

SEMIOTIC ANALYSIS OF FORE COFFEE ADVERTISEMENT ON YOUTUBE

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ABSTRACT

In today's digital era, advertisements play a vital role not only in promoting products but also in shaping narratives that resonate with consumers. This study examines the semiotic elements embedded in Fore Coffee's YouTube advertisement, applying Roland Barthes' semiotic theory to explore how verbal and nonverbal signs communicate meaning. Specifically, the analysis focuses on three layers: denotation (literal meaning), connotation (cultural or emotional meaning), and myth (ideological construction). The research employs a qualitative approach with semiotic analysis as the primary method, drawing data from Fore Coffee's "Segelas Kopi Wujudkan Harapan" advertisement. The findings reveal that the advertisement communicates more than the consumption of coffee it portrays coffee as a symbol of aspiration, identity, and community. Denotatively, the ad highlights everyday interactions such as delivery services, storytelling, and coffee preparation that reflect politeness, professionalism, and craftsmanship. Connotatively, it evokes deeper associations of comfort, inclusivity, and modern lifestyle, positioning coffee as part of personal and social identity. Nonverbal elements, such as the logo, colors, and capitalized slogans like "NEW COFFEE CULTURE," further amplify this symbolic value. At the mythological level, four dominant narratives emerge: the myth of hope, where coffee becomes a source of motivation and dreams, the myth of authenticity and quality, emphasizing skilled craftsmanship and locally sourced products, the myth of a modern and inclusive lifestyle, aligning coffee culture with progressive values and creativity; and the myth of local empowerment, showcasing coffee as an ethical choice that supports Indonesian farmers and national pride.

Fore Coffee's advertisement transcends product marketing by constructing an ideological narrative that redefines coffee as a lifestyle symbol. Through signs and symbols, it reinforces cultural values of authenticity, inclusivity, and empowerment. This analysis demonstrates how advertising operates as both a commercial strategy and a cultural text that shapes consumer perception and collective identity.

Keywords: Semiotic, Advertisement, Myth, Denotation, Connotation

ABSTRAK

Di era digital saat ini, iklan memainkan peran penting tidak hanya dalam mempromosikan produk tetapi juga dalam membentuk narasi yang beresonansi dengan konsumen. Studi ini mengkaji elemen semiotik yang tertanam dalam iklan YouTube Fore Coffee, menerapkan teori semiotik Roland Barthes untuk mengeksplorasi bagaimana tanda verbal dan nonverbal mengomunikasikan makna.

Secara spesifik, analisis berfokus pada tiga lapisan: denotasi (makna literal), konotasi (makna kultural atau emosional), dan mitos (konstruksi ideologis). Penelitian ini

menggunakan pendekatan kualitatif dengan analisis semiotik sebagai metode utama, mengambil data dari iklan Fore Coffee "Segelas Kopi Wujudkan Harapan".

Temuan menunjukkan bahwa iklan tersebut mengomunikasikan lebih dari sekadar konsumsi kopi; iklan tersebut menggambarkan kopi sebagai simbol aspirasi, identitas, dan komunitas. Secara denotatif, iklan tersebut menyoroti interaksi sehari-hari seperti layanan pesan antar, penceritaan, dan penyajian kopi yang mencerminkan kesopanan, profesionalisme, dan keterampilan. Secara konotatif, iklan tersebut membangkitkan asosiasi yang lebih dalam tentang kenyamanan, inklusivitas, dan gaya hidup modern, memposisikan kopi sebagai bagian dari identitas pribadi dan sosial. Elemen nonverbal, seperti logo, warna, dan slogan kapital seperti "BUDAYA KOPI BARU", semakin memperkuat nilai simbolis ini. Pada tataran mitologis, empat narasi dominan muncul: mitos harapan, di mana kopi menjadi sumber motivasi dan impian, mitos keaslian dan kualitas, yang menekankan keahlian dan produk lokal, mitos gaya hidup modern dan inklusif, yang menyelaraskan budaya kopi dengan nilai-nilai progresif dan kreativitas; dan mitos pemberdayaan lokal, yang menampilkan kopi sebagai pilihan etis yang mendukung petani Indonesia dan kebanggaan nasional.

