
MEDICAL SIGNS MEANINGS IN TERMOREX IN 1993

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Abstract

This study aimed to analyze medical signs contained in the Termorex advertisement published in 1993 on television. It used the semiotic theory of Charles Sanders Peirce in Vera (2014). It applied a qualitative descriptive research method. The data were all of signs contained in the 1993 Termorex advertisement. The data were in the form of audiovisual signs which were then divided into sign, object, and interpretant. Advertising on television has advantages: wide reach, selectivity and flexibility, centre of attention, creativity and effect, prestige, time, and disadvantages: expensive costs and limited information. The study revealed that the 1993 Termorex advertisement contains unique meanings. Colours become particular signs in the study. The object shows color changes between red, yellow, and green of the text and thermometer. The meaning of color placement on the identification of the effect of fever-reducing drugs on thermorex after the administration. Red color identifies of high fever with the number on the thermometer more than 37 degrees Celsius, yellow for drop or decrease the temperature, green same as yellow but more drop or decrease to normal. The meaning of healthy in the product slogan of Konimex that represents their product. In summary, the advertisement contains medical signs meanings.

Keyword: medical sign, meaning, semiotics, termorex, advertisement

INTRODUCTION

As technology grows, today's product marketing methods are not only introduced manually, but using digital methods. This method is proven to be effective, considering that people are often influenced by what they advertise on television and the internet. This applies to product advertisements from Termorex where the advertisement introduces fever-reducing drugs in children which are believed to be effective in treating pain in children. With its unique presentation, advertisements are believed to be able to invite buyers to try their products. In addition, advertisements contain signs that contain certain meanings that are conveyed to the audience (Suryantara *et al.*, 2022). The sign in this advertisement contains a condition that semiotic studies are also included in the advertisement.

Advertising itself is one of the promotional mix tools consisting of five tools (Kotler, 2011). In addition to advertising, there are 4,444 sales promotions, personal selling, public relations, and direct marketing. However, advertising is the most widely used, especially for consumer products. Although it does not directly influence purchases, advertising is an effective marketing tool in building communication between businesses and consumers in an effort to compete with competitors. It is a form of information about products and services from producers to consumers as well as conveying sponsored messages through a medium. "Advertising is an advanced communication process that directs audiences to the most important information they really need to know" (Jefkins, 1997:16).



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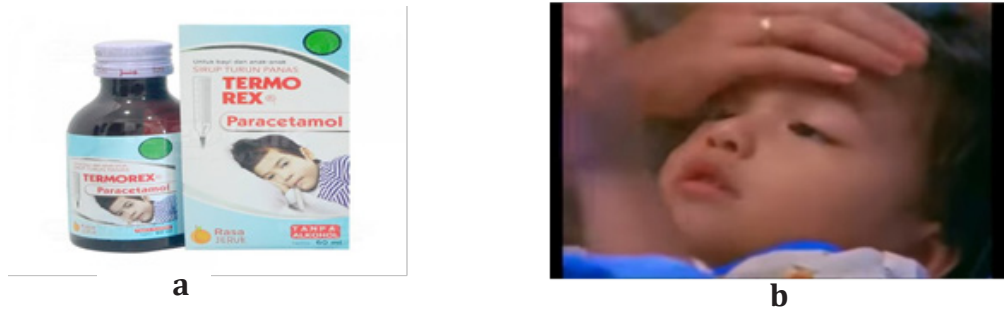


Figure 1. Thermorex Medicine Packaging (a); Scene of the 1993 thermorex ad (b). Source; youtube

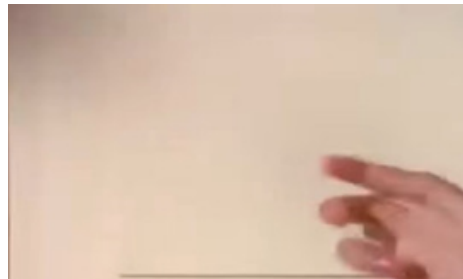


Figure 2. A Woman is Knocking the Door

The word advertising comes from a Greek word, which more or less means 'to bring people to an idea'. It is "any form of activity for the presentation and promotion of ideas, goods or services that are not paid for by individual sponsors (Durianto, Darmadi & Liana 2004). Meanwhile, Wells, Burnett and Moriarty 1998 in Lukitaningsih (2013), define advertising as follows: "Advertising is a paid form of non-personal communication from a sponsor identified by its use. Mass media is used as a tool to persuade or influence audiences.

