

## **Semiotics Analysis of Roland Barthes Public Service Advertisement “Vehicle Tax Relaxation for the Provincial Government of Bali”**

**Ni Wayan Sri Ayuni<sup>1</sup>, I Made Yuda Suryawan<sup>2</sup>, Kadek Alit Manuarta<sup>3</sup>, I Ketut  
Gunarsa<sup>4</sup>**

<sup>1234</sup> Universitas Teknologi Indonesia  
[Suryawanyuda96@gmail.com](mailto:Suryawanyuda96@gmail.com)

**Abstract**— This study aims to reveal the moral message conveyed in the public service advertisements of the Bali Provincial Government related to the relaxation of motor vehicle taxes. This study uses a qualitative approach. The data in this study were sourced from the Triduta Tv youtube account. This research will then be analyzed using Roland Barthes' semiotic analysis. The results of this study found that in public service advertisements regarding motor vehicle tax relaxation in the province of Bali there are 3 meanings namely connotative meaning, denotative meaning and mythical meaning. The denotation meaning of public service means that the government is socializing the relaxation of motor vehicle taxes. The connotative meaning of the community service is that the motor vehicle relaxation policy is assumed to be a policy that relieves the community and is marked by a "goal" celebration. The meaning of the myth in public service is that there are people who are in arrears of taxes for up to 5 years even though they know they will be subject to fines.

**Keywords**— advertising, public service, semiotics roland barthes

### **1. Introduction**

Advertising is one of the strategies used by individuals or groups in conveying messages and aims to attract people's attention. Runtiko (2013) argues that advertising is defined as a persuasive communication medium in achieving the goals of the initiator that is tailored to the needs of the community, market segments, and the character of the media. Winarsih et al, (2014) advertising has 3 functions, namely 1) a reminder function, that advertisements are delivered continuously to remind listeners to believe in the product or information conveyed. 2) the information function, that advertising is used to communicate information clearly. 3) persuasive function, that advertisements are delivered to persuade and invite individuals to pay attention to an information. The government in conveying messages to the public uses advertising as a medium of information.

Advertisements used by the government are often known as public service advertisements. Zulfikar (2018) states that public service advertisements are used to invite, educate and convey information to the public with the ultimate goal of social benefit. Zulkifar added that the social benefits in question are the emergence of changes in behavior, awareness of attitudes, and additional knowledge of the problems presented in advertisements.

Public service advertisements also aim to get a good image from stakeholders or the public who see it (Mukaromah, et al., 2017). Seeing the importance of public service advertisements to convey messages aimed at the community, the government, in this case the Bali Provincial Government, delivered several programs through public service advertisements. One of the public service advertisements of the Bali Provincial Government which aired on YouTube entitled "Community service advertisements - PKB relaxation - Bapenda Bali Province", which explains that the Bali Provincial Government has imposed the

abolition of administrative sanctions in the form of interest and fines for motor vehicle taxes and transfer fees for motorized vehicles. which is legally regulated in Bali Governor Regulation Number 21 of 2021 (Bapenda, 2021).

The Bali Provincial Government public service advertisement regarding motor vehicle tax relaxation aims to reduce the economic impact and ease the burden on the community in dealing with the 2019 corona virus disease (Covid 2019). There are so many moral messages in public service advertisements made by the Bali Provincial Government that researchers are interested in researching using Rolands Barthes' semiotic analysis. Semiotic analysis is intended to see signs or moral messages to be conveyed in advertisements. This study aims to reveal the moral message conveyed in the public service advertisements of the Bali Provincial Government related to motor vehicle tax relaxation.

## 2. Literature review

### Analysis

Analysis is defined as a thinking activity to describe a whole into components so that they are able to recognize the signs of these components, the function of each component, and the relationship with each other (Komaruddin, 2012). Puspitasari (2020) argues that analysis is an activity that consists of a series of activities both sorting, distinguishing, describing something to be reclassified with certain criteria and will look for the relationship and the meaning contained in it will be interpreted.

### Rolands Barthes Semiotics

Semiotics is a science that studies relationships, typologies, types, and structures of signs that exist in society (Piliang, 2012). Quoting in a book written by Yohanda (2011) that semiotics is the study of signs (signs), everything related to signs, the use of signs, and the function of signs that can be applied in every field of life according to the requirements, namely the presence of interpretation, meaning, and given meaning. The term semiotics is often used together with the term semiology. From the opinion of several experts, it can be concluded that semiotics is a process or science related to signs. The sign in question can be stated and interpreted.