Iklan Fore Coffee melampaui pemasaran produk dengan membangun narasi ideologis yang mendefinisikan ulang kopi sebagai simbol gaya hidup. Melalui tanda dan simbol, iklan ini memperkuat nilai-nilai budaya keaslian, inklusivitas, dan pemberdayaan. Analisis ini menunjukkan bagaimana periklanan beroperasi sebagai strategi komersial sekaligus teks budaya yang membentuk persepsi konsumen dan identitas kolektif.

Kata kunci: Semiotika, Iklan, Mitos, Denotasi, Konotasi

INTRODUCTION

Advertisement is one form of communication that is very effective in influencing consumer behavior (Pasqua, 1990:185). In this context, semiotic analysis becomes an important tool to understand the meaning contained in advertisements. Roland Barthes, a French semiotician, developed a theory that emphasizes the importance of signs and meaning in communication Barthes - "Mythologies" (1957). He argued that every sign has two levels of meaning: denotation (literal meaning) and connotation (deeper, cultural meaning). The advertisement of fore coffee on YouTube is an interesting example to analyze using Barthes' semiotic approach. In this advertisement, coffee is not only presented as a drink, but also as a symbol of hope and aspiration. Through visuals

and narratives this advertisement attempts to build an emotional connection with the audience, associating coffee with important moments in everyday life.

In the modern business world, advertising has become one of the most crucial marketing strategies. With the increasing competition in the market, companies must be able to attract consumers' attention and differentiate their products from others. Advertising not only serves to promote products, but also to build brand image and create emotional connections with consumers (Pasqua, 1990:185). In this context, digital platforms, especially YouTube, have become a very important arena for advertising.

Semiotics is the study of signs and symbols used in communication to understand how meanings and significance can be formed and understood. According to Ferdinand de Saussure, a famous linguist and semiotician, "a sign is something that has a meaning or significance" (Saussure, 1916). In this context, a sign can be a word, image, or symbol used to communicate a certain meaning or significance. Semiotics studies how signs and symbols can have different meanings and significance depending on the context and culture. As Roland Barthes, a famous semiotician, said, "semiotics is the science that studies the life of signs in society" (Barthes, 1967). Barthes distinguishes between two types of meaning, namely denotation and connotation. Denotation is the literal or direct meaning of a sign or symbol, while connotation is the associated or implicit meaning related to culture and ideology. For example, a picture of a woman with long hair and a beautiful dress can have a denotative meaning as a woman, but can also have a connotative meaning as a symbol of beauty or femininity. In his semiotic theory, Barthes also introduced the concept of "myth" which is related to how signs and symbols can be used to build and maintain ideology and power in society. According to Barthes, "myth is a communication system that uses signs and symbols to build and maintain certain meanings and significance" (Barthes, 1957). Thus, semiotics according to Barthes can help us understand how signs and symbols can be used to form and understand meanings and significance in various contexts, and how ideology and

power can be built and maintained through the use of signs and symbols.

The purpose of this study is to determine the meaning of denotation, connotation and myth in Fore advertisement.

RESEARCH METHODOLOGY

This study uses a qualitative approach with a semiotic analysis method. The qualitative approach was chosen because the focus of this study is to understand the meaning and interpretation of the elements contained in the advertisement, not to measure or calculate certain variables (Barker, C., & Jane, E. A. (2016). The semiotic analysis method allows researchers to dig deeper into the symbols and signs contained in the advertisement. The main data source in this study is the Fore offee advertisement uploaded on the YouTube platform. The advertisement will be explained in depth to identify the symbols, signs, and meanings contained in it. Bogdan and Taylor (in Moleong, 2007: 4) define that qualitative method as the procedure of the research which procedures descriptive data in the form of written texts or people spoken and the behavior which can be analyzed for. Arikunto (1998: 193) states that this qualitative research tries to explain the data using words or sentence which is separated into some categories to get a conclusion.

