

## **Sprite's Advertisement Myth Versus The Reality in Television Based on Islamic Perspective**

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### **Abstract**

This research analyzes about Sprite's advertisement Myth vs Reality version on television based on Islamic Perspective. The company would like to offer the freshness of the product with an extra ordinary Advertisement. This research applied the semiotic perspective from Roland Barthes to analyze connotation, denotation, myth and ideology to find the message behind the advertisement and relate this issue with Islamic perceptible. This research used qualitative approach and semiotic analysis method. The primary data was Sprite's advertisement Myth vs Reality version. The secondary data was literary review and other information (website) that related with the object. The analysis data of this research used semiotic model from Roland Barthes. This research analyzed all communication icons and cinematographic aspects in the Advertisement. The researcher indicated that the advertisement urges people to think logically. It urges people to understand that a drink cannot make them suddenly rich or get the ideal couple without doing nothing. Among the ways of thinking that deviate from the truth according to Islamic perspective is

believe in khurafat and myth. Whereas Sprite is just a soft drink with lemon flavour. [Penelitian ini membahas sebuah iklan Sprite edisi Mitos versus Kenyataan. Dalam iklan ini, perusahaan pemilik merek Sprite ingin menawarkan produknya lewat tema kesegaran sebuah minuman. Masalah yang diteliti yaitu makna denotasi, konotasi, mitos atau ideologi dari perspektif semiotika Roland Barthes yang penulis hubungkan dengan perspektif Islam. Adapun tujuan dari penelitian ini untuk mengetahui pesan yang terkandung dalam iklan Sprite tersebut yang dihubungkan dengan perspektif Islam. Penelitian ini menggunakan pendekatan kualitatif. Metode yang digunakan adalah analisis semiotika. Sumber data yang digunakan adalah sumber data primer, yakni yang diperoleh dari rekaman iklan Sprite edisi Mitos vs kenyataan, serta data sekunder, yakni dari studi kepustakaan dan informasi media massa yang berhubungan dengan objek. Analisis data menggunakan model semiotika Roland Barthes. Lambang-lambang komunikasi dan aspek sinematografis setiap scene Iklan Sprite edisi mitos versus kenyataan di televisi, akan dibahas dalam penelitian ini. Ditinjau dari denotasi, konotasi dan mitos pesan yang ingin disampaikan dalam iklan tersebut dan penulis hubungkan dengan perspektif Islam, penulis menyimpulkan iklan Sprite edisi mitos versus kenyataan dapat diartikan bahwa masyarakat harus bisa berpikir logis disamping itu Islam juga mengagungkan ilmu dan mengharamkan berkata tanpa dasar ilmu yang jelas. Lewat iklan ini, masyarakat diajak memahami bahwa tidak ada minuman yang membuat orang cepat kaya dan mendapatkan jodoh tanpa berusaha, yang ada hanyalah yang dapat menghilangkan rasa haus dan meyegarkan tubuh. Diantara cara berpikir yang menyimpang dari kebenaran menurut islam adalah percaya kepada khurafat dan mitos. Padahal Sprite hanya minuman bening bersoda rasa lemon yang begitu menyegarkan.]

**Keywords:** Sprite's Advertisement, Semiotics, Roland Barthes

## **Introduction**

The development of communication technology has improved to various types of electronic media. One of the electronic media is television. Television has become a part of life that integrates with the daily life. Television impressions can be interpreted as a show of the broadcast through the mass media television. The impression can be

entertainment, information, or education such as impressions about education.

Television has an appearance of moving live images and sound to deepen the power of the image, is considered the most influential in depth compared with other mass media power, such as newspapers and radio. By presenting a moving image, the audience has directly involved feeling in a certain inner situation that can bring closer audiences concerned with the program being presented. Television is considered a mass media capable of satisfying viewers at home when compared with other media. This is because the audio and visual effects that have elements of immediacy and realism.

Indonesia has known television since 1962. It is marked by the establishment of a television station (TV) owned by the government of Televisi Republik Indonesia or we called as TVRI. The next stage of development is the emergence of various national TV stations. Nowadays, in order to anticipate the effective enactment of broadcasting law, various local TV stations have started to emerge<sup>1</sup>.

