

## Semiotic Analysis Of “Ruang Guru” Application Advertisement

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### Abstract

*This study deals with Semiotic Analysis of Ruang Guru Application Advertisement. . The objectives of this research were to find out the types of semiotic sign and the interpretation of signs used by Ruang Guru Application in the online posters advertisement. In this research used descriptive qualitative methods. 5 online posters advertisement were taken in the poster of Ruang Guru Application. In collecting the data, all posters were taken by searching through the international network services to get words, pictures, symbols that coded semiotic signs in Ruang Guru Poster. The steps of collecting the data were searching the posters, selecting the posters, classifying semiotic signs in the posters were chosen, and collecting all the signs in 5 posters. This research was suggested for the future researchers who want to conduct the research about semiotic signs. Moreover, the students of English Department were recommended to read this research to comprehend and improve the knowledge about semiotics. All semiotic signs were analyzed based on type of semiotics proposed by Charles Sanders Peirce, such as Icon, Index and Symbol. After analyzing the data, 49 types of semiotic signs are found. There were 11 Icons, 14 Indexes and 25 Symbols in the 5 poster advertisement of Ruang Guru Application.*

**Keywords:** *Semiotic, types of sign, ruang guru application, interpretation*

## 1. INTRODUCTION

Language is the system of communication that uses symbols to convey deep meaning. Symbols can be spoken or written. Human uses the symbol or sign to communicate to other people who have the same feeling, idea and desire. Symbol or sign is used to support the verbal communication to achieve specific meaning from the communication. The study of the sign is usually can be said by semiotics. According to Art Van Zoest (1993) Semiotics is the study of the sign assessment and sign relation, such as the sign system and the process of sign utilization. The sign can be understood as a discrete unit of the meaning that include words, diagrams, pictures, textures, gestures, sounds that imply certain information or meaning with certain reason to deliver it. Semiotic Analysis usually can be applied to film, custom, music, theatre, advertisement, and many things that can't be separated from human social life, especially in advertisement is the often thing that is seen by people, it is the best way to introduce something to the other people.

According to Chris Hackley (2005) Advertising has, perhaps, lagged somewhat behind the broader field of consumption as a focus for social research. In advertisement, there are Verbal sign that is the word, like slogan even all the words in the advertisement, and the Non-Verbal such as image, color, logo and all things that isn't word. It is an important thing to know that the information or meaning from Verbal and Non-Verbal sign in some advertisement. Unfortunately, many people still do not pay attention and understand about it. They do not know about some types of sign that conveyed in the advertisement based on the semantics assessment. It can be seen from the poster advertisement of popular brand cosmetic Indonesia. Wardah cosmetic poster advertisements have many verbal and non-verbal signs. One of them is a text of "inspiring beauty" that is categorized as symbol sign. By the tagline, it interprets that Wardah urges Indonesian women become an inspiring Muslim for those around them, thus giving off a positive vibes.

The same thing can be got in Ruang Guru Application advertisement that have many signs that interpret meaning. Ruang Guru Application is best learning application for improving the student's and teacher's knowledge by learning management system and online essay. One of them is the picture of three persons that use each uniform that is categorized as icon sign. It interprets that this Application can be used for several of education level, from primary school until senior high school. Based on the explanation above, the researcher are interested to analyze the type of sign and its meaning in the Ruang Guru Application advertisement. So, the researcher can take it with title "Semiotic Analysis of "Ruang Guru" Application Advertisement".

## 2. METHOD

This study was conducted by using qualitative design. According to Miles, Huberman and Saldama (2014) Qualitative data are sources of well-grounded, rich description and explanation of human process. In this research, qualitative method is designed by applying descriptive phenomenon design. This method was used in order to discover, identify, analyze, and describe about semiotic analysis of signs and its interpretation/meaning that related to the object. Phenomenon design allowed the researcher to analyze the words, picture and symbol in the RuangGuru Poster advertisement.