Advertising is the most persuasive sales message sent to the most potential buyers of certain goods or services at the lowest possible cost (Jeffkins, 1997: 5). Basically, the purpose of advertising is to change or influence the attitude of the audience, in this case. Of course, this is a consumer attitude. The appearance of advertisements is intended to introduce products and services to consumers so that consumers are provoked/influenced.

Table 1. Sign, Object, and Interpretant of Thermorex Medicine Packaging

Sign	Object	Interpretant
1. The color in the ad video is bright yellow, typical of lights, indicating the time of night.	A mother holds her son's forehead which is hot and looks weak.	This method is usually done to check body heat, the best known when the body is hot is the forehead.
2. Verbal/nonverbal messages indicate that a mother is worried about her child who has a fever.		



Figure 3. A Woman who Visited Mrs. Joko

In addition, advertising itself has several specific purposes, including promoting a new product or brand; inform consumers about the characteristics and advantages of products and brands; form a certain perception of the product or brand; forming a taste for a product or brand or persuading consumers to buy the advertised product or brand. This goal is basically an effort to increase consumer response to the company's products (Durianto, et al., 2004).

The reality presented in advertisements uses images or symbols, meaning that it is never separated from the socio-cultural context in which the advertisement is placed. This is because advertising takes into account people's interests, as well as their wants and needs, and needs to be translated and presented in a specific language (Lukitaningsih, 2013). Research into the social reality of advertising confirms that advertising is not an honest mirror of reality, but a mirror that tends to distort it, make it look good or shine, exaggerating something and choosing a sign or image that does not reflect the company (Hareyah, 2014). Therefore, it is interesting to address the problem of finding out the meaning contained in the Termorex advertisement published in 1993 on television.

LITERATURE REVIEW

There is a close relationship between advertising and reality or at least between advertising and the reality of people's daily lives, but advertising carefully selects the material, some of the data is taken but some is ignored. Advertising has indeed become a part of industrial capitalist society, very strong and inevitable (Saragih, 2018).

Table 2. Sign, Object, and Interpretant of Thermorex Commercial

Sign	Object	Interpretant
1. Knocking on the door.	A mother visited someone's house, namely Mrs. Joko.	Knocking on the door is a custom used when visiting or entering someone's house.

Table 3. Sign, Object, and Interpretant of Mrs. Joko

Sign	Object	Interpretant
1. Verbal/non-verbal messages indicate that the mother looks anxious.	The mother of the child asked Mrs. Joko for help, namely asking for ice cubes for her child who had a fever.	People in ancient times believed that ice cubes could reduce heat. Because according to people's beliefs, cold ice cubes were believed to help cool a hot body.



Figure 4. Dialogue between Mrs. Joko and a Mother

Advertising depicts reality and identifies individual desires and abilities. Advertising defines style and good taste, not as possibilities or suggestions, but as desirable and unquestionable ends. Meanwhile, to find out the reality, we can consult with Alfred Schutz. Schutz argues that all humans carry what is called a store of knowledge in their minds. It is a storehouse of knowledge about material goods, other people, artifacts, and social relations, as well as about cultural objects. The stock of knowledge they acquire through socialization provides the direction they use to interpret the objects and events they do every day (Belch & Belch, 2015).

Semiotics is connoted with meaning: how meaning, in a broad sense (language, image, object) produces meaning or the process through which we understand or relate meaning (Prior, 2014). For visual images, or visual and material culture in general, semiotics is a broader investigation than the study of symbolism and the use of semiotic analysis challenges concepts such as naturalism and realism (the idea that an image or object can objectively describe something) and purpose (the idea that meaning image or object produced by the person who created it). In addition, semiotics can provide a useful perspective on formal analysis (the idea that meaning is not very important for the relationship of the individual elements of an image or object). Semiotic analysis, in essence, recognizes the relationship (- variables) that we may have to represent and, therefore, images or objects are understood as dynamic; That is, the meaning of the image or object is not understood as a one-way process from the image or object to the individual but the result of complex inter-relationships between the individual, image or object and other factors such as culture and society.