Television has become a spectacle primary in various countries one of them is in Indonesia. As a science and technology in the field of communication, television giving big contribution for human life. Almost all the community in Indonesia both in the city and countryside, having the television. This media has been a need of as their function as information media, entertainment, business, education including influence patterns and style of human life. This because of excess television capable of uniting element both of audio and visual. Television have the advantage over the message that everyone can see and heard in the same time.<sup>2</sup>

The influence of television to the system communication never regardless of the effect on many aspects in Indonesia. According to Mar'at, television is generally affect attitude, views, perception, and feelings to the audiences. This is because the influence of psychological

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<sup>1</sup> <https://pakarkomunikasi.com/sejarah-televisi-di-indonesia>. Accessed on January 20, 2017.

<sup>2</sup> Suhandang, Kustadi. *Periklanan, Manajemen, Kiat dan Strategi*. (Bandung: Nuansa, 2005), 89.

from television itself, where the audience hypnotized by television, so they drifting in engagement in case that presented by televisions.<sup>3</sup>

A brand, company or service can also be understood in various ways, depending on the terms of reference used. According to the American Marketing Association, brand is a name, term, sign, symbol, design or combination of such matters intended to identify the goods or services of a seller or group and to distinguish them from competing products.<sup>4</sup>

One of the marketing strategy that companies can use to introduce new products using existing brands with brand extension strategies. Brand extension is an increasingly popular marketing strategy used for many reasons, such as generating savings in brand development and marketing costs, increasing revenue on market expansion and enhancing brand awareness. But for products that with the same brand will usually always be equated with the previous brand. The advantage if the previous brand has a good brand image will have a good impact on the product afterwards. Large companies whose brands are well known to the public are not afraid to compete with other companies that have similar products, because people will take the brand wherever they go.

The abundance of advertisements on television is becoming increasingly interesting not far from the influence of technological advances. The creative growth of advertising is closely related to competition between advertisers and the growth of media as a means of advertising.

When "reading" a television advertising, it can be seen the connection between advertising and semiotics that becomes an interesting discussion. Some advertising impressions often do not merely offer products, but also embed certain belief and specific value, items advertised on television will gain cultural value. Ads that are basically just promotional activities of the product into marketing activities a set of values and beliefs. TV commercials have become a

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<sup>3</sup> Effendy, Onong Uchjana. *Hubungan Masyarakat Suatu Studi Komunikologis*. (Bandung: PT. Remaja Rosdakarya, 2002), 122.

<sup>4</sup> Kotler, Philip. *Manajemen Pemasaran jilid 1*. (Jakarta : Prenhalindo, 2002), 487.

part of popular culture that produces and represents values, beliefs, and even ideologies. Interestingly, television advertising then did not escape his role as a commodity arena because advertising messages are no longer merely offering goods and services, but also become a kind of tool to instill symbolic meaning.

In the Sprite's advertisement myth versus reality edition on television is a commercial advertisement with presenting the message content form of myth or belief of certain people. As we remember earlier there is a phenomenon about Ponari, little boy from Jombang East Java who suddenly got the ability to treat various diseases with a stone dipped in drinking water. Then there is also the phenomenon of Ustad Haryono who can treat the disease with water that has been prayed and the disease can be moved to the animal body. This phenomenon shows the death of logic or human thinking that is less logical. While the water itself can be grouped, there are rain water, fresh water (water we usually drink from wells or river water), and sea water (salt-containing water).

Islam is a religion that glorifies the truth. The benchmark of truth in Islam is sourced from the revelation of Allah Ta'ala, both in al-Qur'an and as-Sunnah. Islam also glorifies science and forbids saying without the foundation of true science.

Allah Ta'ala said in al-Qur'an QS Al-Baqarah:147:

الْمُتَّيِّبِينَ مِنَ التَّكْوِينِ فَلَا رَبَّكَ مِنَ الْحَقِّ

“The truth is from your Lord, so never be among the doubters”.

Among the ways of thinking that deviate from the truth is to believe in khurafat and myth. Myths are false stories about things such as the origin of places, nature, people and so on that contain profound meaning and are expressed in supernatural ways. While the definition of khurafat is a doctrine or belief that has no basis of truth, also called superstition.

Believing and relying on khurafat and myth is one way of thinking and arguing the muskwick. They do not use their minds and hearts to seek and practice the truth. And that is why they are put into Hell.

