



Green Advertising: Environmental Messages in Le Minerale Mineral Water Advertisements

Fira Rizqi Agustina¹, Naser Ali Abdulghani²

¹State Islamic Institute of Kediri, firarizqiagustina@gmail.com

²University of Benghazi, Libya, naser.ali@uob.edu.ly

Abstract

Until now, waste has been a serious problem for the Indonesian region due to the increasing amount of production. Advertisements are often used as campaign media to influence the public in terms of waste cleanliness, environmental protection and waste recycling. The purpose of this study is to raise public awareness about the importance of protecting and caring for the environment. The discussion in this study includes environmental issues in mineral water advertisements broadcast on television and YouTube channels. In this case, the main subject of discussion is plastic waste, which is a problem for the environment. The hidden meaning behind the Le Minerale mineral water advertisement is revealed by examining each meaning of the images and symbols using Roland Barthes' semiotic analysis with a qualitative method. The data collected is the result of observing and understanding advertisements on YouTube. The results of this study show that the Le Minerale mineral water advertisement uses several symbols to convey its message to the public. By focusing on statements that are expected to create a positive image in the minds of the public. For example, by communicating the advantages of Le Minerale products: the gallon is always new, the cap is airtight and free of viruses. Of course, it also shows a healthy environment, with the intention of showing that Le Minerale products have a good effect on health and the environment.

Keywords

Lee Minerale, Roland Barthes, Semiotics

Submit : 30 August 2024

Accepted : 31 September 2024

Publish : 31 October 2024

.Abstrak

Hingga kini sampah masih menjadi kasus yang cukup serius bagi wilayah Indonesia karena jumlah produksi yang semakin bertambah. Seringkali, iklan menjadi media kampanye yang digunakan untuk mempengaruhi khalayak dalam hal kebersihan sampah, menjaga lingkungan, hingga mendaur ulang sampah. Tujuan dari penelitian ini supaya kesadaran masyarakat dapat meningkat tentang pentingnya menjaga dan lebih peduli terhadap lingkungan sekitar. Pembahasan dalam penelitian ini mencakup isu lingkungan hidup pada iklan air mineral yang tayang di televisi dan kanal YouTube. Dalam hal ini, sampah plastik menjadi objek utama dalam pembahasan yang menjadi permasalahan pada lingkungan hidup. Mengungkap makna tersembunyi di balik iklan air mineral Le Minerale dengan mengupas setiap makna dari gambar dan juga simbol-simbol menggunakan analisis semiotika milik Roland Barthes dengan metode kualitatif. Data yang dikumpulkan merupakan hasil dari pengamatan dan pemahaman pada iklan di YouTube. Hasil dari penelitian ini menunjukkan iklan air mineral Le Minerale menggunakan beberapa simbol dalam menyampaikan pesannya kepada masyarakat. Dengan berfokus pada pernyataan-pernyataan yang diharapkan dapat menanamkan citra positif di benak masyarakat. Misalnya dengan menginformasikan kelebihan produk Le Minerale yaitu galonnya selalu baru, tutupnya kedap udara, dan bebas virus. Tentunya juga dengan menampilkan suasana lingkungan yang sehat dengan maksud menggambarkan produk Le Minerale memberikan efek yang baik bagi kesehatan dan kehidupan lingkungan

Kata kunci

Lee Minerale, Roland Barthes, Semiotik

INTRODUCTION

According to Law of the Republic of Indonesia Number 32 of 2009 Regarding According to the Law of the Republic of Indonesia No. 32 of 2009 on Environmental Protection and Management, the environment is defined as everything that affects living things, including the survival and well-being of living things themselves (Sya'ban, 2018). The environment as a source of needs for every living creature on earth. In this case, every individual is obliged to manage and maintain the balance of the environmental ecosystem (Cahya &

Wibawa, 2019). For the welfare of human life itself, animals, plants and the surrounding environment. If the balance of the environmental ecosystem is disturbed and not well maintained, there will be a decline in the function of the components, which will affect all environmental components.

Environmental problems are often caused by human actions (Laily & Najicha, 2022). Such as pollution, illegal logging, excessive use of natural resources, indiscriminate waste disposal, domestic waste and many more. If done continuously without any control, it will have a very negative impact on the welfare of living beings in the long run (Azmi & Elfayetti, 2017). Written In Article 67, Law of the Republic of Indonesia No. 32 of 2009 on Environmental Protection and Management, it is written that "Every individual has the obligation to maintain and preserve the environment and to control pollution and environmental damage. Because basically, human activities are the main cause of environmental problems (Simarmata & Daulae, 2018).

According to Jambeck's research, as much as 0.52 kg per person per day produces plastic waste and pollutes the coastal areas of Indonesia. To make matters worse, Indonesia is the second largest producer of marine plastic waste in the world (Septiani et al., 2019). China is in first place, producing up to 1.23-3.53 million tonnes of plastic waste in the sea every year(Angga, Fataruba, et al., 2021). Based on data researched by Jenna R. Jambeck, from the University of Georgia, the amount of waste in 2010 was 275 tonnes of plastic waste in the world. And part of this amount, around 4.8-12.7 million tonnes, has damaged the world's waters (Angga et al., 2021).

