

THE MEANING OF ADVERTISING 'AQUA LIFE' IN THE SEMIOTIC PERSPECTIVE OF ROLAND BARTHES

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ABSTRACT

The purpose of this study was to determine the meaning of AQUA LIFE #Bijak Plastics advertising. The ad is trying to move consumers to campaign about reducing plastic waste, by using 100% recycled plastic. By using Roland Barthes's semiotic analysis method, the writer found several meaning constructions of AQUA LIFE #BijakBerplastik with 60 seconds duration. This ad not only invites consumers to contribute to continuing the good for the earth by reducing plastic waste but also reinforces the construction of its branding strategy which is reflected in two main myths: (1) Aqua's consistency in providing services and building customer loyalty; (2) Aqua's brand personality that is pure, committed and cares for the environment.

Keywords: advertising, Aqua, semiotics, Roland Barthes

INTRODUCTION

Noor & Wahyuningratna (2017) explained communication related to the production process and the exchange of meaning. Communication is established thanks to the interaction between the communicator and the communicant so that both of them are able to interpret what is being said (Effendy in Noor & Wahyuningratna, 2017). In the context of mass communication, communicators such as mass media, film producers and advertisers, produce meaning when delivering messages in the form of news, talk shows, films, soap operas, and advertisements. The meaning contained in the message is exchanged with the public.

Piliang (in Fathinah et al, 2017) describes advertisements as a form of mass communication that reconstructs society into groups based on certain symbolic themes, images and meanings. Advertising implements certain symbolic meanings through language. Fathinah et al (2017) explain that language is a major factor in constructing meaning. In communication, language is not only written and spoken language, but also signs and symbols that are commonly used, such as pictures (photographs, paintings, etc.), music that represents the thoughts, ideas, and feelings that we have towards others.

To understand verbal and nonverbal language in advertisements, Wells, as quoted by Widyatama (in Nugraheni & Yuliastuti, 2017) explains eight categories of ad elements, namely video or elements including everything that is seen on the screen such as facial expressions, body movements, and other body language ; audio or music elements, sound and sound effects (sound effects); the talent or elements of the person playing the advertisement such as announcers, presenters, speakers (spokeperson), "things that speak" (spokethings), characters (old women, babies, police), or celebrities; product props or elements in the form of packaging, and logos; settings or elements in the form of ad locations take place both inside the studio and outside the

studio; lighting or lighting; display graphics of words or photos in a particular form; and pacing or speed of movement.

Based on these explanations, verbal language includes the voice of the person speaking or narration, the words spoken by talent, and the tagline of the product. Whereas nonverbal language includes facial expressions, gestures, and other body language, music, sounds, and sound effects (sound effects), objects that speak (spokethings), talent characters, filming locations, lighting; graphics, and speed of movement. Verbal and nonverbal languages in this ad form meaning structures. Wiliamson as quoted by Lee (in Fasya & Sudrajat, 2015) explained that one of the functions of advertising is to create a structure of meaning. Halimah & Putra (2016) explains language in interpreting thoughts that exist in the human brain which are then expressed in the form of words. Ideas expressed through language are captured by others and responded to meaningful information.

Entering the 2000s, where advertising pushed the huge demand for the need for the production of goods, followed by an issue that caught the world's attention by highlighting environmental concerns, specifically the problem of waste. However, if plastic waste is managed properly using clean production concepts (3R: Reuse, Recycle, Recycle), reduce waste and create a favorable business climate and can absorb a large enough workforce. One of the 3R programs called recycle is an effort to recycle plastic waste for use by processing it back to its original process through physical, chemical and biological treatment into other products such as secondary raw materials of other plastic products, for example black plastic bags, pots black (Technology Forum, Vol. 03, No. 1).

