement by applying Saussure's semiotic theory (Lepschy, 1985), (Barthes, 1977), and Wierzbicka' (1996). The goal is to uncover how these semiotic elements combine to communicate meaningful messages. This research employs a qualitative approach, using direct observation to collect data from the Grand Filano YouTube ad. The data collection involved observing and categorizing written text, slogans, visuals, colors, and non-verbal communication. The findings reveal that the Grand Filano advertisement effectively integrates these components to convey complex messages. The signs carry both denotative and connotative meanings that enhance the ad's impact. For instance, vibrant colors convey energy and confidence, while neutral tones suggest purity and luxury. The study concludes that the combination of signs and messages generates powerful meanings and influences the audience. This research provides practical insights for marketers, highlighting the strategic use of color and symbolism to craft more persuasive and engaging advertisements.

Keywords: Semiotics, Advertising, Signs, Messages

I. INTRODUCTION

People communicate and interact with others every day using both spoken and written language. As social beings, humans rely on communication to fulfill various needs, whether through verbal, non-verbal, or written forms (Mehrabian & Blum, 2003). Body gestures and facial expressions, often unconsciously, accompany verbal communication, contributing to the richness and depth of human interaction. According to O'Grady et al. (1996), language is not only a tool for expressing thoughts and sharing ideas but also a vehicle for achieving

specific goals. Semiotics, the study of signs and symbols, is pivotal in deciphering how meaning is constructed in communication, making it a powerful framework for analyzing complex interactions within various mediums, including advertising.

In modern advertising, semiotics plays a crucial role in decoding how signs—verbal, visual, and symbolic—work together to convey messages that resonate with consumers. Social semiotics, as discussed by Gualberto and Kress (2019), extends this framework to include the societal and interactive dimensions of meaning-

making, particularly in digital media. Social media, which has developed at an accelerated pace, has become a major platform for advertising, allowing messages to spread rapidly to large audiences (Maria et al., 2020). The sheer volume of advertisements published on platforms like YouTube highlights the need to understand how these semiotic elements are orchestrated to persuade and influence consumers. Advertisements are designed not only to inform but to evoke emotional responses and create associations with a product or brand (O'Halloran, 2022).

Despite the growing body of research on semiotics, there remains a noticeable gap in how digital advertisements integrate multiple semiotic layers, particularly verbal, non-verbal, and color elements working synergistically to create meaning. While much of the existing research dissects these components separately, few studies examine their collective impact in digital marketing. For instance, while studies like Leone et al. (2020) have applied semiotic theory to understand conspiracy theories and media messages, they do not address the complex interplay of semiotic elements in advertising.

The current study addresses this gap by focusing on the Grand Filano YouTube advertisement, which showcases a scooter brand emphasizing style, sophistication, and urban mobility. This advertisement is particularly significant for semiotic analysis because it employs a range of semiotic techniques—such as color schemes, visual symbolism, and subtle textual cues—to create a cohesive message that appeals to modern, fashion-conscious consumers. The Grand Filano ad stands out for its combination of aesthetic appeal and strategic branding, making it a compelling example of how digital advertising can integrate semiotic elements to influence consumer perceptions and emotions (Niu, 2020).

Previous studies, such as Trinadi et al.'s (2022) analysis of the AQUA Life advertisement, have explored the interaction between verbal and non-verbal signs in promoting environmental sustainability. Similarly, Pratiwi et al. (2022) examined how the "IDÔLE Lancôme" perfume advertisement used color and body language to convey messages of female empowerment. Agustini et al. (2017) also provided insights into how Maybelline lipstick advertisements utilize empowering verbal phrases and visual cues to promote feminist values. While these studies offer valuable contributions to understanding

semiotic elements in specific contexts, they do not address how these elements work together in a digital scooter advertisement—a gap that this study aims to fill.

The Grand Filano advertisement represents a departure from traditional scooter ads, which often focus solely on performance and functionality. Instead, this ad emphasizes lifestyle and emotional appeal, using semiotics to position the scooter as more than a mode of transportation—it becomes a symbol of modern urban identity. The study contributes to an expanding body of research that examines how brands use semiotic strategies to differentiate themselves in competitive markets. Additionally, the ad's unique combination of verbal, non-verbal, and color elements makes it an excellent subject for analysis, offering insights into how semiotics can be employed to craft a compelling brand narrative (Mikhaeil & Baskerville, 2019).