Allah Ta'ala says in al-Qur'an QS al-Mulk:10

( وَقَالُوا لَوْ كُنَّا نَسْمَعُ أَوْ نَعْقِلُ مَا كُنَّا فِي أَصْحَابِ السَّعِيرِ )

“And they will say, "If only we had been listening or reasoning, we would not be among the companions of the Blaze.”

We made them high mountains, and We gave you water with fresh water (QS Al-Mursalat:27). Here it is meant that the fresh water we drink comes from wells, rivers and springs. Where the water will make our throat and body feel fresh because it contains minerals that are beneficial to human life, plants, and animals. Water contains 13 elements of mineral salts. Among them are N, P, K, Ca, Mg, S, Fe, Mn, Zn, Cu, B, Mo, Cl. The human body is made of more than 70% the water, the Brain 75% if less than that, then there will be interference. For example, his way of thinking is weak. Less concentration and focus. 86% Heart, 86% Lung, Liver 86%, Kidney 83%, Blood 83%, Muscle 75%, and Bone 22%. All our organs need water. The analogy is like when we grow plants from seeds to big bodies, what is needed besides fertilizer (food), which we always give every day.

The verbal and nonverbal languages in the ads are related to each other to make the ads meaningful. Some verbal languages are sometimes not significant enough to require a nonverbal mark to make it more meaningful. Things that can not be expressed with words and sentences can be visualized through nonverbal signals so that the message to be conveyed can be understood and received well. As an ideological medium, advertising is very interesting observed and reviewed the contents of the message. Just as the Sprite's advertisement Myth vs Reality version is very interesting to investigate, so that revealed the meaning hidden behind the signs in an ad, both verbal and nonverbal marks. Sprites ads are soft drinks issued by PT Coca Cola Amatil Indonesia. This ad reminds us that no one is rich and gets a soul mate without trying, and introduces that the drink is so refreshing.

### **The Formulation of Problem**

The formulation of problem, researcher formulated the meaning of denotation, connotation, and myths also the message of Sprite's

advertisement myth vs reality version on television seen from Roland Barthes' perspective then connected with Islamic perspective.

### Methods

Qualitative is about an emphasis on the process and a meaning that is not being tested or measured exactly in term of quantity, the numbers, intensity or frequency. Qualitative research is emphasizing the nature of reality in social construction, intimate relations between researchers and what they learned, situational obstacles that forming inquiry.<sup>5</sup>

Qualitative aims to explaining in-depth phenomena through data collection. This research is not giving priority to the population or sampling. Hence, in this case emphasize on the depth of data (the quality of data instead of how many a quantity).<sup>6</sup>

The subject of this researched was sprite's advertisement myth vs reality version on television based on Islamic perspective and the object of this researched was the messages that contained in advertisement myth vs reality version on television based on Islamic perspective.

### Result and Discussion

Before analyze sprite's advertisement, the researcher described first about the signs that available in sprite's advertisement that can be explained as follows:

Iconic Signification	First Order Signification	Second Order Signification
Sprite's Logo	Drinks	Soft drink with lemon flavour
Green in Sprite's Logo	Coolness	Refreshing the throat
Image of Lemon in	Lemon flavour	Lemon flavour

<sup>5</sup> Ahmadi, Rulam. *Metodologi Penelitian Kualitatif*. (Yogyakarta : Ar-Ruzzmedia, 2014),11.

<sup>6</sup> Kriyantono, Rachmat. *Teknik Praktis Riset Komunikasi*. (Jakarta: Kencana, 2014), 57.

Sprite's Logo		
Air bubbles	Water bubbles	Soft drink bubbles
Clear	Water	Colourless
Ice	Ice cube	The cold and fresh
Glass	Glass without handle	Easy to carry out

Icons that available in advertisement above is sprite's logo, green in sprite's logo, image of lemon's in sprite's logo, air bubbles, water, ice, and glass. Those icons then analyzed through meaning of first order signification and second order signification.

In first order signification, icon of sprite's logo signed (only) drink. Icon for green in sprite's logo signed lemon flavour. Icon of air bubbles signed water bubbles; clear signed water; icon of ice signed ice cube; glass means glass without handle. The interpretation of icons in first order signification above explained product that advertised related with coolness and lemon flavors that have bubbles from water colourless mixed with water and ice cube on glass without handle.

