

STRUCTURE AND VISUAL MEANING OF THE REJOICE ADVERTISEMENT RICH 3 IN 1 EDITION X KIKY SAPUTRI #RAMBUTNODRAMA

by :

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Diterima 5 Maret 2025, Direvisi 16 April 2025, Diterbitkan 30 April 2025

Abstract

Advertising is a type of information used to market goods to specific consumers. Every business must be able to produce eye-catching ads with a comprehensive visual structure that can be applied to current relevant media. The shampoo product Rejoice is produced by PT. Procter & Gamble Operations Indonesia, which uses television and YouTube media to promote its products and collaborated with comedian Kiky Saputri who is famous for her roasting. The purpose of this research is to identify and analyze the Rejoice 3in1 x Kiky Saputri #RambutNoDrama Rich Edition advertisement's visual meaning and structure. This type of descriptive qualitative research uses Miles and Huberman analysis techniques, including reduction, presentation and drawing conclusions. Data sources through secondary data related to advertising, research methodology and the meaning contained in scientific works, books, the internet or websites. The research results show that the Rejoice 3in1 x Kiky Saputri #RambutNoDrama Rich Edition advertisement has a visual structure consisting of a main part, an explanatory part and a closing part. The environment, attire, title, bumper and digital elements like colors, scents, and video processing that give the impression that Kiky Saputri is speaking with the video editor all highlight the advertisement's visual meaning through interpretation.

Keywords: Advertisement, Structure, Meaning, Visual, Rejoice

INTRODUCTION

Whether on purpose or accidentally, consumers are inevitably exposed to commercials or parts of them every day. When you open a newspaper, magazine, the internet, or a television, advertisements are always there. The streets are constantly crowded with outdoor advertising, including billboards, banners, hoardings, posters, and other digital ads. Since advertising are a crucial source of information for marketing products to the intended audience, any business must be able to produce eye-catching ads and distribute them in pertinent media. Along with Pantene and Head & Shoulders, Rejoice is one of PT. Procter & Gamble's (P&G) main shampoo brands. Customers frequently use shampoo on a regular basis to preserve the health and appearance of their hair. Shampoo makers are fighting to provide their products that satisfy consumer demands and preferences with a variety of innovations and each product's distinct benefits in the fiercely competitive shampoo market. To maintain its position in the industry and increase sales, the company needs to keep its products fresh to meet current trends.

The business engages in marketing communication to make sure that consumers understand the information being shared. Since advertising is fundamentally the process of



conveying a message that includes information about a product whether goods or services that is sent by the sender to the recipient through a media, it is a component of communication. The word advertising is derived from the medieval latin word *advertere*, which means "to direct attention to." This phrase refers to any kind of public announcement that is meant to spread a social or political message or to encourage the sale of products or services (Prihatiningsih, 2016).



Figure 1. (Kiky Saputri – 53 second snippet of the Rejoice 3in1 ad)

The communication process includes the steps of planning, preparing, carrying out, and overseeing the delivery of advertisements. Advertising needs to be able to influence people to answer the call and eventually take part by buying the product. In addition to language, additional communication methods including sounds, colors, and images are also employed in advertising. Advertisements are delivered through two mass media channels, namely print media (newspapers, magazines, brochures, and billboards) and electronic media (radio, television, film, social media). Advertisements often use human figures in their presentations. The media image that is presented continuously every day will become a justification for the audience. Humans with their diversity have a certain perspective on the ideal human figure that should be emulated (Pratiwi & Wiyanti, 2017). Companies use brand ambassadors to promote their products; brand ambassadors are usually chosen from famous artists or actors whose faces are familiar in both national and international entertainment. According to Roderic White, human figures are more effective in conveying advertising messages directly to the audience and are quickly accepted; this works through gender, race, and occupation (Ilmasari & Patria, 2016). As a result, the commercial display needs to specify if the product is meant for adults, teens, or children. The commercial must also emphasize traits that result from important elements like the character factor or other elements.