As part of this campaign, Aqua uploaded seven videos with the theme #BijakBerplastik in the YouTube SehatAQUA social media account. The first video, which is AQUA LIFE #BijakBerplastik, the first innovation in Indonesia in 30 seconds. The advertisement video uploaded on August 4, 2019 contains a story about the actor Hamish David and Aqua's new packaging bottle. In this study the author intends to analyze the first video, namely AQUA LIFE #BijakBerplastik, the first innovation in Indonesia, 60 seconds in duration and uploaded on August 28, 2019. The video is a long version of the AQUA LIFE #BijakBerplastik ad featuring actor Hamish Daud. watched more than 4 million viewers on Youtube or the most compared to other videos. The video opened with Hamish Daud drinking from a packaging bottle and then throwing the packaging bottle in the trash. The narration at the beginning, namely Hamish Daud's voice said, "Here I am." The picture changes to Hamish Daud's face and narration: "not this one." The picture goes back to the bottled beverage with the narration: "but, this one".

For the next 35 seconds, the video only shows the bottled packaging starting from the packaging bottle processed, stored in the refrigerator, the benefits in people's daily lives. The video closed with an invitation from Hamish who said "the little things we do will have a major impact on the environment that we care. It's time to collaborate on things as simple as recycling the life of a plastic bottle. We will expand #BijakBerplastik and continue the good for the earth. " As long as the picture shows the story of the birth of Aqua recycled bottles and to whom it was used up to Hamish's video which talked to invite the audience to use recycled bottles and visually closed Aqua packaging bottles with mountains in the background. Looks like: AQUA LIFE lives on. 100% of plastic is recycled and can be recycled.

Piliang (in Pondaag, 2013) explains that advertising always contains sign elements in the form of advertised objects; the context of the environment, people or other creatures that give meaning to objects; and text (in the form of writing) that reinforces meaning (anchoring), even though the latter is not always present in an advertisement. Advertising always contains elements

of signs (Piliang in Pondaag, 2013). For this reason, the author will analyze this Aqua ad with a semiotic analysis, which is the science of the sign.

THEORETICAL FRAMEWORK

Meaning Construction

All things that have or convey a sign, can produce meaning. However, the meaning of the sign or symbol has a meaning according to the context. Therefore, the meaning is not permanent, but changes from one culture to another, from one period to another (Hall in Nugraheni & Yuliastuti, 2017; Mustafa et al, 2015). Sign or symbol, or in communication is referred to as language, is the main factor in constructing meaning. This language is not only in the form of words spoken or written, but also nonverbal languages such as photographs, paintings and music (Piliang in Nugraheni & Yuliastuti, 2017).

Meaning is the meaning or intention that is drawn from a word, so the meaning with the object is closely interlocked and united. If a word cannot be related to a certain object, event or condition, we cannot obtain the meaning of that word (Tjiptadi, 1984: 19). Ogden and Richards (in Sudaryat, 2009: 13) explain the relationship between symbols and references, both of which have an indirect nature while the relationship between symbols with references with references is direct. Based on the explanation above, the writer understands that language, both verbal and nonverbal, is a sign. Everything that contains a sign will construct meaning. Meaning has a subjective nature because it is not permanent and can change depending on cultural context and time. Nevertheless, meaning emerges based on agreement of certain cultural systems. Meaning is also not something that can stand alone. Meaning is present because of an object, event, or condition.

Related to meaning, Hall (in Nugraheni & Yuliastuti, 2017) explains, three approaches, namely (1) the reflective / mimetic approach or language works simply because it reflects or imitates the truth that already exists and functions as a permanent meaning, (2) the purpose approach (intentional approach) or approach that conveys the meaning by the speaker or writer, (3) the constructionist approach (constructionist approach) or the resulting meaning is the meaning based on the interpretation or interpretation of the reader or listener. In the context of advertising, advertisers convey the meaning as desired, but at the same time there is an interpretation of people who read the reader or listener or audience of the narrative, tagline, body movements, facial expressions, colors, sounds, and inanimate objects. Herawati & Rosidah (2013) explains that ad makers shape reality directing meanings that will be captured by ad readers. The meaning is directed by making the desired signs. Piliang (in Nugraheni & Yuliastuti, 2017) describes advertisements constructing society into groups based on certain symbolic meanings.

Advertisement

Advertising is a form of mass communication specifically to present or present the promotion of ideas, goods or services by certain sponsors to be paid (Wells et al in Nugraheni & Yuliastuti, 2017; Kotler in Marhaeni, 2016). Pondaag (2013) describes advertising trying to provide information about the advantages, advantages, benefits and properties of goods, services or ideas intended or recommended. On the other hand, advertising is a persuasion tool so that consumers buy or use goods, services or ideas. Setiawan & Rabuani (2019) explained that advertising is a persuasive message for marketing communications or public communication

about a product (goods, services, or ideas) delivered through the media, financed by the proponent and addressed to some or all of the community.

