

Semiotic Analysis of the Meaning of the Instant Noodle Advertisement Message "Indomie Ramadan Edition"

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Abstract: *The rapid development of the business world makes management in the company have to find the best way to market their products. Advertising is one of the media to promote goods or services that aim to increase sales by building a product image to consumers. Advertising is a special form of communication to fulfill marketing functions that are easily accepted by the market. Communication conveyed in advertising can be verbal or non-verbal. One of the advertisements that provides a product image is the Indomie noodle product, where there is a special segmentation applied by marketers that is issued in the month of Ramadan. Indomie's ads give rise to a message of tolerance that is conveyed implicit from the flow, setting and packaging of the product. The way of a creative approach to advertising using the language of communication by paying attention to appropriateness can instill a good image in the product. The research method used in this study is qualitative with the Charles Sanders Pierce semiotics model. With qualitative interpretation, the researcher made observations on the signs advertised by Indomie, so as to find out the content of the message and the reason for the existence of two segments in the advertisement. As a result of the analysis conducted by the researcher, there are three things seen from the advertisement, namely Representation, Object, Interpreter, where the Indomie advertisement in the Ramadan edition wants to display a message to consumers, namely tolerance between humans and on the other hand, it is expected that the audience or consumers will continue to carry out positive activities in the month of Ramadan, even if only at home. By still displaying the product at the end of the segment as a form of promotion and to build the image of the product.*

Keywords: *Communication, Advertising, Marketing*

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INTRODUCTION

The development of the business world in the era of globalization, especially in the industrial sector, has experienced very rapid and competitive progress. In this situation, every company is required to be able to compete strategically to seize and maintain market share. One way is to provide the best service to consumers, because the level of consumer satisfaction is an indicator of the company's success in achieving its market goals (Julfia & Putry, 2024; Rachmina, Krisnamurthi, & Ayu, 2024).

The lifestyle of modern society that tends to prioritize practicality, speed, and affordable prices makes instant food products the main choice. Instant noodles, as one of the ready-to-eat foods, are very popular with various circles of society, especially in Indonesia. Based on data from the World Instant Noodles Association (WINA), the consumption of instant noodles in Indonesia in 2019 reached 12.52 billion servings, a slight decrease compared to 2018 of 12.54 billion servings. Nevertheless, Indonesia remains ranked second in the world in terms of instant noodle consumption, after China/Hong Kong which reached 41.45 billion servings (Nasution et al., 2023; Harsanto, 2015).

One of the brands that dominates the instant noodle market is Indomie. Based on Kantar Indonesia's research in 2019, Indomie occupies the first position as the most purchased fast moving consumer goods (FMCG) product, outperforming other products such as So Klin detergent, Kapal Api coffee, Royco, and Mie Sedap. The advantages of Indomie lie in the taste that people like, economical prices, and very easy way of serving. These factors make instant noodles a favorite choice for people of various ages and social backgrounds (Mustikasari, 2023; Aisyah, 2023).

From an Islamic perspective, the consumption of halal and good food (halalan thayyiban) is an obligation (Panjaitan et al., 2025; Aisyah, 2023). The food consumed not only provides energy to the body, but also has a direct impact on a person's physical and spiritual condition. Therefore, caution in choosing food is very important. Allah SWT says in Surah Al-Mā'idah verse 88 which means:

"And eat of the sustenance that Allah has given you which is lawful and good, and fear Allah in whom you believe in Him." (QS. Al-Ma'idah: 88)

Instant noodles are a practical and fast food ingredient in processing. The variety of flavors and complements available in each package makes it easy for people to access and consume. The high carbohydrate content also makes instant noodles an alternative source of energy to replace staple foods such as rice or corn. Thus, instant noodles have become an integral part of the consumption patterns of Indonesian people (Sembiring et al., 2024; Fataya, 2023).