Roland Barthes is one of the structuralist thinkers who is intensively practicing semiology and Saussure's linguistic model. Barthes argues that there are three main things in his analysis, namely denotative, connotative and myth. First, regarding the denotative meaning that is clearly displayed with the naked eye or is interpreted as the meaning that is actually contained. Second, regarding connotation is the meaning contained in signs that exist in society. Third, regarding myth is the meaning that has developed in the minds of the people because of the cultural influence of the community itself on something, by interpreting and paying attention to the relationship between what is seen in real (denotative) and the sign implied in this (connotative) (Kusuma & Nurhayati, 2017). A map from Roland Barthes is shown in Figure 1.

1. <i>Signifier</i> (Penanda)	2. <i>Signified</i> (Petanda)
3. <i>Denotative Sign</i> ( Tanda Denotatif)	
4. <i>Connotative Signifier</i> (Penanda Konotatif)	5. <i>Connotative Signified</i> (Petanda Konotatif)
<i>Connotative Sign</i> (Tand Konotatif)	

**Figure 1.** Map of Roland Barthes

Source : Yusuf, 2019

Based on Figure 1, it can be seen that the denotative sign consists of a signifier and a signified. At the same time, denotative signs can be connotative markers. Figure 1 also shows that connotative signs consist of connotative markers and connotative markers.

### 3. Research methods

This study uses a qualitative approach. The data in this study were sourced from the TRIDUTA TV youtube account. The data in question is a public service advertisement entitled "Community Service Ads-PKB Relaxation-Bapenda Province of Bali" and uploaded on January 23, 2022. The data collection techniques used in this study were documentation and observation. Documentation is done by taking screenshots of several scenes which are then analyzed, then observation begins by watching advertisements on YouTube carefully.

This research will then be analyzed using Roland Barthes' semiotic analysis. Fiske (2012) argues that semiotic analysis has three important areas, namely the system in which the code is composed, the sign, and the culture in which the code operates. Roland Barthes' semiotic analysis has three stages of meaning, namely denotation, connotation and myth. Furthermore, the meaning will be interpreted in the literature, both journals, books, and matters related to the research conducted.

### 4. Results and Discussion



**Figure 2. Scene 1 (00:00 - 00:15)**

Source : <https://www.youtube.com/watch?v=nmOuyQDwWaI>

#### **Denotation Meaning:**

In this first scene, a group of people are seen in the cafe with their friends while enjoying the dishes served by the waiter and chatting casually. On the other hand, it was also seen that the place provided a television showing football matches. However, on the sidelines of the match, there was breaking news delivered by the Bali Provincial Government regarding Motor Vehicle Tax (PKB). At the same time, breaking news suddenly appeared, some people there felt disturbed because they were enjoying watching a football match which was suddenly stopped by breaking news.

#### **Connotation Meaning:**

Most people in Indonesia, both in urban and rural areas, will more often spend their free time just to relax with friends, chat and while enjoying the spectacle they like. However, in the midst of having fun chatting, joking and enjoying their spectacle when disturbed by the slightest thing, most of them will show some reactions, such as expressions of being slightly annoyed, angry, or holding back from acting, even to the point of uttering inappropriate words. inappropriate or yelling at anyone who bothers regardless of the purpose of interrupting just joking or actually providing useful information.

However, along with the development of technology today, many people spend their free time in vain. Compared to knowing more information from friends around them, they actually talk more about things that are not really important to them at this time. If possible, the free time should be used to produce something useful and beneficial for them and those around them.

#### **Myth Meaning :**

This is one of the habits of the Indonesian people which has always been done until now is to gather together in small groups to talk, have fun and relax after doing their work. The goal is to get to know each

other better, understand the current conditions of their friends, and share problems and solutions related to work or other problems that can still be discussed with them.