As the Shampoo Brand Ambassador, Kiky Saputri appears in the 1 minute and 57 second Rejoice Rich 3in1 Edition commercial, which was released on August 12, 2022. A brand ambassador is a person or group of people who represent a brand or product, have the potential to spread awareness of the brand or product, and have the power to affect community members' purchase decisions, which increases sales for the business (Diawati et al., 2021). Comedian Kiky Saputri rose to stardom by making fun of a number of well-known Indonesian politicians and performers. A profound interpretation of the shampoo product being promoted is also implied by the Rejoice Kiky commercial. A celebrity serving as a brand ambassador is a semiotic persona that embodies the perception of the product being promoted and is anticipated to sway prospective buyers (Yaningsih, 2020).

The visual aspect is the first aspect that relates to humans when they have to interact with a product that will be used. Images become one of the forms of symbols or design elements that contain visual structures such as lines, colors, and compositions (Tjahyadi & Antonio, 2023). The effort to use visual symbols begins with the fact that visual language has distinctive, even unique characteristics to create certain effects on its observers. Thus, what is referred to

as visual in a visual object is the visual quality possessed by that object in relation to the value that emerges when the visual object has been interpreted or appreciated.

Advertisements as a form of information in promoting products to the target audience. Therefore, every company is required to create advertisements that are attractive and have a well-structured visual composition. If observed, advertisements have a structure consisting of a title or main point (opening), explanatory points or the body of the advertisement (body), and closing points (close) (Asmara, 2018). The audience must comprehend the advertisement's structure and its underlying propositions in order to decide whether or not to purchase a certain product. The structure of an advertisement is also inextricably linked to its constituent arguments. Every advertisement undoubtedly conveys a message to the viewer, both explicitly and implicitly, through verbal and visual representations of the players' varied expressions and personalities. Advertisements frequently convey messages that are inextricably linked to particular ideals, whether they be political, cultural, or ideological. Nowadays, an advertisement's message is used to convey meaning in addition to promoting products and services. The Rejoice Rich 3in1 x Kiky Saputri #RambutNoDrama commercial is a commercial advertisement that delivers its message through comedy or banter as if in front of a live audience. The visual appearance and message conveyed in the Rejoice Rich 3in1 x Kiky Saputri #RambutNoDrama advertisement are very simple yet attention-grabbing. Therefore, it is important to understand the message that PT. Procter & Gamble intends to convey in the shampoo product advertisement, especially in the visuals presented. Thus, the hidden meanings behind the signs in an advertisement, both verbal and nonverbal, are revealed.

Based on the explanation above, the Rejoice Rich 3in1 x Kiky Saputri #RambutNoDrama advertisement is an interesting object to analyze because it is categorized as an advertisement that boldly features a character or Brand Ambassador known for using roasting phrases. Moreover, the verbal and nonverbal language in the advertisement are interconnected, making the advertisement meaningful. Some verbal language is sometimes not meaningful enough, requiring nonverbal signs to make it more meaningful. The novelty in previous research, the researchers delved deeper into the more narrative structure of videos, visual compositions based on events to understand the emotions built in advertisement videos. Things that cannot be expressed with words and sentences can be visualized through nonverbal signs so that the message intended to be conveyed can be understood and received well. As an ideological medium, this medium can take the form of communication media, culture, social institutions, and daily practices, making this Rejoice advertisement very interesting to observe and analyze its message.

There are several similar studies that can be used for comparison. Previous research as an effort by researchers to find comparisons discovers the novelty of subsequent research, which not only helps the research but also demonstrates the originality of the study, including Asmara's research titled "Structure and Function of Language in the Discourse of Sensodyne Toothpaste Advertisements" in 2018. This research discusses the arrangement of the advertisement's structural components that can influence the audience, so that the audience can be persuaded by the language function of the advertisement. There is a similarity in the discussed approach, which is structure, but the novelty being researched now is the meaning of the advertisement, which is examined more deeply beyond the existing structure. The research by Ilmasari and Patria titled "Analysis of Structure and Visual Meaning of Indomie Advertisements Featuring Nicholas Saputra in 2016" describes the relationship between billboard advertisements and television advertisements of Indomie featuring Nicholas Saputra. There are similarities in the approaches discussed, but the novelty being researched currently is a shampoo product and the type of advertisement specifically focuses on electronic advertisements rather than outdoor advertisements.

