

Semiotic Analysis on Indomie Advertisement “*Bareng Indomie Kuah, Bikin Kuahlity Time Gak Tergantikan*”

Rinda Riztya^{1*}, Sesilia Krisfianti²

^{1,2}Institut Bisnis Nusantara, Jl. Pulomas Timur 3A, Blok A No 2, Jakarta Timur

E-mail: rindylime@live.com

* Corresponding Author

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ABSTRACT

Iklan merupakan media komunikasi yang memiliki peran penting dalam membentuk pandangan masyarakat terhadap suatu produk. Salah satu metode yang dapat digunakan untuk menganalisis makna dalam iklan adalah semiotika Roland Barthes, yang membagi tanda menjadi dua tingkat makna, yaitu denotasi dan konotasi, serta mengungkap mitos yang terkandung di dalamnya. Penelitian ini bertujuan untuk menganalisis tanda-tanda semiotika dalam iklan Indomie berjudul “Bareng Indomie Kuah, Bikin Kuahlity Time Gak Tergantikan” yang diunggah di YouTube. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan pendekatan semiotika Roland Barthes. Data diperoleh melalui analisis visual dan verbal dalam iklan, yang kemudian dikategorikan berdasarkan elemen denotatif, konotatif, dan mitos yang terkandung dalam iklan tersebut. Hasil penelitian menunjukkan bahwa iklan ini tidak hanya mempromosikan produk Indomie, tetapi juga membangun citra kebersamaan, kehangatan, dan momen berharga ketika mengonsumsi produk tersebut secara bersama-sama. Mitos yang terbentuk dalam iklan ini adalah bahwa Indomie bukan sekadar makanan instan, melainkan juga simbol kebersamaan dan kehangatan dalam keluarga Indonesia.

Advertising is a communication medium that has an important role in shaping people's views on a product. One method that can be used to analyze the meaning in advertisements is Roland Barthes's semiotics, which divides signs into two levels of meaning, namely denotation and connotation, and reveals the myths contained in them. This research aims to analyze the semiotic signs in the Indomie advertisement titled “Bareng Indomie Kuah, Bikin Kuahlity Time Gak Tergantikan” uploaded on YouTube. The research method used is descriptive qualitative with Roland Barthes' semiotic approach. Data were obtained through visual and verbal analysis in the ad, which were then categorized based on denotative, connotative, and mythical elements contained in the advertisement. The results show that this advertisement not only promotes Indomie products, but also builds an image of togetherness, warmth, and precious moments when consuming the product together. The myth formed in this advertisement is that Indomie is not just an instant food, but also a symbol of togetherness and warmth in Indonesian families.



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INTRODUCTION

Communication is a fundamental process that allows humans to exchange information, ideas, and emotions. In general, communication can be divided into two types: verbal and nonverbal communication. Verbal communication involves the use of words that can be spoken or written, such as speaking directly or sending text messages. Nonverbal communication, on the other hand, includes gestures, facial expressions, and voice intonation, which can express certain feelings or meanings even

without words. These two types of communication often complement each other, for example in live conversations where voice intonation and facial expressions provide additional context to the spoken words.

Marketing communications is a discipline that focuses on the planning and execution of messages aimed at promoting products, services, or brands to consumers. Through marketing communications, companies can introduce products, attract audience interest, and build relationships with consumers. Forms of marketing communications include advertising, sales promotion, public relations, direct marketing, and digital marketing.

Marketing communications focuses on how companies deliver relevant messages to their target audience. For this reason, it is important for companies to understand consumer preferences and behavior so that they can develop the right communication strategy. In the process, companies will determine the key messages to convey, choose the most effective media, and customize the communication style to match the brand image. For example, products targeting the younger generation may be more effective if promoted through social media platforms, while products aimed at professionals may use advertisements in business magazines or related websites.

Advertising is a form of marketing communication that aims to promote a product, service, or idea to an audience. Advertising can be found in a variety of media, including television, radio, internet, print, and billboards. The process of advertising involves creating a compelling and relevant message, as well as selecting the right channel to reach the target audience.

The advertisement of “Bareng Indomie Kuah, Bikin Kuahlity Time Gak Tergantikan” uses a pun on the word “Kuahlity Time” taken from the word quality time. The advertisement consists of Indomie Kari, Soto, and Ayam Bawang variants showing the atmosphere before consuming Indomie and after consuming it. This advertisement attracts the attention of the researchers to examine the meaning behind the activities. Therefore, the researchers conducted a semiotic analysis on the advertisement “Bareng Indomie Kuah, Bikin Kuahlity Time Gak Tergantikan.” to find out the components in the advertisement.