The data was taken from Internet. The source of the data was taken from the words, pictures, symbols that coded semiotic signs in Ruang Guru Poster. By the semiotic signs that have been got, they were interpreted based on the object of this research. There were many posters available in Ruang Guru Advertisement, but it was limited by taking five posters of Ruang Guru Advertisement. All posters were taken from [bimbel.ruangguru.com](http://bimbel.ruangguru.com) three times. The first poster was taken on 18<sup>th</sup> April 2019. The second and third posters were taken on from instagram @ruangguru on 14<sup>th</sup> June 2019. Then, the other posters were taken 10<sup>th</sup> August 2019. All posters coded semiotic signs.

As drawing requires a researcher began to decide what things mean. The data were noticed regularities, patterns (differences/similarities), explanations possible configurations,

casual flows and propositions. This process involved stepping back to consider what the analyzed data mean and to access their implications for the questions at hand. Verification integrally linked to conclusion drawing, entails revisiting the data as many times as necessary to cross-check or verifying these emergent conclusions. It was the last steps to draw the conclusion from the data show in data display. Here the writer showed and described the findings after displaying the data. The conclusions of this research consisted of the explanation about interpretation of semiotic sign that was coded in the poster of Ruang Guru Application.

### 3. FINDINGS

The data were taken from Internet to get the words, pictures, symbols that coded semiotic signs in Ruang Guru Poster. Researcher took 5 posters from [bimbel.ruangguru.com](http://bimbel.ruangguru.com). All posters were accessed on 18<sup>th</sup> April, 14<sup>th</sup> June and 10<sup>th</sup> August 2019. Researcher analyzed and described semiotics especially the type of signs and its interpretation of the sign related to the object. All semiotics signs found in five posters of Ruang Guru Advertisement were analyzed based on the type of semiotics was proposed by Pierce. The data were analyzed as follows:

#### Type of sign coded in the poster of Ruang Guru Application Advertisement

Many signs were found in 5 posters of advertisements of Ruang Guru application. In line with the problems to be answered in the research, researcher took 49 out of all signs available in those 5 posters. They were divided into the type of signs as detailed below:

**Table 4.1 Signs in 1<sup>st</sup> Poster of Ruang Guru Poster Advertisement**

No.	Type of sign	Definition	Sign
1.	Icon	All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter.	a. The picture of Iqbal Ramadhan b. The pictures of some gifts such as Ka'bah, hand phone, universal, ticket and laptop
2.	Index	The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign.	The Iqbal's hands direction The Iqbal's facial expression
3.	Symbol	The sign refers to the object that is denoted by virtue of a law.	a. Headline, sub headline and body copy text

**Table 4.2 Signs in 2<sup>nd</sup> Poster of Ruang Guru Poster Advertisement**

No.	Type of Sign	Definition	Signs
1.	Icon	All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter.	a. The picture of Iqbal Ramadhan
2.	Index	The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign.	a. The Iqbal's facial expression
3.	Symbol	The sign which refers to the object that is denoted by virtue of a law.	a. Logo, headline, sub headline and body copy text

**Table 4.3 Signs in 3<sup>rd</sup> Poster of Ruang Guru Poster Advertisement**

No.	Type of Sign	Definition	Signs
1.	Icon	All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter.	The Belva's picture The picture of brain The picture of hand phone The picture of note books
2.	Index	The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign.	The Belva's upper smile The Belva's crossed smile The picture of smartphone The picture of brain The pattern in note book
3.	Symbol	The sign which refers to the object that is denoted by virtue of a law.	a. Logo, headline, and body copy text

**Table 4.4 Signs in 4<sup>th</sup> Poster of Ruang Guru Poster Advertisement**

No.	Type of Sign	Definition	Signs
1.	Icon	All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter.	The picture of a student The picture of smartphone The picture of headphone
2.	Index	The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign.	The student's uniforms The picture of smartphone The picture of headphone The student's view directed to smartphone
3.	Symbol	The sign refers to the object that is denoted by virtue of a law.	a. Logo, headline, and body copy text