The high demand for instant noodles encourages producers to be more creative in marketing their products. One of the most commonly used strategies is through advertising. Advertising acts as a communication medium to convey product information to the public, as well as a tool of persuasion so that consumers are interested in buying. PT Indofood, as the producer of Indomie, took advantage of the moment of the month of Ramadan to design a special advertisement that was different from usual, namely not displaying images of processed noodles in packaging or advertisements in the mass media. This approach shows creativity as well as sensitivity to religious values, by

incorporating elements of da'wah and a message of tolerance into the five-minute ad. The message of tolerance displayed reflects the attitude of mutual respect between religious communities and the awareness not to interfere with the fasting of Muslims, even in the context of promoting food products (Efrizal, 2021; April, 2025).

Advertising is one of the most common forms of paid promotion used in marketing strategies. Advertising includes the delivery of non-personal messages by certain sponsors to promote goods, services, or ideas. In Indonesia's predominantly Muslim society, advertising often uses religious symbols as a marketing strategy. With a Muslim population of 229.62 million people, food, beverage, cosmetic, and clothing products often use branding based on religious values as an effective promotional approach.

PT Indofood's seriousness in compiling the Indomie Ramadan edition advertising campaign shows that the company is not only profit-oriented, but also pays attention to the norms and values that apply in society. This promotional strategy is designed to remain ethical and not offensive to religious values, so that it can increase sales without losing consumer trust.

This study uses a semiotic approach to analyze signs and symbols in the Indomie Ramadan edition of the advertisement. Semiotics comes from the Greek semeion meaning "sign", and is a science that studies the system of signs as the basis of communication. According to Littlejohn in Theories on Human Behavior, humans use signs as a means of communication with others, so semiotics is very relevant to be used to explore meaning in visual communication such as advertising. The study of semiotics helps identify the aesthetic and symbolic meanings contained in mass communication messages (Novitarum & Sigalingging, 2024; Husma & Setiari, 2025).

The semiotics approach in this study refers to the theory of Charles Sanders Peirce, an American philosopher who is known as a major figure in the development of modern semiotics. Peirce divides signs into three main elements: representation (sign), object (something represented by sign), and interpretant (meaning or understanding of the sign). The process of relationship between these three elements is called semiosis, which explains how a sign produces meaning through the process of interpretation. Using this approach, the researcher seeks to dismantle the structure of the sign in Indomie advertising and interpret the social, religious, and ethical values contained in it.

Based on this background, the formulation of the problem in this study is how the signs in the Indomie advertisement in the Ramadan edition of Indomie contain symbolic meaning and ethical messages based on Charles Sanders Peirce's semiotic approach. The purpose of this study is to analyze the semiotic elements in the advertisement, as well as explore the values of communication conveyed, especially in the context of religious and multicultural Indonesian society.

LITERATURE STUDY

1. Advertising as a Language of Communication

Communication comes from the Latin word "communicare" which means giving, taking part or passing on so that something common, equal or mutually understanding occurs. The concept of communication is the process of conveying messages, ideas from one party to another to be able to understand each other.

The term communication also comes from the English word "communication" which is etymologically derived from the Latin "communicatus" and comes from "communis" which means sharing or belonging to a common property, which is an effort made to achieve a common goal. In terminology, communication is a process that refers to the process of conveying a person's statement to others.

Communication as a noun which means communication, namely the exchange of the same symbols and messages as well as information; the process of exchange between individuals through the same symbol system; art to convey ideas; and the science of information delivery. Ruben and Steward provide the definition of human communication, namely human communication is the process through which individuals in relationships, groups, organizations and societies respond to and create messages to adapt to the environment and one another. Humans will process by involving individuals in a relationship, groups, organizations, and societies that respond and create messages to adapt to each other's environment.

Conveying messages done by communication will make it easier for a person to achieve goals. Because communication is a prerequisite for human life. Communication can be done either verbally or non-verbally through symbols and signs, so that others can understand the purpose and purpose of communication. This will usher in successful communication that requires understanding between the people involved in communication activities. The similarity of understanding is influenced by the clarity of the message, the way it is delivered, the communication behavior and the communication situation. In a company or organization, message delivery can be done in writing, orally and in print which facilitates the absorption of information easily and clearly. The development of the information world has become more complex and important in various aspects both the models, facilities and devices used.

