

# THE MYTH OF WOMEN'S HEALTHY LIFE AS THE PERSONIFICATION OF HEALTH PRODUCTS IN WEB SERIES ADS ON YOU TUBE

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## ABSTRACT

In the era of social media, advertisements generally create messages in a dramatized format, long duration and serial. With the strategy of wanting to build the involvement of netizens as consumers. Unfortunately, the message created often leads to manipulating the message when highlighting the advantages of the advertised product. Like the Stevia Sweetener ad on YouTube which visualizes the superiority of the product through the personification of the role of women in the domestic sphere. This study analyzes how the myth of women is manipulated by involving consumers to form product awareness. The concept of media strategy and advertising creative strategy is the reference in this research. The analysis was carried out using the semiotic analysis method of Roland Barthes, where through denotative and connotative analysis, the meaning of the myth was carried out. The results of the Stevia Tropicana Slim product advertisement show that there is an affirmation of the values of the role of women who are shackled in a culture that places women's roles in the domestic sphere. Personification here presents two sides of meaning: (1) women are shown to be dominant in their role as wives who regulate husbands to live healthy lives; (2) On the other hand, mythically, advertising actually strengthens women's shackles in domestic affairs. The analysis also finds the myth that advertising represents cultural values of patriarchal ideology. The representation found that what appeared in the SORE Web Series advertisement on YouTube represented gender ideology to support product marketing.

**Keywords:** *Semiotics, Myth Woman, Advertising, Personification*

## 1. INTRODUCTION

In the era of social media, advertisers have the opportunity to convey messages in the maximum duration and can be done serially and at low cost. This also provides wider opportunities to develop advertising strategies more effectively in building awareness of the advertised product. One of the strategies used is to create advertisements that build audience engagement. Engagement is an invisible state of motivation, passion or interest. This is caused by a certain stimulus or situation and have driving properties. The consequence is the type of search, information processing and decision making [1].

This strategy emphasizes the phenomenon of consumption in industrial society which is carried out through packaging, materials, promotions, and

advertisements paired with masks that are expressively designed to manipulate the possible relationship between objects on the one hand and desires, needs, and emotions. from humans on the other. Advertising is the most influential socialization institution in modern society, so to critically assess the view that advertising is the main form of ideology in a capitalist society, we need to understand the social and economic value of consumer brands. Many advertisements in mass media convince viewers that they need a life beyond ordinary life because consumers are told that in order to increase their social ladder, they need to buy more than just 'regular' products [2].

Secondary use value occurs when the dominance of exchange value has been set to erase the memory of the object's pure use value. This is the basis of the commodity aesthetic, in which

commodities play a free role in the associations and illusions of culture and advertising, which are particularly capable of exploiting this freedom by displaying romantic and exotic images for satisfaction. So, the writer should justify that people now live in a consumptive culture. At this time there is a shift in the community in consuming media, where social media such as YouTube, Instagram, and others become the main media for people searching for information.

Marketing strategy has evolved to keep up with the growth of online communication, which is no longer limited to face-to-face interactions but also includes social media and websites [3]. YouTube is one of the most widely used social media platforms around the world that provides user to the share videos online, the platform is used not only to fulfill social needs such as building a self-profile and being followed by a large number of people (Public Figure), but also as a business-related media. Many users of the YouTube application utilize their account to run a business. Starting with a media campaign and progressing to an online selling medium [4]. This trend is being followed by many global corporations; in fact, according to a study conducted by Simply Measured, 54 percent of companies with globally recognized brands are currently using YouTube. This condition is the rationale for PT Nutrifood Indonesia to make advertisements in the form of a website titled SORE. The advertisement utilizes the couple's values in personifying Tropicana Slim products.