**Table 4.5 Signs in the Fifth Poster of Ruang Guru Poster Advertisement**

No.	Type of Sign	Definition	Signs
1.	Icon	All pictures, paintings and photographs are essentially iconic because they attempt to faithfully represent a recognizable image of their subject matter.	a. The picture of a girl
2.	Index	The sign that interrelates with its semiotic object through some actual or physical or imagined causal connection. An index is also said as supported sign of icon sign.	a. The girl's facial expression b. The girl's hand direction
3.	Symbol	The sign which refers to the object that is denoted by virtue of a law.	a. Logo, headline, and body copy text

## 1. The Interpretation of signs in the poster advertisements of Ruang Guru Application

After categorizing all signs found in 5 posters as seen above, the researcher postulated the interpretations based on each type of sign, such as Icon, Index and Symbol.

### 1.1 Icon

From the identification and classification of type of sign, it was found some Icons from 5 posters of Ruang Guru Application Advertisement. The signs and interpretations were explained table 4.6 below.

**Table 4.6 The Interpretation of Iconic Sign**

Poster	Sign	Object	Interpretant
1 <sup>st</sup> Poster	The picture of Iqbal Ramadhan	Iqbal Ramadhan	Brand Ambassador Ruang Guru Application
	The pictures of some gifts such as Ka'bah, hand phone, universal, ticket and laptop	Gifts	Existence of gift as give away for someone
2 <sup>nd</sup> Poster	The picture of Iqbal Ramadhan	Iqbal Ramadhan	Brand Ambassador Ruang Guru Application
3 <sup>rd</sup> Poster	The picture of belva	Belva Devara	Founder of Ruang Guru Application
	The picture of brain	Function of brain	Existence of an organ that related to think
	The picture of Smartphone	Function of Smartphone	Existence of a thing that related to access everything
	The picture of note books	Function of note books	Existence of usual thing that related to teaching and learning
4 <sup>th</sup> Poster	The picture of student	Students	A someone that involve in learning process
	The picture of smartphone	Function of Smartphone	Existence of a thing that is used by everyone
	The picture of headphone	Function of headphone	Existence of thing that support HP
5 <sup>th</sup> Poster	The picture of a girl	Girl	A Teenager

From the first poster, there were 2 signs as Icon of this poster. The first sign was the picture of Iqbal Ramadhan who was actor and singer. Based on the representment/sign and object, for Icon type referred the same thing which was Iqbal Ramadhan. The interpretant/interpretation of this sign was Iqbal as Brand Ambassador of the application of the poster, Ruang Guru Application. Iqbal Ramadhan has been Brand Ambassador in this Application since 2016, a year after the application created. According to Iman Usman Chief Product Officer (CPO) Ruangguru.com, We think, Iqbal is complete package, it is not only about performance in some fields, but he always got education achievement. We hope that Iqbal's participation with Ruangguru family can give the positive impact and inspiration for all students in Indonesia. The second sign were the pictures of some gifts such as Ka'bah, hand phone, universal, ticket and laptop. Based on the representment/sign and object, for Icon type referred the same thing which are the gifts. The interpretant is the existence of gift for someone. The picture of Ka'bah means that someone that will be chosen can go to Makah. The picture of Hand phone meant someone can get that hand phone. The picture of Universal meant someone can get the opportunity to go to Singapore. Then, the picture of ticket and laptop meant someone can get it. From the second poster, there was a sign which was the picture of a Iqbal Ramadhan. Based on the representment/sign and object, for Icon type referred the same thing which was Iqbal. The interpretant of the sign was same with the iconic sign in the first posters which was as Brand Ambassador of the Application and he was the representative of introducing special discount that involved in that poster.