Roihanah et al.'s research titled "Connotation in Kiky Saputri's Stand-Up Comedy Roasting of Indonesian Officials in 2024." This research aims to understand the satirical intent expressed by Kiky Saputri in her roasting. There is a similarity in the case of Kiky Saputri, but the novelty being researched currently is the discussion of advertisements as an expression of a brand to market its products. Additionally, there is meaning interpreted through the visual structure of the advertisements. The research by Diawati et al. titled "The Influence of Brand Ambassadors and Viral Marketing on the Purchase Decision Process of Marketplace Consumers in 2021" aims to examine the impact of marketplace promotion strategies using brand ambassadors and viral marketing on purchase decisions. This research generally discusses case studies using a quantitative method of promotional strategies, while the novelty currently being studied is the real-life example of Kiky Saputri as part of a continuous promotion that has distinctive characteristics to be reviewed more deeply from the perspective of character and meaning due to her background as a skilled comedian with her roasting. Yaningsih's research titled "The Influence of Brand Ambassador and Tagline on Brand Awareness of Rejoice Hijab Shampoo Products among Female Students of the Faculty of Economics, Bangka Belitung University in 2020" focuses on the depiction of brand ambassadors, taglines, and brand awareness regarding Rejoice Hijab Shampoo. There is a similarity in the case study, which discusses Rejoice shampoo, but the novelty being researched currently is the visual focus on the advertisement structure of Rejoice shampoo with the advantage of Rejoice 3in1 (product variant differences).

This research aims to understand and analyze the structure and visual meaning of the Rejoice Rich 3in1 x Kiky Saputri #RambutNoDrama advertisement. Observing the advertisement video from start to finish with a complete structural theory (main, explanatory or body, closing), analyzing the meaning using the interpretation stage on the advertisement visuals. The results of the analysis and interpretation of meaning are expected to be beneficial for the advertising world and similar companies as information for improving product sales and providing advertisements that are appealing to consumers in accordance with the product quality and the brand ambassador invited to collaborate, who has a unique appeal for product introduction.

METHODOLOGY

This research uses a qualitative approach that is descriptive in nature, describing the structure of the advertisement and analyzing the meaning contained in the Rejoice Rich 3in1 x Kiky Saputri #RambutNoDrama advertisement. The research uses the Miles & Huberman data analysis technique, namely data reduction, data presentation, and conclusion drawing. Miles and Huberman (1984) in Sugiyono state that the activity of conducting qualitative data analysis is carried out intensively and continuously until completion, resulting in saturated data (Abdul et al., 2019). Data collection techniques through video observation, documentation, and literature study specifically analyze activities or events that showcase the Rejoice image in collaboration with Kiky Saputri. This research focuses on the audio, visual, dialogue, background, and setting in the advertisement.

The approach used to analyze the structure of the advertisement is in accordance with the advertisement structure theory (Prasanti, 2018) which breaks down the advertisement into the title or main point (opening), explanatory point/body of the advertisement (body), and closing point (close), then the approach used to analyze visual meaning is the theory of interpretation which refers to a series of interpretative processes to find the meaning of an object, place, person, and event (Hasanah et al., 2015), based on the excerpt with the advertisement structure that has been analyzed. Sugiyono (2013:240) mentioning that documentation is a written record such as a diary, life history, story, sketch, image, or work and photo. The documentation carried out involves observing each advertisement clip and then analyzing the structure and visual

meaning in the advertisement through the available videos on Rejoice YouTube (https://www.youtube.com/watch?v=kz6qka_xY4h8&t=8s). Literature Study conducted by researchers through reading, observing, and analyzing documents. Secondary data sources are obtained through books, the internet or websites, visual works related to advertising, research methodologies, and meanings in several scholarly works such as theses, dissertations, and journals.

RESULTS AND DISCUSSION

Based on the introduction presented, to address the issues and questions, the results and discussion can be outlined as follows:

Structure of the Rejoice Advertisement Rich 3in1 x Kiky Saputri #RambutNoDrama

The structure of the Rejoice Rich 3in1 x Kiky Saputri #RambutNoDrama advertisement is composed of specific propositions in each of its constituent parts. The main points or sections of the Rejoice Edition Rich 3in1 x Kiky Saputri #RambutNoDrama advertisement contain interesting and important messages that are considered capable of capturing consumers attention, consisting of three propositions as follows.