Indonesia's waste has reached 68 million tonnes, and 9.52 million tonnes of plastic waste was generated in 2019. People still often ignore environmental cleanliness. This is evidenced by the large number of residents who dump garbage in various places, such as under bridges, rivers, ditches and seawater. Turbid and polluted sea water will definitely threaten marine resources and cause marine ecosystems to be disturbed (Istirokhatun & Nugraha, 2019). If there is no special action from the government, the amount of waste may become greater than the number of fish in the sea (Maskun et al., 2022).

The amount of waste production in North Sumatra can reach almost 11,000 tonnes/day. This is followed by Lampung and South Sumatra reaching almost 6,500 tons/day in 2019. To make matters worse, the quality of seawater has also been affected by pollution from domestic sewage disposal. This will have an impact on the lack of clean water troops and declining water quality (KLHK, 2020).

In 2020, the Ministry of Environment and Forestry (KLHK) estimates that Indonesia will produce 67.8 million tonnes of waste per year (Rahayu et al., 2022). Waste production will continue to increase along with the needs of the surrounding community and increasingly dense population growth (Maskun et al., 2022). And the lack of public awareness of waste cleanliness and management. So far, waste is still a big problem for the community and, of course, for Indonesia.

Not only that, but rubbish can also cause flooding by blocking the flow of water (Mokhtar et al., 2021). As a result, rainwater overflows and flooding is inevitable. Not to mention when river water is contaminated with factory effluent. The dwindling supply of clean water and human life and activities will be severely disrupted. There will be casualties, loss of property and environmental damage due to human carelessness (Findayani Aprilia, 2018).

Apart from flooding, this will also trigger the emergence of other diseases such as diarrhoea, malaria, worms and many more (Dompas et al., 2020). Within the industrial sector itself, there are two types of waste: liquid waste and electronic waste. In 2019, more than 50 million tonnes of electronic waste was produced worldwide. In the same year, Indonesia produced 1,618 kilotons of electronic waste. And it was recorded that only 17.4% of this amount could be reused (Rahmi & Januarsa, 2021).

As we already know, waste is the main ingredient in creating sources of disease (Ngambut et al., 2022). It is possible that every human being produces waste every day. However, it is necessary to pay attention to the type of waste and how to manage it properly so that there is no pile of waste so that the community environment remains healthy and beautiful (Nyoman Widnyana Wartama & Putu Sawitri Nandari, 2020). Organic waste can be utilised by

using it as compost, which can fertilise the soil and plants (Nindya Ovitarsi et al., 2022). Unfortunately, the waste that is produced is often inorganic waste, namely waste from plastics and other items that are difficult to decompose.

Nowadays, advertising is one of the most effective ways used as a campaign medium (Wangarry & Saidi, 2018). In many advertisements, there are shows to learn how to live clean by managing waste. By reducing the amount of waste produced, or even providing education to care for the environment by throwing waste in its place. In addition, it invites the public to process and reproduce plastic waste into goods that have utility value to make money. This certainly makes people aware of the importance of environmental cleanliness (Pratiwi & Hidayat, 2020).

Advertising campaigns play an important role in creating awareness and influencing attitudes towards plastic waste management, especially through the use of persuasive communication and elaboration in effective environmental communication strategies. This is in line with research conducted by Nurul Ainun Jannah in urban communities using qualitative methods. They conducted participant observation to see how advertising campaigns interact with the community and the factors that influence their effectiveness (Jannah, 2024).

This is inseparable from the role of green advertising, which not only influences people's behaviour, but also has an impact on brand image and its influence on purchasing decisions. This research was conducted by Anni Raihmah using explanatory research quantitative approach, resulting in findings that green advertising has a significant effect on brand image, brand image has an effect on purchase decisions. So that green advertising has an effect on purchase decisions at Kedai Kopi Bata with the "Daur Baur" campaign (Rahimah, 2022).

The impact of the ad was also felt by the bottled water company PT. Aqua Golden Missisipi with its product Aqua Mineral Water. Not only is Aqua known for being hygienic and widely consumed by the Indonesian people, but the ad also succeeded in making people believe that Aqua can be beneficial to the body's health, especially when it comes to increasing concentration. This is in line with the research of RD Muhammad Rafli Nursiddiq, who applied Roland Barthes' semiotic analysis to the Aqua advertisement (Nursiddiq, 2024).

Research by the Net Zero Waste Management Consortium in October 2023 in several major cities in Indonesia such as Jakarta, Surabaya, Medan, Makassar, Samarinda and Bali showed that used plastic waste from mineral water is among the top 10 contributors to waste in these cities. Waste from various well-known brands is found in large quantities in dustbins, temporary landfills, permanent landfills, water bodies, roadsides, open land, the sea, etc. Among the various brands of mineral water waste, Le Minerale is a brand that is not found, although it is often claimed to be an environmental burden, especially its disposable gallon packaging and its larger bottle packaging than other brands (Kompas, n.d.).

Of the three studies, the Le Minerale mineral water advertisement has never been studied, especially using Roland Barthes' semiotic analysis with the concept of green advertising environmental messages. Thus, this study attempts to reveal the signs of an advertisement to produce hidden meanings in the Le Minerale advertisement aired on all television stations and YouTube advertisement with a duration of 60s issued in 2022.

METHODS

This study uses a sign approach theory or what is known as Roland Barthes' semiotic approach. This approach was first introduced by Ferdinand de Saussure. This semiotic research examines signs that are described by interpreting certain objects. The method used is a qualitative method, namely finding, understanding and describing a phenomenon or event from the results of observations made by researchers (Firmansyah et al., 2021). In this study, researchers examine, understand, and describe an advertisement about a clean lifestyle campaign which is an important element in everyday social life.

