

Research article

Signs and Meanings of Pecel Lele Lamongan Banner Ads

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Abstract.

Pecel lele Lamongan is a culinary MSME that uses banner ads in its promotional media. Advertising is a form of communication that can include a logo, image, or message. Its function is to convey or disseminate information about the offering of a product, idea, or service. This study used qualitative methodology with the Saussurean approach of the semiotic structure of the sign. The study was conducted in the city of Malang and focused on the advertising work of Pecel lele Lamongan banners. In the design of the banners for pecel catfish Lamongan the relationship between elements and principles of appearance is very strong and helps to form a perception of the product in the minds of the audience which they remember.

Keywords: Pecel lele Lamongan, meanings, signs

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Published 11 August 2022

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the ICADECS Conference Committee.

1. BACKGROUND

Advertising is a form of communication that can include a logo, image, or message. Advertising signs or symbols are usually used to convey information to better understand it, so that people who see it will not be confuse . When displaying or creating ads, it's important to use a logo that's easy to recognize and remember by a wide audience. This way, ad tags can create a strong message that's easily accepted by people who see it.

Advertising has a function to convey or disseminate information about products, ideas or services. Consumers are aware of the existence of goods or services through advertising. Advertising strives to provide information about the advantages, advantages, benefits, and characteristics of anticipated or recommended products or services or ideas. From a communication standpoint, the purpose of advertising is to spread persuasive advertising to audiences. Persuasive behavior not only persuades others to accept our opinions, but also the process of influencing humans by using or using psychological or sociological data of people who want to be affected [1].

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Ad design must have clear meaning and purpose, so as to influence the thinking of the people who see the ad can make decisions or take action. You can also play as many ads as you want, raising public awareness of the ads that appear in consumers' minds. Ad design must also be carefully conceptualized so that people do not misunderstand the message of the ad.

In advertising messages are formed through the structure of signs and meanings in order to convey the message of information to the target audience. Based on the semiotic view of signification, if all social practices can be considered a linguistic phenomenon, then it can also be considered a "sign". This is possible because of the breadth of the meaning of the "emblem" itself. Saussure describes the 'sign' as an integral unit of two fields, such as a piece of paper, i.e. a "shape" or "expression" indicator. And a symbol field to explain "concept" or "meaning": nature saussure concept, markers and signatories, then actually the meaning is closer to the marker [2].

Meaning is not an absolute and static concept that can be found in the form of a message. Usage is an active process, so semiotics experts use verbs such as creating, blending, or negotiating refers to the process of usage. In semiotics signification, marks cannot be seen only individually, but in relation and combination with other signs in a system.

Pecel lele Lomongan is one of the UMKM culinary sub-sector that uses banner ads in its promotional media. Pecel lele is one of the culinary spread in Indonesia. Pecel lele is one of the culinary spread in Indonesia. Urbanization is one of the things behind the rise of pecel lele. This culinary is also a form of taste uniformity and can be accepted by the community. Culinary that is described as fried catfish, tilapia, chicken, duck and tempeh tofu served with sambal, where sambal from this culinary is a blend of terasi, cayenne pepper mashed and not forgotten accompanied by vegetable lalap. Judging from the cheap price, it is not surprising that this culinary is found everywhere. The menu at this pecel lele outlet not only provides catfish, but also many other menu variations are also available. kind of pigeon, chicken, duck, seafood. For the naming of catfish pecel is not all the same areas, some call it lalapan, some call it pecak. although it has a different name, in terms of presentation pecel lele has similarities, among others the use of catfish or chicken fried dry, presentation with sambel belacan or also tomato sambel and added vegetables such as basil, cucumber, and cabbage vegetables. In warung pecel lele not only provides catfish dishes, but also provides a variety of menus such as fried chicken, pigeons, and depending on the menu available in each catfish pecel stall.


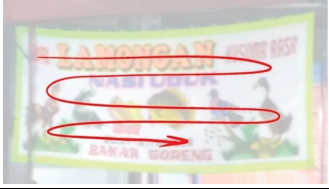
In the banner pecel lele lamongan has a distinctive shape and visuals that are found in the stalls pecel lele scattered in major cities. The design in this lamongan pecel lele banner advertisement certainly has a sign and meaning that is behind the birth of the ad design. This research focuses on uncovering the signs and meanings that exist in the design of the banner banner pecel catfish Lamongan. The focus in this study bahow the signs and meanings that exist in the design of advertising banners pecel catfish Lamongan.

2. RESEARCH METHODS


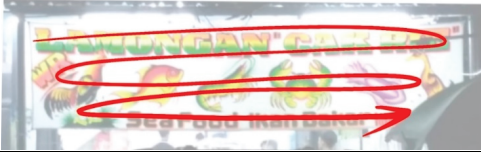
This study uses qualitative methodology with the approach of semiotic structure of the sign and marker Ferdinand Sausure. Collection data obtained through observation, literature books, documents, and the like that are relevant and related to the problem.

The scope of the area in this study was conducted in the city of Malang against the work of advertising banners pecel lele lamongan, which is expected to get data and information about the signs and meanings in the banner ads.