Semiotics consists of two types (Bigliardi, Alsagoff, El-Kafrawi, Pyon, & Villa, 2017) namely semiotic communication sees signs as a tool to communicate which involves the sender and receiver of the sign. Second, semiotics of signification focuses attention on the production of the sign itself. Signs used to convey thoughts, information and orders and judgments enable us to develop perceptions and understandings of others in this world.

On the other hand, Saussure stated that the sign is the unity of a signifier with an idea or signified. Markers are meaningful sounds or meaningful scribbles, namely what is

Table 4. Sign, Object, and Interpretant of Mrs. Joko's Dialogue

Sign	Object	Interpretant
1. Verbal/non-verbal messages show Mrs. Joko doesn't look worried, but calm, as she often experiences this.	A mother named Mrs. Joko appeared and advised her to take the medicine she was taking.	Mrs. Joko recommended the fever medicine that she often used to her child, namely Termorex and no longer used ice cubes for fever.



Figure 5. A Mother Heard a New Word and Misspelled It

said and what is written or read. Setting the meaning of a sign requires social convention among the language community where the meaning of a word arises due to an agreement between the language user community. The sign is a mental picture, thought, or concept (material aspect of language). Language as a sign system is indicated by a close relationship between significant, signify, form, and substance: (a) Significant is a description of the order of sound in an abstract way in the inner consciousness of the wearer; (b) Signify is a description of meaning in an abstract way related to the possibility of a relationship between the abstraction of sound and the outside world; (c) Form is an abstract rule that regulates the relationship between sound abstraction items so that they can be used for expression; and (d) Substance, namely the embodiment of the typical human speech sound.

Advertising on television has advantages and disadvantages that are different from other media (Kuyucu, 2020). The descriptions are as follows.

Wide reach

Television penetration is currently very large, especially national television. TV prices are dropping, program coverage is getting wider, so more people can enjoy TV programs. The broad coverage allows marketers to introduce and promote their new products simultaneously across a wide area, even across a country's territory. Television can reach a large audience so that it becomes an ideal medium to advertise mass consumer products, namely basic necessities such as food, beverages, toiletries, detergents, cosmetics, medicines, etc.

Selectivity and Flexibility

Television is often criticized as a medium that is not selective in reaching audiences, so it is often considered a more suitable medium for mass consumer products. Television is seen as a medium that is difficult to reach certain audiences. But in reality, television can reach certain audiences because of variations in the composition of viewers caused by

Table 5. Sign, Object, and Interpretant of A Woman's Misspelling Word

Sign	Object	Interpretant
1. A dialogue involved a mother whose child has a fever. She was confused hearing new an unknown word and misspelled it.	A mother whose child is sick is shocked and strange when she hears the word thermorex which to her is like a thermos of ice.	When she heard the word thermo, the mother was talkative and remembered the ice thermos.



Picture 6. Termorex Package

program content, broadcast time, and geographic reach of television programs. In addition to a large audience, TV is also flexible regarding the target audience, if a production business wants to promote its products in a certain area, it can place advertisements on TV channels located in that area. Then, according to Willis-Aldrige, television advertising has the flexibility that allows it to be adapted to specific needs and interests.

Center of Attention

Television advertisements will always be the center of audience attention when aired. If viewers don't press the remote to watch programs from other channels, they have to watch every commercial on TV. The public's attention will only be focused on the display of the advertisement in question when the advertisement appears on the television screen.

Creativity and Effect

Television is the most effective advertising medium because it can show how a product works when used. Advertisements shown on television can use the power of human personality to promote their products. The way a person speaks and body language can convince the audience to buy the advertised product. Sometimes advertisers want to focus on the entertainment side of their ads and don't want to emphasize the business side. Thus, the advertising message displayed is not very obvious, but is obscured by the broadcast

Prestige

Companies that advertise their products on television will generally become famous. The company produces goods and the goods themselves will receive special status from the company. In other words, the product has its own reputation.

Table 6. Sign, Object, and Interpretant of Thermorex Package

Sign	Object	Interpretant
1. Gesture Mrs. Joko shows a medicine box called thermorex.	Mrs. Joko pointed out that what she meant was the drug Termorex.	Shows the medicine he takes when his child has a fever, namely thermorex.



