

SIGNS FOUND IN INSTAGRAM ACCOUNT ADVERTISEMENT OF BALI UNITED

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ABSTRACT

The title of this research is Signs Found in Instagram Account Advertisement of Bali United. This research aims to analyze and describe the types and meanings of signs in Bali United advertisements. Several methods were applied in determining data source, data collection, data analysis, and presentation of analysis results. The main theory used to solve this problem is the theory of sign proposed by Pierce in the book Semiotics: The Basics Second Edition by Daniel Chandler and the supporting theory supports the main theory proposed by Leech in the book Semantics: The Study of Meaning, Second Edition. Based on Leech theory, meaning is grouped into 7 types: conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning. The results of this research indicate that there are several signs found in Bali United advertisements which include icons, indexes and symbols. Analysis based on Peirce's triadic model of signs refers to an understanding of signs that involve a representamen, an object and an interpretant. The results of this research show that there are three types of meaning found. They are conceptual meaning, connotative meaning and affective meaning.

Keywords: advertisement; Bali United's Instagram; sign

INTRODUCTION

Social media is a digital platform or application that allows users to interact, share content, and engage in social activities online. Social media includes a variety of websites and applications designed to facilitate communication, share information and build social networks. Social media allows users to create personal profiles, connect with others, post text, images, video, or audio, and participate in communities or groups based on specific interests or goals. Some popular examples of social media include Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok.

According to Databoks, Indonesia's most popular social media platform is the country

with the 4th largest number of Instagram users in the world in January 2023, namely 89.15 million users. Instagram is commonly used to upload and share photos, videos, and other information with other Instagram users (Warmadewi et al., 2021). Launched in 2010, Instagram has become one of the world's most popular platforms, renowned for its focus on sharing moments in visual form, such as images and short videos. Users can edit photos, use filters, and interact with other users' content through likes, comments, and shares. Instagram also provides features such as Stories, IGTV, and Reels to expand the user experience.

The advantages of Instagram as an advertising opportunity are striking. With millions of users worldwide, the platform gives

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advertisers access to a wide and diverse audience. The primary focus on visual content allows advertisers to convey messages creatively through images and videos. Additionally, interactive features such as likes, comments, and shares provide the opportunity to engage directly with the audience, building strong engagement. Precision targeting support allows advertisers to customize their ads based on user demographics, interests, behavior and location. Advertisements on Instagram integrate naturally with the user experience, maintaining a good balance without feeling intrusive. Multiple ad formats such as images, videos, carousels, IGTV and Reels provide great creative flexibility.

Advertisements also contain signs to convey information to readers. However, more than merely employing signs, they are required to ensure the comprehensibility of an advertisement. In advertising, it is essential to incorporate verbal and nonverbal elements to convey the intended message to the audience effectively. Pierce stated that signs take the form of words, images, sounds, odors, flavors, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. 'Nothing is a sign unless it is interpreted as a sign' (Peirce in Chandler 2007:13). In Instagram advertising, signs take on diverse forms, including images, words, emojis, and videos. Users leverage these elements to effectively communicate the essence of their message to a broad audience. Various types of signs encountered in everyday life are found in the forms of expressions on social media platforms like Instagram. For example, in the Instagram application, there is a send icon (paper airplane). When viewing a post, the paper airplane icon is used to send the post to other users via direct message.

Related to the background, several previous studies are used as references in this study. The first study from Loi, et al. (2022) entitled Semiotic Analysis of Film Poster Advertisements: Signs Found in The Movie Spiderman: Far from Home. This research aims to analyze the kinds and functions of signs in the film Spiderman: Far from Home. The study utilized Chandler's theory from his book entitled Semiotics for Beginners (1931) as the main theoretical framework, supplemented by