Denotative meaning

Denotation is the fixed, stable meaning of a sign that is recognized universally by users of a given language (Eco, 1984). This means that denotation meaning is the basic or literal meaning of a sign that is considered fixed and stable in a language. Denotation is universal to users of a particular language because this meaning is based on mutual agreement, without involving emotional interpretation, culture, or additional associations (connotation). Furthermore, denotation refers to the literal, obvious meaning of a sign, which contrasts with connotation, the meanings interpreted beyond the literal (Chandler, 2002). Chandler separates it from connotation, which is more about other meanings or readings besides the literal one, given that in most cases these depend on cultural context, emotion, or subjective interpretation. For instance, the image sign 'dog' denotes a four-legged animal known as man's friend. However, it may connote loyalty, guardianship, or even contempt, depending on the social and cultural context. The understanding of the difference between denotation and connotation helps us realize how signs at times have different meanings at the literal and interpretive levels. Thus, denotative meaning is the natural, original, first-occurring, originally known meaning, meaning as it is.

Connotative meaning

Connotative meaning refers to the cultural or emotional associations that a word or phrase can evoke beyond its literal or denotative meaning. According to Barthes, connotation is the second level of signification, where signs gain cultural or symbolic meanings beyond their literal sense (Barthes, 1972). Connotation is the extra or secondary meaning of a sign developed from cultural associations, social values, and individual experiences. This meaning surpasses the literal or dictionary meaning, which is called denotation. It often depends on a context in which cultural background, history, or individual emotions may play a significant role. Furthermore, connotation involves the socio-cultural and personal associations (ideological, emotional of the sign) (Fiske, 2010). This explains that connotation is a second-level semiotic system, where signs gain additional meaning through cultural and situational context.

Mythology meaning

Myths are how cultures explain or understand some aspect of reality or natural phenomena. Myth is a type of speech chosen by history: it cannot possibly evolve from the 'nature' of things (Barthes:

1957). Myths are not things that arise naturally but are created and developed by humans through historical and social processes. A myth is a semiotic structure where symbols and meanings become culturally charged and perpetuated (Eco, 1984). Myth functions to reinforce certain cultural values and ideologies, utilizing symbols that often have more than just their literal meaning. For example, in many cultures, the symbol of the cross is not only meaningful as a geometric shape, but also has a strong religious meaning, denoting sacredness and sacrifice in the Christian tradition. This symbol, as part of a religious myth, is not only understood as a sign, but a tool to communicate and maintain beliefs and norms in the culture. Myth is a specific worldview hidden behind facts that are perceived as natural (Sobur, 2016). A myth is a certain worldview that is hidden behind facts that appear natural or natural. In other words, myths replace something that is the result of cultural construction to look like an unshakeable universal truth. By this process, myths become a powerful tool to influence people's worldviews without them realizing it.

Advertisement

Advertisement is a message or media that is made and shared to convince the audience to be interested in a product, service, idea, or message. Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler & Keller, 2016). This means that an advertisement is not a direct conversation between two people, but rather a message intended for many people through media such as television, radio, internet, or newspapers.

Advertising is a means to communicate a brand's message and create an emotional connection with its audience (Kotler & Keller, 2009). The main purpose of the advertisement is not only to inform the customers about the product or service but to build emotional relationships between the brand and its audience. Thus, commercials are a kind of communication means which transfer the feeling of brand messages thus affecting the consumer's feelings and thoughts.

In today's world, advertisement has changed a lot because of technology and the internet. Social media, online advertisement, and data-driven marketing methods help companies reach their target audiences in a more focused and personalized way. In general, advertisement is important in influencing consumer choices and shaping societal views on different topics. Experts emphasize that advertisement is a strategic tool for effective communication.

Cultural context in advertising plays a significant role in how messages are conveyed and received by the audience. In the case of Indomie advertisement, the cultural context of Indonesia is strongly reflected in every element used to construct meaning.

The Indomie advertisement reflects local culture that is thick with the value of togetherness in the family (Sutopo, 2018). The advertisement depicts the moment of eating together, which is part of Indonesian culture. In addition, culture is the way meanings are produced and understood within society (Hall, 1997). Therefore, Indomie advertisement not only promote the product but also create a strong emotional bond with the audience through local cultural elements.

