

Campaign of Waste Management Program in Bandung City in a Semiotics Perspective

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Keywords: Semiotics, Billboard, Bandung City.

Abstract: Every government has its own efforts in campaign its programs, one of them by making billboards. These efforts are certainly based on various considerations such as the selection of the target, understanding the targets character, etc. In this study, the writer describes the unique campaign form of Bandung city Government related to waste management program. The writer focuses on the official billboards laid out in uniquely packaged. One of them is a text on a billboard that says "Choose, pay a fine for littering or treat me?" with a photograph of a beautiful female student has been displayed next to the texts. This phenomenon attracts the writer to do a research based on the Semiotics point of view. The theory that the writer uses is the theory of semiotics Roland Barthes and visual semiotics Arthur Asa Berger. The approach that writers use in this study is qualitative descriptive approach. This research purposes to find the signs contained in the billboards of waste management campaign in Bandung city and its impact on the target of the campaign related to social cognition of society of Bandung itself.

1 INTRODUCTION

The famous Greek philosopher, Aristotle states that humans are *zoon politicon*. *Zoon politicon* itself can be defined as a social creature. Being a social creature, interaction in human life is a necessity. Language serves as a medium to meet the need for such interactions. Wardhaugh (in Chaer & Agustina, 2004: 15-17) states that the main function of language is as a tool of human communication, both written and spoken [2]. As a means of communication, language has a role in almost all spheres of life; one of them is in the political realm. In the political sphere, language can be used to shape the positive and negative political image through propaganda or campaign. Bandung city government is good enough to utilize language elements in relation to campaign their work program, one of them is in campaigning waste management program. Two programs in the waste management campaign from Bandung city government are named *Sayang Bandung* and *Bandung Resik*. *Sayang Bandung* can be translated in English "Love Bandung" and *Bandung Resik* can be translated in English "Bandung Clean". The Campaign is shown in the form of a unique billboard

or banner that is quite interesting. Billboards that appear are very far from being formal. However, the informality that is displayed just takes more attention from the public.

Those phenomena have led the writer in conducting research from the semiotic perspective. It is identified the problem that the writers formulated in the following points:

1. How is the Semiotic view of the campaign of waste management program in Bandung based on the theory of Roland Barthes and the view of visual semiotics perspective?
2. How is the form of social cognition that is utilized by the Bandung City Government related to the utilization of billboards and banners as a waste management campaign?

2 METHODOLOGY

Every research must design the research according to the character of the research. Creswell (2016: 3-4) says there are three types of research methods i.e. Quantitative, Qualitative and mixed methods [4]. The method used in this study is a qualitative method. Djajasudarma and Citraresmana (2016: 17)

say "Qualitative method is a procedure that produces descriptive data in the form of written data and / or oral data field (library and / or field)" [5].

The data in this research is in the form of banners or billboards about the campaign of Bandung city government in waste handling. Author gets the data by coming directly to the field observation in the working area of Bandung city government. As for social cognition, the writers do an in-depth reading of the things that are considered necessary to be a source of information and references in relation to the use of billboards and banners that have a unique impression as a form of waste prevention campaign from the Government of Bandung. After the writer obtained the data, the writer analyzes all data by using the Semiotics theory of Roland Barthes and Visual semiotics theory from Arthur Asa Berger. The results are displayed in the form of descriptive.

2.1 Semiotics

As we have knew that Semiotics is the science that studies signs. Signs in this case is very broad scope. Semiotics has some other terms, Semasiologi, sememik, and semik. Sobur (2009: 11) says Terms other than semiotics is semiology. All these terms refer to the field of study of the meaning or significance of a sign or symbol [7].

Two of the most famous semiotics experts are Ferdinand de Saussure (1857-1913) and Charles Sanders Pierce (1839-1914). Barthes's semiotics theory is the development of Saussure's theory of the dichotomy of languages that existed earlier in the presence of signifiers and Signified. Semiotics according to Barthes is the science of form. The form in this case is broad, not only related to the signifier and signified, but also the overall relationship of the codification or coding system.

In some literature many opinions say that Roland Barthes's semiotics model tends to be oriented towards the Saussure or semi-structuralist flow, i.e. dyadic tagging system that is a signifier and signified. In fact Barthes noticed the role of the reader in decoding process, as Cobley & Jansz "(1999: 51) state "One other important area where Barthes opens up for the study of igns is the role of the reader." Connotation, although it is a feature of the sign, requires the activity of a reader in order to take place [3]

As mentioned above, that one of the important areas Barthes encroached in his study of signs is the role of the reader. The connotation, although it is the true nature of the signs, requires the activity of the reader in order to function.

The map of how the sign works according to Barthes as shown at picture 1.