other pertinent theories related to the subject matter. The research results show that the signs in the film Spiderman: Far from Home contains eight symbols, five indices, and three icons. Furthermore, signs have three functions: ideational metafunction, interpersonal metafunction, and textual metafunction.". Furthermore, Rozelin (2019) conducted research entitled Semiotic Signs in Walt Disney's Selected Movie Posters in 2018. The objectives of this study include classifying signs as proposed by Charles Sanders Pierce's semiotic theory, the meaning of signs proposed by Roland Barthes' theory, and examining the relationship between visual and verbal signs as proposed by Gillian Dyer's theory. The signs are classified as Representment (qualisign, sinsign, legisign), Object (icon, index, symbol), and Interpretant (dyme, dicent, argument). The meanings involve denotative, connotative, and myth. The connection between the visual and verbal signs in all the posters is intended to enhance and complement one another. Besides, Juliantari (2014) conducted a study entitled Semiotic Analysis of 'The Conjuring' Movie Poster Advertisement. This research employed several theories, namely the theory of signs proposed by Saussure (1974) and several supporting theories, such as the visual and verbal aspects theory proposed by Dyer (1986), to analyze the verbal and visual signs of posters. The theory of color terms proposed by Wierzbicka (1996) is utilized to explore the meanings conveyed through the colors appearing on advertising posters. Signs can be found on cigarette products in addition to advertisements and posters, as in research conducted by Prasojowati et al., (2019) entitled A Semiotic Analysis Found on The Cigarette Products. The theory used in this research is the theory proposed by Bouzida (2014). The study indicates that both active smokers and viewers understand messages conveyed through semiotic signs on cigarette products. There is also research on signs on television conducted by Mayr (2013), entitled A Semiotic Analysis of a TV Commercial for Teaching Culture to Foreign Language Students. In her research, information about underlying messages and consumer manipulation through advertisements suggests that the semiotic approach may help

transfer the consumer to more critical customers.

Based on the previous studies above, this research differs from previous studies that have been discussed. This research aims to discover the types and meanings of signs found in Instagram Account Advertisement of Bali United.

The scope of discussion is incredibly beneficial for scientific research. Research would have useful topics to address in this approach. Because English has a comprehensive scope, it must be constrained to create a more focused discussion. As discussed earlier, the signs found on Bali United's Instagram Account are the subject of our attention. Due to the issues discussed in this research, the analysis focuses on the types of signs found in Bali United Advertisement and their meanings.

A scientific paper serves various objectives, including general, specific, and academic aims. In the context of this study, the examination of signs in a Bali United advertisement aligns with these intended purposes. The general aim of this paper is to apply the theories obtained by English Department students. The primary focus here is on enhancing knowledge and proficiency, particularly in the realm of grammar. The specific aim of this paper is to develop a thorough knowledge of the many sign types and meanings found in Bali United advertisements. The academic aim of this paper is crucial to complete the study to obtain a bachelor's degree (S1) in the English Department, Faculty of Letters, Warmadewa University. Moreover, this paper can be a valuable resource for other students interested in analyzing the same topic.

METHOD

Research methods play an important role in various scientific research activities. Using appropriate research methods, the issues discussed in this paper can be obtained and analyzed. The methods were applied to determine data sources, data collection, data analysis, and presentation of analysis results.

Finding data sources is the first step in writing this paper. The data source is Bali United's Instagram account, @baliunitedfc. The reason for analyzing Bali United

advertisements is that they have many hidden meanings that make them intriguing.

The process of collecting information from a data source is known as data collection. The observation method was used to collect data. The process of collecting data for the Bali United advertisement began with gathering information, reading, understanding, and taking notes. The next step after gathering the required information was to examine the data relating to the types and meanings of signs identified in Bali United advertisements. A descriptive qualitative approach was used in this research. All the data were categorized and examined step by step using the theory of Pierce and Leech. The data is categorized based on types of signs using the sign theory proposed by Pierce in the book *Semiotics: The Basics Second Edition* by Chandler (2007). After that, the meaning of signs using the sign theory proposed by Leech in the book *Semantics: The Study of Meaning*, Second Edition (1981).

The last phase is data presentation, which involved two approaches: formal and informal. In the formal method, symbols were used to visually describe phenomena in data, while the informal method involved using sentences to convey findings. Sentences and symbols were used together, utilizing both formal and informal methods in this context.

DISCUSSION

This chapter presents and discusses the results of the sign analysis conducted on Bali United's Instagram advertisements. This chapter requires a theoretical basis for classifying the types of signs based on data from Bali United's Instagram account. The theory used in this study is Charles Sanders Peirce and Geoffrey Leech's theory.