Chen & Chang (Setiawan & Rabuani, 2019) said the purpose of advertising is (1) as a medium of information, aimed at informing a product of goods and services to the public; (2) to influence consumers, i.e. directing consumers to consume certain products or services, or changing attitudes to suit what advertisers want; (3) to remind consumers, advertising is intended so that consumers always remember certain products so that they remain loyal to consume them.

Nugraheni & Yuliastuti (2017) explain the types of advertisements divided based on information and purpose contained in an advertisement. These types of advertisements are: Standard Advertising (Commercial Advertising or Product Advertising), Public Service Advertising, Corporate Advertising or Institutional Advertising. Pondaag (2013) advertising as a semiotic object, has a fundamental difference with the design that is three-dimensional, especially product design. Ads can be reviewed through the sign system in advertisements. The ad uses a sign system consisting of symbols, both verbal and iconic. Advertising also uses mock indexes, especially in radio, television or audio-visual advertisements, and films (Pondaag, 2013).

Semiotics

Pondaag (2013) explains semiotics is a science or analytical method to study signs. Signs are devices that we use in an effort to try to find a way in this world in the midst of humans and be with humans. Eco (in Tulasi, 2014) explains semiotics as the study of a range of objects, events and entire culture as a sign. These signs are considered to represent something else that is built based on social conventions.

Zaini (2014) explains that semiotics is used in communication science, especially analyzing messages or media texts. The use of semiotics in communication science is based on the assumption that media contains a set of signs. Sobur (in Zaini, 2014) explains that media texts that are composed of a set of signs are not ever carry a single meaning. Sasmita (2017) explains that understanding of semiotics cannot be separated from the influence of this important person, Charles Sanders Pierce (1839-1914) and Ferdinand De Saussure (1857-1913). Tinarbuko (in Sasmita, 2017) explained that they laid the foundations for the study of semiotics. The two figures developed *ilmusemiotika* separately and did not know each other. Saussure is in Europe while Pierce is in the United States. The scientific background of Saussure is linguistics while Price is philosophy. Saussure calls the science he developed (semiology).

Sobur (in Sasmita, 2017) said that semiotics and semiology actually contain the same meaning. These terms actually refer more to the thinking of the user. When viewed from the fact and popularity, the term semiotics is more popular than the term semiology so that Saussure followers often use it. Pondaag (2013) explains that semiology has two basic understandings, namely the significance of semiology and the second is the communication semiology or pragmatic semiology. Semiology of significance is a means of interpretation used by society to give meaning to signs. While the communication semiology is also an interpretive tool used by the community to give meaning to signs, but specializes in studying the meanings of messages conveyed by the communicator in the communication process, so the sign has a specific purpose, namely the communicator's message to the communicant, or public (Pondaag, 2013).

Winarsih & Putri (2014) said that semiotics according to Pierce is a sign not an entity or a separate entity, but related to the object and its interpreter. Roland Barthes, the successor of Saussure and post-structuralist semiotics, sees significance as a total process with a structured arrangement in structuralism. While Eco (2009) defines a sign as 'something that represents

something else'. Another figure, namely Charles Sanders Peirce with the triangulation significance paradigm (Tulasi, 2014). Hutami et al (2018) explain Barthes states that semiotics wants to learn how humanity means things. Meaning (to signify) in this case cannot be confused by communicating (to communicate). Meaning means that objects do not only carry information, in which case they want to communicate, but also constitutes a structured system of signs.

According to Eco (in Pondaag, 2013), semiotics as "sign science" (sign) and everything related to it, how it functions, its relationship with other words, its delivery, and its acceptance by those who use it. According to Eco, there are 19 fields that can be considered as study material for semiotics, namely animal semiotics, semiotic odor signs, palpation communication, taste codes, paralinguistic, medical semiotics, kinesics and proxemic, music codes, formalized language, written language, unknown alphabet, secret codes, natural languages, visual communication, object systems, and so on. Semiotics in the field of communication is also not limited, for example it can take the object of research, such as news in the mass media, advertising communications, nonverbal signs, films, cartoon comics, and literature to music (Eco in Pondaag, 2013).