Saussure's semiotic theory (1983), with its concepts of the signifier and the signified, provides a useful framework for understanding how visual and auditory elements in the Grand Filano ad carry specific meanings. Barthes' distinction between denotation and connotation further enriches this analysis by revealing both the explicit and implicit messages conveyed through the ad's symbols and imagery. Additionally, Wierzbicka's color theory offers a lens through which the ad's color schemes can be analyzed, particularly in how they evoke specific emotions, reinforcing the overall message of sophistication and elegance associated with the Grand Filano brand.

This study's contribution lies in its ability to dissect how the Grand Filano ad combines text, visuals, and colors to construct a brand identity that resonates with its target demographic. By applying semiotic theories to this advertisement, the research uncovers the layered meanings embedded within the ad and offers practical insights for marketers aiming to develop more effective strategies (Aziza, 2020). As digital advertising continues to shape consumer behavior, understanding how semiotic elements work together in ads like Grand Filano's is increasingly relevant and timely.

In conclusion, the Grand Filano YouTube advertisement (Indonesia, 2023) is an exemplary case for semiotic analysis, not only because of its innovative integration of various semiotic elements but also due to its success in creating a persuasive narrative that resonates with modern consumers. By exploring how the ad combines

textual, visual, and color elements to create meaning, this study fills a critical gap in the literature on digital advertising and semiotics. It also provides valuable insights for advertisers looking to leverage semiotic strategies in crafting ads that leave a lasting impact on their audience.

II. METHODS

This study employed a qualitative approach using observation as the primary method for collecting data from the Grand Filano YouTube advertisement. The observation process involved multiple viewings of the advertisement to ensure a thorough understanding of the various signs and messages being conveyed. The data collection focused on identifying and categorizing verbal, visual, and non-verbal elements, such as text, slogans, images, colors, and body language. To structure the observations systematically, the researcher used an observation checklist, which was developed based on Saussure's semiotic theory (1983), Barthes's theory of meaning (1977), and Wierzbicka's color theory (1996). Specific coding categories were operationalized for verbal elements (e.g., slogans and text), visual elements (e.g., imagery, colors), and non-verbal elements (e.g., body language and gestures). For verbal elements, signifiers were coded according to their denotative meanings (literal messages) and connotative meanings (implied or symbolic interpretations), while visual elements were categorized based on their denotative functions (e.g., product display) and connotative meanings (e.g., representing freedom or elegance). Non-verbal elements, including body language and facial expressions, were analyzed for the underlying concepts they suggested, such as confidence and status. The coding process followed Saussure's distinction between the signifier (form) and the signified (concept), allowing for a structured interpretation of the signs and messages within the advertisement. A double-coding process was employed to ensure consistency and reduce bias, with the advertisement analyzed independently on two occasions. This helped mitigate subjective interpretation, and frequent references to Saussure, Barthes, and Wierzbicka's theories ensured theoretical grounding. While the study did not include inter-coder reliability checks due to the single-researcher setup, future research could enhance reliability by involving multiple coders. To ensure replicability, the observation checklist and coding scheme used in this analysis are available for future researchers, providing a

structured framework for analyzing the semiotic elements in advertisements.

III. RESULT AND DISCUSSION

The following is an explanation of the researchers' analysis of decoding signs and messages in the Grand Filano advertisement. Data on these signs and messages can be seen below as follows:

Scene 1



Figure 1. at 0:24 seconds (Source: <https://youtu.be/Rw1jH9IRn6g?si=fmaQpzwYZYMw4see>)

In this scene, the Grand Filano advertisement integrates textual, visual, and color elements to craft both denotative (literal) and connotative (implied) meanings, reinforcing themes of progress, elegance, and modernity.

Denotative and Connotative Meanings:

At 0:24 seconds (Figure 1), the scene presents a person walking toward the Grand Filano scooter, with the bold, white text "STEP UP TO THE NEXT LEVEL" displayed prominently. The denotative (literal) meaning is straightforward: the ad encourages viewers to embrace an upgrade, symbolized by the scooter, which is presented as the key product being advertised.

However, applying Barthes' theory of denotation and connotation reveals additional layers of meaning. The phrase "STEP UP TO THE NEXT LEVEL" implies more than just a physical transition—it connotes an aspirational lifestyle upgrade, aimed at viewers who seek sophistication and modernity. The capital letters and bold, white font amplify this sense of urgency and confidence, encouraging viewers to associate the Grand Filano with a more refined and successful way of life.

Visually, the choice of white—both in the scooter and the figure's clothing—is key in supporting this connotation. According to Wierzbicka's color theory, white often symbolizes purity, luxury, and clarity. In this

context, the white scooter is not merely a vehicle but an emblem of high status and refined taste. The figure, dressed entirely in white and confidently approaching the scooter, reinforces this association with elegance and sophistication. The blurred, dynamic urban background further suggests that this scooter is meant for those navigating a fast-paced, contemporary urban lifestyle.