Table 1: Barthes signs works. (Cobley & Jansz,1999: 51)

1. Signifier	2. Signified
3. Denotative sign	
4. Conotative signifier	5. Conotative signified
6. Conotative Sign	

The terminology of denotative and connotative in Barthes's semiotics is slightly different from the denotative and connotative meanings in general. In general denotation is usually taken literally. Denotative sign can be interpreted as a sign that refers directly to the actual meaning. But in Barthes's semiology, denotation is the first level of temporary connectivity system while connotation is the second level (Sobur 2009: 70). According to Barthes the denotative sign consists of signers and signers. However, at the same time the denotation sign is also a connotative signer. In the concept of Barthes, the connotative sign does not merely have additional meanings but also contains both denotative denominations that underlie its existence. In the framework of Barthes connotation is synonymous with ideological operations, commonly called myths and serves to express and justify the value of

dominant values prevailing in a given period (Budiman, 2001: 28 in Sobur, 2009: 71).

Signs are not only represented from the lingual aspect but also from visual aspect. It must be considered especially for the data in the form of advertisement or persuasive thing which is displayed in the form of poster or something alike. For visual studies on the data, the writer uses the visual semiotics theory of Arthur Asa Berger. There are six visual aspects of the sign according to Berger (1984: 47-51), namely the use of color, size, scope, contrast, shape, and detail. [1]

Color, the use of colors tends to cause emotional differences (at least in the Western world). For example, red gives the impression of lust, danger, heat, and emotion. However, there is no natural connection between the color and the feeling that the color represents. In Indonesia for example, red color

in Indonesian Flag is defined as brave, in some cultures red color is also defined as anger. In China, red symbolizes happiness and prosperity.

Size, in analyzing size Berger focuses more on the linking elements between signs and sign systems. The signs have a variety of shapes, ranging from the smallest size to the largest (super graph). In the super-graphic form, scale differences are considered very important. In this case, texts can be shaped to have an artistic value (as well as a means of communication). The changing of scale size more emphasizes the value of beauty than its function as a means of communication.

Contrast, Berger defines contrast as the difference between the elements contained in a sign, such as color, size, sharpness, and texture. Contrast is used for accuracy or carefulness perception and hence "display". Clutter or mess becomes the opposite of contrast.

Form or shape, it plays an important role in generating meaning in an advertisement. For example, a heart-shaped outline used on Valentine's Day should be associated as "love" encountered in many ads, stickers, and so on. In this case, the meaning of the heart shape on Valentine's Day is a "symbol" rather than an "icon". A picture of heart as one of our body organs will not represent "love" as on Valentine's Day. In other respects, the central meaning of "iconicity" is form or shape.

Details, Details are also a sign. The detail of a construction whether from the lingual or non-lingual aspects indirectly implies the particular meanings that the sign maker wants to convey.

2.2 Billboards

Advertising as a means of communication between the parties concerned or promoting something with his target. (Jefkins, 1997: 16 in Lukitaningsih, 2013:117) says "Advertising is an advanced communication process that brings audiences to the most important information they really need to know [6]. The form of advertising is vary, one of them is in the form of Billboard. Suryono and Astuti (2013) divide the advertising media into two types, namely above line media and below line media. Above-line media includes TV, Radio, Newspaper, Poster or Billboard. While the below line media includes booklets, leaflets, flyers, brochures and others. Based on the development of advertising media is divided into two types old media and new media. The old media has been abandoned a lot; people are no longer reading print newspapers people use internet to access the online newspapers [8].

From the above views it can be understood that the billboards are included in the type of old-style media advertising which is classified in the group above the media line. Old or new media has the same purpose in marketing, to introduce, campaign the services or new products.

The type of advertisement which is created by Bandung city government in the form of billboard is a type of public service advertisement. According to Tinarbuko (2016: 182) basically, advertising is divided into two, ie commercial and non-commercial advertising or so called public service Ads [9]. Crompton and lamb (1986:428) in Tinarbuko (2016: 182-183) says 'Public service ads can be understood as announcement or notice free of charge to support the government program, both central and local government, social activity for the service non-profit organization and other announcements consider useful for public society.

3 RESULTS AND DISCUSSION

In this article, the data that author obtains is 10 (ten) data from 2 (two) different theme in same program, it is a campaign of waste handling program. The analysis that the writer shows as many as 2 data samples representing those two different programs on waste management from Bandung city government. Here is the data and analysis that the writer did.

In data 1, there is a quote "*Pilih mana, bayar denda karena nyampah atau traktir aku?*". It can be translated into English "Choose, pay a fine for littering or treat me?". The size of the text is quite dominant in the poster. In addition to the quote, there is a picture of a young woman with a description explaining her name and profession, "*Iis-Mahaswi*". Indirectly, the picture explains that the quote is the utterance of a female student named Iis.

Referring to the denotative sign of Barthes, lexically the quote is an interrogative sentence or a question sentence offering the option of paying a fine for trespassing or treats. Furthermore, at the bottom explained that littering caused a fine of up to 50 million rupiah. The description acts as a reference or antecedent of the quote displayed predominantly. This is what the writers consider quite interesting. The main information relating to the punishment for littering that the city government actually wants to present, it is shown only as a description or antecedent of the more dominantly displayed form that is a quote from a female student named Iis. While the connotative signs which is also often

called *myth* by Barthes can be seen from the selection of images. The picture of a beautiful female student on that billboard has been chosen by the sign maker. The sign maker wants to show the myth that citizens of Bandung especially female students in Bandung are famous for its beauty. Then

the myth is associated with an invitation not to litter in order to be able to treat beautiful university students in Bandung. In other words, instead of paying a fine for littering, it is better to treat beautiful female students.