The disclosure of a commentary in first order signification not really clear to able what actually would like to be delivered by the advertisement's maker. To find out more detail the meaning of signs in advertisement so required meaning by second order signification from those icons. In second order signification, icon of sprite's logo interpretation as soft drink with lemon flavour. Icon of green in Sprite's logo signed as refreshing the throat. Icon of image of lemon in Sprite's logo signed as lemon flavour. Air bubbles that showed in the advertisement signed as soft drink bubbles. Clear can interpret without colour and ice can interpret with cold and fresh, which cold and fresh taken from the nature of ice.

Icon of glass without handle interpreted as an easy way to brought everywhere. Glass without handle has character of concise and easy to carry out to everywhere. Therefore, this glass used as icon that signed as an easy way to brought everywhere. Interpretation can be drawn from icons in advertisement that product advertised is product of soft drink, colourless that could refresh the throat with lemon flavour and more fresh if added ice and or cold condition.



### **Analysis of Sprite's Advertisement**

This advertisement storied about soft drink with brand Sprite that described no one drink can make people get rich quickly and get soul mate without any effort, drink only can releasing the thirsty by sound of man that suspected as Cak Lontong.

This advertisement is very special due to raise the phenomenon about the drink but out of the drink's function (interpreted to satisfy the world's desire namely to gain wealth and soul mate easily and quickly). Then connected with the product's function that can releasing the thirsty and refreshing the throat.

In sprite's advertisement myth vs reality version contained voice narration that suspected as Cak Lontong as follows :

- “Hey, Guys! Let's think clearly”
- “Myth, there are drinks that make rich”
- “Can get easily lover”
- “Yet all depends on the effort”
- “Prefer Sprite, real and fresh soft drink”
- “Soft drink with lemon flavor”
- “Sprite, Nyatanya Nyegerin”

#### **Scene 1**



Cak Lontong : Hey, Guys! Let's think clearly

Scene 1 described light colour in the middle of figure and air bubbles signed as clear water. Then Sprite's logo in the middle of the figure, implying that water is not “only” the mineral water but the sprite and that bubble is soft drink bubble.

Signed of the Sprite's logo with green colour described about the freshness and soothing. There is yellow colour with lemon shaped on the line surrounding the sprite and insisted Sprite is soft drink with lemon flavour.

Thorough marking of Sprite is a soft drink with lemon flavor that is clear and practically colorless. Then the sound came (that was suspected) the voice of Cak Lontong with the phrase "Hey, Guys! Let's think clearly ". Visually, "Clear" is seen from the color of clear water and there is a movement of soda bubbles of various sizes. The word "clear" in the ad is literal meaning, that is to invite people to think mature in a clear, extrovert and open minded.

Thinking mature will formed clear thoughts and as it goes will be more clear. Thinking clearly here is a wise man's mindset because of the wisdom and breadth of his knowledge, which is far from personal desires or interests or only certain groups.

Think clearly in accordance with the clear word itself means clean, clear, not gloomy, not opaque and not cloudy. The point is clean, clear from bad thinking (negative), thinking that is influenced by self desire that sometimes in the steering wheel by lust. Thinking clearly is the key to achieving social success.

The truth that comes from God based on the Qur'an and as-Sunnah is not based on what the human desires, while the passions will always invite to destruction, this is in accordance with the word of God:

بِذِكْرِهِمْ أَتَيْنَاهُمْ بَلَّ فِيهِنَّ وَمَنْ وَالْأَرْضُ السَّمَاوَاتُ لَفَسَدَتِ أَهْوَاءَهُمْ الْحَقُّ اتَّبَعُوا وَلَوْ  
مُغْرَضُونَ ذِكْرِهِمْ عَنْ فَهْمٍ

But if the Truth had followed their inclinations, the heavens and the earth and whoever is in them would have been ruined. Rather, we have brought them their pride (Al Qur'an) to them, but they turned away from that pride. (QS. Al Mu'minuun :71).

In addition to the above verse, the following verse also explains that following the lust is a source of destruction and calamity.

فِيهِنَّ وَمَنْ وَالْأَرْضُ السَّمَاوَاتُ لَفَسَدَتِ أَهْوَاءَهُمْ الْحَقُّ اتَّبَعُوا وَلَوْ

And if the Truth had followed their inclinations, the heavens and the earth and whoever is in them would have been ruined. (QS. Al Mu'minuun :71).