Harold Laswell's communication theory is the initial communication theory of the emergence of communication science. Laswell stated that the best way to explain and facilitate the communication process is to answer the question of who, says what, in which channel, to whom, with what effect. If analyzed, communication includes the questions conveyed by Laswell, namely communicators (communicators, sources), messages (messages), media (channels), communicants (communicants, receivers, recipients) and effects (effect, impact, influence). In general, it can be concluded that communication is a process of conveying messages, both verbally and non-verbally, which aims to convey the message and intent in communication. The description of the communication model according to Laswell is as follows:

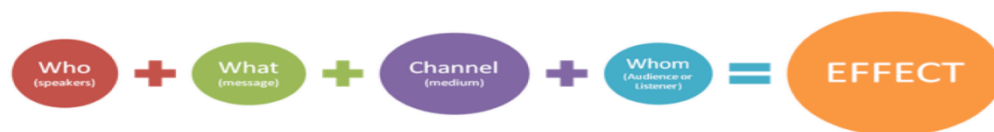


Figure 1. Harold D. Laswell's Model of Communication

Human communication activities basically have 4 things, namely speaking, listening, reading and writing. The categories in which are divided into two, namely oral and written communication. Iriantara said that in his business communication module, oral communication activities are the oldest type of communication in the history of human civilization. As for the type of written communication, it only appears after humans know letters.

Communication is needed in various areas of human life, including in a business. Communication will encourage business relationships between companies. In communication there is known business communication that is used to achieve organizational goals. Business communication can take place in many contexts, one of which is through marketing. Marketing communication is communication aimed at providing information and inviting and reminding consumers about the products to be sold. One of the tools used in marketing communication is advertising. Advertising is considered to be an effective way to promote a product about the latest variants and products in a business. Advertising is a medium that is able to provide value that is easily accepted by the market.

Advertising is one of the mass media that attracts many people to get information in different ways. If newspapers/magazines provide information with visuals through writing and images and radio provides information with audio through sound, then advertising comes with audio-visuals through motion and sound displays.

According to Iriantara in business communication, 45% of humans communicate by listening to messages conveyed by others, 16% by reading, 30% by speaking and 9% by writing communication activities. From this, it turns out that the information that can be absorbed is 10% by reading from the entire information read, 20% by listening to information, 30% by looking at information and 50% of information can be absorbed by listening and looking at information. From the results of this information, the largest percentage of information absorption from a communication is by seeing and hearing. This is in advertising in the mass media, especially television. Television is a media that is recognized as the most influential media to reach consumers. The use of advertising media is very necessary in conveying information and the potential of communication so that it can run effectively. Advertising has a great influence as a means of marketing products to be known, loved and sought after by the public. Advertising is a special form of communication to fulfill the function of marketing.

Advertising as a means of communication not only displays language, but also communication tools in the form of images, colors, sounds that aim to attract attention. The study of semiotics in advertisements can be seen from the signs or symbols given. Advertising as a sign system will reflect certain values, attitudes and beliefs, where in interpreting an advertisement there are two meanings, namely the explicitly stated meaning which is stated by the display of meaning and implicit meaning behind the appearance of the advertisement. Thus, semiotics is a suitable method to see the meaning of the advertisement given from the signs and symbols that appear.

1. Advertising as a Marketing Language

The success of a company to earn a profit depends on marketing capabilities. Kotler in his book marketing management (2008, Edition 13), stated that marketing is a process of identifying and fulfilling human and social needs. Marketing is a series of processes for creating, communicating, and delivering value to customers. Marketing management is a core activity of the company that is carried out to maintain the continuity and development of the company as well as profits for the company. Marketing is a form of communication that can create value that is able to provide a change in attitudes and opinions towards a product. In the theory of Islamic marketing strategy, the preparation of a good concept needs to be considered for the purpose of market mapping, market growth, competitive advantage and competitive situation. The existence of this concept is intended to win market share. The goal is to provide a position in the minds of consumers so that they are firmly attached, so that the product is remembered when the community will meet their needs.