Semiotics of Roland Barthes

Tulasi (2014) explains Roland Barthes successor Saussure and post-structuralist semiotics see significance as a total process with a structured arrangement in structuralism. Barthes argues, significance is not limited to the context of language, but rather more than that it reaches all other things outside of language. He even considers all social activities including the way humans dress is a sign system. Krisyantono (Noor & Wahyuningratna, 2017) in Roland Barthes continues Saussure's thought, which is interested in the complex ways in which sentences are formed and how the forms of sentences determine meaning. However, Barthes continues this thought by emphasizing the interaction between the text and the personal and cultural experiences of its users, the interaction between conventions experienced and expected by its users. connotation.

Barthes (in Tulasi, 2014) distinguishes between two levels of significance namely 'denotative' meaning literal as the first level he calls form, and connotative cultural contextual meaning associated with myth and entering the area of 'metalanguage' which he calls concepts. Hoed (in Nugraheni & Yuliastuti, 2017) said denotation is the primary meaning, while connotation is a secondary meaning. More clearly, the connotation is the development of the signified aspect (meaning or content of a sign) by the sign user in accordance with his point of view. The connotation that has dominated society will become a myth. Myth is then considered to be a natural thing in daily life (Nugraheni & Yuliastuti, 2017).

Mitak (20:97) explains denotation is the level of signification that explains the relationship between markers and markers, or between signs and their references to reality, which results in explicit, direct, and certain meanings. While the connotation is the level of signification that explains the relationship between the signifier and the signified, in which operate the meaning that is not explicit, indirect and uncertain. Sobur (2013) Myth is a second level of meaning system. Fiske, as explained by Sobur (in Mustafa et al, 2015) explains that according to Barthes the first stage of signification is the relationship between the signifier and signified in a sign of external reality. Barthes calls it denotation, which is the most real meaning of the sign. Barthes refers to the significance of the second stage as connotation, which is the interaction that occurs when the sign meets the feelings or emotions of the reader and the values of his culture. Connotation has a subjective or at least intersubjective meaning. If summed up simply, denotation is what is drawn to an object, while connotation is a way to describe it.

RESEARCH METHOD

Construction Research Meaning of Aqua Advertising Edition Aqua Life #BijakBerplastik The first innovation in Indonesia uses qualitative research with content analysis methods. Silalahi (in Agustian & Raditya, 2015) explained that qualitative research prioritizes interpretive and naturalistic approaches or researchers trying to interpret the meanings of phenomena that occur in society. Related to content analysis, Rudiyanto et al (2015) explain content analysis is research that is in-depth discussion of the contents of written or printed information in the mass media.

In this study, the writer will interpret or interpret the meanings in the text or information in mass communication messages. The form of mass communication messages that will be interpreted, namely advertising by focusing signs, both verbal and nonverbal. The author will make observations by listening to the Aqua ad edition Aqua Life #BijakBerplastik First Innovation in Indonesia which lasts 1 minute and presents actor Hamish Daud as a talent.

Content analysis which will be used in this research is Roland Barthes's semiotics. Sam Giu, et al (2009) explain the core of Barthes theory is the idea of two order of signification. The Order of Signification Theory divides the order of how the sign works. The first order, Barthes termed the term Denotation, which is the initial concept that is attached to a particular sign. The next order is termed connotation, conceptual which is attached to the level of signification system.

Rudiyanto, et al (2015) describe the stages of semiotic content analysis, namely a) data inventory, that is by collecting as much data as possible from both documentation and library studies; b) categorization of semiotic models, determine the semiotic models used, c) data classification, identification of texts (signs) the reasons for the signs are chosen by considering repeated signs so as to be able to bring up the meaning system in the advertisement; d) scene determination; e) data analysis; f) Drawing conclusions, evaluating the data found and replied to and analyzed during the study.