Roland Barthes' semiotic approach refers to the theory of Ferdinand de Saussure. Barthes developed Saussure's theory where the object under study is related to the signifier and the signified contained in the sign. The signifier in question is something that is read, written and spoken. While the signified is a set of concepts represented in the mind (Hakim & Ningsih, 2022). In Barthes' system, adding the term myth as a form of expression related to a particular situation (Anwar & Wulandari, 2022).

In Barthes' thought, there are three stages of analysis, namely denotation, connotation and myth (Haryono & Putra, 2017). In this case, denotation is interpreted as the real meaning of the sign. While connotation is interpreted as the figurative meaning, and myth plays a role as a form of expression to provide clearer information that has been developed and formed in the community environment (Anwar & Wulandari, 2022). So it can be concluded that denotation, connotation and myth are three related things where denotation plays a role as the first step. (Al Fiatur Rohmaniah, 2021).

The subject of this study is the Le Minerale 60s (2022) commercial. Le Minerale is one of the Official Sponsors of the 2022 FIFA World Cup Qatar. This can be seen in the television commercial that will be broadcast from November to December 2022. The mineral water with the slogan "kayak ada manis-manisnya" also won the award for the most popular commercial at the 2022 SCTV Awards, which can be viewed on the Vidio.com and YouTube applications.

This research technique is carried out by watching and studying the advertisement video. In the collection of research data, it is necessary to carry out several stages, namely by watching, paying attention and understanding several signs contained in the Le Minerale advertising video on the YouTube media (Bisri, 2020). As for the literature review and relevant reference sources, the author uses books, journals and several articles related to the object of research (Hakim & Ningsih, 2022). These sources are intended to facilitate understanding in interpreting the signs contained in the Le Minerale advertising video.

RESULTS AND DISCUSSION

Advertisements in the form of audiovisuals shown on television screens often contain signs that can be studied. At this stage, the researcher will describe the results of the study using Roland Barthes' theory of semiotics, namely the methods of denotation, connotation and myth. Denotation, according to Roland Barthes, is interpreted as the true meaning. It is direct and definite. Connotation is the opposite of denotation, which is indirect, uncertain and open to new interpretations. While myth is a message in which it is a development of the connotation formed by society (Haryono & Putra, 2017).

In order to analyse environmental issues in mineral water advertisements, researchers selected several clips that showed signs of environmental issues. The researchers analysed through the images and monologues contained in the advertisements.

1. Environment as a Source of Life



Figure 1. Duration 0.01 – 0.06

Source: YouTube, 2022

Denotation	There is a mother carrying a baby whose gaze is directed outside. Where outside there is a view of dense city buildings.
Connotation	In the picture, the atmosphere looks hot, densely populated and tall buildings. However, the air condition appears stable.
Myth	Population density triggers air pollution caused by vehicle fumes. The absence of shady trees, may worsen air conditions due to the lack of oxygen troops.



Figure 2. Duration 0.11 – 0.15

Source: YouTube, 2022

Denotation	The trees are seen growing lush and beautiful. The surrounding environment also looks clean and there is no trash.
Connotation	In the image clip, there is a text that says "to fulfill mother's hopes, Le Minerale conducted hundreds of explorations." Exploration is a search process that aims to get something.(Suryani & Owbel, 2020). Something that is meant is the best water source that will be used as a mineral water product. Which is good for health.
Myth	It is a human obligation to protect the environment. Natural resources are the greatest wealth that should be preserved. In fact, maintaining sustainability and cultivating the environment has a positive impact on the sustainability of life on earth. Like a clean water source, it can be used as a daily mineral intake that is beneficial for health.



Figure 3. Duration 0.07 – 0.11

Source: YouTube, 2022

Denotation	The atmosphere of the mountainous area is beautiful and cool in the morning. Presenting a beautiful view that spoils the eyes.
Connotation	From the picture it is explained that the environment is clean. The atmosphere still looks natural and the plants are fresh green indicating that they are growing well.

Myth	This means that the environment around the mountains is free of rubbish and air pollution. A clean environment also has a positive effect on health, both physical and mental. Enjoying and being grateful for the beauty of nature is the easiest and cheapest form of self-indulgence.
-------------	--



Figure 4. Duration 0.12 – 0.16

Source: YouTube, 2022

Denotation	The condition of the spring water from the mountains looks clear and refreshing. The water flow is seen flowing smoothly and the water quality is good.
Connotation	The water condition is not contaminated by community waste and domestic factory waste. This indicates that the water quality is very good. There is still a supply of clean water from the mountainous areas.
Myth	What people plant, they'll get. If people maintain cleanliness, the environment will provide such good natural results. It's the same with maintaining the quality of clean water in the mountains, which will later be enjoyed by people themselves. According to researchers, many people still ignore cleanliness. This is evidenced by the large amount of rubbish found in recreational and tourist areas. Public awareness of environmental cleanliness is still

minimal, even though the small step of throwing away litter is the beginning of a healthy environment.



Figure 5. Duration 0.27 – 0.30

Source: YouTube, 2022

Denotation

Two scientists are doing research. Judging by the clothes they are wearing, white coats that correspond to the profession of doctors or laboratory workers. The man is wearing glasses and is holding a small tube filled with clear water, presumably water taken from natural mountains as a research object.