METHOD

This study is conducted by using Qualitative Research. Qualitative research is descriptive, where the data collected are in the form of words or pictures rather than numbers (Bogdan and Biklen, 2007). It means that qualitative research focuses more on in-depth descriptions rather than numbers or statistics. In this approach, data collected is usually in the form of interviews, observation notes, or visual documentation such as photos and videos. This research aims to understand the meaning, experience, or views of individuals or groups in a particular context. Qualitative research involves an interpretive, naturalistic approach to the world, meaning researchers study things in their natural settings and attempt to make sense of them in terms of the meanings people bring to them (Denzin and Lincoln, 2011). The focus of this research is to understand how individuals or groups give meaning to certain experiences, interactions, or situations. The researcher acts as the main instrument in collecting data through direct observation, interviews, or document analysis, and the results of the research are interpreted based on the participant's perspectives, not just numbers or statistics. In this research, the data was collected through Indomie advertisement video on You Tube. After collecting data, the advertisement video was analyzed by using Roland Barthes's theory. Denotative meaning was analyzed for what is seen in the image, text, and elements in the image. Connotative meaning was analyzed for the implied meaning

based on experience and facial expressions. Last, mythical meaning was analyzed for the meaning of culture or ideology through symbolism in advertisements.

RESULTS AND DISCUSSION

The research topic to be researched is a 30-second Indomie advertisement entitled “*Bareng Indomie Kuah, Kuahlity Time Gak Tergantikan*” uploaded on You Tube on June 13, 2024. There were 16 (sixteen) scenes on the YouTube advertisement. This advertisement tells about a friendship of three people (a woman and two men) who hold a meeting at a restaurant. The next scene, there are two people who cannot attend because they still have their own busy lives such as doing assignments and working. The next scene an idea arises from one of the people to meet at Dinda's house, the scene at Dinda's house they enjoy Indomie *Kuah* noodle dishes and spend time together. This advertisement shows togetherness and supporting each other when life is hard. It shows togetherness with the closest people by eating Indomie *Kuah* together which makes the moment even more irreplaceable. After conducting the process of finding the data, the scenes were analysed using semiotic theory by Roland Barthes for denotative, connotative, and myths meaning.



Figure 1. Indomie on a wooden shelf

In scene 1, Denotation: There are three packs of instant noodles from the Indomie brand with different flavors are Ayam Bawang, Soto Mie, and Chicken Curry, arranged on a wooden shelf illuminated by warm-colored lights. Connotation: Indomie on a wooden shelf creates a cozy, home-like atmosphere. Myths: Indomie is iconic fast food and the flavors in the product are representative of Indonesia's culinary culture.

Wooden shelves with warm lights are usually used to beautify items placed on wooden shelves. The Indomie display on this shelf is shown in Dinda's house, to show the aesthetics of Indomie products that give an elegant and neat impression.



Figure 2. Situation at the café

In scene 2, Denotation: In a cafe with several people sitting at tables, enjoying food and drinks. A waiter is giving a menu to a smiling young man. Connotation: the relaxed and intimate atmosphere at the cafe, where a friendly waiter is seen, shows that the cafe is suitable for relaxing. Myths: cafe usually used as a place to socialize, enjoy time with friends or family.

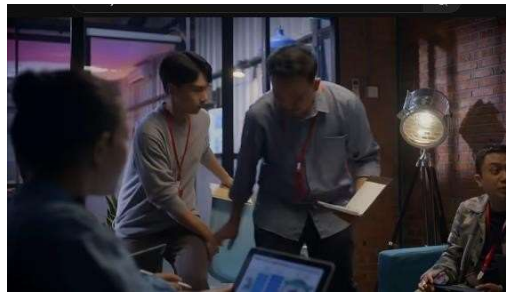
Cafes are also depicted as multifunctional spaces, which are not only places to eat, but also important social spaces in the lives of modern people. Through a combination of denotation, connotation and myth, this image supports the message that cafes are ideal spaces for relaxation, interaction, and happiness in simplicity.



Figure 3. Woman in the living room

In scene 3, Denotation: A woman named Dinda was reading a book in the living room while holding the back of her neck. Connotation: Seen from Dinda's gloomy expression, she is feeling worried about something. Myths: Read a book with a gloomy expression, it can mean that she is trying to understand life and deal with reality.