Think clearly is a source of peace for all, with think clearly is the key to success to achieve glory in this world until the next day. We need to direct our thoughts to the good things. Sometimes we need to take a moment to remember the good things that we have experienced. Could be from good deeds that others do against us. Could be from parents, brother, sister or friends. We can also remember the good deeds of our closest people even those who have contributed to us, or anyone who has provided help in times we need.

Think clearly can be said of how we think positively which is a mental attitude that involves the process of incorporating constructive thoughts, words, and images (builds) for the development of our minds. Positive thoughts bring happiness, joy, health, and success in every situation and action. Some people think positive thinking is nonsense, and some laugh at people who trust and accept positive thinking patterns. Among people who receive positive thinking patterns, not many know how to use this way of thinking to get effective results. In addition to positive thinking, we are also required to think according to reason or logic.

When we have a problem, our minds become chaotic, we feel alone and ultimately stressed out so we are in a hurry to take the decision to solve the problem, which is where the solution will be a new problem for us in the future. By thinking clearly at the same time we think logically and we can be able to find solutions and solve our problems without any problems.

Critical thinking and logic, we are actually led to think clearly, not to reinforce arguments that undermine other people's reasoning. Certainly arguing is indispensable, but in arguing we must also have reasoning and logical reasoning capabilities to formulate a subject with our own opinion. People who argue by using appropriate reasoning will never deny the opinions of others even if the person is wrong, but if the person is able to think clearly, him will straighten all and help the person who is lost, though not as easy as words I write this down.

In social life, many problems arise from their incomprehension to think logically as do the academics. The way a person thinks when

viewed from the level of education must be very different levels. It is unlikely that a person with only an elementary degree will balance the critical thinking of a student who is educated in an institution or a university, especially one who studies about human culture. However, it does not mean that all societies who do not have educational experience in college can not think critically, because critical thinking using logic of thinking also needs continuous training and application. On the other hand, it is possible that a person with a higher education does not have a critical mindset even though his/her environment is a container for critical thinking, not because of anything but because he/she is not used to it. At least though it can not think critically, it thinks based on logic or makes sense and also open minded.

**Scene 2**



Cak Lontong: "Myth, there are drinks that make rich



Cak lontong: "Can easily get the lover"



“Cak Lontong: Yet all depends on the effort”.

Scene 2 Taking pictures slightly away so as to illustrate a plain gray background in the middle there is a clear or transparent glass without a handle, in a glass of clear water mixed with ice cubes, causing a lot of bubble or bubble that very much up to the surface quickly and accumulate at the tip of the glass, until the soda foam in the drinking water is reduced and the shape of the ice cube becomes visible. There is a Sprite logo on the glass that means the drink in the glass is Sprite. When interpreted thoroughly Sprite Beverage is a clear color soft drink with lemon flavor, where if the drink of soda given ice cubes must directly produce bubbles that very much. Due to the softer nature of the air bubbles it will be easy to rise above the surface of the water and then the bubbles burst or disappear.

The shooting is accompanied by the sound of suspected Cak Lontong with the phrase "Myth, there are drinks that make rich and can easily the lover. Yet all depends on the effort". The sentence is an information that our environment there is a person or a certain group who believe the existence of a drink that can quickly make rich and easy mating without having to try. Firmly from the beginning of the sentence he states that it is just a myth so do not believe it. It corresponds to one of the letters in the Qur'an as follows: "And everything we make in pairs, that ye may remember the greatness of God" (Adz Dzariyaat: 49).

The great Islamic Shariah strongly advocates the Muslims to make a lawful business worthwhile for their lives, while emphasizing the primary obligation to always trust (surrender) and to seek help from Allah Ta'ala in all their endeavors.

Allah Ta'ala said,

{فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ}

And when the prayer has been concluded, disperse within the land and seek from the bounty of Allah, and remember Allah often that you may succeed. (QS Al-Jumu'ah:10).

Allah Ta'ala said,

{فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ}

And when you have decided, then rely upon Allah . Indeed, Allah loves those who rely [upon Him]. (QS Ali 'Imraan:159).

If we think logically, people who have worked hard alone not necessarily they will certainly become a wealthy, if get money or become a rich man is very easy just by drinking water without having to work hard and sweat so there will be no people poor in this world.