In this study, the writer chose one advertisement to be used. The writer chose this video because this video has is the newest video this year and have the largest number of viewers. <https://youtu.be/N3PNQDypLHw?si=D4zGRnmClhAtg2QO> This is the link of video

entitled Fore Coffee | Segelas Kopi Wujudkan Harapan with a video duration of one minute and one second, this video was uploaded a year ago. To collect data the writer began by repeatedly watching this video on YouTube to understand their verbal and non-verbal sign. The verbal sign in the advertisement includes dialog, capital letter, hashtag and storytelling. While, the nonverbal sign includes the color and logo.

FINDING AND DISCUSSION

The writer presents the findings of the data as the result of data analysis. The writer finds the denotative and connotative in the advertisement. The denotative is the real meaning. While, the connotative is a figurative meaning. We can know that what the denotative and connotative meaning in the advertisements. And also, what myth are in the advertisement.

The following is a dialogue from Fore advertisement.

Online motorcycle driver: *permisi mau antar pesanan dari fore*

Customer: *sebentar ya pak, ini ada satu buat bapak*

Online motorcycle driver: *terima kasih*

Customer: *sama-sama pak*

The denotation in this dialogue illustrates a polite and professional interaction between the online motorcycle driver and the customer when making a coffee delivery transaction. The connotation in this dialogue not only illustrates the coffee delivery process but also highlights values such as politeness, mutual respect, and professionalism in customer service.

The following is a narrative storytelling feature in the Fore advertisement.

Adalah awal kisah dari banyaknya cerita yang diciptakan momen bahagia dari mereka yang selalu ada. Cerita ini adalah cerminan dari perjalanan yang memberikan banyak arti dan pengalaman. Ada tangan-tangan terampil yang membuat dengan penuh kehangatan dan keceriaan. Ada dedikasi dari sesuatu yang esensial, dimulai dari racikan yang penuh cinta dan ketelitian menciptakan aroma yang begitu kaya untuk hadirkan rasa yang penuh cerita.

Dan inilah kami, Fore hero orang-orang yang berdedikasi nyata. Ada banyak cerita tersembunyi dari perjalanan menakjubkan yang memberi banyak arti.

Sekarang saatnya jadi bagian dan bantu Fore dalam mewujudkan harapan mereka. Karena segelas kopi wujudkan harapan.

The denotation in this storytelling is emphasized that coffee can create happy moments, which shows the social role of coffee in interactions between individuals. This suggests that coffee is often enjoyed in the context of togetherness. Mentioning the skills and dedication of coffee makers highlights the importance of expertise and attention to detail in creating a quality product. The connotation in this storytelling is the use of words such as "the beginning of the story," "happy moments," and "stories" creates an emotional nuance that invites the audience to feel closeness and connectedness to the shared experience. The mention of "skillful hands" and "full of warmth and joy" provides a positive connotation that associates the product with feelings of comfort and happiness. This creates the image that Fore coffee is

prepared with love and care, which can enhance the consumer experience.

The nonverbal sign in this advertisement is logo and color. The meaning behind the Fore coffee logo, a logo is more than just a mere identify. More than that the logo has a deep philosophical value. Similarly, Fore has three main elements in its logo it is coffee beans, leaves and squarcles.

Coffee beans are the first element representing Fore coffee's main product. In its production, Fore uses arabica coffee beans, which are 100% native to Indonesia. The purpose of selecting local coffee production is to support local farmers in various plantations throughout Indonesia such as Bali, Aceh and Flores. The quality of arabica coffee used by Fore is undeniable, including its naturally sweet and smooth flavor.

The second element in the Fore logo is the leaf, which represents the forest and serves as the inspiration for Fore. The forest has a profound meaning. It represents the hope of growing fast, tall, strong and able to provide benefits and support to those around it. Fore consistently instills these values in providing the best benefits and services to customers. It also supports local farmers in Indonesia to continue growing and providing benefits.

The third elements in the squarcle, a combination of a square and a circle. This shape represents the flexibility of working in Fore hybrid workplace, prioritizing a combination of offline and online methods. The implementation of this hybrid workplace is expected to give employees autonomy in implementing a work-life balance model. This work

method is also expected to increase employee productivity in providing the best for customers.