From the third poster, there were 4 iconic signs and the first sign was the picture of Belva. Based on the representment/sign and object, for Icon type referred the same thing

which was Belva. The interpretant of this signs referred to the Founder of Ruang Guru Application, Belva Devara. Adamas Belva Syah Devara was an entrepreneur and social activism. He was alumnus from Harvard and Stanford University. He was called as founder and managing director (CEO) from startup and bigger educational and technological office in Indonesia, Ruang Guru. The second sign was the picture of brain. Based on the representment/sign and object, for Icon type referred the function of brain. The interpretation of this sign was the existence of an organ that related to think. Brain had many functions and one of them was receiving and processing information that was got when someone see, talk and listen something. Brain was essential organ that was be responsible to set body and though of human. The third sign was the picture of smartphone. Based on the representment/sign and object, for Icon type referred to the function of smartphone. The interpretation of this sign was the existence of a thing that related to access everything. Smartphone was a device that in not only can do long-range communication, but it had some applications such as windows mobile, android, Symbian, or blackberry system. For this condition, smartphone can access Ruang Guru Application as Brand product in the poster. The fourth sign was the picture of note books. Based on the representment/sign and object, for Icon type referred to the function of notebooks. The interpretation of this sign was the existence of usual thing thatrelated to learning condition. Note book was one of writing implements that was useful to support write and record the lessons.

From the fourth poster, there were 3 iconic signs and the first was the picture of a student. Based on the representment/sign and object, for Icon type referred same thing which was a student. The representment of this sign was someone that still involve in learning process. Student was people who follow the educational process for creating and developing their character and potential bylevel of education. The second sign in the fourth poster was the picture of smartphone. Based on the representment/sign and object, for Icon type referred to thefunction of smartphone. The interpretant of this sign was the existence of the thing that can be used everyone, for instance the student. It is because, in this poster, smartphone is grasped by the student that is also the iconic sign. It shows that the smartphone has a role as learning tools. The last iconic sign for this poster was the picture of headphone. Based on the representment/sign and object, for Icon type referred the same thing which was a headphone. The interpretant of this sign was the existence of thing that supports the smartphone in the poster. Headphone was audio tool that have function for listening something that connect with headphone itself. As the poster, the headphone was connecting in smartphone, it showed something which is listening by smartphone.

Based on the fifth poster, there was an iconic sign which was the picture of a girl. Based on the representment/sign and object, for Icon type referred the same thing which is a girl. The interpretant of this sign was teenager. Teenager is transition from children to adulthood. It showed that the teenager was target in this poster.

### Index

From the identification and classification of type of sign, some Index was found in 5 posters of Ruang Guru Application Advertisement. The signs and interpretations were described in the table 4.7

**Table 4.7 The Interpretation of Indexical type**

Poster	Sign	Object	Interpretant
1 <sup>st</sup> Poster	The Iqbal's handsdirection	Showing the existence of something	Strengthening the recognition of existence of various interesting gifts
	The Iqbal's facial expression	Showing the happy feeling	Happy feeling as one of Brand Ambassador for introducing something
2 <sup>nd</sup> Poster	The Iqbal's facial expression	Showing the astounded feeling	Astounded feeling toward the big discount that was reserved by Ruang Guru Application

3 <sup>rd</sup> Poster	The Belva's upper smile	Reception and welcoming	The Receipt toward ruang guru Application and persuade the users to watch ruangguru Live
	The Belva's crossed arms	Defensiveness	Self-recognition as CEO or founder of Ruang Guru Application
	The picture of smartphone	High-technology	The sophistication of Ruang Guru Application
	The picture of brain	Human thinking	Improving the quality of human thought and intelligence
	The patterns in note book	Learning material	Showing that Ruang Guru App provided complete learning material.
4 <sup>th</sup> Poster	The student's uniforms	Identity and level of student	a. The clothe for student in Junior High School b. The target for this application
	The picture of smartphone	High-tech	The sophistication of Ruang Guru Application
	The picture of headphone	Supported-tech	Syncing and receiving audio in Ruang Audio
	The student's view directed to smartphone	Affinity	Understanding interested-material in smartphone
	5 <sup>th</sup> Poster	The girl's facial expression	Pleasurable-excitement
The girl's hand direction		The existence of something	Recognizing subscription package in Ruang Guru