Figure 7. The Child was given Termorex (a). The Child's High Temperature with Red Color in Thermorex Thermometer

Time

A product can be advertised on television at any point in time when the potential buyer is in front of the television. Thus, advertisers will avoid certain times when their target consumers are not watching television. Television advertising also has some drawbacks that advertisers need to be aware of. These weaknesses include:

Expensive costs

Although television is recognized as an effective means of reaching large audiences, television is the most expensive advertising medium. The cost of TV advertising is expensive not because the cost of serving ads is too high, the costs paid to TV advertisers are calculated by seconds, but also because the cost of producing quality ads is also expensive.

Limited information

With an average ad duration of only 30 seconds at a time, advertisers don't have enough time to freely provide complete information.

Charles Sanders Peirce is one of the semiotic experts from America, who is multidimensional and produces original semiotic works. Peirce is famous for the theory of signs. Vera (2014: 21) in her book entitled Semiotics in communication research explains the theory of Charles Sanders Peirce called the triadic model and the concept of trichotomy.

Table 7. Sign, Object, and Interpretant of Administration of Termorex

Sign	Object	Interpretant
1. The scene in the picture shows a children was given Termorex.	A child is being drunk by his mother. The second picture shows the symptoms of high heat at a temperature of 40 degrees.	The red color in the picture of the termorex writing shows the fever that the child is suffering from. Where red indicates an emergency when the body temperature shows the number 40 degrees.
2. Color, in the next picture shows the red color indication. The color red in medical terms is often associated with high fever indication.		
3. Another sign shows the thermometer number that reaches 40 degrees.		



Figure 8. The Child's Lowered Temperature with a Combination of Yellow and Red Colors in Thermometer after Termorex Administration

Representament (Sign)

The form that the sign accepts or functions as a sign. Representamen is sometimes referred to as a sign.

Object

An object is something that refers to a sign. Something that is represented by a representation associated with a mold. The object can be a mental representation (in the mind), it can also be something tangible beyond the sign of the Interpretant.

Interpretant

The Interpretant is not the one who interprets the sign, but deals with the meaning of the sign. The process of interpreting signs according to this scheme is called the marking process.

According to Peirce, a sign becomes a representation that explains something. The visible part of the tangle a symbolizes (literally "something that belongs to the delegate") and the concept of placing an object (literally "something that is discarded for observation") is called the meaning that a person gets a sign from the Interpretant. Someone gets an Interpretant's note. Being a sign itself means knowing the meaning of a sign (abbreviation) personally, socially and contextually" (Pangestu & Muzayin, 2018). Based on this concept, the meaning can be said that the meaning of a sign can be applied individually. Social or dependent In some contexts it should be noted that signs cannot express something, signs are only used to express, the Interpretant himself interprets according to his personal experience.

Table 8. Sign, Object, and Interpretant of The Child's Lowered Temperature of Termorex Thermometer with a Combination of Yellow and Red Colors

Sign	Object	Interpretant
1. The color change shows a yellow color; whole the original red color gradually dropped to yellow. The thermometer indication shows body temperature.	The writing on the word termorex gradually changes color to yellow and shows a decrease in the thermometer at 39 degrees Celsius.	The capture shows an indication of a gradually decreasing body temperature.



Figure 9. The Child's Lowered Temperature with a Combination of Green and Yellow Colors in Thermometer after Termorex Administration

METHODS

The research method used in this study is a qualitative descriptive research method. The method was chosen because this study aims to make a systematic, factual description of a particular object. This study uses semiotic theory which analyzes signs. A sign is a device used to find a way or something in the world, which is contained in humans (Sobur, 2016:15).

This study uses a semiotic analysis of Pierce's theory which aims to find the meaning of the signs contained in advertisements, especially the 1993 Termorex advertisements. Before starting the research, the author reads some literature on semiotics to understand signs and a number of articles that support the research then the author conducts a literature study on advertising in general and studies advertising as an object of research and after that the author searches data via the internet, namely google and youtube for several segments. advertisements circulating in Indonesia. The researchers found the object of study, namely the advertisement of the 1993 thermorex product with the aim of seeing the signs, messages and meanings in this 30 second old television advertisement video.

In data collection, advertising images are collected sequentially from videos contained on the youtube platform and traced further via the internet and classify whether the advertisement is worthy of being used as an object of semiotic study. In analyzing advertisements there are several things to consider, namely: (1) markers and markers, (2) index images and symbols, (3) sociological phenomena: demographics of people in advertisements and people who serve as advertising media, reflect social classes economy, lifestyle and so on, (4) the nature of the attraction created to sell the product, through the script and the people involved in the advertisement, (5) the design of the advertisement, including the type of face used, color and other aesthetic elements, (6) the publication specified in the advertisement.