Become rich and can get easily lover. The simple sentence we commonly know is "the match in God's hands". The sentence means that the soul mate already exists that governs the creator, but to get the soul mate is not necessarily can be in can only by sitting still but must be in can with effort. Logically, a woman will not want to be married if the man does not work or does not have a clear future purpose, because in marriage needs a lot of money. Getting married is not just about you and him but also your big family and your children. We also know with the phrase "life is choice". We can choose our soul mate who like what but God who will approve us will be mate or not with that person. The effort is not just about making a living but is responsible for protecting and guiding families for men. For a woman trying to protect the good name of the family, respecting her husband someday and educating the child by acting politely and speaking polite words. We think what people should think, not think about what the creator's business is. Because trying is not to determine a mate and not determine destiny,

but as a charity worship. So survival is not as easy as turning your palms, it all takes effort and hard work.

Like the following verse:

تَذَكَّرُونَ لَعَلَّكُمْ زَوْجَيْنِ خَلَقْنَا شَيْءٍ كُلِّ وَبَيْنِ

And of all things We created two mates; perhaps you will remember. [QS. Adz Dzariyaat (51):49].

Usually, myths or fairy tales are often regarded as "weird" stories, which are difficult to understand the meaning or accept the truth because the story is irrational, "unreasonable" or incompatible with what we encounter daily. However, on the basis of that myth also often used as a source of truth and become a tool of this truth, has long attracted the attention of experts.<sup>7</sup>

In Greek mythology, the human questions about the occurrence of the universe are answered in mythical form, which is defined by all forms of explanation which completely escape from any human-ratio control. Thus, in that sense myth (Greek myths) in opponents with logos (reason, ratio). So more generally it can be said that myth is irrational or superstitious; in short something that is not in the form of conscious control and human ratio.<sup>8</sup>

Now we try to go back in 2009 there is a phenomenon about Ponari is a little boy aged ten years from Balongsari Village, East Java Jombang suddenly famous. Thousands of people flocked and willingly lined up just to get the "water of magic" from Ponari after being dyed with a magical stone. It is said Ponari gain supernatural after getting a stone. The event that almost took his soul, many people who believe this boy can treat all sorts of diseases. In mid-January 2009 with his friends. However, suddenly he felt his head as if thrown a stone a hand, when lightning struck.

Upon awakening, Ponari found a stone the size of a chicken egg under his feet. When it is taken, the stone emits reddish rays. After that,

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<sup>7</sup> Sobur, Alex. *Semiotika Komunikasi*. (Bandung: PT. Remaja Rosdakarya, 2009), 222.

<sup>8</sup> Sobur, Alex. *Semiotika Komunikasi*. (Bandung: PT. Remaja Rosdakarya, 2009), 222.

he took home the stone that he found. How long, suddenly the boy's house is always flooded with people from remote areas of East Java who want to seek treatment to cure the disease. Unfortunately, no one knows, who ordered Ponari to open the practice of alternative medicine. In addition, it is not clear anyway, who was first treated by Ponari, so the illness can be cured.

It's just that, since the eel-like stone was found, in the community rumors that Ponari can cure various diseases. Of course with the condition already drinking water that Ponari dipped stone. Inevitably, every day Ponari's house is always filled with hundreds of people who want to seek treatment. Moreover, it does not charge tariffs to its patients.

The phenomenon of alternative medicine such as Ponari is a reflection of the powerlessness of society in the field of health. The culture of people who believe in mystical things and the low quality of education is one of the factors that influence it.

Here we can see where there is irrationality or superstition or delusion; in short something that is not in the form of conscious control and human ratio. People believe that if you drink water that has been dipped in stone by Ponari then the illness in the person will be healed. Logically the disease is caused by a virus or bacterium that attacks the human immune system. Even a medical or health specialist needs a little research to find a cure from a disease. It's just to get the drug is not for free, that's the constraints of our society. So in the increasingly modern age and the development of science today, believing such things is something "weird" and not logical.

We've heard that cutting the nails at night is not allowed, if the word the Sundanese is called "pamali". Perhaps in the old days cutting nails at night is not allowed because of the lack of electric light lighting is feared will be wrong cutting that will eventually cause injury. However, if applied in the current era, lights everywhere make the ban is just a myth. Myths usually have first heard the story from previous generations or other past tales. But as a human being who is given the mind and the mind of God then we must be able to think openly and keep up with the times. So that kind of myth should be able to place itself in accordance with the times.