Proposition that Arouses the Curiosity of Potential Consumers

The proposition that arouses the curiosity of potential consumers is evident through the initial sentence delivered by Kiky, which is "Aah...Annoyed... Don't like it...In this advertisement, Indonesian is used in a way that is quite easy to understand and created as if speaking to a close friend. The brand is placed in the main part of the advertisement because it aims to attract the attention of consumers. Indonesian people are certainly used to using shampoo, but the main point is emphasized when Kiky's face is blocked by the Rejoice logo, which covers the entire layout of the advertisement. The setting, which captures the atmosphere of the filming location, Kiky again delivers a line that makes consumers curious while showing an annoyed expression." "Eh!" How come my face logo is getting obscured?! Sabang dor... "I'm really stressed out right now. "The misspelled word was responded to by the voice over with "Be patient...".Responded back with "Yes, that's what I meant."



Figure 2. (Curiosity– 04 second snippet of the Rejoice 3in1 ad)

Proposition in the form of a Question that Demands More Attention

Propositions in the form of questions that demand more attention are questions that can attract greater attention if they are relevant to the problems experienced by consumers. This proposition is evident in the appearance of a supporting character, a woman from behind Kiky who looks quite disheveled, then asks, "Kiky, what's wrong?!" Then she was startled when Kiky flipped her hair and responded, "Why is your hair so beautiful?! "How can it be in slow motion like that...?" This section aims to attract the attention of potential consumers by presenting a question that addresses a problem commonly experienced by people, especially

regarding hair. This advertisement appears because hair problems are often experienced by women when getting ready to go out and are frustrated with hairstyles that take a long time. This is utilized in the advertisement presentation to attract public attention to use Rejoice shampoo.



Figure 3. (Demanding More Attention - 17 second snippet of the Rejoice 3in1 ad)

Proposition to Give Commands or Orders to Potential Consumers

The proposition gives commands or instructions to potential consumers included in the advertisement to carry out certain activities related to the product and is positive in nature. Shown in the emphasis on the sentence related to the product's advantages "The fragrance...", "Really fresh, just like in the ads."

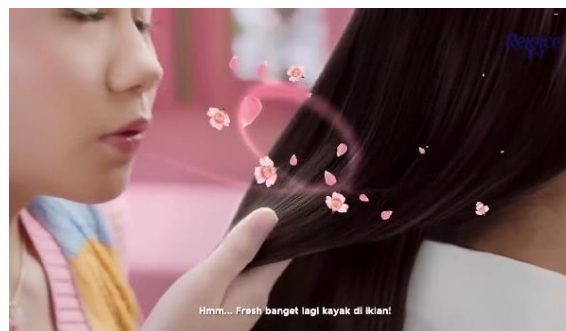


Figure 4. (Smelling the aroma of shampoo - 21 second snippet of the Rejoice 3in1 ad)

Responded firmly by Kiky, "like an ad, like an ad, this is indeed a Rejoice ad, sorry viewers. "Kiky seemed to want to focus the attention on the consumers or audience, and was responded to again by the woman behind her, "Really?". Point of View is also evident when Kiky gives a signal with her hand pointing towards the upper corner. Giving a command to potential consumers to clearly see that this is a Rejoice advertisement. By clarifying, "Wow, the logo is so small."

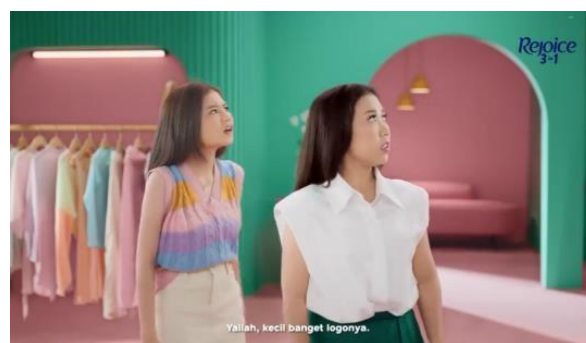


Figure 5. (Command - 35 second snippet of the Rejoice 3in1 ad)

After successfully attracting the attention of potential consumers through the main section consisting of the title and subtitle, the second stage of the advertisement aims to capture

the interest and awareness of potential consumers. The goal at this stage lies in the explanatory section, the body of the advertisement contains both subjective and objective reasons.