As a result, each restaurant and coffee shop have its own logo. The denotation of this logo is shaped like the letter "F" flowing in a circular line, creating the impression of travel and exploration. The color green symbolizes life and growth and commitment to growing with the community. The connotation of this logo leaves symbolize hope for fast, tall, and strong growth, as well as providing benefits to the surrounding environment. The green color of the leaves also reflects life and sustainability, in line with the environmentally friendly theme carried by Fore coffee.

In the Fore advertisement capital letters are also used namely "NEW COFFEE CULTURE"

The denotative meaning of "NEW COFFEE CULTURE" in Fore advertisement refers to the introduction and promotion of a new way of enjoying coffee, emphasizing innovation and unique experience in the coffee industry. This phrase reflects the change and evolution in how people interact with coffee.

The connotation in the word NEW suggests that there is something fresh and innovative in the way people enjoy coffee. "COFFEE CULTURE" indicates that there is a change in the culture of habits of society regarding coffee consumption. This could mean a shift from the traditional way of enjoying coffee to a more modern and diverse way.

In the Fore advertisement also features a hashtag, specifically #FOREVOLUTION.

The denotation of the hashtag #FOREVOLUTION in Fore advertisement refers to the combination of the words "Fore" the brand name and "evolution". This hashtag shows that Fore is trying to bring change or development in coffee culture.

The connotation of the hashtag #FOREVOLUTION implies that Fore is trying to change the way people enjoy coffee, from just a drink to part of a broader lifestyle and culture.

A myth can be understood as a shared, underlying meaning that emerges from a complex process of signs and symbols. Essentially, it is a series of interconnected events or images that when perceived by people in a society, shape their collective unconscious beliefs and values. The myth which is motivated by the Fore coffee advertisement is to give the perception that drinking coffee is also good.

1. Myth of Hope

The myth of hope and passion is a dominant narrative that positions coffee as a catalyst for personal growth and ambition. This idea is encapsulated in the slogan "*karena segelas kopi wujudkan harapan*" which implies that coffee can help people achieve their dreams. Images of coffee delivery people, baristas carefully mixing drinks and satisfied customers reinforce this idea, suggesting that coffee is a source of motivation, comfort and new beginnings. As a result, coffee has become a daily ritual symbolizing resilience, especially among young people. The slogan "*segelas kopi wujudkan harapan*" conveys positive energy to its consumers. This slogan also demonstrates that with online motorcycle

drivers delivering to customers, the baristas who make coffee, the farmers who make coffee beans it can conclude that people can have jobs, and therefore a cup of coffee makes hope come true.

2. Myth of Authenticity and Quality

Fore coffee advertisements also promote the myth of authenticity and craftsmanship. By using phrases like "curated by Mikael Jasin" and "skilled hands," along with images of hand-selected coffee beans and the manual brewing process, coffee is positioned as a product of art. The presence of Mikael Jasin, an internationally acclaimed Indonesian barista, ensures that the coffee blend reflects authenticity and quality. This myth conveys quality, sincerity, and tradition, transforming the coffee-making process into a culturally significant and almost sacred act. The Indonesian market reflects this trend, with over 60% of Gen Z consumers preferring locally sourced and environmentally friendly products, according to a 2023 Kantar report. Thus, Fore Coffee's advertisements sell not just coffee, but the experience of engaging in an act of authentic excellence and quality.

3. Myth of Modern and Inclusive Lifestyle

Fore coffee promotes the myth of modern identity and inclusive lifestyle through its advertisements. With slogans like "pilih langkah revolusimu" and hashtags like #FOREVOLUTION,

the brand positions itself as a cultural movement. The ads feature a diverse range of influencers, from fashion designers to eco-activists, creating a connotation that coffee is a symbol of personal confidence, creativity, and progressive values. The brand becomes more than just a product, but a symbol of lifestyle and identity. Thus, Fore coffee becomes a badge of cultural fluency and social relevance, encouraging consumers to believe that their coffee choice reflects their personal revolution.

