

## MEANING FIELD THEORY IN CELEBGRAM ENDORSEMENT PRODUCT CAPTIONS OF IKA PURPITASARI

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### Abstract

Manufacturers of a product definitely want their products to be bought and used by the public. Everything is done by the marketing department of the product, including online marketing through social media. It is considered more effective and efficient. In Indonesia, the development of the online world continues to grow rapidly until now. Many online social media are used by Indonesian people, one of which is Instagram. Instagram is one of the favorite social media, sometimes termed celebgram or celebrities instagram. Celebrities are chosen by product manufacturers to boost sales of their products in society. Celebgram with a fairly large number of followers are considered capable of becoming an online marketing agent. In this study, the researcher analyzes the caption of the endorsement of photo product from a celebrity named Ika Purpitasari. When analyzing the captions, the researcher uses the field of meaning theory derives from the semantic discipline. The photo captions analyzed by the researcher are those that contain endorsement products in the field of womanhood, such as women's fashion, women's beauty, and women's accessories. The research method is descriptive analysis using the data collection techniques of documentation. The results of this study show that the field of meaning theory can be used outside of spoken language, namely when analyzing the captions in the photos of the celebgram.

**Keywords:** *endorsement; field of meaning; product*

### 1. Introduction

The current pandemic period encourages everyone to do creative and positive things, considering that many have been affected by the pandemic. This also happens to several manufacturers of various products. These producers are competing to find ways to increase the sales of their products in the community, especially during the pandemic. One of the effective and efficient ways is to market or advertise their products in the realm of online social media is Instagram. To further maximize product marketing, they 'hire' marketing agents who are already well-known in the community, namely celebrities. Nowadays, many celebrities use Instagram as an expression of sharing activities with the public. Of course, the following of this celebrity is fairly large. This situation is an excellent opportunity for producers. They ask the celebrities to advertise their products to the public. This is where the term Instagram celebrity or celebgram comes from.

One of the celebrities known to the public is Ika Purpitasari. Ika is known by the public when she stars in a soap opera on a private television station in Indonesia. Her acting that amazes the community, makes her have a special impression in the hearts of her fans. In this study, the researcher focuses on analyzing the captions of Ika Purpitasari's photos that contain endorsement products related to womanhood, such as women's fashion, women's beauty, and women's accessories. There are two photos of women's fashion products, two photos of women's beauty, and two photos of women's accessories. The researcher also includes photos from the account of the manufacturer who endorses the product. Below, the researcher writes a complete biodata of the celebgram Ika Purpitasari (Pertiwi, 2022):

**Biodata:**

Name : Ika Puspitasari  
 Age : 22 Years  
 Origin : Wonogiri  
 Education : *Sekolah Tinggi Multi Media* (MMTC) Yogyakarta  
 Current degree : S.I.Kom  
 Occupation : Actress, model, presenter, host, Wonogiri Tourism Ambassador

**Career:**

This beautiful multitalented girl from Wonogiri was once a winner in the 2016 Wonogiri Tourism Ambassador event. Besides being good at acting, she also has other talents as a model, host and presenter. The beautiful girl Wonogiri who plays Lastri in the soap opera *Dewi Rindu* has participated in the 2021 *Sinemart Mencari Bakat* (SMB) talent search event. Not only has she succeeded in acting and entertainment, she has also studied at *Sekolah Tinggi Multi Media* (MMTC) in Yogyakarta. She successfully completed the study within the period of 3 years and 8 months with a very satisfactory predicate or *cumlaude*.

**Television Series:**

Month and Year	Title	Role
January 2021	<i>Dewi Rindu</i>	Lastri
December 2021	<i>Buku Harian Seorang Istri</i>	Ika Argantha

Table 1: Television Series of Ika Purpitsari

The purpose of this study is to find out the benefits of meaning field theory when analyzing photo captions of Ika Purpitasari's celebgram endorsement products. This shows that linguistics can be used when analyzing problems outside of spoken language. Then, the new value of this research is to utilize semantic science, namely the field of meaning to analyze a problem outside of spoken language, namely analyzing photo captions for endorsement products specifically related to womanhood from a celebgram named Ika Purpitasari.