The first poster, there were 2 indexical signs of this poster. The first sign was the Iqbal hand direction. Based on the representment/sign, the object of this sign refers to show the certain existence of gift. The hands of Iqbal lead to the text "Kesempatan Memenangkan Beragam Hadiah Menarik" was accompanied by gift pictures above the text. So, the interpretation of this sign was strengthening the recognition of the existence of various interesting gifts which were given by Ruanguru Application for user of the application that lengthen subscription of "ruangbelajar". The strengthening was useful to people more focused to their attention on the gifts as the headlines of the poster. The second sign was Iqbal expression. Based on the representment/sign, the object of this sign refers to show happy feeling toward something. It can be seen from the happy characters such as the bottom of eyelids slightly elevated, there was a wrinkle and squinting eyes, dilated mouth and lips. So, the interpretation of this sign was the existence of Iqbal's happy feeling as Brand Ambassador of Ruang Guru Application because introducing the new news, especially about the discount and gifts.

The second poster was 2 indexical signs of the poster. The first sign was the Iqbal's facial expression. Based on the representment/sign, the object of the sign refers to show the astounded feeling. It can be seen from the whole eyebrows were raised, dilated eyes, drop jaw and opened mouth. Based on the relation between sign and object, the interpretation was the Astounded feeling because existences of the big discount that was reserved by Ruang Guru Application. Here, Iqbal Ramadhan (Brand Ambassador of this application) wanted to be the representative of people who will amaze and shock to see this poster because the big discount. Then, the third poster was 5 indexical signs. The first sign was The Belva's upper smile. The object of this sign refers to a Reception and welcoming. The upper smile was uncovered and the mouth generally is only slightly open. It implied that the

person feels in some way subordinate to the person he is meeting, Gerard (2001). Based on the relation between sign and object, it can be got that the interpretation of the upper smile was reception or friendly feeling with ruang guru Application, and that feeling was useful to persuade people for watching Ruang Guru Live as the poster tell as.

The second indexical sign was belva's crossed arms. The object of this sign refers to Defensiveness. The crossed arms position was a common occurrence in everyday life, According to Darwin, seems to be used throughout the world to communicate defensiveness, Gerard L (2001). The defensiveness was usually a form self-maintain image/ self-recognition. Based on the relation between sign and object, the interpretation of Belva's crossed arms was Self- recognition as CEO or founder of Ruang Guru Application. The third sign was the picture of smartphone. The object of this sign refers to the existence of high-tech. it showed that this learning application was a high-tech app that was accessed by smartphone/android with internet network. This application was sophisticated, fast and easy to use every time. So, the interpretation of the smartphone was the sophistication of Ruang Guru Application as the high-tech of learning app.

The fourth sign was the picture of brain. The object of this sign refers to human thinking. As we know that a brain was an organ that related to think process and receive the information, especially in learning process. Related to Ruang Guru Application, the learning online app that gave the quality of learning material, so one of application objective was improving human thought. So, the interpretation or the reason the brain picture in this poster was improving the quality of human thought and intelligence. The fifth sign was the patterns in note book. The object of sign refers to learning material. The interpretation was showing that Ruang Guru Application had complete learning material, especially related to material using patterns such as math, physics, chemistry, English, economy, accounting and etc. the pattern as indexical sign in the poster showed as representative of the pattern learning material that served in this application.

Next, the fourth poster had 4 indexical signs. The first sign the student's uniform, and the object of this sign was Identity and level of student. The uniform that was used by girl was identity from student in Junior high school. Related to this app, the existence of uniform was the level of student such as Junior high school that was be one of online learner target. It was because Ruang Guru Application specialized in various levels of students, from primary until senior high school. The second sign was the picture of smartphone. The object of this sign refers to the existence of high-tech. It showed that this learning application was a high-tech app that was accessed by smartphone/android with internet network. This application was sophisticated, fast and easy to use every time. The interpretation was the same with previous poster which a sign also the picture of the smartphone such as the sophistication of Ruang Guru Application as the high-tech of learning app. The third sign was the picture of headphone. Headphone was a thing that connected the audio through sophisticated device. From the sign, the object referred to the supported-thing of technology. In this poster, the technology referred to smartphone that was hold by student. Based on Ruang Guru Application, the interpretation of headphone was syncing and receiving audio that was outputted by student's smartphone when applying ruang belajar. The fourth sign was the student's view directed to smartphone. The object of this sign was the affinity. Related to the sign and object, the interpretation could be explained that there was understanding of girl toward interested- material in smartphone. It referred to Ruang Guru Application, learning by online system that attracted students more interested to learn.