Table 9. Sign, Object, and Interpretant of The Child's Lowered Temperature of Termorex Thermometer with a Combination of Green and Yellow Colors

Sign	Object	Interpretant
1. The color indication on the termorex writing changes from red to green and yellow. The number on the thermometer shows a temperature of 38 degrees Celsius.	The word thermox shows a color change from green to yellow. Then the thermometer shows 38 degrees Celsius.	A significant decrease in body temperature, namely a change in color to green which means the temperature has decreased to a safe level close to normal.



Figure 10. The Child's Normal Temperature with a Green Color in Thermometer after Termorex Administration

After taking a sample of data based on Berger's advertising criteria, the writer then found 13 samples of advertising images which were then re-selected using the opinion of Arikunto (2013) who gave the opinion that for descriptive research, the minimum sample is 10% of the population. So the author takes 70% of the 30-second video that can be screen captured by the device. And then the twelve advertising images that have been selected, identified and classified by the author one by one into the sign type of theory Charles Sander Pierce based on the object that is sign, object and interpretant.

FINDINGS AND DISCUSSION

Referring to the use of theory and previous references, this research used Charles Sanders Pierce's semiotic analysis, namely the concept of sign, object, and interpretant. The things studied include signs in advertisements, expressions, colors, to dialogue or voice actors in Termorex advertisements in 1993.

In the Figure 1 a and b the color of the image or video advert is a muted color with a bright yellow color that comes from the lights indicating night time. Verbal and non-verbal messages indicate the mother is worried about the condition of her child who has a fever. The object itself shows the figure of a mother holding her child's hot and weak forehead lying on the bed. Then the interpretation indicates if the child has a fever. This can be seen from the way the mother holds the forehead, the way to hold the forehead when the body is hot is done to check body temperature and the most common is in the forehead area (Table1).

The scene shows that the mother went to seek help from her neighbor's house, Mrs. Joko (Figure 2). The sign can be seen when he knocks on the door of the house, it is also indicated by a monologue or call that he makes " tok..tok...tok.. Mrs. Joko.. Mrs. Joko..." The scene shows the object of a mother visiting her neighbor's house. This analysis shows the close relationship between sign and object (Curtin, nd). Mrs. Joko. And the interpretant of

Table 10. Sign, Object, and Interpretant of The Child's Normal Temperature of Termorex Thermometer with a Green Color

Sign	Object	Interpretant
1. The color change in the word thermorex becomes green and the body temperature decreases to 37 degrees Celsius.	The word on the thermorex turns green and the temperature drops to 37 degrees Celsius.	The color change to green indicates or indicates a safe sign or the situation becomes safe and the temperature drops to a normal number, which is 37 degrees Celsius, thanks to taking the drug Termorex.



Figure 11. The Child is Getting Well after Termorex Administration

the scene is a knock on the door. Where to knock on the door, you will enter or visit if you go to someone's house (Table 2).

Figure 3 shows the door of the house being opened. Here's proof of capture from the ad. It conveys that Mrs. Joko in question opened the door for the mother. Then, the character of Mrs. Joko in the advertisement showed an attitude of accepting guests by keeping a calm face. Other verbal/non-verbal messages indicate that the mother actually looks worried. This coincides with Riki & Agung (2021) stating that being worried about something could be a clue of delivering messages verbally or non-verbally. The object of the scene is none other than the mother of the child who has a fever asking Mrs. Joko for help by asking for ice cubes. The interpretation can be concluded that in ancient times it was believed that ice could reduce fever because according to popular belief, heat could be overcome by cold from ice (Table 3).

The non-verbal messages were shown by Mrs. Joko, where Mrs. Joko did not look worried at all, but was still calm, as if she was used to this as illustrated in Figure 4. While the object is indicated by the presence of Mrs. Joko who appears by giving advice to use the same medicine as the one she uses. Her own interpretation shows that a character, Mrs. Joko, recommends a fever medicine that she often uses to her child when he has a fever, namely with thermorex and no longer using ice cubes for fever (Table 4).