## 2. Literature Review

This study cites several references from Indonesian and English language journals regarding semantics, meaning fields, advertising, and social media. The research cited below also provides inspiration for the researcher when conducting this research. First, research on the use of advertising language in public places and its implications for adolescents has been

studied by Triyuni, Fadhila, and Putri (2018). The title of their research is *Teenager's Perception toward Language Use in Public Place Advertisement*. Then, the results of their research are as follows. The language used can be understood by all audiences, especially teenagers. Regarding the use of language, 70% agree and this shows that the perception of teenagers on the use of simple and targeted language is very large. Regarding the nature of advertisement, teenagers agree that advertisement is persuasive (80%). From these two points of perception, it can be summarized that the advertisement also functions as a reminder. So, advertisements that are liked by young people are advertisements that are easy to remember.

The second research is a case study of language in a play by Harold Pinter. The full title of this research is *Dysfunctional Semantic Role of Language in Literary Texts: A Case Study on Harold Pinter's Mountain Language*. The result of this study shows that there is a huge similarity among the works of the modern playwrights; especially the works that belong to Theatre of the Absurd; due to the WWI and WWII. Moreover, this work function as a clear clue and proof that the function of language changes from one that is productive to something that cannot help the contributors; in other words, language becomes futile just like the human beings in the modern age (Saeed, & Muhammed, 2019). This study explains that the use of language in semantics can change from everyday spoken language to spoken language of drama performances.

Third, research on metalanguage semantics that examines emotional verbs in Angkola-Mandailing language with the full title *Emotional Verbs in Angkola-Mandailing Language: A Natural Semantic Metalanguage Approach*. The results of this study show that in Angkola-Mandailing language there are 15 elements of emotional verb related to 'anger'. The words are paraphrased and applied to determine the final meanings of the words so that there is no ambiguity in the meaning. Ambiguity, if not clarified either verbally or in actions, could also cause problems as most of the problems in human life derive from the wrong uses of words (Lubis, & Mulyadi, 2020). So, in the Angkola-Mandailing language there are 15 elements of verbs related to anger that are often used by the speakers.

The fourth research is a research on the meaning field in a private television program. This research was done by Nita (2017) entitled *Medan Makna dalam Acara Modern Moms Trans7*. The results of the research show that there are various terms used in the discussions of woman activities: names of clothes, sewing tools, sewing techniques, kitchen components, body parts, types of plants, matching techniques. planting, names of vegetables, agriculture, nutrition names, color names, dairy products, wood processing, water tourism, pregnancy, learning activities, names of sports, learning methods, guitar musical instruments, types of science, science, playgroup schools, fish habitat, benefits of carrots, Sundanese culture, names of clogs, types of puppets, farming activities, and so on. So, the corpus of meaning field data that Nita managed to collect is a meaning field related to the activities of housewives.

The fifth research is about natural semantic metalanguage research researched by Sembiring, and Mulyadi (2016). The title of their research is *Peralatan Dapur dalam Bahasa Karo Kajian Metabahasa Semantik Alami*. The results of the study reveal that kitchen utensils in Karo are divided into three categories, namely kitchen utensils used to store, serve, and store food and beverages. The three categories are formed by elements of the original meaning SOMETHING, BECAUSE, SOMEONE, BEING, WANT, and DOING. In essence, this

corpus of kitchen utensils in the Karo language has its own term, according to its use when used.

The sixth research is about research on semiotic studies from Roland Barthes' semiotic theory. The title of this research is *Peran Perempuan Masa Kini pada Iklan Televisi (Kajian Semiotika Roland Barthes)*. The results of the analysis of this study are that the description of the role of women in the television advertisement above is clearly different from the image of advertisements in the past which made women as complementary creatures who were often exposed to the beauty of their bodies and appearances, while in today's advertisements many convey the role of women who are tough, as can be seen from several aspects. Data on advertisements in television media that have been found by the researcher include seasoning advertisements that make the role of a woman who works as a housewife and conducts an online business still carries out her main task of being a housewife who has the obligation to cook for the family. Furthermore, the role of women is seen in the *Ponds* advertisement, a teenage girl wearing a hijab who wants to become a boxer. If we go back to past advertisements, beauty products have never reviewed the other side of women who have an equal role with men (Lutfiyah, & Kinanti, 2020).