Subjective Reason

Subjective camera shots create scenes that psychologically place the audience as if they are involved as actors in a scene, so the use of this technique to evoke the audience's emotional side aligns with the creator's intent (Agustina, 2020). Subjective reasons can include factors that can influence consumers' emotions to use a particular product. The subjective reason for the advertisement became apparent when Kiky asked the advertising team to enlarge the logo's display.



Figure 6. (Logo - 39 second snippet of the Rejoice 3in1 ad)

Supported by the sentence "every day I'm told to work, work, work, I'm so stressed," and given the advice by the woman next to him, "well, you might as well just heal for a month. "With the comedic tone of the advertisement and the explanatory part delving deeper into the story of the characters, it keeps the audience's eyes glued to the ad. The emphasis of the advertisement is reiterated when the phrase "Not always..." is delivered. "That hair is crazy smooth!" At this moment, Kiky, with her expert roasting technique, linked hard work to smooth hair (life doesn't always go smoothly or easily).



Figure 7. (Consumer Emotions - 53 second snippet of the Rejoice 3in1 ad)

Kiky, who was telling a story, actually received the opposite feedback, which pointed towards the main message that the advertisement wanted to convey. "Because I'm in the middle of telling a story, Why are you being so dramatic, huh? You're so complicated!" Then suddenly, Kiky pulled out a Rejoice shampoo product from her right hand. "What is that?" the woman next to her said.



Figure 8. (Shampoo Product – 01:09 minute snippet of the Rejoice 3in1 ad)

The moment when Kiky delivered "This is Rejoice Shampoo". "Life is indeed full of drama, but hair doesn't need to be dramatic." A sentence that can evoke emotions and audience interaction. Until the bumper ad appeared, conveying the main subjective reasons for using Rejoice shampoo. "Anti Tangle, Nourished, Long-Lasting Fragrance." Bumper is a visual or audio element that provides identity to a broadcast, such as a station logo or program title. Bumper is placed in the edited parts of the video. This stage aims to enhance the professionalism and appeal of the final presentation. Thus, the audience can become more engaged and understand the content presented in the show (Fahri Arieffansyah, 2023).



Figure 9. (Ad Bumper - 01:19 minute snippet of the Rejoice 3in1 ad)

A series of subjective reasons affirm that maintaining hair health with Rejoice 3in1 provides three benefits in one product, this message entices consumers to have a desire that everyone surely wants to possess. Similarly, in caring for hair using the right shampoo, it certainly requires extra care if you want soft and long-lasting fragrant hair. Someone must wash their hair even when they have a lot of work, and create healthy hair with a proper washing pattern or usage.

Objective Reason

Objective beauty refers to aesthetic values that can be viewed as visual beauty objectively, meaning placing beauty value on the observed object (Herlina, n.d.; Mubarat & Ilhaq, 2021). The objective reason in the advertisement consists of information that can be accepted by the prospective consumer's reasoning. The objective reason in this advertisement can be seen at minute 01:20. A segment of the advertisement conveys an indirect message, with the logo's position covering Kiky's face again. "Covering this, can't block someone's fortune." "One of the promotional efforts that aligns with Kiky's character when roasting someone. There are messages and life facts being conveyed.



Figure 10. (Appearance Covers the Face - 01:20 minute snippet of the Rejoice 3in1 ad)

The third stage of the advertisement closure or the end part of the advertisement generally presents a short, clear message that can instill a lasting impression in the audience's mind. Kiky conveyed the tagline "Simple, no drama! Muah!". A tagline is an important part of an advertisement, usually consisting of a short, concise, and memorable sentence (Widyastuti & Nugroho, 2018). Providing a closing in the form of a product poster, Rejoice strives to convey the best message through visual images, with clear and concise messages, so that they can be read in a relatively short time.



Figure 11. (Advertisement Closing - 01:44 minute snippet of the Rejoice 3in1 ad)



Figure 12. (Advertisement Message - 01:45 minute snippet of the Rejoice 3in1 ad)

The Rejoice advertisement captures the audience's attention with the results of using the product. At the end of the show, the visuals were able to draw the eyes back to discover the woman who was previously disheveled, now appearing beautiful and confident, with her hair styled using Rejoice products. Emphasized by Kiky's statement "Look at the Rejoice hair" and the firm feedback response "Of course. "They then tossed their hair with a feeling of joy. Don't forget Kiky's little quip as a comedic element because the background suddenly went dark.