Modern marketing activities are not only activities in developing good products, setting attractive prices, and making affordable by consumers or customers. However, companies must communicate with various parties who have interests. Every marketer must be able to take on the role of communicator as well as promoter. As a communicator, marketers must be able to consider the nature of the listener who will relate to persuasiveness and utilize it in the development of the message and the medium used.

Kotler (2002), stated that there are several stages so that marketing communication can run effectively, one of which is by planning messages in communication. Ideally, the message to be created should get attention, attract interest, arouse desire, and cause action. There are 4 message formulations that can be designed:


1. Message content: management is looking for a unique attraction, theme, idea for the content of the message. There are 3 types of content appeal, namely rational appeal related to the product producing benefits, emotional appeal related to positive or negative emotions to motivate purchases, and moral appeal that leads to the listener's or audience's feelings about what is right and appropriate;
2. Message structure: the structure of the message should be systematic, engaging and appropriate to create an effective message. There are 3 types of structures that can be used to structure a message so that it becomes effective:
 1. *Conclusion drawing*: can illustrate conclusions by giving a statement and letting the recipient of the message draw a conclusion;
 2. *One or two sided arguments*: marketers should give credit to the product's excellence (*one sided*) or also mention unsatisfactory things (*two sided*);



3. *Order of presentation*: regarding the location of the strongest argument should be placed at the beginning or end.
1. Message format: a product can convey a message through the packaging so marketers need to pay attention to color, texture, size and shape. Communicators must decide on the title, words, illustrations, and colors of the ad.
1. Message source: the message conveyed must come from an interesting and well-known source and have high credibility, to get higher attention and appeal. Credibility is based on expertise, trust, and has a pleasant nature.




RESEARCH METHOD

The type of research used in this study uses a qualitative method with the Charles Sanders Pierce semiotics model. The qualitative approach in principle aims to provide, explain, and critically describe an event of social interaction in society to find meaning in the real context (natural setting). Because it uses semiotic analysis, the type of research used is interpretive qualitative research where the researcher makes a thorough observation of the signs in the Ramadan edition of indomie advertisement. The researcher pays attention to the coherence of meaning between the parts of the advertisement to further carry out interpretations and then understand and interpret.

The analysis of the data mentioned above is that this study uses the Charles Sanders Piece semiotics model, namely by looking at representations/signs, objects and interpretants. Here are some scenes that present meaning with Charles Sanders Pierce's semiotic approach by using representation, object, and interpreter in the Indomie Ramadan edition of the advertisement by grouping and examining the signs in the advertisement for each setting played. In the Indomie Ramadan edition of the advertisement, there are 2 ad backgrounds displayed, namely the first advertisement during the day and the second advertisement at night:

Ads During the Day	
<i>Representament</i>	 <p style="text-align: center;">Scene 1</p>
<i>Object</i>	A man during the day is in the kitchen With the narrative "Fasting again, huh?"
<i>Intrepretant</i>	This scene interprets that the man in the advertisement is reminding at noon that Muslims in the month of Ramadan are fasting, namely refraining from everything that cancels the fast, one of which is by eating.

<p><i>Representament</i></p>	 <p style="text-align: center;">Scene 2</p>
<p><i>Object</i></p>	<p>A man showing the Indomie cooking process but with a spatula and an empty plate. The narration conveyed "The stomach may be empty, but let's still live with good intentions, let's!"</p>
<p><i>Intrepretant</i></p>	<p>This scene interprets that Indomie's advertisement wants to show a sense of tolerance to respect the Muslim community who are fasting in the month of Ramdhan, so that the spatula symbol and empty plate are intended not to disturb the fasting of consumers/viewers who see this ad, shown in the advertisement with the words "the noodles don't exist, it's no longer fasting", because the appearance of noodles is considered to be appetizing.</p> <p>The next narrative "keep walking with good intentions" means that even though fasting on an empty stomach is not a reason to be lazy in carrying out worship, in fact one should be more enthusiastic about getting blessings in a very noble month for Muslims.</p>
<p><i>Representament</i></p>	 <p style="text-align: center;">Scene 3</p>
<p><i>Object</i></p>	<p>Indomie product packaging Ramadan edition with the narrative "From home, do it, happy fasting"</p>
<p><i>Intrepretant</i></p>	<p>This scene shows that the content of the advertisement still reminds to carry out fasting for all Muslims, and invites to carry out positive activities from home only. Because in 2020 Indonesia and countries around the world are fighting against the Covid-19 pandemic. So from this advertisement, Indomie also wants to invite the public to continue to do good but still comply with the regulations that have been set by the government by carrying out all activities at home, including</p>