Last, the fifth poster had 2 indexical signs. The first sign was the girl's facial expression. That sign referred to a pleasurable-excitement. The interpretation of this sign was the girl really like offering discount that was given Ruang Guru Application. It was a pride as girl that introduced the big discount and package of the application. The second sign was the girl's hand direction. The object of this sign was referred to the existence of something. The hand direction directed to the text "Bikin belajarmu jadi super seru" with various subscription



packages below. So, the interpretation was the recognizing of girl toward package and discount that was offered by Ruang Guru Application.

### Symbol

From the identification and classification of type of sign, it was found some symbol from 5 posters of Ruang Guru Application Advertisement. The signs and interpretations were detailed in the table 4.8

**Table 4.8 The Interpretation of Symbolic Type**

Poster	Sign	Object	Interpretation
1 <sup>st</sup> Poster	Headline "Perpanjang Langganan ruangbelajar Bertabur Hadiah"	Bertabur hadiah was more than one gifts directed to another	Focusing on user's desire to extend subscription "ruangbelajar" on Ruang Guru Application
	Sub headline "Promo berlaku sampai 30 Juni 2019"	Marker or time limit	The extended of subscription was determined until 30 June 2019
	Body copy text "Kesempatan memenangkan beragam hadiah menarik".. hadiah utama umrah, smartphone, liburan ke Universal Studio Singapura, Voucher belanja, tiket nonton, pulsa & Laptop"	Kind of gifts	Focusing kind of gifts that was generally wanted by students even parents
	Body copy text "Diskon special 60% jaminan tidak akan ada promo sebesar ini"	Promotion	Focusing to offer the biggest discount in order to the user extended the subscription
	Body copy text ""GRATIS 1 BULAN" digital bootcamp LITE, TUTOR & GROUP BELAJAR ONLINE. Perpanjang promo Khusus untuk pembelian paket perpanjang sebelum 30 juni 2019"	Promotion	Giving special gift to persuade the users in extending the subscription
2 <sup>th</sup> poster	Logo Brain Academy by Ruangguru	Brain Academy	Learning with the online learning and face to face with the tutor during learning process
	Headline "50% Early Bird Discount!"	Special promotion	Referring to the special 50% discount to the participant
	Sub headline "berlaku untuk semua cabang"	Region	Promotion applied for all Brain Academy branch in Indonesia
	Body copy text "Daftar sekarang pada link dibawah ini! brainacademy.id"	Web-siteaddress	Directing the readers to click on the link
	Body copy text "Promo berlaku sampai dengan 22Juni 2019"	Mark and time limit	Promotion wouldn't be granted beyond the appointed time limit, such as 22 June 2019

3rd Poster	Logo Ruangguru LIVE!	Ruang Guru Application	Ruang Guru Features that broadcasting live from someone in Ruang Guru Application
	Headline "Kupas Tuntas Keuntungan Perpanjangan Paket ruangbelajar"	Benefit	Many features of ruangbelajar in Ruang Guru Application
	Body copy text "Bersama Belva Devara pendiri dari CEO Ruangguru"	Speaker	Responsibility as a founder of this application
	Body copy text "Jum'at 14 Juni 2019 pukul 17.00 WIB"	Provision of time	Showing the premier schedule of Ruangguru live
	Body copy text "LIVE DI YouTube Channel Ruangguru dan Aplikasi Ruangguru"	Provision of channel	Showing the premier of "Kupas Tuntas Keuntungan Perpanjang Paket ruangbelajar"
4th poster	Logo "Ruangguru bimbel online no.1"	Ruangguru	The best of online learning system or learning application
	Logo "tokopedia"	Tokopedia	As an application of online shopping system that safe and comfortable
	Headline "Diskon Lagi Dari Ruangguru?"	Promotion	Showing strength of Ruangguru Application that always gave the promotion such as discount
	Body copy text "40% + cash back 15% up to Rp. 150.000"	Special promotion	The 40% as the main discount but there was discount increments 15% if the purchase more than Rp. 150.000
	Body copy text "Setiap Pembelian ruangbelajar paket 1 tahun dan 2 tahun ajaran"	Provision of the promotion	The promotion would be got with package purchases ruang belajar
5th poster	Logo "ruangbelajar by Ruangguru"	Ruangbelajar	As product of Ruangguru Application contained learning materials
	Logo "ruangguru_"	Ruangguru	The best of online learning application
	Headline "Bikin Belajarmu Jadi Lebih Super Seru"	Offering of needed learning	The user was more interesting with this application
	Body copy text "Dapatkan diskon 40%. Paket langganan. Paket 1 semester Rp. 625.000. Paket 1 tahun ajaran Rp. 930.000. paket 2 tahun ajaran Rp. 1.450.000. dengan menggunakan kode:	Promotion	showing about learning package in Ruangguru Application by using certain code