The seventh research on political advertising discourse analysis research conducted by Prihatin, and Dawudi (2019). This research is entitled *Analisis Wacana Iklan Politik Pemilihan Presiden dan Wakil Presiden Indonesia 2019*. The result of the analysis is that the cohesion markers found in the advertisement for the Jokowi-Ma'ruf candidate pair are anaphora and substitution, while the cohesion markers found in the advertisement for the Prabowo-Sandi candidate pair are cataphora and repetition. The coherence markers found in the advertisements for the Jokowi-Ma'uf candidate pair are successive relationships and explanation or identification relationships, while the coherence markers found in the advertisements for the Prabowo-Sandi candidate pairs are parallelism relationships and background-inferential relationships. From this, it can be said that the two political discourses produced by the two pairs of candidates promoted by the Indonesian Working Coalition and the Just and Prosperous Coalition are good discourses. It can be read, that discourse theory in language can be a tool to analyze the content of an advertisement.

The eighth study entitled *Penggunaan Sosial Media sebagai Bahan Ajar Written Language Skills Berbasis Curah Pendapat*. The results of the analysis of this study are learning with social media materials and brainstorming methods in English education classes are able to overcome student problems so far, namely lack of creativity and interaction in the classroom. The development of colorful and eye-catching teaching materials is also able to increase student interest in learning to continue reading and answer assignments given up to 87% (Suswati, Putri, & Nuran, 2018). Social media and appropriate learning models are able to improve students' writing skills.

The researcher cites several studies from the journal above on the grounds that this research contains novelty in terms of the corpus of research data. Then, the reason other researchers cite the research above is to further strengthen the information for future researchers who will conduct similar research using a more varied corpus of data.

### 3. Research Method

The method in this study uses qualitative descriptive analysis, using the help of data collection techniques in the form of library and documentation techniques. The documentation technique downloads photos from Ika Purpitasari's Instagram account which

has product endorsements as the main reference and photos from the endorsement product of Instagram account as a companion reference. This research was conducted with the following steps.

- 1) The researcher determined and first sorted out photos with endorsement products from the celebgram of Ika Purpitasari;
- 2) After finding the caption for the endorsement product that was considered suitable, then researcher began to analyze;
- 3) The suitability category for this photo is based on the purpose of this study, namely analyzing the captions for endorsement products derived from women's fashion, women's beauty, and women's accessories products; and
- 4) Then, the researcher carried out the analysis of the photo using the meaning field theory from Chaer as the main reference.

The meaning field theory according to Chaer (2015) is a set of lexical elements whose meanings are interconnected, because they describe part of the field of culture or reality in a particular universe. Furthermore, according to Chaer, The word semantics in Indonesian comes from the Greek *sema* which means 'sign' or 'symbol' (Chaer, 2015: 2). Then, according to the researcher, semantic understanding is the explicit meaning issued by humans, both verbally and in writing. Referring to this, ideally analyzing semantic problems, not only oral analysis, but also written analysis can be carried out. In the end, the meaning field theory can be useful for analyzing the meaning field contained in the caption for Ika Purpitasari's celebgram endorsement product which comes from her personal Instagram account. This proves that the discipline of semantics can be used to solve problems outside the spoken language field, by utilizing information technology in the form of a social media platform that is already widely known by the public, namely Instagram.

The solution of this research is to provide enlightenment when other researchers will analyze a field of meaning outside of spoken language. The collected meaning field data corpus can increase the knowledge of researcher and publics, especially in terms of adding vocabulary in certain fields, which not everyone will know if not researched and analyzed.

#### 4. Results and Discussion

The results and discussion of this research are to analyze the relevance of the meaning field with the product caption of the Ika Purpitasari celebgram endorsement product. Data were obtained from Ika Purpitasari's Instagram account (@ika\_1id) as many as 12 photos with endorsement product captions, added by photo Instagram account of Ika Purpitasari, one photo.