Visual Composition and Semiotic Signifiers:

The placement and orientation of the scooter are significant. The scooter is positioned at a slight angle, rear-facing, which suggests readiness and accessibility, as if inviting the viewer to step up and embark on a journey. This positioning works in harmony with the figure's confident stride toward the scooter, which serves as a non-verbal cue emphasizing forward movement and progress. According to Saussure's semiotic theory, each signifier in the scene (the scooter, the figure, and the urban backdrop) contributes to the larger signified concept of progress, modernity, and personal advancement.

The blurred city lights in the background add depth to the connotative narrative by evoking an image of a dynamic, vibrant urban environment, suggesting that the Grand Filano is ideal for individuals with aspirations of upward mobility and success. The composition of the scene implies that owning this scooter is a step toward achieving a higher standard of living—one characterized by elegance and sophistication. Here, the scooter becomes a signifier for an elevated lifestyle, one aligned with consumers' ambitions.

Critical Evaluation of Semiotic Effectiveness:

While the scene effectively communicates themes of luxury and modernity, there are areas where the message could be enhanced. For instance, the reliance on the white color scheme, paired with the blurred urban background, may not immediately resonate with all viewers, especially those unfamiliar with the cultural associations of white as a symbol of luxury and clarity (as posited by Wierzbicka). Furthermore, the absence of textual references to the scooter's functional features—such as fuel efficiency or advanced technology—may leave some viewers uncertain about the practical benefits of upgrading to this model. Integrating a brief mention of these features could strengthen the denotative message and ensure that the connotative implications of luxury and progress

are supported by tangible product advantages.

Scene 2



Figure 2. at 0:30 seconds (Source: <https://youtu.be/Rw1jh9IRn6g?si=fmaOpzwYZYMw4see>)

In this scene, the Grand Filano advertisement continues to emphasize its themes of elegance, individuality, and style. Through a combination of textual, visual, and color elements, the advertisement constructs a narrative that places the consumer at the center of attention, reinforcing the idea that the scooter is not just a means of transportation but an accessory that enhances the user's status and personality.

Denotative and Connotative Meanings:

At 0:30 seconds (Figure 2), the scene presents a woman seated confidently on the Grand Filano scooter, with the text "SPOTLIGHT ON YOU" displayed prominently. The denotative meaning of this scene is straightforward—it communicates the idea that the scooter places the user in the spotlight, focusing on their style and confidence. The bold, white font further emphasizes clarity and prominence, making the message stand out immediately.

However, connotatively, this scene carries deeper meanings. The phrase "SPOTLIGHT ON YOU" suggests that owning the Grand Filano elevates the consumer to the center of attention, the focal point of admiration and distinction. The metaphor of the "spotlight" connotes prestige and exclusivity, aligning the scooter with a sense of luxury and social prominence. Barthes' theory of denotation and connotation helps decode this: while the denotative message highlights user focus, the connotative message layers meanings of elevated status, personal style, and self-assuredness onto the consumer's experience.

Visual Composition and Color Symbolism:

The use of white in both the scooter and the woman's attire plays a significant role in reinforcing these connotations. Wierzbicka's

color theory identifies white as symbolizing purity, sophistication, and luxury. In this context, the white scooter and the woman's white clothing connote elite refinement, suggesting that the Grand Filano is designed for individuals who value elegance and exclusivity. The combination of these elements elevates the scooter from a practical vehicle to a lifestyle symbol, representing the user's self-worth and desire to stand out from the crowd.

Visual Composition and Semiotic Signifiers:

The visual composition in this scene is central to its effectiveness. The woman and the scooter are positioned at the center of the frame, which directs the viewer's focus entirely on them. This central positioning connotes dominance and importance, further reinforcing the idea of the consumer as the center of attention. The woman's confident posture—seated comfortably with her body angled slightly forward—serves as a non-verbal cue for self-assuredness and control. This, combined with the dynamic background of blue and orange hues, suggests motion, energy, and modernity, signifying that the scooter is ideal for those who are stylish, active, and living in a fast-paced, contemporary world.

Using Saussure's semiotic theory, we can decode these visual elements as follows: the scooter, the woman, and the background serve as signifiers that collectively signify the concepts of confidence, prominence, and luxury. The contrast between the calm, cool blue and the vibrant orange in the background creates a duality that appeals to consumers seeking both refinement (blue) and dynamism (orange). This balance enhances the narrative that the Grand Filano is not only a luxurious product but also a symbol of vitality and style.