By using Roland Barthes's semiotic model, the writer will do several stages of classifying data. The author will first determine the sign (signifier), sign (signified) of each scene or segment that has been selected, then determine the meaning of the first denotation (denotative sign 1), to be able to find the meaning of the first connotation (connotative sign 1). Furthermore, from the second stage maknadenotation (denotative sign 2) the writer will discuss the second stage maknakototation (connotative sign 2) which is drawn based on the myths of group interpretants, cultural frame work, social aspects, communicative, layers of meaning, intertextuality, links with other signs, laws governing it , and originating from a dictionary or encyclopedia.

DISCUSSION

The first step in this study, the authors collect data in the form of documentation images taken from pieces of scenes in advertisements. Of the many pieces of the advertisement scene, the writer divides into six segments: (1) Hamish David and Aqua bottles; (2) Aqua bottle recycling process; (3) Aqua bottles and their companions; (4) Aqua bottles in the cooler box; (5) Hamis David's invitation to the campaign "Wise Plastics; (6) Aqua bottle and the closing message "Aqua Life - Lives On: 100% recycled and recyclable plastic".

The first segment stems from the face of a celebrity, Hamish Daud-brand ambassador for the Aqua #BijakBerplastik campaign. The next picture continues on a plastic bottle that is lying in a garbage box lined with black plastic bags. This segment narrates the voice of someone who

is not Hamish Daud, nor introduces Hamis Daud as the character told in the advertisement but the plastic bottle, who is the main character in this ad.

Signifier:				
Segment	Shot	Visual	Naration	Audio/ music
1	1 (long shoot)	Hamish Daud drinks water from a 100% bottled aqua bottle, looks at the camera while smiling and throws the trash into the trash box	It's me, Not that,	Music with a piano and low tone
	2 (medium shoot)	An empty Aqua packaging box	But this one	
Signified: Beginning of the story of the Aqua bottle packaging which became the advertisement character, not Hamis David.				
Connotation: Hamish David became the introduction of the introduction because it was known first				

This opening segment aims to lead the audience to lead the main character in the ad, not Hamish Daud but recycled aqua bottles. The 60-second commercial wants to tell the journey of the "bottle" and how to keep the story going. Aqua's campaign to reduce waste reduction and help protect the environment by using recycled plastics began in early September 2019 by introducing Hamish Daud as the ambassador for his campaign.

Hamish Daud at the beginning will be easier to attract the attention of the audience (audience). The use of public figures or celebrities is one of the fastest ways to encourage the brand image of a product recognized by the public (Sudjana in Thesis Susandi, 2007). In social manners teaches us to introduce our new friends to our environment, not the person introducing himself.

Signifier:				
Segment	Shot	Visual	Naration	Audio/ music
1	1, 2, 3 (medium shoot)	The recycling process of Aqua bottles, starting from one by one sterilized bottle, is combined with other empty Aqua bottles which are sterile	You would think this would be a boring story But instead, this is a story about where I was reborn	Music with the piano playing with an increasingly fast tempo
	4 (zoom shoot)	Breaked into plastic seeds A pure plastic seed A collection of recycled Aqua bottles		
	5 (medium shoot)	that have been filled with Aqua arranged neatly on a cooling rack, ready to be marketed.		
Signified: The process of processing recycled Aqua packaging bottles				
Connotation: A story about the process of recycling, like a lesson will be boring, but following the story of someone or something since he was born, meeting new people and being born again is not boring				

Since sitting in elementary school to high school, of course we have learned the process of recycling plastic waste. When we see that process again in advertising, of course we will feel bored and want to immediately change our television channels. But before that happened, the

plastic figure immediately said that this advertisement contained a trip, the people he met and how he was reborn. The expository technique, or the technique of portraying characters by describing, describing, and explaining directly (Nurgiyantoro in Dominicus Ganang, 2010), is certainly more interesting to follow. As an audience, curiosity will grow, who will he (the bottle) meet, and how will he be reborn. This curiosity keeps us watching the ad until it's finished.