This research is interesting to study because this advertisement seems to manipulate the values of the personified partner in building brand equity. The message is designed by creating dramaturgy that reflects the cultural values of patriarchal ideology. Through a map of how signs work in denotation and connotation in the web series, it is constructed how the myth of pair values based on patriarchal ideology is presented as ideal values. The idea for the advertisement depicts Wife of the Future which is arranged in nine episodes which tells the story of Sore and Jonathan's love journey. The role of the wife in the advertisement symbolically appears with different models but from each episode to episode there is one meaning to be conveyed with the aim of conveying the meaning of how to prepare for a sustainable healthy life that is done with love to make it happen.

## 2. LITERATURE REVIEW AND REASEARCH BACKGROUND

Many studies have been made by many researchers relating to the representation of ideology in advertising, some advertisements use gender to attract the attention of the audience. This strategy is used by choosing someone who has a big influence. Besides the good looks, beauty and physical strength factors are also displayed. Shamim & Ullah conducted research on elaboration and exploration of brand name, linguistic message, logo, monogram and photographic meanings of five print media cosmetics advertisements in Pakistan. The findings of this study are: All features of ads are replete with symbolic and multidimensional messages, ads are basically by product of cultural norms and they also reciprocally influence that culture, Slogans of ads are catchy, memorable, full of poetic devices, combination of English and Urdu, Logos, monograms of companies showed multidimensional meanings which reflected philosophy and corporate image behind an ad [5].

Semiotic research on advertising has also been conducted by Azin & Tabrizi. Their research aims to study women's image in Iranian TV commercials. The results demonstrated that the TV advertisements selected in this research represent gender stereotypes and traditional gender division of labor. Those commercials still employ traditional gender stereotypes such as doing housework, raising children, being a good and loving wife are worthwhile. The advertisements also portrayed women as an object to persuade people to buy some household cleaning products, cooking equipment, and foodstuff [6].

In 2007, Lauren Teal made a research about banish belly bulge and chisel your bis: a semiotic analysis of gender representations in fitness magazine advertising. This study examined gender ideologies in the advertising of two popular fitness magazines, Shape and Men's Fitness, using Kress and van Leeuwen's visual semiotic theory. The aim of this study was to determine how fitness magazine advertising participates in the construction of gender identities, and to identify what rhetorical and visual strategies are commonly employed. Through an examination of the way gender identities are constructed by fitness magazines, this research has concluded that advertising within both magazines promotes idealized body types and stereotypical gender identities for men and women. In Shape's

advertisements, women are wives and homemakers; they are also highly concerned with achieving an idealized physical appearance. Advertisements in Men's Fitness idealize men with large, muscular bodies who treat women as sexual objects [7].

Furthermore, research on media ideology representation in advertising was also made by Yang Lai Fong in 2019, about Gender Representation and Framing of Malaysian Women: A Study of Feature Articles in Female Magazine. his study used framing as the theoretical framework and content analysis as the research method to examine the representation of Malaysian women, as well as the portrayal of masculinity and femininity in Female magazine. The media are powerful tools for communication and socialization. Media representation often lead to audience acceptance of media portrayals as normative, expectable and acceptable. The findings of the study showed that Female magazine did not place any limit, traditional boundary or stereotype on its representation of Malaysian women. Instead, the magazine encouraged female readers to pursue for their passions, emulating both the feminine and masculine characteristics that are essential to be successful [8].

Helmi Abd. Rahim, Normah Mustaffa & Lee Sze Mun in 2016 did a research about the effects of gender advertising on brand image: the Malaysian context. This research focuses on the relevance of the use of gender in advertising, acceptance, or interest in the use of gender advertising and the perceptions that are generated through gender advertising related to brand image as perceived by Malaysian consumers. The use of gender advertising may develop or damage the brand image. The identification of these effects will contribute to the positive use of excessive gender advertising and may undermine the purpose of selling the brand to consumers. The method used was in-depth interviews with visual representations (print advertisements) of 30 respondents from both genders selected selectively based on whether they were involved in the category of goods selected for the study or had previous experience with those brands. The findings of this study indicate that gender advertising, if not used properly, will damage the brand image and leave the brand ignored by Malaysian consumers today as they seek concrete information and representation of those brands [9].