Comparative Discussion of Themes Across Scenes:

When compared to Scene 1, which focused on themes of progress and modernity, Scene 2 introduces a more individual-focused narrative. The metaphor of the spotlight, combined with the woman's central positioning, suggests that the Grand Filano enhances the consumer's individuality rather than merely facilitating movement. While the first scene concentrated on lifestyle upgrades through technological progress, this scene emphasizes the user's personal status and style. Together, these scenes work to create a coherent brand image,

positioning the Grand Filano as both a functional product and a symbol of identity.

This balance between showcasing the scooter's technical innovation and emphasizing personal expression helps the advertisement appeal to a wide audience: those seeking practical upgrades and those looking for a way to enhance their personal style.

Critical Evaluation of Semiotic Effectiveness:

The semiotic elements in this scene are highly effective in conveying the intended message. The visual and textual elements work in harmony to create a compelling narrative of luxury, confidence, and self-assuredness. The spotlight metaphor is particularly successful in highlighting the consumer's individuality, suggesting that the Grand Filano elevates the user's social status. However, while this scene effectively appeals to consumers interested in style and exclusivity, it offers little reference to the scooter's technical features or practical benefits. The focus is predominantly on aesthetics, which may leave some viewers unclear about the scooter's functional advantages.

A brief mention of the scooter's performance features (e.g., fuel efficiency, safety, or technological advancements) could strengthen the denotative message, ensuring that the connotative meanings of luxury and prominence are backed by practical benefits. This would help prevent potential misinterpretations, as some viewers might focus solely on the scooter's visual appeal without fully understanding its practical advantages.

Integration of Figures in Analysis:

As with the previous scene, the use of Figure 2 enhances the analysis by visually illustrating how the advertisement reinforces its message. The figure shows the woman confidently seated on the scooter, with the text "SPOTLIGHT ON YOU" framing the image. The analysis integrates this figure to demonstrate how the central positioning of the woman and the scooter, along with the dynamic background, connotes the consumer's individuality and prominence in style. By integrating these figures into the analysis, readers can better visualize the semiotic elements at play, making the analysis more accessible and concrete.

Scene 3



Figure 3. at 0:36 seconds (Source: <https://youtu.be/Rw1jH9IRn6g?si=fmaQpzwYZYMw4see>)

In this scene, the Grand Filano advertisement effectively conveys the stylish and dynamic qualities of the scooter by integrating textual, visual, and color elements that appeal to consumers seeking both mobility and fashion. The phrase "MOVE YOU WITH STYLE" serves as the central message, communicating that the Grand Filano is more than just a vehicle—it is a fashion-forward accessory.

Denotative and Connotative Meanings:

At 0:36 seconds (Figure 3), the scene features a young, casually dressed individual leaning against a light blue Grand Filano scooter, with the text "MOVE YOU WITH STYLE" prominently displayed. The denotative (literal) meaning of this scene is clear: the scooter offers both mobility and style. The bold, capitalized text reinforces this straightforward message by drawing attention to the combined benefits of movement and fashion.

However, Barthes' theory of denotation and connotation reveals deeper layers in the scene. The phrase "MOVE YOU WITH STYLE" suggests that the scooter is not just a functional tool but an extension of the rider's personal identity. The connotation here is that by owning a Grand Filano, the consumer makes a stylish statement, aligning themselves with contemporary trends and aesthetics. This positioning appeals to consumers who view their vehicle as a reflection of their personal style.

The light blue color of the scooter reinforces this connotation. Wierzbicka's color theory associates blue with calmness, freshness, and modernity. In this case, the light blue scooter symbolizes youthful energy and trendsetting, attracting consumers who see themselves as stylish and fashion-forward. The casual attire of the individual, paired with their relaxed posture, conveys confidence, ease, and comfort, further emphasizing that the scooter is both functional and fashionable.

Visual Composition and Semiotic Signifiers:

The visual composition in this scene plays a critical role in conveying the narrative. The individual's relaxed posture, leaning effortlessly against the scooter, signifies ease and self-assurance. This non-verbal cue reinforces the idea that the Grand Filano is more than just a means of transportation—it seamlessly integrates into the rider's personal style and identity. The scooter becomes a natural part of the user's lifestyle, suggesting that the product serves as both a functional object and a fashion statement.

The use of a pink and purple gradient background adds to the youthful, energetic feel of the scene. According to color psychology, pink evokes creativity and playfulness, while purple is often linked with individuality and luxury. The gradient effect symbolizes movement and vibrancy, complementing the scooter's image as a stylish, modern accessory. The dynamic background visually aligns with the text's message of mobility and fashion.