Connotation

In the image, there is a text that reads "Le mineral through a multifiltration process and layer checking". Multifiltration aims to separate a substance from its mixture, which is done repeatedly (Roslinda & Hardiansyah, 2019). This repeated filtering process produces a product with good mineral water quality for health. It is carried out by health experts and is guaranteed safe for consumption.

Myth

Spring water that looks clear still needs a multi-filtration process to ensure its quality. In addition, river water contaminated with domestic and industrial waste is certain to contain dangerous

bacteria and germs.

Human life is always affected by the environment. The environment seems to be an important and primary part of the survival of humans and other living things (Effendi et al., 2018). Like the existence of trees, which are the lungs of the world and have many benefits for the lives of living things. Often trees are seen as useless and disturbing (Rahman, 2020). In fact, trees are able to absorb polluted air (CO₂ gas) and produce oxygen (O₂), where this oxygen is needed by living things to breathe. The number of trees can also produce a lot of oxygen. In addition, trees also provide food and shelter for other living things.

Apart from trees, water also plays an important role in life (Lestari et al., 2021). It is good for the needs of animals, plants, food, industry, agriculture, recreation, sources of livelihood and other environmental activities (Fauzi et al., 2018). The lack of clean water will certainly affect human life and activities. Unfortunately, abundant water resources are often not properly utilised by many people (Nofrizal et al., 2021). Moreover, river waters are increasingly becoming dumping grounds for garbage, which will actually harm the fish population in them (Akbar, 2023).

Humans and the environment are two factors that need each other (Effendi et al., 2018). The environment, as a source of human needs, requires good management and care to maintain its existence and quality. Environmental resources need to be strengthened and developed sustainably. This is certainly aimed at maintaining the existence of natural resources for the next generation in order to improve the quality of Indonesian people (Cahyani, 2020).

In essence, people are caliphs on Earth. They are responsible for preserving natural resources, using them as needed and not damaging them. In addition to the laws laid down in government regulations, the obligation of human beings to preserve what is on earth is also stated in the Qur'an, Surah Al-Baqarah, verse 30 (Mardiyah et al., 2018). As a country with a Muslim majority, society should be able to recognise and understand the importance of preserving the environment.

Often, man exploits nature excessively and continuously for his well-being (Wicaksana & Rachman, 2018). Some of its activities are the main causes of the reduction of natural resources.(Lusiyana et al., 2021). This is evidenced by the high rate of illegal logging and large scale forest burning in certain areas. The supply of river water, which is a source of life, is also adorned with heaps of garbage and unhealthy pools of waste.

According to the 2014 UNEP Executive Director's report, about one hectare of forest is lost from the Earth's surface every three seconds. And about 13 hectares of forest are lost every year. In short, the exploitation of nature can indeed meet human needs very well, but the effects will be very dangerous and long-lasting (Wicaksana & Rachman, 2018).

In addition to forests, rivers are also affected by human behaviour. According to data from the Directorate General of Pollution Control and Environmental Damage of the Ministry of Environment (KLHK) in 2015, the quality of river water in 33 provinces in Indonesia is heavily polluted by almost 68%. And according to this data, the majority is caused by domestic waste (households) (Wicaksana & Rachman, 2018). Both liquid and solid wastes damage the quality of clean water and become a breeding ground for diseases.

2. Plastic Waste as the Main Environmental Pollutant



Figure 6. Duration 0.38 – 0.40
Source: YouTube, 2022

Denotation	Shows the production process of mineral water in clear, translucent plastic gallon containers.
-------------------	--

Connotation The slogan "gallon always new" describes the quality of the mineral water, which is well maintained because each process is carried out by machine and the gallon packaging is not washed again. This means that there is no human contact in the production process, which can lead to the development of bacteria, and that the process is hygienic

Myth New plastic gallons will create mountains of waste. The only way to reduce plastic waste is to incinerate it and recycle it. However, burning large amounts of plastic waste causes air pollution. The originally clean air is replaced by dirty and polluted air from burning waste. Not only that, but some of the rubbish is thrown into gutters, rivers and everywhere else. This will not only cause an unpleasant odour, but also cause flooding, and worse, disrupt the ecosystem of aquatic animals and plants.



Figure 7. Duration 0.41 – 0.43

Source: YouTube, 2022

Denotation There is the writing "the lid is airtight and virus free" accompanied by an image showing the gallon lid which is also made of plastic.

Connotation The quality of mineral water in gallon packaging is locked with a tight lid that allows germs to not enter. This means that the quality of the mineral water is no longer in doubt.

Myth	Not only gallons, the lids used are also made of plastic. Not only humans feel the impact, but also on the survival of flora and fauna, and the environment itself.
-------------	---



Figure 8. Duration 0.46 – 0.48

Source: YouTube, 2022

Denotation	The picture shows three children turning to form a triangle. Inside is the number 1 and under the triangle shape is the words PET and 100% BPA free.
-------------------	--

Connotation	The triangle is a recycling symbol, but it does not mean that the product can be recycled. The number 1 itself means that the packaging can only be used once. In the production of polycarbonate plastic (PC) and epoxy resin, a chemical called BPA or bisphenol A is used, of course, with the aim of using it for more than 40 years (Marliza et al., 2021).
--------------------	--

Myth	Plastic materials can be recycled into useful items in the hands of creative and environmentally conscious people. However, if not, plastic items such as gallons, plastic bottles and used plastic will increase the capacity of the waste stream. Whether thrown away or incinerated, plastic waste will not decompose for millions of years.
-------------	---

According to Kominfo records, the country ranks third in plastic waste production with 3.6 million tonnes per year (Ismainar et al., 2021). Plastic waste continues to be a major problem for the environment. And it is estimated that the supply of plastic waste will continue to increase as the population increases.(Hukum et al., 2020). Not only does it threaten the ecosystem of other living things, but it also invites disease, disasters, and other problems.