Signifier:				
Segment	Shot	Visual	Naration	Audio/ music
1	1, 2 (medium shoot)	Workers who use bicycles (bike for work) and in the midst of thirst, while biking drinking Aqua with recycled packaging bottles	to accompany the busiest person when they need hydration, meet the most calm person	The music with a tempo that follows the storyline: fast, then slow and calm slowly turns into romantic music, turns into passionate music
	3 & 4 (long & medium shoot)	A woman is doing yoga then drinks Aqua from a recycled packaging bottle		
	5 (longshoot)	A half-filled and partially filled Aqua bottle is present in the middle of the couple, where the man is proposing to the woman by handing a ring	also witnessed a promise my story that was born from those who care	
		A mountain climber drinks a recycled Aqua bottle		
	5 (medium shoot)			
Signified: Aqua is there to accompany people in their daily lives				
Connotation: Those who drink with Aqua recycled bottle packaging are those who care about the advantages of Aqua 100%				

This scene explains to the audience that Aqua is present in the daily life of people from various professions and activities, and provides hydration to relieve thirst. The narrative "my story was born from those who care" leads to the attitude of the audience who continue to use Aqua recycled packaging. With an emotional approach, this advertisement tries to arouse the positive positive emotions of the audience to be proud, happy, in love when the audience uses the advertised product (Kotler & Armstrong in Thesis Makmun Riyanto, 2008). Also using recycled bottle packaging means consumers care about nature by using environmentally friendly packaging bottles.

Signifier:				
Segment	Shot	Visual	Naration	Audio/ music
1	1 (medium shoot)	A hand picks up a bottle of recycled Aqua packaging available in the cooler	to keep my life repetitive and good for.	quiet music
Signified: Aqua is back in a different place				
Connotation: Aqua is everywhere, its existence is repeated and provides kindness				

This segment has similarities with the second segment we discussed above, where Aqua is present along with other Aqua bottles to give kindness to those who drink it, quench your thirst

as well as being an environmentally friendly packaging. If we glance at the Big Indonesian Dictionary, we will see the meaning of the cycle as a time cycle in which there is a series of events that are repeated repeatedly, regularly - like a cardiac cycle in one heartbeat ([http:// www. Ipapedia. Web.id/ 2014/12/12 / life-cycle.html](http://www.Ipapedia.Web.id/2014/12/12/life-cycle.html)). So this segment is important to show that the life of recycled Aqua packaging is a recurring and continuous life cycle.

Signifier:				
Segment	Shot	Visual	Naration	Audio/ music
1	1, 2 (medium shoot)	Hamish Daud invites the audience to join the #BijakBerplastik campaign by collaborating to recycle plastic bottles. Hamish drinks Aqua from recycled packaging	The little things we do will have a big impact on the environment that we care about. it's time we collaborate on things as simple as recycling the lives of plastic bottles	Soft piano music
Signified: Hamish Daud invites and participates in the success of the campaign by participating in drinking Aqua from recycled bottle packaging				
Connotation: by drinking aqua recycled bottle packaging means we have #BijakBerplastik and also have a good impact on the environment				

Hamish Daud's invitation to collaborate in the #BijakBerplastik campaign will benefit the audience, which is pride in themselves for being a person who cares about the environment. This is in line with the purpose of advertising written in an electronic journal titled History of Advertising Trust that says "Every campaign must deliver a message to the consumer. It might be a simple proposition - if you buy this product you will get this particular benefit - but it might also subtly suggest a specific attribute or aspiration that the company wants the consumer to associate with their products "; each campaign must convey a meaningful message - if you buy this product you will get a lot of profit - or can also instill a company's suggestion or inspiration to be done by consumers. ([https:// hats. org. org. uk / documents / Learning / getting_the_message_across](https://hats.org.uk/documents/Learning/getting_the_message_across))

Signifier:				
Segment	Shot	Visual	Narration	Audio/ music
1	1 (medium shoot)	(Aqua logo graphic) A recycled Aqua bottle packaging with a greenish-blue mountain background with Aqua Life graphic writing, Lives On, 100% recycled and recyclable Plastic	starts #BijakBerplastik and continue the good for the earth Aqua life lives on	Soft piano music Aqua music jingles
	2 (grafis logo Aqua)	Aqua logo, #BijakBerplastik 100% of our Recycled Plastic	100% recycled and recyclable plastic	
Signified: The closing message of the advertisement "Aqua Life"				
Connotation: Pure Aqua from the mountains with 100% packaging of recycled plastic				