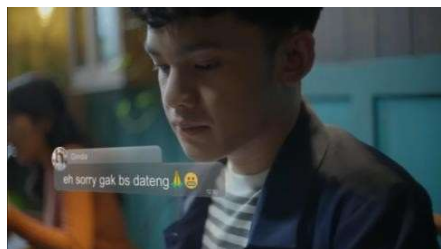
This image can build a narrative that reading is not only an intellectual activity, but also a medium to dive into emotions, face reality, or find solace in silence. This supports the myth of reading as a link between human experience and a meaningful inner journey.



Picture 4. Meeting at the office

In scene 4, Denotation: In a modern workspace, there are four people interacting. The two people in the center appear to be communicating, with one standing and the other looking down. Connotation: The interaction of coworkers opening laptops and carrying notes shows they are in a meeting room, the attitude of the two people in the middle can be seen as the man in the shirt sitting on the bench belonging to the man in the gray shirt and the man showing a disappointed expression. Meanwhile, the person next to him looks serious, reflecting a sense of responsibility or control of the situation. Myths: The act of grabbing a bench can be interpreted as a form of selfish behavior or not caring about the needs of others. In a broader context, it reflects a lack of awareness of the importance of sharing a common space fairly. Therefore, maintaining etiquette by respecting turns or agreements is the right way to show respect for others and maintain harmony in social interactions.

Grabbing someone else's seat, whether in public spaces, cafes, or public transportation, is an act that reflects a lack of ethics and respect for the rights of others. This action is often viewed negatively as it violates social norms that prioritize mutual respect and respect for the space or place that has been previously owned by others.



Picture 5. A man at a cafe

In scene 5, Denotation: A man sitting at café and he got notification from his friend named Dinda. Connotation: He had a sad expression when he received a message from Dinda when she could not come

to see him. Myths: A friend's absence may be perceived as a form of neglect or lack of commitment, even though the reason for the absence may be reasonable or unavoidable.

In friendship etiquette, a situation where one has been waiting at a cafe, but the expected friend cannot make it should be managed with mutual respect and understanding. As the party who could not make it, it is important to immediately inform the waiting friend with an honest explanation and sincere apology. This shows a sense of responsibility and respect for the friend's time that has been set aside for the meeting.



Picture 6. A woman in the living room

In scene 6, Denotation: A woman with brown hair tied up is sitting in front of a table full of books, in a fully decorated living room. Connotation: Her sitting position was relaxed but her facial expression shows that she was under pressure or exhausted from work or personal problems. Myths: Representations of woman multitasking is often associated with the role of modern women who face pressure to fulfill academic or work responsibilities alongside life balance. It may also reflect the myth of challenging work as the path to success.

Productivity in learning or work activities is often considered a measure of success in achieving goals, be it academic or professional. However, the pressure to be constantly productive without regard to physical and mental limits can lead to fatigue that adversely affects health. This can be seen in the image above of the woman's face as she is shown forcing herself to work or study for long periods of time without adequate rest, physical fatigue such as body weakness and headaches often appears, accompanied by mental fatigue characterized by stress, loss of concentration, and decreased motivation.



Picture 7. Meeting with friends

In scene 7, Denotation: A warm and casual meeting of friends, a woman talking to two men at the door. Connotation: The two men's smiling facial expressions create an atmosphere of closeness, supported by their relaxed body positions, with one crossing his arms and the other leaning forward, suggesting this friendly Atmosphere implies the importance of social relationships, such as friendship or casual encounters. Myths: Showing the two men smiling casually can identify them as friends and came to lady house for meet her.

Cross-gender friendships are a form of social relationship involving individuals of different genders. In modern contexts, cross-gender friendships are increasingly accepted as natural and important relationships, reflecting values of equality, mutual respect, and cooperation. The image above can be seen as a representation of a relaxed and positive cross-gender friendship. A woman is talking to two men at the door, creating an intimate atmosphere with no indication of tension or hierarchy. The friendly expressions of the two men and their relaxed body positions suggest that this relationship is based on comfort and mutual respect, not on dominance or any romantic goal.



Picture 8. Various taste of Indomie

In scene 8, Denotation: Displaying Indomie instant noodle products with flavors such as Soto Mie, Ayam Bawang, and Chicken Curry placed on a wooden table. At the bottom, there is an inscription “Really need *Kuahlity* time!” which emphasizes the quality of the product. Connotation: This advertisement utilizes visual and verbal elements to create an emotional association between the product and the moment of togetherness. The word “*Kuahlity*” is a play on words between “quality” and “soup,” leading the audience to images of deliciousness and comfort. This element shows how the product is not only positioned as food, but also a symbol of happiness and relaxation. Myths: Enjoying Indomie is part of a modern lifestyle that is practical and fun.