One of the impacts in the water is the destruction of coral reefs. In addition to rising sea surface temperatures, human activities are thought to be the main cause of the deaths. This can be illustrated by fishing with explosives, with toxic and environmentally unfriendly chemicals (Ginting, 2023). In addition, factory waste can damage the ecosystem of marine life, including coral reefs. Damage to coral reefs can certainly have a detrimental effect on certain areas in Indonesia (Ginting, 2023).

It is thought that the rubbish was carried by the currents and eventually became attached to the coral reefs. This condition can disrupt the photosynthetic process of coral reefs. Some areas where coral reefs have been damaged include the Seribu Islands in Jakarta, the Kangean Island area in Sumenep Regency, where cyanide explosives are used in fishing, resulting in damage to coral reefs (Ginting, 2023). In addition, 1600m² of coral reef was damaged in the Raja Ampat Islands area. This was caused by the grounding of the MV CALEDONIAN SKY in the waters of Mios Mansuar Island in West Papua, with a loss of US\$23 million (Luhur et al., 2017).

Damage to coral reefs from human activities also occurs on Liukang Loe Island, Bulukumba Regency, South Sulawesi. Some tourists visiting the island drop anchor and step on coral reefs, causing them to break and die. Some fishermen also use explosives to catch fish, which is certain to endanger the life of the marine ecosystem (Ginting, 2023).

Coral reefs are home to marine life. The destruction of coral reefs certainly affects the potential of fish in the sea. This means that fishermen suffer losses due to reduced catches. It is estimated that more than one million fishermen around the world depend on coral reef ecosystems, but not many are aware of their sustainability (Ginting, 2023).

Aside from the coral reef ecosystem, garbage dumped in the sea can also damage the beauty of the reefs as it floats and pollutes the water. In addition, stagnant water in garbage dumps can be a source of health hazards. For example, it provides a breeding ground for dengue fever mosquito larvae, and the rotting garbage creates a pungent odour that disturbs the comfort of the surrounding community.

In fact, plastic waste can be properly recycled. With persistence and creativity, plastic waste can be transformed into valuable items. Unfortunately, the public's knowledge and awareness of environmental health is still minimal. There is a need for governmental efforts in waste management and other environmental issues.

3. Healthy Environment Creates a Harmonious Atmosphere



Figure 9. Duration 0.54 – 1.00
Source: YouTube, 2022

Deotation	The stills show a father, mother, and child joking around. Their expressions radiate an aura of happiness.
Connotation	There is a writing "this is Le Minerale's commitment to the safety and health of the family." The quality of the product is good, intended to provide a positive influence on the surrounding area, bringing health and comfort.
Myth	A healthy environment will also have a healthy impact. Every living creature can feel a healthy, safe and comfortable life. Being

able to feel healthy in the long term is a great pleasure from the Almighty that should be appreciated.

In general, a healthy life comes from clean and healthy living habits. Consuming food that has a balanced diet by implementing 4 healthy 5 perfect. In addition, the environment also affects the health and well-being of living things. Unfortunately, the environment is a major problem in Indonesia today.

The declining quality and quantity of environmental resources is certainly caused by man. Although laws and regulations have been enforced, this does not seem to be a threat to people themselves. It all depends on each individual's awareness and concern for the environment. This lack of responsibility is the reason why environmental problems continue to increase without solutions (Yuana et al., 2022).

Apart from the lack of public awareness, the lack of trash bins is also a reason for littering.(Yuana et al., 2022). This is because crowded places that are often visited by many people are the ones that should be provided with adequate litter bins. It can also be done by providing slogans such as "Cleanliness is part of faith", "Throw trash in its place", "My earth is healthy and free of trash", "Clean is beautiful, dirty is a disaster" and others. This is certainly accompanied by images that can capture the public's attention.

It is true that the existing bins provide two bins for two types of waste, namely organic and inorganic waste. In fact, both organic and inorganic waste can be recycled. Organic waste in the form of animal waste, dry leaves and other biodegradable waste can be processed into compost (Mukrimaa et al., 2016). This compost fertilizer is certainly very much needed by farmers to fertilize their plants.

Processing inorganic waste, on the other hand, requires a high level of skills, tools and willingness. Plastic waste such as polystyrene, cans, glass materials, etc. can be processed into interesting objects and reused (Santoso et al., 2020). Inorganic waste can be transformed into

handicrafts by creative hands that can certainly make money. Or it can also be distributed through a waste bank to be reproduced into new items.

Waste banks are a medium for creating a waste-free environment. The establishment of waste banks is intended to invite the community to manage waste (Ariefahnoor et al., 2020). Starting with maintaining the cleanliness of the surrounding environment, the community is able to preserve the environment for the future. The waste management process can be started by sorting organic and inorganic waste. This step can make it easier to recycle waste.

It can also be distributed through waste banks in each region so that it can be processed into new items. Currently, there are many waste banks operating in city and county government areas. The results of waste collection are distributed to waste recycling facilities (Ariefahnoor et al., 2020). The creation of a clean and healthy environment will create a life with a healthy atmosphere as well.