The research above shows that some companies use gender in making advertisements to approach the target market. By looking at the previous studies, it was clear that some companies used an artist who was made a brand ambassador to send a message. The good looks, beauty, and physical strength of the artist are made into a spectacle to attract public interest. Some researchers are indeed artists used as brand ambassadors that are proven to be able to influence the public's interest to believe and even tend to buy products.

Celebrities have been involved in endorsing various activities since the eighteenth century. Hence, a survey using structured questionnaire was administered among 200 consumers during June 2015 to April 2016, with a response rate of 86 per cent (received responses were 171). It was found that a significant association exists between celebrity supporters/neutral/opposers with respect to age, gender, occupation and income level, except in case of education and location. Consumers also find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements [10].

Khanna & Kumar in 2011, also conducted research about companies using celebrities as their brand ambassador. This study aims to investigate the role and influence of charismatic leadership style of Amitabh Bachchan. This research conducted a conclusive qualitative method to design the questionnaire and run a descriptive quantitative research. The results shows that celebrity endorsements do work in the Indian scenario. The level and the magnitude of the effect vary with the celebrity and the product category but most endorsements have a favorable impact [11].

A creative marketing strategy is defined as a set of activities developed to promote products/services for selective or full target markets to achieve business objectives [12]. One way to introduce a product to its target is to use advertising, of course, advertising with the right creative strategy, it is hoped that the advertisement can persuade and be accepted by the target. Through advertising, the audience is met with products or services, given a picture or information that was previously unknown. The advertisement displays the nuances of art so that the commodities shown look good, which are intended to entice the

public to present themselves with symbols through the disclosure of material consumption. Each product or service has different consumer goals and objectives. For this reason, the message in the advertisement is designed so that the intentions and objectives can be realized. The types of advertisements can be distinguished based on the variety of media used, the contents of the message to be conveyed, as well as the target advertisement. These types of advertisements show a series of products, advertising actors, advertising stories, and consumption descriptions that are all presented in advertisements [13].

Advertising is the most influential socialization institution in modern society, so to critically assess the view that advertising is the main form of ideology in a capitalist society, we need to understand the social and economic value of consumer brands. Many advertisements in the mass media convince viewers that they need a life that goes beyond ordinary life because consumers are told that to improve their social ladder they need to buy more than just 'ordinary' products [2].

Secondary use-values occur when the dominance of the exchange rate has been set to erase memories of the object's pure use-value. This is the basis for commodity aesthetics, where commodities play a free role in the association and illusion of culture and advertising, specifically able to exploit this freedom by displaying romantic, exotic images to satisfaction. So it is proper for the writer to justify that the community now lives in a consumer culture. In the discourse of capitalism, everything produced by capitalism will eventually be deconstructed by the next new product, based on the law of "progress" and "newness". And because of media support, realities are produced following the models offered by the media. In the context of modern marketing, a person buys not because of goods or services but buys a series of words, symbols that shape a lifestyle.

The semiotic advertising concept is defined as an advertising approach or method based on the use of signs and symbols for the aim of communicating with a target audience, firms use signs and symbols as indirect transmitters of messages they want to get across to customers [14]. A sign can also produce meaning that is not single and not final because it will continue to develop due to the continuing meaning. In advertising communication, not only language is used as a tool, but also other communication tools, such as

pictures, colors, and sounds. In studying advertising from a semiotic perspective, it can be studied through the sign system in advertising [15]. The context in an advertisement can be related to various issues of knowledge, gender, ideology, fetishism, symbol violence, environment, consumerism, and various other social problems represented by an advertisement [16].

Some elements used in gender advertising are being liked, others have different views altogether. Some men or women consider the portrayal of sexes in advertisements part of their fantasies and believe that using advertising products in such a way will fulfill their fantasies. Advertising is a fantasy, creating the world, and people often recognize the fantastic elements in advertising and incorporate it into their interpretations of what life should be like. What is common to commercial scenes and rarely in life may not yet be part of the ideals and fantasies of many people who actually [17].