3. DISCUSSION

Banners		
Headline	Tipografi	serif
	color	orange
body Copy	Tipografi	sans serif
	color	purple
illustration	technical	vernakular
	color	primary resembles the color of the object
	picture	chicken, catfish, tempeh tofu, tilapia, pigeon, duck
Layout	shape	rectangle
		
	Sequence	
	Emphasis	animal headlines and illustrations
	Balance	Symmetrical
	Unity	proximity approach where items are grouped by type

Spanduk		
Headline	Tipografi	serif
	color	Red yellow
body Copy	Tipografi	sans serif
	color	blue
illustration	technical	vernakular
	color	primary resembles the color of the object
	picture	chicken, catfish, squid, tilapia, crab, clams, shrimp, duck
Layout	shape	rectangle
		
	Sequence	
	Emphasis	animal headlines and illustrations
	Balance	Symmetrical
	Unity	proximity approach where items are grouped by type

spanduk		
Headline	Tipografi	serif
	color	red yellow green gradation
body Copy	Tipografi	sans serif
	color	red green
illustration	technical	vernakular
	color	primary resembles the color of the object
	picture	chicken, tilapia, shrimp, crab, squid, duck
Layout	shape	rectangle
		
	Sequence	
	Emphasis	animal headlines and illustrations
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Typographic hierarchy on the banner pecel catfish Lamongan can be interpreted as a direction or flow of reading as well as a differentiator between the headline and body copy. Differentiator bentuk can be by using the same typeface only the width and height of the letter is reduced, or different font styles, or by giving a different color to each information displayed on the banner pecel catfish Lamongan. The hierarchy in typography serves as a clean, unambiguous and easy-to-direct layout. Hierarchies can

take the form of different font sizes, point sizes as well as styles and classifications. A simple hierarchy can be created by giving different colors to the same letter [3]

Contrast is an important element to support the read quality of the information displayed. The series of letters is easy to read and recognize. Contrast is the most important element in giving the impression of a word, sentence or paragraph is easy not to read. Good contrast makes a word, sentence or a paragraph easy to read and makes it easy for the eye to recognize the letters [4].

Typography is placed at the top and emphasized, as it is basically a verbal message delivered to the audience. The power of typefaces embodied by typeface lies in its bold and powerful characters. the placement is divided into two parts, namely the main section (title) contains information about the type of cuisine that is "Pecel Lele or Seafood". As shown in Figure ??, having strong characters is reflected in the "bold" group of letters.



Figure 1: typeface serif type.

Another typography is that bodycopy is all content that fills the additional space of the message content, usually containing the provided dish or the identity of the owner as an additional message, as shown in Figure 1.



Figure 2: Sans serif text typography.

Another unique typography is that the shadow effect on each letter of both the title and text is activated to give a three-dimensional feel. Fonts that have rounded lines produced from brushes are also special typography to give the impression of culinary sensation

Pecel Lele banner is dominant in the illustration element of the image that has elements drawings of unique and different realistic shapes or illustrations. In the picture of the chicken there is a bright illustration in the pose of a moving rooster. The chicken in the

picture is a rooster that looks healthy and looks to be ready for cooking and frying. In addition, roosters also symbolize strength and courage. Therefore, this picture of chicken also has meaning as a form of strength of lamongan traders.

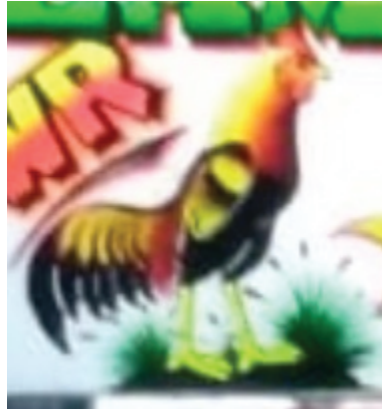


Figure 3: Roosters.



Figure 4: Illustration of a Duck.

The next image shows a duck in a golden yellow color, in the picture also shows a healthy duck and ready to be processed cooking until eaten. Ducks are also colorized living animals. Duck is also a symbol for the catfish pecel swordsmen to always thermotifasi, compact and happy to work together. , as shown in Figure 3.

Catfish is an animal that has weather-resistant properties and is able to withstand extreme environmental conditions and maintain its freshness so it is very good to be fried and served abruptly. Catfish is also an animal that has philosophical value for the lamongan community. For the people of Lamongan Catfish has the meaning as a tough and tested animal and supports the community to remain resilient and never give up in all its difficulties.

The three animals above are Catfish, Duck, and Chicken are the animals that most often appear on the banner of Pecel Lele Lamongan. Other additional menus usually include animals such as fish, snapper, or bird.



Figure 5: Illustration of Catfish.



Figure 6: Color palette [5].

Color element is one of the most important and dominant elements in pecel lele banner. The color used is a combination of primary color with secondary color, light color, known as highlighter color, taking the term one of the names of stationery that has bright ink [5]. The color properties of highlighter provide a lymunance effect or reflect light when exposed to light. As well as boranan dance known in Lamongan culture and performed on the beach, usually the dancers wear clothes that have a bold color or contrast or attract the attention of the eyes. The colors on Boranan's dance costumes bear similarities to the colors used in the Pecel Lele banner.

3.1. Conclusion

The structure on the pecel lele banner has visual principles that make it easy for the audience to see and receive the information contained in the banner. In the Lamongan pecel lele banner design, the relationship between elements and principles of art is very strong in shaping perceptions and memories in the minds of the audience. The meanings contained in the elements on the Lamongan pecel lele banner such as colors, illustrations, typography represent the pecel lele traders in terms of strength, courage, collaboration.

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