Visually, the word "Fast" is seen from the movement of soda foam that quickly rises surface and accumulate on the edge of the glass. The word "Fast" means that everything is not instant, if there is any condition and there is something that does not make sense.

Talk about the "get rich quickly" now we see the current case about Dimas Kanjeng Taat Pribumi<sup>9</sup>. Dimas Kanjeng quite popular in East Java tapal kuda area to the west. In Padepokan is often visited by people who have financial problems. Many legislative candidates failed to come to his Padepokan because of running out of money for campaign funds.

Someone who comes to his Padepokan must deposit the dowry to save on Dimas Kanjeng. After that, Dimas Kanjeng will promise a time period to double the time. Minimum of three years and maximum of five years.

When Dimas Kanjeng had a celebration, like his son's birthday, his santri also had to contribute money sincerely. There is no bookkeeping and proof of payment. All the money is donated free of charge. The donation will be doubled back many times. To get the "money back," The students are required to buy a "tali ali baba", which is a 15cm long white thread that should be tied at hand with the price of 200.000 per yarn, if not wear the rope then the dowry that has been paid every month for years will be forfeited.

Every Friday night must be gathered at the home coordinator for istighosah and dowry set. Even this ritual is performed on a particular month for a whole week. The santri at Dimas Kanjeng are required to obey. They are told that money belongs to the Almighty. While Dimas Kanjeng called have special science to print money to bring rain.

When going to fund disbursement, he usually will delay the process. He will criticize that his followers are less tirakat, shodaqoh and so on so money can not be duplicated. After that, Dimas Kanjeng again gave the dream to his followers. He promised that the dowry could be doubled on terms plus one year. For the followers who follow with Dimas Kanjeng will be asked to return the dowry money. The nominal vary depending on demand Dimas Kanjeng. The majority of

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<sup>9</sup><http://surabaya.tribunnews.com/2016/09/23/inilah-pengakuan-korban-penggandaan-uang-dimas-kanjeng-taat-pribadi?page=3>. Accessed on November 5, 2016.

his followers who desire this doubling of money will obey the will of Dimas Kanjeng. They have not realized that it's just a mere mode.

This practice has been going on for years. In 2014, this Padepokan got a rumor about the alleged fraud allegations. However, this allegation is difficult to prove. Dimas Kanjeng had horrendous public by uploading the video multiplication of money mentioned by the invisible way on Youtube.<sup>10</sup>

The case of Dimas Kanjeng who promised the multiplication of money is not logical enough can be considered a myth. The popularity of Dimas Kanjeng is originally word of mouth, followers whose money is successfully duplicated then offer or tell the closest people, then they are tempted and try to follow. Who is not tempted, money from a small value can be a great value without having to tire of working. Rich in quick time without trying? Where is the connecting line? Without work the money comes by itself. The case took casualties from all walks of life, rich to poor, from low-educated to well-educated.

In essence myth is a rational human effort because without rational human effort, myth will not know itself as a myth. Just as a crazy person would not call himself crazy. In general myth is an escape from reality and seeks "protection from the fantasy world". At the point of view of Lappe & Collins, myth is understood as something that the public perceives to be true, but in fact contradicts the fact.<sup>11</sup>

If tracing history, myths follow and closely related to rituals. In a society, rituals are performed by religious leaders to avoid danger or bring safety. From that sense a myth derived from history or previous myths was made for the sake of one's salvation. As a child too often we hear that if the child's milk teeth are top dislodged then the teeth should be thrown down, so that the teeth of the tooth can grow quickly and grow down. But that is just a myth, so that the child is not afraid and convince him that his teeth will grow again.

Then the phrase "all depends on effort" visualized from soda foam gradually diminishes. It tells you that there is nothing instant in

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<sup>10</sup> <http://surabaya.tribunnews.com/2016/09/23/inilah-pengakuan-korban-penggandaan-uang-dimas-kanjeng-taat-pribadi?page=3>. Accessed on November 5, 2016.

<sup>11</sup> Sobur, Alex. *Semiotika Komunikasi*. (Bandung: PT Remaja Rosdakarya, 2009), 224.

this world without any effort, and something instantly must have its flaws or there are side effects in it or it will quickly disappear, and gradually it will definitely look the actual shape or originals.