The use of brand ambassadors is just an attraction to the public to be attracted to the product being advertised. But there are interesting things to discuss behind the ads made by companies to market their products. Behind the message conveyed in the advertisement is for the ideology represented by the words or symbols contained in the advertisement. There is a meaning behind the signs that are displayed in the advertising message which is very interesting to study and semiotic advertising method helps to understand those hidden messages. Advertising is material for semiotic studies, an advertisement always contains sign elements in the form of advertised objects; the context of the environment, people or other living things that give meaning to objects; and text (in the form of writing) that reinforces meaning, even though the latter is not always present in an advertisement [18].

The literature review on the subject established that semiotic advertising is an effective and helpful method as well as a mode of advertising for modern, multinational firms because it makes use of different signs and symbols that allow companies to effectively advertise in a cross-cultural environment. Since the study aimed to evaluate semiotic advertising adopted by international smartphone brands in three different countries, the components mentioned above were used to analyze advertisements by selected firms.

### 3. METHODOLOGY

The method used in this study is Roland Barthes's semiotics analysis. Semiology or semiotic as a qualitative method applied in media research helps the researcher to discover the hidden meanings of the visual texts: films, adverts, posters... within the socio-cultural context, it refers to the study of media phenomena as a system through expressed signs, whether verbal or nonverbal, that can be analyzed according to the two levels of signification provided by Roland Barthes in his methodology, namely denotation and connotation [19]. In his semiotics analysis of culture and any ideological critic, Roland Barthes utilizes Myth. It can be found in a variety of mass cultural productions that have constructed language as a means of communication, such as today's people's myth [20]. Barthes created a map of how signs work:

signifier	signified
SIGN signifier	signified
SIGN	

Figure 1: Orders of signification [21]

Roland Barthes mastered two levels of the signification of the sign. In the first order, Barthes describes the relationship between signs that form a denotative sign that is considered to be literal or real. But according to Barthes, the denotative signs do not contain the final meaning and proceed to the second-level identification, where the denotative is itself a connotative sign. The connotative signs that meet the recipient's culture, experience, background, and personal traits as connotative markers form connotative signs that are closely linked to ideology and myth. The stages are as follows:

1. Researchers conducted an analysis using Barthes's semiotic method focusing on the SORE version of the web series advertising message and describing the signs collected in the Tropicana Slim advertisement, analyzing its denotative and connotative meanings based on

Roland Barthes' theory, and identifying myths.

2. Research Instruments, The researcher used himself as a research subject in finding and collecting data from Tropicana Slim advertisements by reading and identifying, marking, classifying signs, finding and writing the necessary data, and interpreting the meaning of the data.
3. Data Analysis Techniques Researchers conducted qualitatively. First, the writer chooses the object or advertisement to be analyzed. Then the author details and reads several social contexts semiotically, especially about advertising, communication and Roland Barthes' theory. Finally, advertisements will be analyzed through descriptive analysis techniques.
4. Unit of Analysis The unit of analysis in this study is the nine series of Tropicana Slim advertisements in the SORE version on YouTube.

### 4. DISCUSSION

#### UNDERSTANDING THE MEANING OF WOMEN'S ROLE

In In Parson's social theory, roles are defined as expectations organized in relation to certain interaction contexts that form an individual's motivational orientation towards others. Through these cultural patterns, blueprints, or behavioral examples, people learn who they are in front of others and how they should act towards others [22].

In general, in Indonesian society, the division of labor between men and women illustrates the role of women. The initial basis for this sex division of labor is undoubtedly related to the different roles of men and women in reproductive function. In society represents the role displayed by a woman. Analysis of the role of women can be carried out from the point of view of their position in handling productive work, indirect (domestic) and direct (public) productive work, as follows:

1. The role of tradition places women in the reproductive function (taking care of the household, giving birth and raising children, and nurturing husbands). His life is 100% for family. The division of labor is very clear, namely women at home and men outside home.