Using Saussure's semiotic theory, the scooter, the individual, and the background serve as signifiers that collectively signify a modern, fashionable lifestyle. The light blue scooter acts as the main symbol of modernity, while the individual's relaxed posture and casual appearance indicate that the Grand Filano is a natural fit for individuals who value both style and ease. The gradient background enhances this sense of energy and movement, aligning with the advertisement's broader message of style combined with mobility.

Comparative Discussion of Themes Across Scenes:

When compared to the previous scenes, which emphasized elegance and luxury, this scene targets a more youthful, fashion-forward demographic. The use of vibrant colors and casual styling appeals to consumers who prioritize fashion and function in their everyday lives. While earlier scenes placed the scooter in a context of luxury and status, this scene presents the Grand Filano as an accessible, stylish accessory for individuals who want to stand out through their personal expression. This shift in tone broadens the appeal of the scooter, aligning it with consumers who see it as both a functional product and a statement of personal style.

By presenting the scooter in this manner, the advertisement speaks to different aspects of the consumer's identity. For those who value fashion and individuality, this scene communicates that

the Grand Filano scooter offers not only mobility but also a stylish edge, making it the ideal choice for trend-conscious consumers.

Critical Evaluation of Semiotic Effectiveness:

The semiotic elements in this scene are highly effective in conveying the intended message of style and mobility. The text, color choices, and visual composition work in harmony to build a narrative around the scooter as a fashionable accessory. The use of a gradient background adds vibrancy and motion, reinforcing the concept of style in movement.

However, similar to previous scenes, the advertisement would benefit from a clearer emphasis on the scooter's technical features. While the focus on aesthetics is compelling, viewers may be left wondering about the practical advantages of the Grand Filano. A brief mention of its performance (e.g., fuel efficiency, comfort, or technology) could balance the denotative message, ensuring that the emphasis on style is complemented by tangible functional benefits. This would help mitigate potential misinterpretations where viewers might focus solely on the visual appeal without understanding the scooter's practicality.

Integration of Figures in Analysis:

Figure 3 supports the analysis by visually illustrating how the advertisement emphasizes the youthful and stylish qualities of the Grand Filano scooter. The figure depicts the individual leaning confidently against the light blue scooter, with a pink and purple gradient background that creates a vibrant, modern atmosphere. This visual composition is referenced to demonstrate how the color choices and positioning contribute to the overall narrative of mobility and style. By integrating these figures at relevant points in the analysis, readers can better understand how the semiotic elements function within the broader context of the advertisement.

Scene 4



Figure 4. at 0:49 seconds (Source: <https://youtu.be/Rw1jH9IRn6g?si=fmaQpzwYZ>

YMw4see)

In this scene, the Grand Filano advertisement effectively conveys the eco-friendly qualities of the scooter through the use of textual, visual, and color elements, emphasizing the product's environmental consciousness. The prominent text "ECO FRIENDLY" serves as a direct statement about the scooter's sustainability, positioning it as a responsible and environmentally friendly choice for consumers.

Denotative and Connotative Meanings:

At 0:49 seconds (Figure 4), the scene presents two individuals riding a light blue Grand Filano scooter along a road surrounded by greenery, accompanied by the text "ECO FRIENDLY." The denotative meaning of this scene is clear: the scooter is advertised as an environmentally sustainable transportation option. The riders' casual attire further reinforces the practicality of the scooter for everyday use.

However, applying Barthes' theory of denotation and connotation reveals deeper layers of meaning. The light blue scooter, symbolizing calmness and tranquility (according to Wierzbicka's color theory), aligns with the eco-friendly message. Blue is often associated with peace and serenity, reinforcing the idea that the Grand Filano offers a peaceful, environmentally conscious mode of transport. This color, combined with the lush greenery, creates a visual metaphor for sustainability, suggesting that the scooter operates in harmony with nature rather than disrupting it.

The phrase "ECO FRIENDLY" is also crucial in shaping the connotative meaning. While the text directly communicates the scooter's environmental benefits, the accompanying visuals of green surroundings and the blue scooter suggest that choosing this scooter is both good for the planet and enjoyable for the rider. The relaxed posture of the riders implies comfort and ease, signaling that eco-friendly choices do not require sacrifices in terms of convenience or enjoyment.

Visual Composition and Semiotic Signifiers:

The visual composition of the scene further emphasizes the eco-friendly message. The riders are positioned centrally on a smooth road surrounded by vibrant green trees, which symbolize growth, renewal, and nature. The open road suggests freedom, conveying that the Grand Filano enables consumers to move freely while

being mindful of their environmental impact.