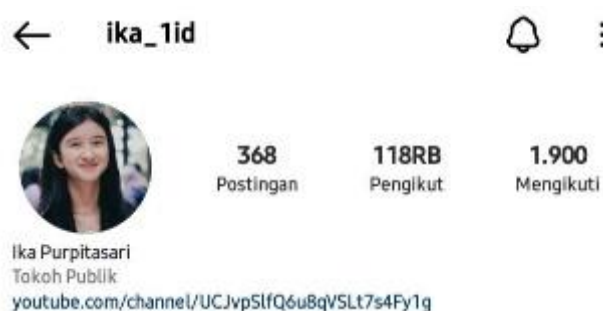


Figure 1. Instagram Account of Ika Purpitasari

In addition, literature analysis becomes supporting data to find the relevance between the field of meaning and the caption of the celebgram endorsement product. From this analysis, it is found that there is relevance between the meaning field theory and the content of the captions for celebgram endorsement products seen from the vocabulary and language elements used in the captions of the photos. The meaning field has a relationship with the caption of the endorsement product that comes from the caption of the photo of the celebgram Ika Purpitasari. Below, the researcher presents the results of the analysis of endorsement product captions from Ika Purpitasari's celebgram photo. The researcher groups the results based on the subsection of the endorsed product.

#### 4.1 Women's Fashion

In this section, there are two photo captions of endorsed products from the celebgram of Ika Purpitasari and two photos from endorsed producer accounts. The caption on the photo in the form of figure 2 is *"Selamat menikmati hawa malam minggu (symbol). Dah gausah ragu lagi masalah sweater. Nah yg aku pakai ini 'pocky' si pocket sweater, aku pilih warna burgundy yg caem bgt dibadan (symbol). Disini kalian bisa pilih beragam model sweater dan nggak cuma sweater aja lho. Pokoknya banyak pilihan (simbol) Langsung wae, apa yang anda butuhkan @windaolshop.id sediakan (emoticon)"*.



Figure 2. Ika Purpitasari when Introducing @windaolshop.id Sweater Product



Figure 3. Instagram Account of @windaolshop.id

The caption on figure 2 above means that the celebgram is introducing the @windaolshop.id endorsement product. The field of meaning related to women's fashion in this photo caption is "*Dah gausah ragu lagi masalah sweater. Nah yg aku pakai ini 'pocky' si pocket sweater, aku pilih warna burgundy yg caem bgt dibadan (symbol)*". Furthermore, the meaning field is sweater; pocket sweater; warna burgundy.

The caption on the photo in the form of figure 4 is "Love what you're got and remember what you had. YOLO\* Salatiga Fashion Food Festival 2017. Wardrobe; @lptbususanbudihardjo\_official @lptbususanbudihardjo Credits; @de\_sastroo @muji\_yono\_b #salatiga #catwalk #modeling #fashionmodel #salatigacarnival #salatigafashionfoodfestival".



Figure 4. Ika Purpitasari when Introducing @lptbususanbudihardjo Wardrobe Product



Figure 5. Instagram Account of @lptbususanbudihardjo

The caption on figure 4 above means that the celebgram is introducing the @lptbususanbudihardjo endorsement product. The field of meaning related to women's fashion in this photo caption is "Salatiga Fashion Food Festival 2017; Wardrobe; @lptbususanbudihardjo\_official @lptbususanbudihardjo; Credits; @de\_sastroo @muji\_yono\_b; #salatiga; #catwalk; #modeling; #fashionmodel; #salatigacarnival; #salatigafashionfoodfestival". Furthermore, the meaning field is wardrobe; catwalk.



#### 4.2 Women's Beauty

In this section, there are two photo captions of endorsed products from the celebgram of Ika Purpitasari and two photos from endorsed producer accounts. The caption on the photo in the form of figure 6 is *"Mana nih yang skin type nya oily/acne prone? Kita saman kok (emoticon). Sedikit cerita yg kualami kemarin, waktu itu ika sempet berjerawat parah setelah pulang dr luar kota, apalagi kulit ika sensitif, debu/polusi, makanan, pola hidup, bahkan bahan makeup/skincare ga cocok aja bisa memicu langsung adanya jerawat. Nah, yaudah aku ga bingung2 lagi solusiku cuma ke @theskinbars karena aku udh yakin dan percaya banget klinik kecantikan yg paling ampuh dan paling terjamin tuh disini. Kalo ga percaya temen2 bisa liat foto real before after ika ya. Btw ika treatment glow & brightening facial dan glow skin bundling mumpung ada PROMO (emoticon). Ga boong emang bagus bgt! Dan lagi ada banyak promo, salah satunya treatment GLOW & BRIGHTENING FACIAL (ada 9 step) Cuma 149.500,00 kalau datang berdua loh (emoticon) demi apa temen2 harus banger cobain treatment disini (emoticon)"*.