The next scene shows a mother whose child has a fever, becomes confused, and even hears the word wrong by calling the word something else (Figure 5). The object itself shows the mother whose child is sick, shocked by the word which sounds like an ice flask. And the interpretation itself is there when the mother turns talkative when she hears the word termo, which reminds her of another object, namely an ice flask (Table 5).

In the Figure 6, Mrs. Joko shows a drug called Termorex, then the camera starts pointing at the thermorex package. The object itself is Mrs. Joko who shows the drug in question, namely the drug Termorex. Her own interpretation shows that Bu Joko uses the drug Termorex when her child is sick (Table 6).

Table 11. Sign, Object, and Interpretant of The Child's Normal Condition after Termorex Administration

Sign	Object	Interpretant
1. A child with a cheerful state and was jumping on the bed, held by his mother.	A child and a mother who laughed cheerfully. The child is held by the mother.	The child who was sick is back to normal as before, and can even jump on the bed. All thanks to thermoex.



Figure 12. Manufacturer of Termorex

Next, the sign in the picture shows how to take the drug Termorex, the drug is taken once a spoonful (Figure 7). Then the picture next to it shows a red color on the word Termorex. Another sign shows a body temperature that reaches 40 degrees Celsius. It shows an effect of the termorex to the body healing. This is in line with the statement provided by Bendixen (1993) that a sign can be significance in affecting the object. The object of the first image shows a child drinking a thermometer medicine that his mother drank. The second picture shows a red object in the word Thermax and the number 40 degrees Celsius. The interpretation shows how to take the medicine Termorex, then the red color on the writing indicates that the heat experienced by the child is a dangerous condition because the fever is high and the temperature reaches 40 degrees Celsius (Table7).

Furthermore, the sign shows a color change in the word thermorex which was originally red to slightly yellowish, the presence of a thermometer image indicates body temperature (Figure 8). The object itself is in the red color which gradually turns yellow and the temperature drops at 39 degrees Celsius. His interpretation shows an indication of a decrease in body temperature from the influence of the drug which leads to a temperature of 39 degrees Celsius (Table 8).

After previously showing a yellow-red color, this time the sign shows a green-yellow color and the thermometer number shows a temperature of 38 degrees Celsius (Figure 9). The object itself shows a change through a color gradation from yellow to green and a decreasing thermometer number. The interpretation shows a decrease in body temperature to a green color which means the body temperature is slowly approaching normal (Table 9).

The next sign is in the color of the termorex writing which changes completely to green (Figure 10). And the number on the thermometer shows 37 degrees Celsius. The object itself is none other than the green color in the text and the thermometer. While the interpretation shows the color green, which means that the green color here means the safe or normal stage of body temperature is seen from the thermometer number which

Table 12. Sign, Object, and Interpretant of Manufacturer of Termorex

Sign	Object	Interpretant
1. Konimex writing. Where the writing is a brand name that oversees Konimex drug products.	Slogans or writings that read "take part in the health of the nation"	Indicates that the products from Konimex, which are nothing but medicinal products, are the mainstay products that can help the people of Indonesia in curing illness.

shows the number 37 degrees Celsius, which is cured (Table 10).

Switch to the scene where a child who was sick returns to being cheerful as usual and is jumping on the bed being held by his mother (Figure 11). The object itself is a child who is happy again after recovering from illness. Held by his mother. His own interpretation is to refer to a child who was sick and returns to health and cheerfulness after taking the fever-reducing medication Termorex. can even jump on the bed (Table 11).

Finally, the image where the ad ends shows the name of the manufacturer of Termorex, namely Konimex which is a pharmaceutical company that produces drugs (Figure 12). The object is a producer named Konimex with the slogan "take part in the health of the nation". His own interpretation shows that the products from Konimex are none other than medicinal products that are the mainstay of the Indonesian people in curing illness. Why is that? Because Konimex itself produces various kinds of drugs that are marketed in Indonesia (Table 12).

CONCLUSIONS

Based on the explanation above, it can be concluded that this advertisement conveys the meaning that the medicine made by Konimex can cure fever and pain with other mild symptoms. Even though this advertisement is only 30 seconds long, it is able to introduce and invite the public to use their medicinal products with guaranteed healing. And of the various signs in the advertisement, the most prominent sign is the word termorex and the color indication which indicates the fever has gone down after the use of the drug Termorex in children. In addition, the slogan "healthy for the nation" is considered suitable to represent the image of Konimex as a medicine that can cure you from illness.

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