CONCLUSION

In accordance with the results of the discussion conducted by the researcher, it can be concluded that the Le Minerale mineral water advertisements use several symbols in the form of signs to convey their message to the public. This can be seen from the way in which the advantages of Le Minerale are presented, such as the fact that the bottles are always new, that the lids are airtight and that the water is virus-free. This message is intended to create a positive public perception of the importance of consuming good quality mineral water. Coupled with the depiction of a healthy environment, as if the depiction of Le Minerale products can also create a healthy environment. In addition, Le Minerale also provides information on the production process of Le Minerale water. From the search for the best water source, to the multi-filtration process, to the airtight packaging. This ensures that Le Minerale mineral water products are safe for consumption by all target groups. The way in which the information is communicated is also presented by health professionals, who in this case can contribute to a good image in the eyes of the public.

Unfortunately, the impact of advertising is not entirely positive. Indirectly, the continued use of plastic bottles has an impact on the production of plastic waste, which is increasing every day. Not only that, but the piles of rubbish will trigger the emergence of various sources of disease that threaten the health of humans and other living things. If left unchecked, this will certainly have fatal consequences as it will become a source of various dangerous diseases. It should be noted that recycling and maintaining cleanliness are very important for people's lives. Small actions that should be taken apart from recycling waste are reducing the use of plastic waste. In addition, reforestation is also carried out with the aim of increasing oxygen production. The number of shady trees will not only benefit people, but also help animals to survive. For future research, researchers can conduct research through other analytical knives such as using framing analysis, discourse analysis, or narrative analysis on the phenomenon of this hygiene campaign advertisement.

REFERENCES

- Akbar, A. (2023). Dampak Pencemaran Lingkungan Di Wilayah Pesisir Makasar Akibat Limbah Masyarakat. *SENSISTEK: Riset Sains Dan Teknologi Kelautan*, 1(1), 1–10.
- Al Fiatur Rohmaniah. (2021). Kajian Semiotika Roland Barthes. *Al-Ittishol: Jurnal Komunikasi Dan Penyiaran Islam*, 2(2), 124–134. <https://doi.org/10.51339/ittishol.v2i2.308>
- Angga, L. O., Datie, D. R. A., Tuhulele, P., Fataruba, S., & Taufiq, I. (2021). Responsibility of manufacturers in waste management of plastic packaged drink products based on law number 18 of 2008 regarding waste management (Case Study in Ambon City, Maluku Province). *International Journal of Sustainable Development and Planning*, 16(2), 327–334. <https://doi.org/10.18280/IJSDP.160212>
- Anwar, L. P., & Wulandari, H. (2022). Analisis Semiotika Tentang Representasi Disfungsi Keluarga Dalam Film Boyhood. *Journal of Discourse and Media Research*, 1(01), 60–78.

- Ariefahnoor, D., Hasanah, N., & Surya, A. (2020). Pengelolaan Sampah Desa Gudang Tengah Melalui Manajemen Bank Sampah. *Jurnal Kacapuri: Jurnal Keilmuan Teknik Sipil*, 3(1), 14. <https://doi.org/10.31602/jk.v3i1.3594>
- Azmi, F., & Elfayetti, E. (2017). Analisis Sikap Peduli Lingkungan Siswa Melalui Program Adiwiyata Di SMA Negeri 1 Medan. *Jurnal Geografi*, 9(2), 125. <https://doi.org/10.24114/jg.v9i2.6901>
- Bisri, A. K. (2020). Analisis Semiotik Ferdinand De Saussure Pada Iklan Rokok Class Mild (Act Now) Tahun 2013 Di Youtube. *Jurnal Ilmiah Mahasiswa Komunikasi*, 1, 40–52.
- Cahya, K., & Wibawa, S. (2019). *5068-15355-1-Sm (1)*. 2(1), 80.
- Cahyani, F. A. (2020). Upaya Peningkatan Daya Dukung Lingkungan Melalui Penerapan Prinsip Sustainable Development Berdasarkan Undang-Undang Nomor 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup. *Indonesian State Law Review (ISLRev)*, 2(2), 168–179. <https://doi.org/10.15294/islrev.v2i2.38472>
- Dompas, B. E., Sumampouw, O. J., Umboh, J. M. L., 2020, W., & 2021, W. (2020). Apakah Faktor Lingkungan Fisik Rumah Berhubungan dengan Kejadian Demam Berdarah Dengue. *Journal of Public Health and Community Medicine*, 1(2), 11–15.
- Effendi, R., Salsabila, H., & Malik, A. (2018). Pemahaman Tentang Lingkungan Berkelanjutan. *Modul*, 18(2), 75. <https://doi.org/10.14710/mdl.18.2.2018.75-82>
- Fauzi, L. A., Yutrisya, A., Rachmatiyah, N., & Sapanli, K. (2018). Analisis Penggunaan Air Untuk Industri Di Tangerang (Water Use Analysis for Industry in Tangerang). *Prosiding Seminar Nasional Hari Air Dunia 2018*, 58–64.
- Findayani Aprilia. (2018). Kesiap Siagaan Masyarakat Dalam Penanggulangan Banjir. *Jurnal Media Infomasi Pengembangan Ilmu Dan Profesi Kegeografian*, 12(1), 102–114.
- Firmansyah, M., Masrun, M., & Yudha S, I. D. K. (2021). Esensi Perbedaan Metode Kualitatif Dan Kuantitatif. *Elastisitas - Jurnal Ekonomi Pembangunan*, 3(2), 156–159.