4. Myth of Local Empowerment

The last is the myth of local empowerment and national identity. Fore emphasizes appreciation for local farmers through product labels like "*Tani Series*" and "*Bumi Latte*", as well as visuals showcasing natural beauty and rustic life. The brand conveys a message that drinking Fore Coffee is an ethical act that supports community well-being and national pride. By consuming Fore coffee, customers are positioned not just as buyers, but as social contributors. This aligns with national campaigns like "*bangga buatan Indonesia*" which promote local economic growth through consumer choices.

This study is analyzed by using the semiotic theory of Roland Barthes. Fore coffee advertisement is interesting to discuss because it contains the denotation and connotation that has been arisen from

the sign itself. The writer explains that the denotative sign level has a relationship between the signifier and the signified that carries an explicit meaning. Denotation analysis is what appears in the videos. Through connotative analysis, the reader can understand that the signs created by Fore coffee have multiple underlying goals. This finding supports the study conducted by Andika et al. (2023), which also found that advertisements often embed deeper meanings beyond what is visible on the surface. In their study of the Good Day coffee ad, they revealed that each scene carries connotative and mythological layers that construct a modern image attractive to youth. Similarly, Fore's advertisements do not only aim to promote a product but create a lifestyle narrative rooted in aspiration, quality, and inclusivity. Fore coffee's advertisement employs a multifaceted branding strategy that goes beyond mere product promotion. By using phrases like "*segelas kopi wujudkan harapan*" and "*nikmati racikan sempurna kopi berkualitas untuk semua*" the brand crafts a narrative that associates coffee with empowerment, aspiration, and inclusivity. The #FOREVOLUTION hashtag further solidifies Fore's image as a catalyst for change in the coffee industry, positioning the brand as a lifestyle and movement rather than just a product. This approach aligns with Roland Barthes' concept of myth, where everyday symbols like coffee convey deeper cultural values. The hashtag serves a dual purpose to promote the brand while inviting consumers to join a shared identity of innovation and optimism.

Fore coffee advertisement is reinforced by visual and linguistic signs that emphasize personalization and authenticity. The narrative is built through storytelling, such as a barista carefully crafting a drink or a delivery driver making a delivery, which symbolizes hard work, dedication, and human connection. The use of capital letters in phrases like "NEW COFFEE CULTURE" amplifies this message, drawing attention to a bold proclamation of change and modern identity. The presence of public figures like Mikael Jasin, Dion Wiyoko and Kristo Immanuel and the other influencer further elevates the brand's identity, embodying values such as innovation, environmental awareness, fashion, and community engagement.

CONCLUSION

After analyzing the data, the writer makes a conclusion based on the findings. This study shows that Fore coffee advertisements are not merely marketing products, but also creating complex meanings through visual and verbal semiotic elements. Using Roland Barthes' semiotic framework, it is seen that these advertisements operate on several levels, such as the denotative level that conveys literal meaning, and the connotative level that produces deeper, culturally relevant interpretations. At the mythological level, Fore constructs an ideological narrative that depicts coffee not only as a beverage but as a symbol of broader social and emotional experiences. This analysis reveals several core connotative themes emerging in Fore advertisements. First, coffee is portrayed as a means to achieve

hopes and ambitions, as seen in the phrase "segelas kopi wujudkan harapan," which symbolizes fortitude, purpose, and emotional uplift. Second, coffee is positioned as an authentic and quality product, with the mention of professionals like Mikael Jasin and verbal elements like "*dikurasi oleh tangan-tangan handal*" indicating expertise and quality. Themes of modern inclusivity and cultural revolution are projected through visual cues, the use of hashtags like #FOREVOLUTION, and the depiction of diverse influencers representing various aspects of identity.

This study identified four dominant myths embedded in Fore coffee advertisements. First, the myth of hope, which portrays coffee as a source of motivation for achieving dreams. Second, the myth of authenticity and quality, which suggests that Fore coffee products are authentic, locally sourced, and meticulously cared for. Third, the myth of a modern and inclusive lifestyle, which links coffee consumption to progressive values, self-confidence, and social inclusion. Last, the myth of local empowerment emphasizes appreciation for Indonesian farmers and ethical consumption. These myths not only serve as advertising strategies but also reflect and reinforce contemporary cultural narratives, positioning Fore coffee as a lifestyle symbol associated with empowerment, ethical living, and modernity.

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