

ABSTRAK

Penelitian ini dilatarbelakangi oleh perkembangan iklan yang tidak hanya berfungsi sebagai media promosi produk, tetapi juga sebagai sarana untuk merepresentasikan nilai-nilai sosial dalam masyarakat, termasuk nilai kasih sayang ibu. Iklan Sirup Marjan periode 2015–2025 dipilih karena secara konsisten menghadirkan cerita mengenai keluarga, hubungan ibu dan anak, serta visualisasi yang terus berkembang dari bentuk realistis menuju sinematik dan simbolik. Penelitian ini bertujuan untuk mengetahui bagaimana representasi nilai kasih sayang ibu ditampilkan dalam iklan Sirup Marjan tahun 2015–2025. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis semiotika Charles Sanders Peirce yang berfokus pada hubungan representamen, objek, dan interpretan, serta klasifikasi tanda berupa ikon, indeks, dan simbol. Data penelitian diperoleh melalui teknik dokumentasi dan analisis teks media terhadap iklan Sirup Marjan yang relevan dengan fokus penelitian. Hasil penelitian menunjukkan bahwa nilai kasih sayang ibu direpresentasikan melalui berbagai tanda verbal dan nonverbal, seperti gestur, ekspresi, perhatian, perlindungan, pengorbanan, dan interaksi emosional dalam keluarga. Representasi tersebut menampilkan sosok ibu sebagai figur yang penuh kasih, peduli, dan memiliki peran penting dalam menjaga kehangatan keluarga. Representasi kasih sayang ibu dibangun melalui hubungan antara representamen, objek, dan interpretan yang menghasilkan makna mengenai kedekatan emosional antara ibu dan anak. Kesimpulan penelitian ini menunjukkan bahwa representasi kasih sayang ibu dalam iklan Marjan tahun 2015–2025 dimaknai melalui empat bentuk utama, yaitu perlindungan, perhatian dan keterlibatan emosional, pemberian dan pengabdian, serta kebersamaan dan kekeluargaan. Keempat bentuk tersebut merepresentasikan kedekatan hubungan ibu dan anak yang ditampilkan melalui tindakan, ekspresi emosional, dan interaksi keluarga dalam berbagai narasi iklan.

Kata Kunci: representasi, kasih sayang ibu, iklan Marjan, semiotika Peirce, komunikasi visual

ABSTRACT

This research is motivated by the development of advertising, which functions not only as a medium for product promotion but also as a means of representing social values in society, including maternal affection. Marjan Syrup advertisements from 2015–2025 were selected because they consistently present stories about family, mother-child relationships, and evolving visual representations ranging from realistic to cinematic and symbolic forms. This study aims to examine how maternal affection is represented in Marjan Syrup advertisements from 2015 to 2025. This study employs a qualitative approach using Charles Sanders Peirce's semiotic analysis, which focuses on the relationship between representamen, object, and interpretant, as well as the classification of signs into icons, indexes, and symbols. The research data were collected through documentation techniques and media text analysis of Marjan Syrup advertisements relevant to the research focus. The findings indicate that maternal affection is represented through various verbal and nonverbal signs, including gestures, facial expressions, attention, protection, sacrifice, and emotional interactions within the family. These representations portray mothers as loving, caring figures who play a significant role in maintaining family warmth and harmony. The representation of maternal affection is constructed through the relationship between representamen, object, and interpretant, generating meanings related to the emotional bond between mother and child. The study concludes that the representation of maternal affection in Marjan advertisements from 2015–2025 is manifested through four main forms: protection, attention and emotional involvement, giving and devotion, as well as togetherness and family bonding. These four forms represent the closeness of the mother-child relationship, which is conveyed through actions, emotional expressions, and family interactions within various advertising narratives.

Keywords: representation, mother affection, Marjan advertisement, Peirce semiotics, visual communication