3.1 The Types of Signs in Bali United Advertisements

Signs take the form of words, images, sounds, odours, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them without meaning.

Nothing is a sign unless it is interpreted as a sign' (Pierce in Chandler, 2007:13). As a result, the sign is easily visible in a variety of locations. Signs can also be found in advertisements on social media. The

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advertisement for Bali United contains several types of signs as well as the meanings of the signs.

3.1.1 Icon and Its Meaning

An icon is a type of sign that emphasizes a visual or physical similarity with the object it represents. Icons serve as representations by attempting to reproduce the characteristics or properties of the object on which they are focused. Thus, icons play a role in conveying meaning through visual similarities to the real world. The examples of icons found in Bali United advertisements are as follows:



1. World Cup Trophy



Figure 1

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on November 2, 2022. In the advertisement, Bali United offers a FIFA game competition tournament,

which is contested on PS 4. This tournament is one of the activations of a series of events leading up to the 2022 World Cup at Bali United Café. The first icon is an image of the World Cup which is a representation (R) which symbolizes the object (O), namely the trophy. Representation and object have a relationship and produce interpretation (I) where the World Cup Trophy symbolizes the award or trophy given to the winning team in the FIFA World Cup soccer tournament.

The World Cup Trophy as an icon in the Bali United advertisement has various meanings, such as connotative meaning and affective meaning. The connotative meaning of the "World Cup trophy" encompasses not only a physical object or sporting award but also emotional dimensions and deep values associated with prestige, nationalism, history, and glory. This icon also has an affective meaning, which is that it can arouse the emotions of participants and fans. Winning in these tournaments can bring feelings of pride, joy, or satisfaction, whereas losing can bring feelings of disappointment or motivation to do better in the future.

2. Plane

Figure 2

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on November 2, 2022. In the advertisement, Bali United offers to visit the new Bali United Store at I Gusti Ngurah Rai airport, which is on the 2nd Floor of the Domestic Departure Terminal. The second icon is an image of a plane as a representation I which represents an object (O), namely a plane. Representation and object have a relationship and produce interpretant (I), namely that the plane is one of the means of transportation at the airport. The plane as an icon in the Bali United advertisement has various meanings, such as conceptual meaning and affective meaning. The conceptual meaning of the "Airplane" icon in the advertisement reflects its association with air travel. This indicates that the new Bali United store is

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located at the airport and can be accessed by air travelers. There is also an affective meaning in the form of evoking feelings of joy or the desire to explore the world, reminding customers that

Bali United can now be accessed at the airport, resulting in a pleasant shopping experience.

3. Mosque



Figure 3

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on June 11, 2018. In the advertisement, Bali United offers a 50% discount to welcome Eid al-Fitr. The fourth icon is an image of a mosque building as a representation (right) which represents the object (O), namely the mosque. Representation and object have a relationship and produce interpretant (I), namely that the mosque is a place for Muslims to worship.

The mosque as an icon in the Bali United advertisement has various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of the "mosque" icon in the context of "Lebaran Sale" reflects the concept of discounts or special offers associated with the Eid al-Fitr celebration. The "mosque" icon also has a connotative meaning, such as religious nuances or blessings. This icon is intended to attract customers who are familiar with the Eid al-Fitr celebrations. This icon also has an affective meaning, which can be associated with feelings of joy or excitement caused by special discounts during the Eid al-Fitr holiday. The "mosque" icon can be used to convey respect and unity during Eid.

4. Virus



Figure 4

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on April 9, 2020. In the advertisement, Bali United offers to buy non-medical masks made from two layers of microfiber cloth which are safe to use because they are waterproof. The production of these masks is a form of care for fundraising and for those who are fighting against COVID-19. The third icon is an image of a virus as a representation (R) which symbolizes an object (O), namely a virus. Representations and objects have a relationship and produce interpretations (I) of the threat of the corona virus to health.

The virus as an icon in the Bali United advertisement has various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of the "virus" icon represents the risks to public health that society is currently facing, particularly in light of the coronavirus's spread. This icon emphasizes danger and the importance of being cautious. The "virus" icon also has a connotative meaning in the form of being able to cause feelings of anxiety, awareness, and concern for someone's health. This may produce an emotional response from the audience due to the seriousness of the health issues raised. This also reflects their awareness of public health issues. This icon also conveys affective meaning with the aim of advertising to evoke feelings such as the need to protect others and oneself from the dangers of virus transmission.