The signifiers in this scene—the scooter, the riders, and the green surroundings—work together to signify environmental responsibility and sustainability. Using Saussure's semiotic theory, we can see how these elements combine to create a powerful message: the scooter, a symbol of modern transportation, is seamlessly integrated into a natural environment, reinforcing the idea that it is an eco-conscious choice.

The two riders, dressed casually, contribute to the image of the Grand Filano as a scooter for everyday use. Their relaxed posture implies that adopting an eco-friendly lifestyle through this scooter is not only easy but enjoyable. This reinforces the idea that environmentally responsible choices can provide comfort and practicality in daily life.

Comparative Discussion of Themes Across Scenes:

When compared to earlier scenes, which emphasized style, luxury, and personal prominence, this scene shifts the focus toward environmental responsibility and practicality. The lush green background emphasizes the scooter's suitability for consumers concerned with sustainability and their ecological footprint. The contrast between the earlier urban settings and this serene, nature-filled environment suggests the versatility of the Grand Filano, making it appropriate for both city living and eco-conscious lifestyles.

This balance between environmental sustainability and modern convenience broadens the scooter's appeal. Consumers who prioritize environmental responsibility will resonate with the themes of this scene, while still appreciating the scooter's stylish design and mobility, as highlighted in the earlier scenes.

Critical Evaluation of Semiotic Effectiveness:

The semiotic elements in this scene are highly effective in communicating the Grand Filano's eco-friendly attributes. The combination of the text, green surroundings, and the riders' relaxed posture creates a cohesive narrative that suggests the scooter offers both sustainability and comfort. The use of color is particularly effective, with the light blue scooter and lush green background working together to visually reinforce the eco-friendly message.

However, the ad could enhance its effectiveness by providing more specific information about the scooter's environmental

features. While the connotative meaning of sustainability is clearly communicated, the advertisement does not mention the technical details that substantiate this claim. Including details about the scooter's fuel efficiency, low emissions, or other eco-friendly technologies would enhance the denotative meaning, ensuring that viewers fully understand why the scooter is labeled as eco-friendly. This would strengthen the eco-conscious message and provide a more informed rationale for consumers.

Integration of Figures in Analysis:

Figure 4 visually reinforces the eco-friendly message of the scene. The figure shows the two riders on the light blue scooter, surrounded by lush greenery, creating a harmonious environmental theme. This figure is referenced to demonstrate how the signifiers—the riders, the scooter, and the green backdrop—work together to create a cohesive narrative around sustainability. By integrating this figure at relevant points in the discussion, readers can better visualize the semiotic elements at play, making the analysis more engaging and accessible.

Scene 5



Figure 5. at 1:13 minutes (Source: <https://youtu.be/Rw1jH9IRn6g?si=fmaQpzwYZYMw4see>)

In this scene, the Grand Filano advertisement conveys a sense of class and sophistication through a combination of textual, visual, and color elements. The prominently displayed text "CLASSY" sets the tone for the scene, aligning the scooter with themes of elegance and high status.

Denotative and Connotative Meanings:

At 1:13 minutes (Figure 5), the scene features a well-dressed man in a gray suit, confidently posed with a Grand Filano scooter in the background, alongside the word "CLASSY" in bold white letters. The denotative meaning is straightforward: the scooter is associated with class and sophistication. The pairing of the word

“CLASSY” with the man’s formal attire immediately communicates that the scooter appeals to a professional and refined audience.

However, Barthes’ theory of denotation and connotation reveals deeper layers of meaning. The word “CLASSY” not only serves as a literal descriptor but also suggests that owning a Grand Filano elevates the owner’s social status. The text, placed prominently in the frame, draws immediate attention to qualities of elegance, refinement, and sophistication, which are attributed both to the product and its users. The man’s gray suit connotes professionalism, neutrality, and timeless style, aligning with Wierzbicka’s color theory, where gray is associated with authority and sophistication. His confident posture and direct gaze imply self-assurance and composure, connoting elevated social prestige. This interplay between visual and textual elements positions the scooter as not just a vehicle, but a symbol of refined taste and status.

Visual Composition and Semiotic Signifiers:

The visual composition centers on the man, highlighting his posture, attire, and expression. His relaxed, yet confident pose—leaning slightly forward with hands comfortably placed—exudes control and ease. This non-verbal cue suggests that owning a Grand Filano isn’t just about convenience; it’s about commanding attention with elegance.