Picture 1.

This is something unique that might arise in the process of interpretation by the reader. There was a choice between paying fine and treat beautiful female student. Visually, the use of elements of size, shape and detail is identified. The picture of Iis, a beautiful female student and her quote is displayed with dominant size in the billboard. It can be considered to attract the recipient of the sign to read further the entire contents of the billboard. After the receiver of the sign is interested in reading the poster further, detail elements are utilized. A description on fine details due to littering is displayed below the image with a smaller size. While the form or shape element is seen from the use of Bandung City

Government logo which indicates that the billboard is in the responsibility of Bandung city government. In addition, the name of the program "Sayang Bandung" (Love Bandung) is also featured with a unique typography. The letters / S / and / a / in the word 'sayang' are formed in such a way as to resemble a heart shape. This is considered as a sign of representation of love itself. In other words, waste management program with the theme "Sayang Bandung" (Love Bandung) contains a message to love Bandung city with no littering.

Here are the other data in the form of billboards from the program "Sayang Bandung".



Picture 2.



Picture 3.



Picture 2.



Picture 3.

The analysis of all the data is more or less the same. The differences are only identified in relation to myths or connotative signs as the impact of different images and professions are highlighted accompanied by their quotes.

The second theme in the campaign of waste management program in Bandung city is “Bandung Resik” C. The writer has got 5 (five) data for this theme.



Picture 6.

Data 6 is taken from different theme in the same program. It is one of five billboards which appear in waste management campaign program. The theme named is “Bandung Resik” (Bandung Clean). The concept used in this theme is not much different from the previous theme, images and quotations are dominantly displayed. Things that are somewhat different in the theme ‘Bandung Resik’ are the type of sentence in each quotation. They are directly or indirectly in the form of Imperative; warning, prohibition, command or request. In the data 6, the quote says “Hati-hati! Saya akan

menghantui siapapun yang membuat kotor kota Bandung”. In English, it may say “Be careful! I will haunt anyone who makes dirty Bandung city”. The quote is equipped with images that contain mysticism and also contains a high enough humorous or witty element. The image of monkey animals wrapped in shroud resembles a *Pocong*. *Pocong* is a kind of ghosts which famous in Indonesian myth. The image of Monkey *Pocong* ghost is dominantly displayed.

Referring to the denotative sign of Barthes, lexically the quote in the data 6 is in imperative

sentences. The phrase “Be careful” (*Hati-hati*) is a warning. More or less recipients are warned to be careful because they will be haunted by Monkey *Pocong* ghost if they make Bandung city dirty. Obviously, in this poster is very strong connotative sign. The Myth in the society still believes and fears of the things that are mystical. This is intentionally raised by the sign maker. In addition, the poster is thick with elements of humor. It represents the myth that citizens of Bandung are a humorous people. Billboard with a high level of humor is considered to be “a magnet” for the community. In that way, public will be more interested and more aware of the implied appeal conveyed in the billboard.

Visually, the writer has found that there are at least two elements that are utilized in the billboard.

They are element of size and contrast. It is clear that the image of Monkey pocong ghost and the text of the quote are displayed equally dominant. The size of image and text are quite balance. While the use of contrast elements is identified from the use of different colors, red on the words "haunting" and "making dirty". The writer identifies the contrasting of the color as a form of the sign maker effort to make the receiver of sign more focus on fear of monkey pocong ghost. Those who make Bandung dirty will be haunted.

Here the other data in the form of billboard from the program "*Bandung Resik*" (Bandung Clean),



Picture 7.



Picture 8.



Picture 9.



Picture 10.

The study of the data is more or less the same. The imperative sentence is dominantly highlighted in the theme of *Bandung Resik*. In addition, the elements of humor and mystical are found in the data.

For the utilization of social cognition, it is clear that the Government of Bandung city makes good use the background or tendency interest their community. Bandung city is known as the city of "young people", even often came the assumption

that people of Bandung even though in old age, they still have young soul. Bandung is also known as a creative city that has been recognized by the UN. Based on those backgrounds, the use of billboards on waste management campaigns made with light messages that are tend to be informal, the appeals also are shown in casual way. The images which contain a high level of humor are suitable with the people of Bandung which is known as humorous and high youthful soul.

4 CONCLUSIONS

From the results of the data analysis, the writer drew the conclusion that the sign displayed in the poster / billboard / banner of waste management campaign in Bandung City is made in such a way for the effectiveness of conveying the messages to the citizens of Bandung. It is identified from the analysis that the writer did by using semiotics theory of Roland Barthes and Arthur Asa Berger.

These signs are also used with consideration of the social cognition of Bandung people. From the result of in-depth reading, the writer concludes that Bandung city government has quite successfully utilized the social cognition of the citizens in order to convey the messages more effectively..

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