### Scene 3



Cak Lontong: "Prefer Sprite, real and fresh soft drink"



Cak Lontong: "Soft drink with lemon flavor"



Cak Lontong: "Sprite, Nyatanya Nyegerin"

Scene 3 the shooting is almost similar to scene 2, only here the camera is getting away from the image of a glass almost completely seen, the bubbles of air in the glass have been reduced so that the texture or the shape of ice cubes in crystal clear water more clearly visible. The Sprite logo still fits in place i.e. on a glass that defines the drink that is in the glass is Sprite. When the overall interpretation of Sprite is a clear color bar soft drink with lemon flavor, soda content will become quickly reduced if mixed with ice cubes, where the ice cubes are made from mineral water that is frozen into a piece of ice. Then came a large green inscription that read "NYATANYA NYEGERIN"

Then came the sound that was suspected was the voice of Cak Lontong with the phrase "Prefer Sprite, real and fresh soft drink", "Soft drink with lemon flavor" and "NYATANYA NYEGERIN". Describing that this Sprite is a colorless beverage, in fact there is no drink that can make everything can easily become rich and get the lover but Sprite is a soft drink that is in clear, eliminates thirst and is very refreshing. The advertisement offers a Sprite in cold conditions that illustrates the freshness that most people can not refuse. And behind the pleasure and freshness it offers. In the advertisement there is no sentence to consume every day because soft drinks still can not be equated with mineral water.

We know that all parts of the human body desperately need fluid intake for example skin, heart to brain. Although colorless and tasteless, water / mineral water has a very important function for the health of the human body. Mineral water is an ordinary water type which has a clear color without taste and no smell, can be drunk after cooking or without cooking process. The main purpose of cooking drinking water is to kill and clean germs, bad bacteria causing diseases that harm the body. While soft drinks have a high sugar content and acidity produced by carbonation so it is not good for consumption throughout the day. Eating an occasional drink of soda is not something that is harmful, of course, with a normal portion and not excessive will be more felt benefits. Everything that is excessive is not good, eat and drink according to the portion, it will feel the benefits.

### **A Message in an Advertisement**

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Each an advertisement on the television has a message, thru depiction of visually and verbally from various expression and character players will provide a message to public both of implicit and explicit. Often a message that contained in an advertisement cannot be separated from the values of certain, as ideology bias, culture or politic.

The message on scene 1 of Sprite's advertisement myth vs reality edition is inviting us to positive minded, open minded, and logical or sensible. On scene 2 we are advice not to believe to the myths or everything not really necessarily capable the truth. The message on scene 3 is more concentrated on introducing product itself, that sprite is colourless soft drink with lemon flavour.

### **Conclusion**

The researchers' finding and discussion due to that matter the conclusion that obtained from scene in Sprite's advertisement myth vs reality edition. The meaning of denotation in the advertisement can conclude that director and screenwriter take pictures water a colourless that seems so clearly mixed with ice cube and the soda, gradually the sparkling reduced to liqueurs and fill in a glass looked more and more clear. The meaning of connotation meaning can give loss of thirst and refreshes your throat. The meaning of myth in this research, Islam is a religion that glorifies the truth. The benchmark of truth in Islam is sourced from the revelation of *Allah Ta'ala*, both in al-Qur'an and as-Sunnah. Islam also glorifies science and forbids saying without the foundation of true science. Among the ways of thinking that deviate from the truth is to believe in *khurafat* and myth. Myths are false stories about things such as the origin of places, nature, people and so on that contain profound meaning and are expressed in supernatural ways. While the definition of *khurafat* is a doctrine or belief that has no basis of truth, also called superstition. The meaning of message in this ads invited us to think clearly with appropriate reason and logical. If we had a problem, just calm down and find the best solution. The truth that comes from God based on the Qur'an and as-Sunnah is not based on what the human desires, while the passions will always invite to destruction.

If we had a problems, it is good to calm down first before looking for a solution. If our self and our own minds can not calm down

then will screw up all the things. In this advertisement warns us if anyone says that there is a reliable drink that can make getting rich quickly and easily get the lover or soul mate then it is not true and just a myth. Because all of that will possible if we are hard work and full effort. A result that has been done by hard work will certainly produce our own satisfaction in the near future.

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