5. Lantern



Figure 5

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on February 16, 2021. In the advertisement, Bali United offers special discounts for Chinese New Year celebrations. The fifth icon is an image of a lantern as a representation (right) which represents the object (O), namely a lantern. Representation and object have a relationship and produce an interpretant (t), namely that lanterns are a characteristic of Chinese New Year.

Lanterns as icons have various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of the "lantern" icon can be interpreted as a traditional symbol that reflects light, illumination, or celebration. This can include the meaning of happiness and hope. This icon also has a connotative meaning in the form of "lantern" including positive nuances such as happiness, joy or warmth. "Lanterns" are also often associated with a festive and colorful atmosphere. There is also an affective meaning related to the positive feelings evoked by the "lantern" icon. Its intended use is to express warmth, hope, or enthusiasm.

3.1.2 Index and Its Meaning

The term "index" refers to a linguistic sign that indicates a direct relationship to a referent or other aspect of the communicative context.

Indexes show cause-and-effect relationships or direct relationships with objects or events in the real world. In other words, the index shows a relationship that is empirical or casual. An example is footprints in the snow, which are an index of a person's whereabouts at any given time. So, in general, indices refer to signs or language elements that have a direct relationship to objects or situations in the real world or in the context of conversation. The examples of indexes found in Bali United advertisements are as follows:

6. Rainbow



Figure 6

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on June 4, 2020. In the post, supporters were sprayed with water when the weather was hot. The first index contained in the Bali United advertisement is a rainbow which functions as a representation (R), representing an object (O), namely water spray and the sun. The relationship between the representation and the object produces interpretant (I) that the water spray is reflected by sunlight and produces a rainbow.

Rainbow as an index in the Bali United advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning in the index "rainbow" conceptually refers to the optical phenomenon that occurs when sunlight meets water droplets in the atmosphere, thereby creating a beautiful color spectrum. The index "rainbow" also concerns

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connotative meaning. "Rainbow" carries connotations of beauty, natural wonder, and perhaps also a diversity of colors and other positive elements. There is also an affective meaning, namely the use of the word "rainbow" can evoke feelings of happiness, or beauty, thereby creating a positive experience for those who see it.

7. Volcanic Eruption Smoke



Figure 7

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on December 4, 2021. In this post, Bali United invited the public to pray together for those around the erupting Mount Semeru. The second index in this advertisement is smoke, which functions as a representation (R), representing an object (O), namely a volcano. The relationship between representamen and object produces interpretant (I) which shows smoke from a volcanic eruption.

Smoke is an index in the Bali United advertisement which includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning in the index "smoke" refers to small particles floating in the air due to combustion or volcanic activity. In the advertising context, the conceptual meaning of "smoke" can be related to the volcanic smoke from the eruption of Mount Semeru. There is also a connotative meaning in the form of the index "smoke" which can characterize a dramatic atmosphere or natural disaster,

especially in the context of volcanic eruptions. Apart from that, there is also an affective meaning that can describe feelings of empathy and support for the victims of the Mount Semeru eruption disaster. The included prayer can add an affective dimension by expressing feelings of sympathy and good wishes.

8. Shoe shadow



Figure 8

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on September 27, 2023. In this advertisement, Bali United offers the latest Bali United jersey. The third index contained in the Bali United advertisement is the shadow of the shoe which functions as a representation (R), representing an object (O), namely sunlight. The relationship between representation and object results in interpretant (I) that because the shoe are placed in a place exposed to sunlight, they reflect the shape of the shoe shadow.

The image of shoe shadow as an index in the Bali United advertisement includes various meanings, such as conceptual meaning, and affective meaning. The conceptual meaning in "shoe shadow" caused by sunlight conceptually refers to an optical event where sunlight is blocked by shoe and create a similar but inverted visual representation. Apart from that, there is also an affective meaning in the form of "shoe shadow" that can refer to the image or identity desired by the brand, such as a classic and elegant impression, which they want to convey to consumers through their products.