Figure 6. Ika Purpitasari when Introducing @theskinbars Product



Figure 7. Instagram Account of @theskinbars



The caption on figure 6 above means that the celebgram is introducing the @theskinbars endorsement product. The field of meaning related to women's beauty in this photo caption is *"Mana nih yang skin type nya oily/acne prone; bahkan bahan makeup/skincare ga cocok aja bisa memicu langsung adanya jerawat; karena aku udh yakin dan percaya banget klinik kecantikan yg paling ampuh dan paling terjamin tuh disini; Btw ika treatment glow & brightening facial dan glow skin bundling"*. Furthermore, the meaning field is skin type; oily/acne prone; makeup/skincare; klinik kecantikan; treatment glow & brightening facial; glow skin bundling.

The caption on the photo in the form of figure 8 is *"Diserbu pertanyaan haircare teros ni lastri (emoticon) Lastri sekarang cuma pake shampoo spesial minyak kemiri dan aloe vera. jujur! gausah di apa2in langsung auto lembut, berkilau dan tebal. Serius cobain @kelayahairtreatment #kelayahairtreatmentshampo (picture)"*.



Figure 8. Ika Purpitasari when Introducing @kelayahairtreatment Product



Figure 9. Instagram account of @kelayahairtreatment

The caption on figure 8 above means that the celebgram is introducing the @kelayahairtreatment endorsement product. The field of meaning related to women's beauty in this photo caption is *"Diserbu pertanyaan haircare teros; pake shampoo spesial minyak kemiri dan aloe vera"*. Furthermore, the meaning field is haircare; shampoo; minyak kemiri; aloe vera.

#### 4.3 Women's Accessories

In this section, there are two photo captions of endorsed products from the celebgram of Ika Purpitasari and two photos from endorsed producer accounts. The caption on the photo in the form of figure 10 is "*Bukan pose rexona (emoticon). suka bgt pake @kacamata\_vascka frame ini casual dan cocok di semua bentuk muka (emoticon) (btw ini dikasih lensa photobrown ya)*".



Figure 10. Ika Purpitasari when Introducing @kacamata\_vascka Product



Figure 11. Instagram Account of @kacamata\_vascka

The caption on figure 10 above means that the celebgram is introducing the @kacamata\_vascka endorsement product. The field of meaning related to women's accessories in this photo caption is "*frame ini casual; semua bentuk muka; dikasih lensa photobrown*". Furthermore, the meaning field is *frame; casual; bentuk muka; lensa; photobrown*.

The caption on the photo in the form of figure 12 is "*Beli nasi padang ke Ekuador, sepatu lebaran? Beli aja di @handarustore (emoticon). Sepatu fashion korea import seratus ribuan ga bikin kantong jebol, dijamin awet! (emoticon)*".



Figure 12. Ika Purpitassari when Introducing @handarustore Product



Figure 13. Instagram Account of @handarustore

The caption on figure 10 above means that the celebgram is introducing the @handarustore endorsement product. The field of meaning related to women's accessories in this photo caption is "*sepatu lebaran?; Sepatu fashion korea import; seratus ribuan; dijamin awet!*". Furthermore, the meaning field is *sepatu; import; seratus ribuan; awet*.

## 5. Conclusion

The conclusion of this study states that the results of the analysis of Ika Purpitassari's endorsement product captions related to women's fashion two photos, women's beauty two photos, and women's accessories two photos can be analyzed using the meaning field theory. The meaning field of caption found is related to the world of womanhood. These words, phrases, clauses, or captions can be seen in explanation above. There is no ivory that is not cracked, as well as this research is still far from being perfect. The researcher invites other researchers to develop similar research by taking more corpus of caption data from celebgrams that are specifically related to endorsement products that are of interest to the public, especially young generations.

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