2. Transitional roles pattern the role of tradition as being more important than other roles. Share duty to follow gender aspirations, but the existence of maintaining harmony and household affairs are still the women's responsibility
3. Dual role positions women in the life of two worlds, namely placing women domestic and public roles are equally important. Trigger husband's moral support obstinacy or otherwise the husband's reluctance will trigger unrest or even lead to open or latent conflict
4. The egalitarian role takes women's time and attention to outside activities. Men's moral support and level of care are essential to avoid conflict the importance of sorting and distributing roles. Otherwise, what happens is each will argue with each other to find justification or create an uncomfortable atmosphere of family life.
5. Contemporary roles are the impact of women's choices to be independent in solitude. The number is not much. But clash after clash of male domination over women who don't really care about women's interests will probably increase its population [23]

#### The myth of women's healthy life as the personification of Health Products in Web Series Ads on You Tube

SORE web series; The Wife of the Future directs viewers to care for body and soul to be forced to adapt to a healthy lifestyle. Changing the habits that have been ingrained so far is not easy so it requires coercion as seen in the presence of Sore (a woman) in Jonathan's life (a man). Forcing Jonathan to start living a healthy life. While Jonathan is accustomed to a healthy lifestyle, there is also a scene of Jonathan using Stevia Tropicana Slim products which means healthy living are those who think about the future with love.



Figure 2: The ideal husband and wife relationship spreads happiness through verbal and non-verbal communication with product brand background.

The reality of healthy living is on the web series SORE and is reflected in a message from the scene. The sweetener stevia product released by Tropicana Slim through the web series SORE has already made it possible for consumers to follow or watch the web series and then consume zero-calorie sugar. The message has been delivered worldwide because of the web series SORE; the Wife of the future is only aired on YouTube worldwide. New habits are conditioned by the story of Sore and Jonathan to build the character of a product. Jonathan's struggle for love for the afternoon and the struggle for a healthy lifestyle to change requires the discipline of using healthy products. The story of SORE created consumers in need of healthy products to drive healthy living.

#### THE MEANING OF DENOTATION AND CONNOTATION

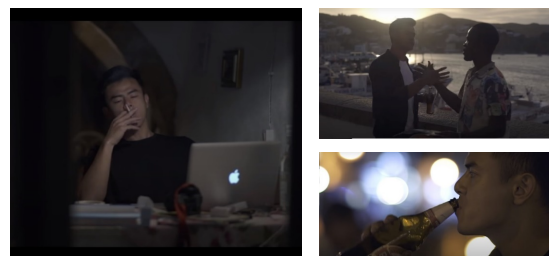


Figure 3: An unhealthy lifestyle characterizes the loneliness of a man's life

#### 4.1 Women as icons with healthy life

Denotatively, it is a picture of the irregular life of a man without a woman who is visualized drinking alcoholic beverages, denotatively denotative junk food. then denotatively described, the denotative meaning of neatness is visualized as indicated by the presence of a woman who tidies up Jonathan's room, throws away Jonathan's cigarette

cutter, throws alcoholic drinks out of the men's room. This visual denotatively depicts the dichotomy of male and female personifications. The point of view used is Close Up and Full Shoot.

Connotatively, the close-up angle is the impression of a deep and intimate sense. This technique is used by filmmakers as a depiction of intimacy in the perceived object [24]. The male character is presented feeling deep loneliness. Loneliness is a subjective experience and depends on each individual's interpretation of an event [25]. The meaning of loneliness is contextualized with cigarettes, and alcoholic beverages. This visual emphasizes the meaning that men have bad behavior and do not care about health. Based on medical research that has been done, it was found that the bad behavior of someone who is used to drinking beverages containing alcohol has a negative impact on the person's body. Not only that, the negative impact will also be felt by the surrounding environment. Usually people who are drunk due to consumption of alcoholic beverages become less able to think and easily get emotional.