The advertisement “*Indomie Kuah, Kuahlity Time Gak Tergantikan*” uses the concept that enjoying Indomie *kuah* is not just about consuming food, but about creating a special moment that cannot be replaced by anything. In the context of the image above, this is reinforced by visual elements in the form of Indomie packaging with various flavors such as *Soto Mie*, *Ayam Bawang*, and Chicken Curry which are synonymous with warm and appetizing flavors. Semiotically, visual elements such as a simple wooden table and a hand that is ready to take one of the Indomie packs indicate a casual, homey, and warm atmosphere.



Picture 9. The woman smiles at her friends

In scene 9, Denotation: A woman wearing a yellow sweater is smiling warmly at two people who are interacting with her in the foreground. The ambience of the room is relaxed, with decor elements such as wall shelves, plants, and abstract wall art, which create a living room or living room feel. Connotation: An atmosphere of intimacy and togetherness. The woman's smile reflects an emotional warmth that reinforces the impression that the moment they are experiencing is pleasant and harmonious. The two people in the foreground, although blurred, imply positive social interaction, reinforcing the message of familiarity. Myths: This woman can be seen as a symbolic representation of the role of someone who provides happiness or comfort through a shared meal.

In modern culture, such moments are often associated with a sense of nostalgia, gratitude, and simple satisfaction. The presence of women in a central position can also symbolize a loving figure or the “keeper of harmony” in a family or group, in line with traditional values of food as the glue of relationships between individuals.



Picture 10. Talking with friends

In scene 10, Denotation: Three people are talking and laughing around a wooden table. On the table are a few packs of Indomie and some groceries like eggs. The room looks warm, with plant decorations, wall shelves, and lighting that create a cozy atmosphere. The two men on the right appear to be engaged in a lively conversation, while the woman on the left is smiling casually, watching their interaction. Connotation: This atmosphere shows togetherness and fun. The table at the center of attention is filled with Indomie products, which is the main symbol of togetherness in this moment. The three people's laughter and smiles communicate that they are enjoying quality time together, while the presence of ingredients such as eggs suggests that they may be preparing a meal together. Myths: Indomie becomes a simple yet meaningful symbol of warmth and togetherness, where eating together is considered an ideal way to create an irreplaceable emotional connection.

Togetherness is represented as a relaxed moment full of laughter, where three people gather around a table while talking and sharing happiness. The presence of Indomie products on the table confirms that food can be the center of attention that binds social interaction. Through symbols such as laughter, smiles, and shared activities, this image reflects the meaning that togetherness is about enjoying simple yet precious time with those closest to you. Indomie is presented not only as food, but also as a medium that supports the creation of an intimate and warm atmosphere. This reflects the universal value that being together with friends or family is often filled with activities that evoke positive memories, such as cooking or eating together.



Picture 11. Indomie soup

In scene 11, Denotation: Featuring two bowls of noodles that look appetizing. The bowls contain Indomie soup with toppings such as boiled eggs, vegetables, lime wedges, tomatoes, and half-boiled eggs. Both hands are seen holding the bowls, suggesting human interaction with the food. Connotation: Images of warmth, deliciousness, and satisfaction. The presence of fresh ingredients such as lime, vegetables, and eggs symbolizes nutrition and balance, which enriches the visual meaning that Indomie is not only practical but can also be a flavorful and quality dish. Myths: A serving of Indomie soup can create a moment of togetherness and emotional comfort.

In the context of the advertisement, Indomie is positioned as the perfect choice for creating quality time (kuahlity time). Elements such as warm soup, fresh ingredients, and hands holding the bowl reinforce the message that this food is not only practical, but also has emotional value, creating comfort and simple happiness in everyday life.



Picture 12. A man is eating Indomie

In scene 12, Denotation: A young man enjoying a bowl of food, Indomie soup, with a facial expression that shows contentment and happiness. He is sitting on a sofa in a cozy room, decorated with decor elements such as a flower painting on the wall, cushions, and a bookshelf. Connotation: It reflects

the simple happiness and contentment derived from a delicious meal. Myths: Food like Indomie is not just a physical nourishment, but also a source of simple emotional happiness.