The neutral-toned background reinforces the message of timeless elegance. The soft, beige-like hue creates a clean, minimalist setting that allows both the man and the word “CLASSY” to stand out. According to Saussure’s semiotic theory, the neutral background acts as a signifier for sophistication, while the man in the gray suit and the text “CLASSY” signify elevated social standing. Together, these elements signify class and refinement, suggesting that the Grand Filano appeals to consumers who seek to enhance their personal image through luxury and style.

Comparative Discussion of Themes Across Scenes:

Compared to earlier scenes, which emphasized style, mobility, and environmental responsibility, this scene shifts the focus towards social prestige and refinement. The use of a formal outfit and the bold, declarative text “CLASSY” targets a demographic that values professionalism and status. While previous scenes catered to a more youthful or eco-conscious audience, this scene appeals to

professionals who view the scooter as a statement of their sophisticated lifestyle.

This shift in theme demonstrates the versatility of the Grand Filano, showing that it appeals to a broad audience—from those seeking style and sustainability to those looking to elevate their social image. By presenting the scooter as a symbol of refinement and class, the advertisement creates a narrative that resonates with individuals who want their transportation choices to reflect their status and taste.

Critical Evaluation of Semiotic Effectiveness:

The semiotic elements in this scene are highly effective in associating the Grand Filano with class and sophistication. The combination of the formal attire, neutral background, and bold text “CLASSY” creates a cohesive message that positions the scooter as a product for consumers who value timeless elegance. The scene’s simplicity, with its focus on the man’s posture and attire, emphasizes that owning a Grand Filano is not just a practical choice but a luxurious one.

However, the scene could be enhanced by including more explicit references to the scooter’s features. While the association with class is strong, viewers may be left wondering what specific aspects of the scooter (e.g., design, technology, performance) contribute to this elevated status. By briefly highlighting the luxurious features of the scooter—such as premium materials or advanced technology—the scene could provide a more complete narrative that connects the connotative idea of class with the scooter’s actual attributes.

Integration of Figures in Analysis:

Figure 5 visually reinforces the advertisement’s message of class and sophistication. The figure shows the man in a gray suit, confidently posed against a neutral background, with the bold text “CLASSY” prominently displayed. This figure is referenced to demonstrate how the visual elements—the man’s attire, posture, and background—work together to create a sense of refinement and elevated status. By integrating this figure at relevant points in the discussion, readers can better visualize the semiotic elements at play, making the analysis more accessible and engaging.

Scene 6



Figure 6. at 0:49 seconds (Source: <https://youtu.be/Rw1jH9IRn6g?si=fmaOpzwYZYMw4see>)

In this final scene, the Grand Filano advertisement effectively combines textual, visual, and color elements to highlight the versatility and sophistication of the Grand Filano Hybrid Connected scooter. The phrase “THE NEXT LEVEL OF YOUR LIFE” is prominently displayed to communicate the overarching message of elevating the consumer’s lifestyle, while the display of five distinct scooter models appeals to a modern, fashion-conscious audience.

Denotative and Connotative Meanings:

At 0:49 seconds (Figure 6), the scene shows five individuals standing confidently next to five different Grand Filano scooters, each in a distinct color. Denotatively, the image symbolizes the product range and personalization options available, with the scooters serving various individual preferences. The literal message is clear: the Grand Filano comes in different colors and fits various lifestyles, whether for work, leisure, or personal use.

However, Barthes’ theory of denotation and connotation reveals deeper meanings. The phrase “THE NEXT LEVEL OF YOUR LIFE” suggests that owning a Grand Filano represents more than transportation—it signifies an upgrade in the consumer’s lifestyle. The scene implies that the scooter is an accessory that enhances social standing, style, and daily experiences. Barthes’ theory helps decode this: the denotative elements of scooters and individuals are layered with symbolic meanings of progress and personal advancement.

The five distinct scooters, in varying colors such as white, red, and blue, carry symbolic weight. According to Wierzbicka’s color theory, colors evoke different emotional and cultural associations. For example, white suggests elegance and simplicity, red evokes energy and passion, and blue connotes trust and tranquility. These colors connote that regardless of one’s personality or style, there is a Grand Filano

model to match one’s unique identity and lifestyle preferences.

Visual Composition and Semiotic Signifiers:

The visual composition positions the scooters in a row, with each stylishly dressed individual standing confidently next to a different model. This arrangement emphasizes the product’s versatility, suggesting that the Grand Filano can be seamlessly integrated into various aspects of the consumer’s life. The individuals’ outfits range from casual to professional, further reinforcing that the scooter is suitable for both leisure and work.