	ARIZKYAITRILB.		
	Body copy text “Untuk setiap pembelian paket langganannya ruangbelajar oleh Ruangguru”	Provision of promotion	Promotion would be got ruangbelajar packages in Ruangguru Application

From the first poster, there are 5 symbolic signs. The first sign was Headline “perpanjang langganannya ruangbelajar bertabur hadiah”. The sign referred to word of Bertabur Hadiah was more than one gifts directed to another. Related to Ruang Guru Application, the gifts that were offered could be interesting things for the other. So, the interpretation of this sign related to the gifts was about focusing on user’s desire to extend subscription “ruangbelajar” on Ruang Guru Application. The second sign of this poster was Sub headline “Promo berlaku sampai 30 Juni 2019”. The object of this sign was marker or time limit. So, the interpretation of this sign was the extended of subscription was determined until 30 June 2019 with the opportunity of getting the gift that had been explained before.

The third sign was body copy text “Kesempatan memenangkan beragam hadiah menarik. Hadiah utama umrah, smartphone, liburan ke Universal studiosingapura, voucher belanja, tiket nonton, pulsa dan laptop”. That text referred to the kind of gifts. Because of the target of this application were students. Choosing the gifts was done based on the teenager’s wanted and needed things. The fourth and fifth signs of this poster came from body copy text that referred to Promotion. Body copy text “Diskon spesial 60% jaminan tidak akan ada promo sebesar ini”. The promotion such as discount was focusing to tell and offer a promotion such as the biggest discount in order to the user extended the subscription. Last, the body copy text “GRATIS 1 BULAN” digital bootcamp LITE, TUTOR & GROUP BELAJAR ONLINE. Perpanjang promo Khusus untuk pembelian paket perpanjang sebelum 30 juni 2019”. The interpretation of this sign was the aim of promotion itself such as giving special gift to persuade the users in extending the subscription.

From the second poster, there were 5 symbolic signs. The first sign was Logo of Brain Academy by Ruangguru. Brain Academy was learning method that helped the student to understand and comprehend the material with matching between the online learning and face to face with the tutor during learning process. One of product from this application, it was useful to people who assumed that the online learning wasn’t effective learning system to improve student’s understanding about the material.

Then, there are headline and sub headline in the second poster. The headline “50% Early Bird Discount!” referred to promotion from this application. The interpretation of this sign was persuading the participant to get the special discount that was offered. The sub headline was “berlaku untuk semua cabang” that referred to the region of Brain Academy by Ruang Guru. It showed that promotion applied for all Brain Academy branch in Indonesia. For the branch of Brain Academy, there were Medan, Palembang, Jakarta Barat, Jakarta Timur, Surabaya, Bandung, Malang, Pekanbaru, Semarang dan Bogor. The next signs were got from the body copy text. The body copy text “Daftar sekarang pada link dibawah ini! brainacademy.id” referred to web-site address. This link could be meant as directing the readers that click on the link to get detail explanation about the promotion which was 50% discount. Then, the body copy “Promo berlaku sampai dengan 22 Juni 2019” referred to the limit time. The interpretation of this time can be concluded that the announcement for the readers that after 22 June 2019 not discount already. From the third poster, there were 5 symbolic signs. The first sign was Logo Ruangguru LIVE! Referred to Ruang Guru Application. Ruangguru live was one of Ruang Guru Features that served direct exposure to someone in Ruang Guru Application. The second sign was Headline “Kupas Tuntas