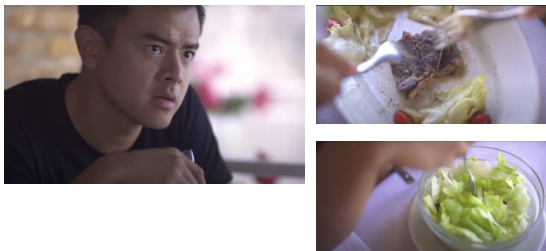


Figure 4: An Unhealthy Diet Reveals Unhappiness

#### 4.2 Woman teaches healthy life to the man starting with healthy food

In the second episode, denotatively SORE began to introduce Jonathan to a healthy menu, SORE ordered 2 servings of salads for both of them, and Jonathan's face showed an objection. Seen in shooting with the angle close up and full shoot guide. In the system of meaning of Berger's image, this image is classified as Long Shot. Berger interpreted the taking technique as public distance or social relations [24].

In this text, connotatively the film crew wants to illustrate the context of a real thing for an afternoon introducing healthy food that is salad containing vegetables. Salad is a type of food that is very practical to make but is rich in benefits. This food is made by mixing various types of fruits and vegetables (some in raw condition) and adding spices or sauces to add to the flavour. Because raw

nutrients consumed in vegetables and fruits are still maintained so that we get the optimal benefits.

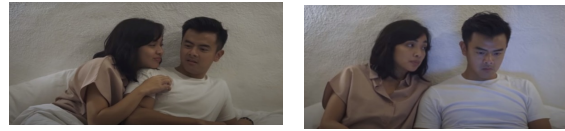


Figure 5: The household role of women who want their husbands to be seen by persuading a healthy life

#### 4.3 Woman persuaded Jonathan not to work at night

The third episode connotatively visualizes the presence of SORE has been accepted by Jonathan. SORE started protecting Jonathan for night work until morning. Seen SORE approached Jonathan and started asking Jonathan to brush his teeth before going to bed and stopped working at midnight. The reflection of light on Jonathan's face and white walls, depicts Jonathan enjoying his work without sleeping until morning. SORE insists on persuading Jonathan to brush his teeth before going to bed. Then Jonathan started to brush his teeth before going to bed. The shooting in episode three is dominated by close-up angles

These a close up angle, connotatively impresses the value of intimacy [24] which is visualized with SORE's intimacy to Jonathan in order to get used to a healthy ritual before going to bed, namely not staying up late and brushing his teeth. This intimacy socially emphasizes the dominance of women in persuading men.

#### 4.4 Woman forced the man to exercise every day in the morning



Figure 6: Joint Sports Activities Are Shown As A Commitment To Women's Domestic Roles That Are Carried Out Willingly For The Health Of Their Husbands

This section denotatively describes the differences between men and women. Marked by SORE putting running shoes on Jonathan who was still sleeping, then SORE waking Jonathan up in the morning to run in the morning. Jonathan objected and SORE forced him to make SORE happy. Jonathan and SORE had a morning run together and Jonathan looked very tired because he wasn't used to running in the morning. SORE said, "Every day running for 20 minutes is enough for health" then Jonathan tapped his finger because he felt unable. After a morning run, SORE invites Jonathan to lunch, then SORE orders a salad for Jonathan. It looks like Jonathan doesn't like eating vegetables and SORE forces Jonathan to eat salad.

Angle close up and long shoot, connotatively means intimacy and social relations. The reluctance of men to be conquered by intimacy to achieve happiness above the differences in the nature of men and women [24].

#### 4.5 Healthy living habits but he started to feel annoyed with women's rules



*Figure 7: Jonathan Is Getting Tired Of The Rigid And Boring Discipline Of Healthy Lifestyle*

The sixth episode is denotatively the difference in expectations between boys and girls. Jonathan starts to feel annoyed with SORE because he has always been controlling Jonathan's life. Then Jonathan goes to the bathroom to pee, and SORE deletes Jonathan's work file so Jonathan stops working at night until the morning. SORE's sharp eyes contain anger, close-up angle. After returning from the bathroom, Jonathan looked back at his laptop and he found that the file wasn't there. Jonathan feels angry with what SORE did to him. Then SORE said, "I don't want you to die first and leave me and Fajar alone because of your bad habit, staying up late" Blood immediately came out of SORE's nose and ears. AFTERNOON disappeared and Jonathan felt sorry. The angle of the image varies from close up, medium close up, and full shoot.