<https://doi.org/10.29303/e-jep.v3i2.46>

Ginting, J. (2023). Analisis Kerusakan Terumbu Karang Dan Upaya Pengelolaannya. *Jurnal Kelautan Dan Perikanan Terapan (JKPT)*, 1, 53. <https://doi.org/10.15578/jkpt.v1i0.12066>

Hakim, L., & Ningsih, S. F. (2022). Analisis Semiotika Iklan Layanan Pencegahan Narkoba. *CoverAge: Journal of Strategic Communication*, 13(1), 50–61. <https://doi.org/10.35814/coverage.v13i1.3793>

Haryono, S. R., & Putra, D. K. S. (2017). Identitas Budaya Indonesia: Analisis Semiotika Roland Barthes Dalam Iklan Aqua Versi “Temukan Indonesiamu.” *Acta Diur NA*, 67–88.

Hukum, P., Nasabah, B., Pegadaian, P., & Suheri, A. (2020). *Morality : Jurnal Ilmu Hukum Desember 2020 , Volume 6 Nomor 2* *Morality : Jurnal Ilmu Hukum Desember 2020 , Volume 6 Nomor 2*. 6, 154–170.

Ismainar, H., Marlina, H., Afriza, B., & Atika, W. (2021). Gerakan Mengurangi Sampah Plastik dan Resiko Membakar Sampah Dengan Pemberian Edukasi Kesehatan Melalui Penyuluhan. *Jurnal Pengabdian Kesehatan Komunitas*, 1(3), 188–195. <https://doi.org/10.25311/jpkk.vol1.iss3.1031>

Jannah, N. A. (2024). Peran Kampanye Iklan dalam Mengubah Kesadaran Sosial terhadap Pengelolaan Limbah Plastik di Masyarakat Urban. *Jurnal Pendidikan Tambusai*, 8(2), 28199–28202.

KLHK. (2020). Status Lingkungan Hidup dan Kehutanan 2020. *Kementerian Lingkungan Hidup Dan Kehutanan*, 14–50.

Kompas, N. Z. W. M. C. dan L. (n.d.). *Potret Sampah 6 Kota*. <https://www.ekuatorial.com/2024/01/biang-sampah-plastik-ternyata-gelas-air-mineral/>

Laily, F. N., & Najicha, F. U. (2022). Penegakan hukum lingkungan sebagai upaya mengatasi permasalahan lingkungan hidup di indonesia. *Wacana Pararmarta*, 21(2), 17–26.

- Lestari, F., Susanto, T., & Bandar, K. (2021). *Pemanenan Air Hujan Sebagai Penyediaan Air Bersih Pada Era New. 4*(April), 427–434.
- Luhur, E. S., Witomo, C. M., & Firdaus, M. (2017). Analisa Daya Saing Rumput Laut Di Indonesia (Studi Kasus: Kabupaten Konawe Selatan, Sulawesi Tenggara). *Jurnal Sosial Ekonomi Kelautan Dan Perikanan*, 7(1), 55. <https://doi.org/10.15578/jsekp.v7i1.5735>
- Lusiyana, Akbar, A. A., & Desmaini, H. (2021). *Pengaruh Aktivitas Manusia Terhadap Beban Pencemaran Sub DAS Sungai Rengas, Kalimantan Barat. 09*(2), 90–100.
- Mardiyah, W., Sunardi, S., & Agung, L. (2018). Peran Manusia Sebagai Khalifah Allah di Muka Bumi: Perspektif Ekologis dalam Ajaran Islam. *Jurnal Penelitian*, 12(2), 355. <https://doi.org/10.21043/jp.v12i2.3523>
- Marliza, H., Eltrikanawati, T., & Arini, L. (2021). Edukasi Bahaya Penggunaan Plastik Bagi Kesehatan. *Jurnal Pustaka Mitra*, 1(1), 10–14.
- Maskun, M., Assidiq, H., Bachril, S. N., & Al Mukarramah, N. H. (2022). Tinjauan Normatif Penerapan Prinsip Tanggung Jawab Produsen Dalam Pengaturan Tata Kelola Sampah Plastik Di Indonesia. *Bina Hukum Lingkungan*, 6(2), 184–200. <https://doi.org/10.24970/bhl.v6i2.239>
- Mokhtar, N., Kelutur, S. A., Pelu, I., Koranelao, A. L., Yesayas, J. D., Pieris, F. L., Matulesy, G. Y., Yoga, A., Sari, H. W., Arif, N. A., Ambon, S. H., Simal, D. F., Damaryanan, M., Tasidjawa, D. N., Kilikily, A. B., Abel, V. G., Louhenapessy, S. E., & Tupan, J. (2021). Penanganan Banjir dan Sampah di Kelurahan Honipopu Kecamatan Sirimau Kota Ambon. *Pengabdian Kepada Masyarakat*, 1, 149–154.
- Mukrimaa, S. S., Nurdyansyah, Fahyuni, E. F., YULIA CITRA, A., Schulz, N. D., غسان, د., Taniredja, T., Faridli, E. M., & Harmianto, S. (2016). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. *Jurnal Penelitian Pendidikan Guru Sekolah*

Dasar, 6(August), 128.