Keuntungan Perpanjangan Paket ruangbelajar” referred to the benefit of ruangbelajar itself. Related to benefit, Ruang Guru Application served many features and facilities of ruangbelajar such as many learning video, Question-answer practice, learning module and etc.

The next signs were about body copy text. The body copy text “Bersama Belva Devara pendiri dari CEO Ruangguru” referred to the speaker or source. Belva devara as the speaker can be concluded that it the responsibility of the application founder that certainly had many knowledge about the feature of Ruang Guru Application. Then, Body copy text ”Jum’at 14 Juni 2019 pukul 17.00 WIB” and “LIVE DI You Tube Channel Ruangguru dan Aplikasi Ruangguru”. The signs referred to provision of time and channel. It showed that premier schedule and channel of broadcasting “Kupas Tuntas Keuntungan Perpanjang Paket ruangbelajar” video. The fourth poster was 5 symbolic signs. The first sign was logo “Ruangguru bimbel online no.1”. The interpretation of that logo was Ruang Guru Application was the best of online learning system or learning. This learning application was the most widely used and favorite application of any learning applications. Then, the second sign was logo “Tokopedia” referred to the shopping application. It meant that Tokopedia as an application of online shopping system that safe and comfortable cooperated with Ruang Guru Application to serve something.

The third sign was headline “Diskon Lagi Dari Ruangguru?” referred to there was the promotion. That statement showed the strength of Ruangguru Application that always gave the promotion such as discount for the participant. Besides headline, there were body copy texts. Body copy text “40% + cash back 15% up to Rp. 150.000” was a special promotion in this poster. It meant 40% as the main discount if the purchase less than Rp. 150.000, but there was discount increments 15% if the purchase more than Rp.

150.000. The last, Body copy text “Setiap Pembelian ruangbelajar paket 1 tahun dan 2 tahun ajaran” referred to the provision of promotion. That sign stated that the promotion would be got with package purchases ruang belajar in Ruang Guru Application from year until 2 year.

The fifth poster was 5 symbolic signs. The first sign came from Logo “ruangbelajar by Ruangguru”. The interpretation can be concluded from the definition of ruangguru, it was one of product of Ruangguru Application that contained some learning materials with professional teacher online. The second sign was Logo “ruangguru\_” that have meaning the definition of ruang guru as the online learning application that had many learning features.

The third sign was Headline “Bikin Belajarmu Jadi Lebih Super Seru” referred to offer the needed learning. All students certainly wanted to study fun and exciting. So the interpretation of this sign referred to the aim of that word such as the user would be more interesting with this application. The fourth and fifth signs were body copy text. Body copy text “Dapatkan diskon 40%. Paket langganan. Paket 1 semester Rp. 625.000. Paket 1 tahun ajaran Rp. 930.000. paket 2 tahun ajaran Rp. 1.450.000. dengan menggunakan kode: ARIZKYAITRILB. It showed the promotion that was served by learning package in Ruangguru Application by using certain code. Then the last sign was body copy text “Untuk setiap pembelian paket langganan ruangbelajar oleh Ruangguru” referred to the provision of promotion. it showed that the promotion would be got in buying ruangbelajar packages in Ruang Guru Application.

#### 4. CONCLUSION

There are some conclusion were obtained after analyzing 5 poster of advertisement of Ruang Guru Application, they are: There were three types of semiotic signs such as Icon, Index and Symbol. 49 signs were taken from 5 posters of advertisement of Ruang Guru Application. There were 11 icons, 14 indexes and 25 symbols were coded in 5 posters of advertisement of Ruang Guru Application. The interpretation of signs were described from the relation between sign/representment and its object based on the classification of sign.

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