Close-up shooting, Berger defines it as intimacy [24]. But connotatively describes the meaning when the more intimate, the higher the expectations, and then conflict becomes part of this

relationship. The intimacy that was so close to SORE's eyes held back his anger when Jonathan didn't want to be banned from working until morning or it could be called staying up late. Staying up late can trigger the body and mind to become tired, this is because they are forced to work continuously without any time lag for adequate rest.

The impact of fatigue can lead to health problems and our immune system will decrease. Moreover, this will make our bodies more susceptible to disease and various types of infections caused by viruses, such as flu, fever, lung infection, intestinal infection, hepatitis, and so on. Continuous lack of sleep can cause damage to brain cells that can cause headaches, such as dizziness or headaches.

This is because the brain does not get enough time to rest. Sleep patterns affect blood sugar levels, hormones that control appetite, and even the brain's perception of high-calorie foods. During sleep, your body's sugar levels decrease, because sugar in the body is widely used by the liver in the detoxification process. Lack of sleep can reduce the ability of fat cells to respond to insulin, a hormone that regulates metabolism and plays a major role in diabetes. According to a study conducted by Orfeu Buxton in 2014, at Boston's Brigham and Women's Hospital, showing that people who sleep less than five hours a night can be at risk of developing type 2 diabetes [26].

#### 4.6 Changing Jonathan's healthy lifestyle after learning from SORE and returning to Jakarta



*Figure 8: Sweeteners Give You More Flexibility In A Monotonous Healthy Lifestyle .*

In this last episode, denotatively the product from Tropicana slim is visualized in close-up when Jonathan is drinking the tea he drinks. Meanwhile, SORE seemed engrossed in calling his friends to



talk about life choices. Then SORE asked Jonathan about how he would give freedom of choice if he would later settle down. Then Jonathan replied that marriage was still important for a woman and in the afternoon was offended by Jonathan's answer and SORE left Jonathan in front of the place where he wanted to propose to SORE. Jonathan started to get used to the healthy lifestyle taught by SORE when Jonathan had been in Italy for two years. Jonathan's mother was surprised by the good change of her son. Jonathan's mother's dialogue during a chat, "Do you know mama still can't believe you came back to Jakarta knowing you don't smoke, drink at all, even exercise regularly, and eat healthier food than me". Tropicana Slim products are part of the change towards a healthy life

This closing series advertisement connotatively depicts Jonathan's involvement in the reality of healthy living that has been running for two years. Supported by dramatizations from mothers who are proud that their children have adopted a healthy lifestyle for the sake of someone they love. A healthy lifestyle is a long-term commitment that is formed from repetitive daily activities and has become a habit, therefore you must have the right planning to determine your healthy lifestyle in the future. One of them is the choice of using Tropicana Slim products product

The entire series of SORE web series advertisements on YouTube in the Barthes mythology lies in the personification of the value of women who are associative with the Sweetener Stevia product from Tropicana Slim. The personification obtained by the researcher is based on the meaning of denotation which implies that: a). the role of women who are able to discipline unhealthy men to use low-calorie sugar in a healthy lifestyle plan; 2). The new product Tropicana Slim Stevia inspires audiences through the involvement of women's roles to care more about health. 3). The new Tropicana Slim Stevia product provides a good choice to change bad habits in an unhealthy lifestyle to be healthy and care about a better future.

The personification of the reality of healthy living in this web series advertisement is one of the efforts to realize the marketing objectives that are implemented through the communication process in advertising media. Advertising is important in supporting marketing, where advertising can create consumer value through its impact on perceived quality, to increase profits. Advertising is any form of non-personal presentation delivered through media containing products and delivered by a known sponsor and shown to influence consumers

or potential consumers to buy. Advertising serves to market a product that will be sold to the wider community, therefore advertisements are often made as attractive as possible to attract the attention and interest of buyers. To make advertisements as attractive as possible, creative strategies are needed in making advertisements.