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9. Motorcycle shadow



Figure 9

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on September 19, 2022. In the advertisement, Bali United players and Gojek drivers convoy together to support the "BangunLagiBali" campaign. The fourth index contained in the Bali United advertisement is the shadow of the motorcycle which functions as a representation (R), representing an object (O), namely sunlight. The relationship between representation and object produces interpretant (I) that because the motorcycle is placed in a place exposed to sunlight, it reflects the shape of the motorcycle shadow.

The motorcycle shadow as an index in the Bali United advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of the shadow of a motorcycle caused by sunlight conceptually refers to an optical phenomenon where sunlight creates a visual representation of a motorcycle on a surface when it is blocked by a motorcycle. There is also a connotative meaning in the form of a motorcycle shadow which can have connotations of speed, freedom or an active lifestyle, depending on how the shadow is presented. In terms of affective meaning, the shadow of motorcycle can evoke feelings of freedom, or a spirit of adventure, giving rise to a positive emotional experience for those who see it.

10. Ball shadow



Figure 10

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on December 27, 2020. In this advertisement, Bali United offers the latest ball with a winning theme. The first index contained in the Bali United advertisement is the shadow of the ball which functions as a representation (R), representing an object (O), namely a light beam. The relationship between the representation and the object produces interpretant (I) that because the ball is placed in a place exposed to light, it reflects the shape of the ball's shadow. The ball shadow as an index in the Bali United advertisement includes various meanings,

such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of "ball shadow" can be interpreted as the shadow produced by a ball. This creates a visual image of a round object. Literally, it refers to the visual representation of the shadow cast by a ball. There is also a connotative meaning in the form of "ball shadow" which can bring certain connotations to the audience related to ball sports, recreational activities or social gatherings involving balls. This icon also has an affective meaning in the form of a "ball shadow" which can influence the feelings or emotions of the audience by causing feelings of enthusiasm, joy or nostalgia depending on the context of the advertisement. Image of ball can trigger positive memories or experiences related to games or activities involving balls.

3.1.3 Symbol and Its Meaning

A symbol is 'a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object' (Pierce in Chandler 2007:40). In this context, a symbol is considered to be a sign that refers to an object through a general law or association of ideas, which operates to cause the symbol to be interpreted as referring to that object. The examples of symbols found in Bali United advertisements are as follows:

11. Star Club Sign



Figure 11

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on August 19, 2023. In the advertisement, Bali United offers to support Bali United with Indomie. The first symbol is an image of a star as a representation (R) which symbolizes an object (O), two stars. Representation and Object have a relationship and produce interpretant (I), as a club that has a two-star classification.

The two stars symbol in the Bali United advertisement has various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of "two stars" can have a conceptual meaning as a symbol of the highest achievement or achievement in football, indicating that Bali United has won the football league twice. There is also a connotative meaning that the "two stars" in the logo reflect the team's excellence,

success, and toughness. Apart from that, it can be associated with a positive image, prestige, and excellence inherent in the achievements achieved. Apart from that, it also concerns the affective meaning of "two stars" in the context of the Bali United logo which creates an affective meaning by depicting the sense of pride, and enthusiasm of the players, supporters and all groups associated with Bali United.

12. Eagle



Figure 12

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on January 14, 2019. In this advertisement, Bali United offers an attractive offer in the form of a 20% discount for all items included in the "Garuda collection". This discount is valid from 14 to 31 January 2019. The second symbol is an image of an eagle, functioning as a representation (R), representing an object (O), namely the eagle. The relationship between representation and object produces interpretant (I). The eagle is the national symbol of Indonesia and is often identified with national pride, freedom and sovereignty.

The symbol of love in the Bali United advertisement has various meanings, such as connotative meaning, and affective meaning. The connotative meaning of the symbol "eagle" can carry connotations of strength, majesty and glory. Apart from that, this symbol can also depict the spirit of nationalism and unity which is manifested in the majesty of "Garuda" which is united on the national symbol. There is also an affective meaning that can be reflected in the

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way people respond to or interpret the "eagle" symbol. Its existence as a symbol of the nation can evoke feelings of pride, love of the country, and positive emotions related to national identity.