Indomie soup can be a solace or a friend in times of leisure, especially in the warm and familiar atmosphere of home. The narrative reflects modern cultural values where happiness is often associated with small but meaningful moments, such as enjoying a warm bowl of food that brings a sense of contentment and nostalgia.



Picture 13. A woman is eating Indomie

In scene 13, Denotation: A woman wearing a yellow sweater is enjoying a bowl of noodle, most likely Indomie. She is seen holding a spoon with her right hand and is putting food into her mouth. The background is a room with warm lighting, some decor elements such as a plant and a table. Connotation: It represents the simple pleasure that comes from the experience of eating. The woman's expression shows satisfaction and enthusiasm for the food she is enjoying. Myths: Enjoying Indomie is a pleasurable, personalized, and irreplaceable experience.

In modern culture, this moment symbolizes the small satisfactions of everyday life—a precious time to treat yourself to something simple yet satisfying. This woman represents consumers who are comfortable and satisfied with convenient food options that are still of high quality.



Picture 14. A man is eating Indomie

In scene 14, Denotation: A man wearing a gray T-shirt is holding a bowl of food, Indomie. The man is smiling broadly, as if talking to or responding to someone in front of him. In the background is a table with stacks of books and decor elements, giving the impression of a relaxed and intimate space. Connotation: The man's smile reflects a cheerful and enthusiastic mood, depicting the happiness that comes with eating together. Myths: Indomie is not just a convenient dish, but also a symbol of a relaxing moment enjoyed with friends.

This image conveys the message of simple happiness that comes through togetherness and affordable food like Indomie. With the cheerful expression of a young man holding a bowl, and the relaxed atmosphere in the room, this image illustrates how eating is not only a physical activity but also a social experience that strengthens relationships between individuals.



Picture 15. A group of friends

In scene 15, Denotation: Three people are sitting in a cozy living room with three bowls of Indomie soup. Connotation: The warm moment of togetherness can be seen from their expressions, where Indomie takes the center stage. Myths: Consuming Indomie soup with friends can relieve fatigue, make fun and moments of intimacy.

This image confirms Indomie's position as not only a food product, but also as a connecting medium that brings emotional experience, warmth, and happiness in everyday moments.



Picture 16. Variant of Indomie soup

In scene 16, Denotation: Three kinds of Indomie soup with the title “It's Kuahlity Time.” Connotation: The word of *Kuahlity* is taken from quality and emphasizes the quality moments presented by Indomie soup. Myths: Indomie soup is not only a food, but it also gives a precious moment in everyday life.

The advertisement “*Bareng Indomie Kuah, Bikin Kuahlity Time Gak Tergantikan*” invites consumers to enjoy quality moments with the closest people, accompanied by the warmth and distinctive aroma of Indomie Kuah. Through various scenes featuring togetherness in various situations, this advertisement emphasizes that Indomie Kuah can be an integral part of precious moments in everyday life. The wordplay “Kuahlity Time” is a combination of the word “quality time” which means quality time and “kuah” which refers to a type of Indomie product. This play on words creates the impression that Indomie *Kuah* not only offers delicious flavors but also becomes part of quality moments with the closest people. Thus, Indomie *Kuah* is positioned as a facilitator of precious moments in everyday life.

CONCLUSION

In Roland Barthes's semiotics approach, the Indomie “Kuahlity Time” advertisement builds a narrative that goes beyond the product's basic function as instant food. The denotation aspect of the advertisement features visuals of people enjoying Indomie in a warm and intimate setting, with visual elements such as tempting noodle bowls, social interaction, and a cozy room setting. Furthermore, connotation aspect of the advertisement represents the value of simple happiness and familiarity that can be created from a shared meal. Indomie is not only seen as an instant food, but also as a symbol of warm moments of togetherness. The warm lighting and cheerful expressions of the characters in the advertisement emphasize this message. Lastly, myth aspect of Indomie advertisement shows how the product has become an integral part of popular culture in Indonesia. It not only fulfils the basic need for food but also serves as a social medium that connects individuals and creates positive emotional experiences. The myth built is that Indomie symbolizes the warmth of home, the value of togetherness, and the irreplaceable quality of time. As such, the advertisement successfully elevates the product to the realm of the symbolic, linking it to universal concepts such as happiness, friendship and comfort. In conclusion, through Barthes's approach, Indomie advertisement can be seen as a discourse that reinforces the position of this product as more than just a daily necessity. It represents a culture that emphasizes the value of togetherness and happiness, while creating a myth that simple food can have a big impact on building relationships and creating unforgettable moments.

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