The neutral gray background enhances the focus on the scooters and individuals, placing them front and center. The background acts as a signifier of modernity and simplicity, making the vibrant colors of the scooters stand out. Using Saussure’s semiotic theory, the five individuals and their scooters can be seen as signifiers of different lifestyle choices—whether formal, casual, or active. Together, these elements signify the scooter’s flexibility and adaptability to any situation or lifestyle.

The individuals’ confident postures and stylish clothing further connote the Grand Filano as a fashionable and modern accessory. Their direct gaze and relaxed stances imply self-assurance, suggesting that owning this scooter empowers consumers to feel in control of their lives.

Comparative Discussion of Themes Across Scenes:

Compared to previous scenes, which focused on attributes like eco-friendliness, class, and style, this final scene brings all the themes together by showcasing the scooter’s ability to fit into various lifestyles. The presence of five different models in distinct colors reflects the scooter’s capacity to cater to a wide range of personal preferences, whether the consumer values elegance, energy, or calmness. This scene emphasizes the scooter’s versatility, suggesting that the Grand Filano is the perfect companion for both professional and casual occasions.

By presenting a diverse set of scooters and individuals, the advertisement reinforces the idea that the Grand Filano is not just a product but an extension of the consumer’s identity. The consistent use of stylish and confident individuals throughout the advertisement strengthens the overall message that this scooter appeals to those who value both practicality and

fashion.

Critical Evaluation of Semiotic Effectiveness:

The semiotic elements in this scene are highly effective in conveying the Grand Filano's versatility and sophistication. The combination of different colors, stylish outfits, and the phrase "THE NEXT LEVEL OF YOUR LIFE" creates a narrative suggesting that the scooter is designed for individuals looking to elevate both their mobility and lifestyle. The emphasis on choice—through the display of five distinct models—reinforces the idea that the Grand Filano can cater to various personal tastes and lifestyles, from professional to casual.

However, while the connotative meanings are clear, the scene could benefit from more explicit information about the scooter's technological features. The phrase "THE NEXT LEVEL OF YOUR LIFE" is aspirational but somewhat abstract—it would be more impactful if the scene highlighted innovative features such as hybrid technology or smart connectivity that differentiate the scooter from its competitors. This would ensure that the connotative message of lifestyle elevation is supported by concrete denotative information about the scooter's advanced capabilities.

Integration of Figures in Analysis:

Figure 6 effectively illustrates how the advertisement uses textual, visual, and color elements to convey the scooter's versatility and sophistication. The figure shows five individuals standing confidently next to scooters of different colors, with the phrase "THE NEXT LEVEL OF YOUR LIFE" prominently displayed. This figure is referenced to show how the visual and textual elements work together to create a message of progress and personalization. By integrating this figure at key points in the discussion, readers can better visualize how the semiotic elements contribute to the overall narrative of the advertisement.

IV. CONCLUSION

This semiotic research highlights the analysis of the Grand Filano YouTube advertisement by investigating the signs and messages conveyed within it. It effectively meets the research objectives by identifying and clarifying the verbal and non-verbal cues present in the advertisement. The study illustrates how various semiotic elements—such as visuals, color symbolism, text, and body language—work

together to construct a cohesive and persuasive message. Through this analysis, the Grand Filano scooter is positioned as a symbol of elegance, sophistication, and modern appeal. This research advances the understanding of semiotic principles in advertising by offering new insights into the synergistic relationship between verbal, non-verbal, and visual elements in digital advertisements, demonstrating how connotative meanings associated with color and non-verbal cues can elevate an advertisement's impact beyond its literal content. By applying Saussure's, Barthes', and Wierzbicka's theories in conjunction, this study provides a multi-layered approach that emphasizes the interaction of elements, which is a theoretical contribution to the field. Furthermore, the research deepens the understanding of how modern digital advertisements use semiotics strategically to influence consumer behavior and perceptions, especially in terms of branding and associating a product with aspirational qualities like luxury and personal advancement. Future research could apply other semiotic theories, such as Peirce's theory of signs (icon, index, and symbol), to analyze iconography and symbolism or Greimas' actantial model to explore the narrative structures of advertisements. Additionally, future studies could operationalize the analysis of audio elements by examining voice intonation, background music, and sound effects, with a focus on prosodic features (e.g., pitch, rhythm, and tempo) to understand how auditory elements align with or reinforce the visual and textual components. This would provide a more comprehensive view of how auditory and visual semiotics work together in advertisements and how auditory elements can be tailored to different cultural contexts to enhance advertising effectiveness.

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