13. Little Finger Dipped in Ink



Figure 13

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on April 16, 2019. In the advertisement, Bali United offers a special 17% discount for those who have voted, provided they show their little finger containing ink. The third symbol is an image of a little finger dipped in ink, functioning as a representation (R), representing an object (O), namely ink. The relationship between the representamen and the object produces the interpretant (I). The little finger dipped in ink is a symbol of participation in the electoral process, and this creates a trace or proof that someone has voted.

The symbol of the little finger dipped in ink in the Bali United advertisement has various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of this symbol reflects the real actions of a voter who casts his vote. The act of dipping your little finger in ink has become a symbol of exercising the right to vote in democracy. There is also a connotative meaning which implies courage and responsibility in participating in the democratic process. Dipping one's finger in ink can be interpreted as a passionate act of voting and being part of the political process. This symbol

also has an affective meaning that includes a sense of pride and positive emotions related to an individual's contribution to the democratic process. Dipping one's finger in ink may have been seen as an act that brought pride and honor.

14. Christmas gift



Figure 14

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on December 31, 2020. In this advertisement, Bali United offers a 70% discount on all red and white Bali United merchandise. The third symbol is an image of a gift as a representation (R) representing object (O), a Christmas gift. Representation and object have a relationship and produce interpretation (I), namely a Christmas gift as a symbol of Christmas.

The Christmas gift symbol in the Bali United advertisement has various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of the Bali United clothing discount advertisement in the form of the "Christmas gift" symbol conceptually reflects that the product can be considered a gift ideal during the Christmas season. Price discounts can be seen as a form of incentive or convenience for consumers to choose Bali United clothing as Christmas souvenirs. There is also a connotative meaning in this advertisement which can carry connotations of happiness and joy when giving or receiving Christmas gifts, especially in the form of Bali United clothes. Discounts can be interpreted as special offers that add positive value and

privileges as a gift choice. And there is an affective meaning in this advertisement including feelings of joy and enthusiasm related to the opportunity to get a discount on Bali United t-shirts as a Christmas gift. Advertisements can attempt to evoke positive emotions regarding a brand and its products.

15. Indonesia Flag



Figure 15

The image above is an advertisement taken from Instagram on the official account @baliunitedfc, which was posted on August 15, 2023. In this advertisement, Bali United is fighting at the Asian level again and is ready to give its best for Indonesia. The fifth symbol is an image of a red and white flag as a representation (R) which symbolizes an object (O), namely a flag. Representation and object have a relationship and produce interpretant (I) the symbol of the red and white flag as the Indonesian flag.

The red and white flag symbol in the Bali United advertisement has various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The conceptual meaning of the "Red and White Flag" is the symbol of the Indonesian state which reflects independence and unity. This is a symbol of the identity of the Indonesian state and society. There is also a connotative meaning in the form of "red and white flag" which carries the connotation of the spirit of patriotism, nationality and unity. This symbol can trigger feelings of love for the country,

pride and responsibility to maintain the country's sovereignty. Apart from that, there is also an affective meaning to the "red and white flag" which concerns the individual's feelings and emotions towards this symbol. This can be in the form of feelings of pride, love for the country, and feelings of togetherness that arise when seeing or waving the red and white flag.

CONCLUSION

Based on the research and discussion in chapter 3, it can be concluded that the Bali United Instagram account contains various types of signs with different meanings and functions. According to the theory applied in this research, signs can be classified into three types: icons, indices, and symbols. This research focuses on the types of signs and the significance of the signs that appear on the Bali United Instagram account. Some of the identified sign variations include icons, indices, and symbols. Each sign has a unique meaning according to its type, and its interpretation is based on the theory adopted in this research, namely Leech's theory. Leech categorizes meaning into seven types involving conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning. There are 3 types of meaning identified, conceptual meaning, connotative meaning, affective meaning. Signs in Bali United's Instagram advertisements play a crucial role in providing information to fans and the local community. The club logo, chosen colors, and tagline form the brand identity. At the same time, visual images and collaborations add an extra dimension, enriching the fan experience with the meaning and values held by Bali United. These elements create a deep and cohesive impression, building a close connection between the club and its community on social platforms.

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