	worship.
Ads at Night	
<i>Representament</i>	 <p>Scene 4</p>
<i>Object</i>	The atmosphere of dusk/maghrib which shows the sun starting to set With audio in the form of bedug sound
<i>Intrepretant</i>	This scene interprets the time of maghrib which indicates that Muslims are allowed to break their fast. By marking the sound of bedug further strengthening the sign of the entry of the maghrib time.
<i>Representament</i>	 <p>Scene 5</p>
<i>Object</i>	A man showing the cooking process of Indomie, with a spatula and a plate containing Indomie. With the narrative "How? I'm getting more excited, right?"
<i>Intrepretant</i>	This scene shows a man cooking Indomie shown with the inscription "the noodles are there, because it's already open". And this means that Muslims are allowed to break the fast when maghrib time arrives, where one of the interesting iftar menus is with Indomie. In this scene, marketers <i>are implicitly</i> promoting Indomie products as one of the menu solutions for breaking the fast. With the narrative "it's getting more exciting, right" is aimed at all consumers/audiences after breaking the fast to continue positive activities.
<i>Representament</i>	 <p>Scene 6</p>
<i>Object</i>	A man carrying a plate of fried Indomie and packaging of Indomie products for the Ramadan edition. With the narrative "Let's continue to walk good intentions! Just live it from home. Happy breaking the fast."
<i>Intrepretant</i>	This scene interprets to continue to spread goodness by carrying out good intentions for everyone even if they have to stay at home, not an obstacle to continue carrying out positive activities.

	At the end of each advertising segment, Indomie still displays packaging with the aim of promoting the product but still prioritizing the content of the message with moral appeal aimed at consumers/audiences.
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Source: Processed from Youtube social media

RESULT

This study uses Charles Sanders Peirce's semiotic approach which consists of three main elements, namely representation, object, and interpretant. These three elements were used to analyze the content of the message in the Indomie Ramadan edition of the advertisement. The results of the analysis focused on the two main settings displayed in the ad, namely day and night.

First, in the daytime segment, it was found that the ad featured a scene of a man in the kitchen with the narrative "Fasting again, huh?". This scene is a representation of the activities of Muslims who are fasting. The object of this scene is the cooking activity, while the interpreter is a reminder that during the day in the month of Ramadan, Muslims refrain from eating and drinking.

Second, the next scene shows someone cooking using a spatula and an empty plate, without the appearance of noodles. The narrative conveyed is "Stomach can be empty, but let's keep living good intentions!". The representation in this scene is in the form of a visual symbol of cooking utensils without food, with an object in the form of an act of restraint. The interpreter shows a form of respect for fasting by not displaying food visually, as well as conveying a moral message to stay productive during fasting.

Third, the advertisement displays the Indomie Ramadan edition packaging with the narrative "From home, do it, happy fasting." The representation is product packaging, the object is fasting that is carried out from home, and the interpretant is in the form of an invitation to the public to continue carrying out positive activities during Ramadan, especially in a pandemic situation.

On the night segment, the analysis shows that:

Fourth, the atmosphere of twilight displayed with sunset light and the sound of bedug is a representation of the time of breaking the fast. The object of this scene is the time of maghrib, while the interpreter is a sign that Muslims are allowed to start breaking the fast.

Fifth, the scene shows a man cooking Indomie with a complete dish on a plate, accompanied by the narration "How? You're already more excited, right?". The representation is in the form of a visual display of ready-to-eat food. The object is the activity of eating after breaking the fast, and the interpretant is the new spirit after breaking the fast, with Indomie as the menu option.