**Figure 3. Scene 2 (00:18 - 00:39)**

**Source:** <https://www.youtube.com/watch?v=nmOuyQDwWaI>

**Denotative Meaning :**

A group of people who were in the cafe looked very calm and serious in listening to the information conveyed by the Bali Provincial Government regarding Pergub No. 21 of 2021 which discusses the exemption and relief of interest on Motor Vehicle Tax. After hearing this information, several people seemed happy and satisfied with the decision made by the Bali Provincial Government in the midst of an unstable economy. At that time, Mr. Made Bawa (Lolot) one of the people who was among the group of people said "raga limang suddenly nunggak sing mayah samsat puk." (I haven't paid samsat/tax for 5 years).

**Conotation Meaning :**

Basically, all this time, both central and regional governments have always tried to make policies that are considered good and can increase the enthusiasm of the Indonesian people to comply and follow these policies as they should, one of which is tax compliance. However, in reality, most Indonesians still lack discipline in complying with these rules. In that scene, one of them said that he had not paid taxes for 5 years. This indicates that the Indonesian people still often delay paying taxes even though they already know that there will be fines given.

**Myth Meaning:**

Currently, it appears that there is a gap between the Government of Indonesia and the people themselves. Although the government basically always strives to establish good, reliable and future-oriented policies for the community. The Indonesian people are also still unable to be disciplined in terms of obeying tax payments. Even though people already know that if they delay paying taxes, they will be subject to fines. However, it seems that the fine still does not provide a deterrent effect to comply with tax payments.



**Figure 4. Scene 3 (00:40 - 01:08)**

**Source :** <https://www.youtube.com/watch?v=nmOuyQDwWaI>

**Denotation Meaning:**

In this scene, after hearing Mr. Made Bawa (Lolot) who turned out to be in arrears in paying taxes for 5 years, Mr. Lanang (Mr. Botak) immediately gave an explanation of the strategic policy regarding the

exemption and relief of motor vehicle tax interest in 2021 which consisted of 3 provisions including: Tax arrears discount policy, BBNKB II, and whitening. Besides Pak Lanang (Mr. Botak) explained that the tax discount in question is for taxpayers who are tax arrears for more than two years, they only need to pay for two years, while for the third year and so on, the principal and interest are freed. During the explanation scene about the Motor Vehicle Tax, several people from other tables were seen listening to the explanation from Mr. Lanang (Mr. Botak) by turning their heads.

**Connotation Meaning:**

There are still many Indonesians who need more detailed and easy-to-understand explanations, especially regarding government policies or products that should be delivered on target. However, the reality here is that the government really needs the help of a third person to convey and socialize the policies and products of the government. Because, basically, no matter how good the government's policies or products are, if there is no delivery that is right on target and easily understood by the general public, it will be very difficult to attract public sympathy and attention.

**Myth Meaning:**

Generally, the government more often conveys information that is only in outline, so that sometimes the information can lead to different perceptions in each community. Most Indonesians tend to prefer to listen to someone's explanations in a concise, clear and concise manner. Instead of having to read so many sheets of new policies or regulations from the government.



**Figure 5. Scene 4 (01:09 - 01:11)**

**Source :** <https://www.youtube.com/watch?v=nmOuyQDwWwI>

**Denotation Meaning:**

In this scene, a group of people are seen cheering to celebrate the goals scored in the football match that was broadcast on television. Everyone was seen cheering and standing and shouting the word "goal" to celebrate.

**Connotative Meaning:**

Many people are in a happy state and are happy about something they have done or get news/news that can make them happy. They tend to do a celebration to celebrate this, a simple example by shouting the word "goal" as a celebration of the success of the ball entering the opponent's goal. The word "goal" can also mean that the policy given by the government regarding motor vehicle tax relief is a policy that greatly eases the community so that it makes people happy to hear the news.

**Myth Meaning:**

Indonesian people tend to celebrate the policies made by the government, especially if the policies are very supportive of the community. They will tend to spread the information more quickly and celebrate it in various ways.

**Conclusions and Recommendations**

Public service advertisements regarding motor vehicle tax relaxation in Bali Province have 3 meanings, namely connotative meaning, denotative meaning and mythical meaning. The denotation meaning of public service means that the government is socializing the relaxation of motor vehicle taxes. The connotation meaning of the community service is that the motor vehicle relaxation policy is assumed to be a



policy that relieves the community and is marked by a "goal" celebration. The meaning of the myth in public service is that there are people who are in arrears of taxes for up to 5 years even though they know they will be subject to fines. Recommendations for further researchers can analyze other public service advertisements with the same analysis, namely Roland Barthes' semiotic analysis.

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