- Ngambut, K., Kristina, R. H., Rogaleli, Y., & ... (2022). Upaya Peningkatan Kualitas Sanitasi Masyarakat Melalui Pendekatan Community Empowerment di Kelurahan Baubau Kecamatan Kupang Timur Kabupaten Kupang. *Lopo ...*, 1(1), 22–24.
- Nindya Ovitarsari, K. S., Cantrika, D., Murti, Y. A., Widana, E. S., & Kurniawan, I. G. A. (2022). Edukasi Pengolahan Sampah Organik dan Anorganik di Desa Rejasa Tabanan. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, 4(2), 352. <https://doi.org/10.20527/btjpm.v4i2.4986>
- Nofrizal, N., Thamrin, T., Sa'am, Z., Raza'i, T. S., & Ramses, R. (2021). Sungai sebagai sumber kehidupan: pencemaran terhadap ancaman keberlangsungan hidup masyarakat. *CANANG: Jurnal Pengabdian Masyarakat*, 1(1), 1–11. <https://doi.org/10.52364/cng.v1i1.3>
- Nursiddiq, R. M. R. (2024). Analisis Semiotika Roland Barthes Pada Iklan Aqua. *Jurnal Dasarupa*, 6(1), 50–59.
- Nyoman Widnyana Wartama, I., & Putu Sawitri Nandari, N. (2020). Pemberdayaan Masyarakat Dalam Pengelolaan Sampah Rumah Tangga Melalui Bank Sampah Di Desa Sidakarya Denpasar Selatan. *PARTA: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 44–48.
- Pratiwi, S. A., & Hidayat, D. (2020). Iklan Layanan Masyarakat Covid-19 Di Media Sosial Dan Perilaku Masyarakat Di Jawa Barat. *Komunikologi (Jurnal Ilmiah Ilmu Komunikasi)*, 17(2), 1–7.
- Rahayu, D. D., Mustopa, B. A. B., Bayani, C., Shofuh, A., Ayu, L. A., & Fitriainingsih, L. (2022). Analisis Penyelenggaraan Bank Sampah Asyik 19 Bojonggede Tahun 2021. *Ruma Jurai: Jurnal Kesehatan Lingkungan*, 16(1), 1. <https://doi.org/10.26630/rj.v16i1.2975>
- Rahimah, A. (2022). Peran Green Advertising terhadap Citra Merek dan Dampaknya pada Keputusan Pembelian. *Inobis: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 6(1), 104–120.
- Rahman, G. (2020). Persepsi Masyarakat Kota Samarinda Terhadap Fungsi, Manfaat, Dan Nilai Ekologis Pohon. *EJournal Sosiatri-Sosiologi 2020*, 8(1), 102–116.

- Rahmi, Y. T., & Januarsa, A. (2021). Perancangan Board Game Mengenai Pengelolaan Limbah Elektronik Untuk Remaja (LITHUM). ... *MAKNA: Jurnal Komunikasi Visual*, 02(1), 90–96.
- Roslinda, E., & Hardiansyah, G. (2019). Teknologi Multi Media Filter Untuk Memproduksi Air Bersih di Lahan Gambut. *JPPM (Jurnal Pengabdian Dan Pemberdayaan Masyarakat)*, 3(1), 141. <https://doi.org/10.30595/jppm.v3i1.3123>
- Santoso, S. B., Margowati, S., Dyah, K., Pujiyanti, U., Pudyawati, P. E., & Prihatiningtyas, S. (2020). Pengelolaan Sampah Anorganik Sebagai Upaya Pemberdayaan Nasabah Bank Sampah. *Community Empowerment*, 6(1), 18–23. <https://doi.org/10.31603/ce.4045>
- Septiani, B. A., Arianie, D. M., Risman, V. F. A. A., Handayani, W., & Kawuryan, I. S. S. (2019). PENGELOLAAN SAMPAH PLASTIK DI SALATIGA: Praktik, dan tantangan. *Jurnal Ilmu Lingkungan*, 17(1), 90. <https://doi.org/10.14710/jil.17.1.90-99>
- Simarmata, B., & Daulae, A. H. (2018). Lingkungan Siswa. *Jurnal Pelita Pendidikan*, 6(4), 204–210.
- Suryani, R., & Owbel, -. (2020). Pentingnya Eksplorasi dan Karakterisasi pada Tanaman Pisang sehingga Sumber Daya Genetik Tetap Terjaga. *Agro Bali: Agricultural Journal*, 2(2), 64–76. <https://doi.org/10.37637/ab.v2i2.382>
- Sya'ban, M. B. A. (2018). Tinjauan Mata Pelajaran IPS SMP Pada Penerapan Pendidikan Lingkungan Hidup Untuk Peduli Akan Tanggung Jawab Lingkungan. *Jurnal Geografi, Edukasi Dan Lingkungan (JGEL)*2, 02(01), 33.
- Wangarry, M. A., & Saidi, A. I. (2018). *Pengaruh Iklan Media Luar Ruang Pada Ruang Publik*. 1(1), 37–62.
- Wicaksana, A., & Rachman, T. (2018). 濟無No Title No Title No Title. *Angewandte Chemie International Edition*, 6(11), 951–952., 3(1), 10–27.
- Yuana, A. N., Adinda, C. F., Setiawati, E. E., Rachmawati, I., & Ahmad, S. (2022). *Edukasi pengelolaan sampah guna wujudkan lingkungan sehat di dapur manabayu*. 15–18.