Sixth, the advertisement closes with a scene of a man carrying a plate containing Indomie and Ramadan edition packaging. The narrative used is "Let's continue to walk good intentions! Just live it from home. Happy breaking the fast." The representation is in the form of product visuals and narratives, the object is positive activities after breaking the fast, and the interpretant is an invitation to continue spreading kindness even though we are at home.

All segments in the advertisement show that Indomie not only emphasizes the promotional aspect of the product, but also conveys moral and religious messages. The values raised in the advertisement reflect tolerance, respect for worship, and the invitation to continue to do good in the holy month of Ramadan. This strategy strengthens the brand image as a product that cares about the social and religious values that live in Indonesian society.

DISCUSSION

Indomie is produced by PT Indofood CBP Sukses Makmur, Tbk as a pioneer of instant noodles in Indonesia and is one of the largest instant noodle producers in the world. Indomie comes in many variants ranging from flavors such as Chicken, Vegetables, and Chicken Curry, to the most popular Indomie fried noodle flavor. The taste of the archipelago, which is always served from the Indomie variant, makes Indomie the most popular instant noodle product by the Indonesian people. Available in more than 100 countries around the world such as Australia, New Zealand, the United States, Canada, across Asia, Africa, Europe, and Middle Eastern countries. With a production capacity of 19 billion packs per year. Here is an example of Indomie products:



Figure 2. Indomie Chicken Broth Packaging

Apart from the many product variants, promotions with advertising media that are always interesting, make people familiar with *the backsound* of Indomie advertisements. To instill a product image in the minds of consumers, Indomie innovates by providing new variants of its products for special segmentation in the month of Ramadan. Here is an example of a Indomie variant specifically for Ramadan:



Figure 3. Indomie Packaging Ramadan Version

Not only products with special packaging for the Ramadan edition, but Indomie also made new advertisements that were displayed in the mass media with a special edition of Ramadan. And what is interesting in this case, the product packaging does not display noodles as identical to instant noodle packaging in general, but is replaced with the words congratulations on fasting. Including the advertisements displayed, there are two versions, namely the advertising version that is displayed during the day without any noodles being served, because it is intended that during the day the Muslim community is carrying out fasting and the night advertisement version after breaking the fast shows the form of noodles with a manufacturing process that indicates that it is permissible to consume noodles when breaking the fast. This can be interpreted as a form of tolerance for Muslims who are fasting. Tolerance is an attitude of respect and appreciation between groups or between individuals in society. This understanding shows that realizing and maintaining tolerance requires knowledge, communication, and freedom. Islam teaches that the existence of differences between humans is a nature that is God's decree, which aims for humans to know and interact with each other.

Indomie's advertising *implicitly* focuses on product promotion that aims to increase sales, but the appearance of advertisements and attractive product packaging with message content that has moral appeal, so that it provides positive energy for consumers. This is a way of a creative approach to advertising using the language of communication by paying attention to the appropriateness of being able to instill a good image in the product.

CONCLUSION

This study analyzes the meaning of the message in the Indomie Ramadan edition of the advertisement using Charles Sanders Peirce's semiotic approach. The results of the analysis show that representation, object, and interpretant elements in advertising are used strategically to convey messages that are not only commercial, but also contain moral and religious values. In the daytime version, the advertisement explicitly shows a form of tolerance for Muslims who are fasting through visual symbols such as empty plates and narratives that invite good deeds. Meanwhile, in the evening version, the ad displays the atmosphere of breaking the fast with a visual of instant noodles, accompanied by a message of encouragement to continue positive activities after breaking the fast. Both versions of the advertisement consistently convey an invitation to practice good values in the month of Ramadan, while still prioritizing compliance with social and religious norms that apply in society. The special edition product packaging and narrative style used affirm the company's commitment to promoting products ethically and communicatively. This communication strategy not only strengthens Indomie's brand image as a product close to consumers, but also proves that advertising media can be a means of value education and strengthen emotional connections with audiences in cultural and religious contexts.

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