The end of this Aqua ad appears simple and cool through the visual of an Aqua bottle that stands tall above the mountains. This visual reinforces the construction of the meaning that Aqua comes from mountain springs. Recycled plastic bottles that look elegant without the wrapping of a brand wrap but look accentuating the Aqua logo among the distinctive bluish green mountains. This visual is reinforced by the narrative "#BijakBerplastik and continue the good for the earth". This is in line with the principles of integrated marketing communications in an electronic book titled Advertising Campaigns: "There's a good reason to integrate: by coordinating the messages across all the communication tools, a company will speak to its customers and potential customers in a single, unified voice. This unified voice creates a more powerful and enchanting message than disjointed efforts produce" - which briefly means a message that is strong and easy to remember is a message that is well integrated and delivered to potential customers and consumers with one voice (<https://2012books.lardbucket.org>) reflected in every visual and narrative throughout this ad.

An electronic journal titled Making a Digital Advertising Communication Campaign Bukalapak on the theme of Heroes of Independence by Arif Wicaksono, et al citing Duriyanto's view, that the effective delivery of messages is strongly influenced by the concept of a strong message and needs to pay attention to the strategy and concept of the message, including elements of what to say or central theme-this relating to the message to be conveyed to consumers. The basis for consideration of why an effective advertising campaign is based only on one central theme is the limitations of human memory (<http://repository.umsida.ac.id/bitstream/handle/123456789/19703/jurnal%20skripsi.pdf?sequence=1>, accessed on January 18, 2020, at 17:13 WIB). So as to bridge the limitations of human memory, advertisers build constructions of meaning that can be implanted in the minds of the audience through myths hidden in advertisements.

There are at least two main myths that the writer found in Aqua adverts that are closely related to branding strategies, namely consistency and brand personality. Consistency is a message that is conveyed to consumers continuously to express the seriousness of the company's services for the products they produce and build customer loyalty. Whereas brand personality is a character that refers to and looks at products that can appear the same every time or represent the values of product characteristics (Advertising Campaigns, <https://2012books.lardbucket.org/pdfs/advertising-campaigns-start-to-finish.pdf> accessed on January 18, 2020, at 17:26 WIB).

The consistency of Aqua in this advertisement is strongly constructed through the display of the logo which is always located on the top right of the screen from this ad to the end. In addition, Aqua bottles, which mostly appear in an upright position, show Aqua's firm stand to run and continue running #BijakBerplastik campaign by reducing plastic waste and using recycled plastic.

Through this advertisement, Aqua builds on the myth of Aqua's brand personality that is 100%, committed and cares about the environment. 100% is a hundred percent equal to one. 100% contains full value, not divided, not in the form of fractions. Or in other words 100% is pure. Murni is an Aqua brand personality that is packaged from 100% recycled bottles. Pure is the honesty of Aqua which can be seen from the transparent and clear bottle packaging without the plastic label cover, not wrapped in anything, or what it is. Brand personality commitment, not only seen in #BijakBerplastik at the end of the advertisement but reflected in the scene of a man who applying for a woman - in social life, applying is the first step in someone's life to be brave to commit, tie a life-long promise with just one person.

Commitment was also constructed through the election of Hamish Daud, a married celebrity figure, who faithfully wore a wedding ring on the ring finger of his right hand (seen in the last scene-invitation of Hamish Daud). Hamish David's existence in the world of entertainment and his love for nature that we already know through his mountain climbing and diving activities. Finally, the myth of environmental care that becomes Aqua's brand personality appears in the narration in the scene of a mountain climber who drinks Aqua 100% recycled packaging that has close relations with Hamish Daud as the brand ambassador for this campaign. Aqua care in the environment is emphasized with the closing narrative "#BijakBerplastik and continue the good for the earth".

CONCLUSION

Aqua #BijakBerplastik ad which tells about the journey of Aqua recycled packaging bottles and featuring Hamish Daud, contains two main myths to strengthen the Aqua brand in the eyes of its consumers, namely by constructing Aqua's consistency as bottled drinking water which is the top of mind and Aqua's brand personality from mountain spring, honest, highly committed and care for the environment. This Aqua #BijakBerplastik ad is an advertisement of a packaged beverage product that has mastered the market's top of mind compared to other bottled mineral drinks that have sprung up following it. Nevertheless, this research which is still far from perfect needs to be followed by research into other creative advertisements that can encourage the concern of young people on earth and encourage concrete actions to preserve the environment.

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