In realizing advertising objectives, creative advertising strategy is a method used in solving an advertising problem, with the aim of getting consumer attention, increasing spending, and increasing product added value. One way to introduce a product to its target is to use advertising, of course advertising with the right creative strategy, it is hoped that the advertisement can persuade and be accepted by the target.

The idea of SORE Web Series as a creative advertising strategy that creates stories based on basic health research by Riskedas which shows the number of people with diabetes under the age of 44 has a total prevalence of 1.5% of the total population of Indonesia. This number increased by 5% from the 2010 Riskedas results [27]. The reasons were varied. Eating fatty foods, junk food, lack of physical activity and obesity, causes the cells in the body to become less sensitive to insulin.

The meaning of the reality of healthy living is conditioned by the figure of SORE, a woman who is able to change Jonathan's life for the better and healthier with the Sweetener Tropicana Slim product.

With the development of Jonathan and Sore's story without the audience realizing it, it becomes an invitation to live a healthy life and buy Stevia products, a new product released by Tropicana Slim. Tropicana Slim is a health product. Healthy living habits need regularity of life with an urge to love the body for that it is necessary to get used to using stevia sweetener from ordinary sugar. The discipline of using stevia sweetener is visualized through the personification of the role of women who have succeeded in persuading men to lead a healthy lifestyle towards a better future. This is a successful advertising strategy in marketing its new product, Stevia.

The myth of the role of women is actually based on the logic of the market which always tries to present capitalist interests. Marx called it the circulation of commodities of capital, namely Money – Goods – Money (in larger quantities) or M1-C-M2. The meaning of this formula is that the owner of capital with all his power over the means of production, produces a commodity for sale and earns more profit from the sale. In its formulation, there is a tendency for capital owners to think of

various ways to market commodities. Considering that the production process of a commodity requires capital, the capital used must be returned according to its budget. Therefore, the owners of capital need a way that is contextual to the current conditions of society to be able to market their products.

From this discussion, it can be emphasized that in the current era of communication and information, the media in all its forms and functions play a very significant role in community development, so that owners of capital will take advantage of their advantages as a weapon in running their business. Out of their industrial practice. Even when referring to Marx's concept in the philosophical system of historical materialism whose basic structure is one of the scopes of production forces (tools of labor, technology, and workers), then advertising is also a representational medium included in the category of productive forces on a structural basis.

## 6. CONCLUSIONS

The results of deductive and connotative analysis of the Stevia Tropicana Slim product advertisement, it can be concluded that there is an affirmation of the values of the role of women who are shackled in traditional culture that places women in the domestic sphere. Personification here presents two sides of meaning:

1. Denotatively and connotatively women seem equal and even dominant in their role as wives in the advertisement.
2. On the contrary, mythically, the advertisement strengthens the shackles of women in the domestic sphere

Domestic activities have long been attached to women. The association of these two things even existed long before most women were born. It then becomes culture and customs. Women are always connoted as human domestic workers (homemakers) who are considered unable to contribute actively outside the home so that their role is no more than activities in the home. In the future, especially in the world of work, many strategic positions are closed to women. Women are considered unfit to lead in work because they are seen as creatures who use feelings too much and find it difficult to make wise decisions. The attachment of the division of labor between women and men has long been believed to be true. Women are always associated with several words, "wells, kitchens, mattresses" whose existence has been challenged until now. The discourse is considered an outdated discourse that cannot be proven

concretely because many women also take an important part in the productive sphere. Even though at the level of reality, women are still deeply attached to "wells, kitchens and mattresses" and have not been able to come out completely without any tendencies.

Advertising is a communication made by producers to consumers. Creative advertising strategy is a method used in solving an advertising problem, with the aim of getting consumer attention, increasing spending, and increasing product added value. Personification by presenting the role of women or those with noble values is ultimately a visual manipulation that actually still places women as domestic objects.

This research further confirms that basically the market logic as the basis of capitalist ideology always presents itself in advertising activities as part of marketing.

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