"Who cooked the rice, man?!" The commercial ended with a light-hearted conclusion and laughter resulting from Kiky's remarks, the Brand Ambassador of Rejoice, who was able to deliver the ad with her distinctive character as a comedian.

Visual Meaning of the Rejoice Advertisement Rich 3in1 x Kiky Saputri

Interpretation is a communication process aimed at helping visitors find meaning in something, a place, a person, and an event (Hasanah et al., 2015). Interpretation is also known as the ability to interpret, the ability to understand concepts in altered forms, such as images, tables, graphs, charts, symbols, and related visual forms. Digging for meaning is a way to uncover messages encoded through signs (Sufriyanto Talani et al., 2023). Analyzing the visual of the advertisement featuring Kiky Saputri, one of the comedians from Stand Up Indo Jakarta Pusat, whose viral roasting style is able to attract consumer attention. Kiky Saputri is used as the main character who becomes a brave and straightforward figure revealing the facts behind her roasting lines in the Rejoice Edition Rich 3in1 x Kiky Saputri #RambutNoDrama commercial.

In general, the roasting technique is indeed intended to directly attack an individual. However, it is important to understand that roasting is done with the consent of the individual being roasted, with the aim of preventing resentment between the person doing the roasting and the person being roasted (Roihanah et al., 2024). The advertisement shows that Kiky Saputri is a brave person who wants to express her frustration, as seen in the scene where she says, "every day I'm told to work, work, work, I'm so stressed." Secondly, there is a visualization of a woman who is Kiky Saputri's friend. The presence of those figures serves as a sign to reinforce the depiction of friendship as a visual element. Female friends in a friendship are quite common. If the picture of Kiky Saputri and her friend is connected, it will depict a picture of friendship. That friendship can complement the relationship of giving each other advice and reminders. Thus, the interpretation that emerges is an approach that the consumers of this shampoo product are young people who prefer something instant, quick, and do not require a long time due to their busy work conditions, and hair also needs attention like a friend.

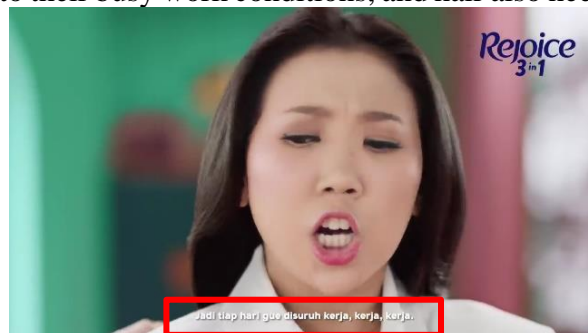


Figure 13. (Roasting Sentence - 43 second snippet of the Rejoice 3in1 ad)

The next descriptive stage is the background of the visual elements of the advertisement. The setting is depicted, capturing the atmosphere of the shooting location. The interpretation points to places where people are known to gather or the bustling backstage of shooting preparations, which is closely related to the time-consuming preparations and is closely linked to the shampoo product that provides a long-lasting fragrance even after a full day of activities and does not require much time to style the hair, as the product offers the advantage of anti-tangle. In the background, there are several visual elements such as a sofa and a stand hanger. Those objects indicate the existence of a gathering place for the crew and cast who are ready to start filming activities. As a place to change clothes and redo appearances, as well as a resting place or break during filming.



Figure 14. (Shooting Scene - 34 second snippet of the Rejoice 3in1 ad)

The interpretation regarding the product is as an indicator of the modern factor of this shampoo product, that 3 advantages are in 1 product (3 in 1). This product emphasizes anti-tangle, nourishment, and long-lasting fragrance. Interpretation relates to the physical presence of the product. This sign is used to convey the existence of the advertised product. The packaging used is plastic bottle packaging. This appearance aims to show a rational look that focuses on the convenience of consumers carrying the product anywhere according to their needs. Plastic bottle-shaped packaging can generally be easily gripped, carried, and stored while traveling.



Figure 15. (Bottle packaging - 01:42 minute snippet of the Rejoice 3in1 ad)

A flower is a part of a plant that can emit a fragrance. The flower, with its interpretation related to the presence of the advertised product, namely the shampoo with a distinctive aroma, is associated with the sense of smell. The image of Kiky Saputri's hair flip, the interpretation from this marking is that hair care is part of a form of freedom to show confidence. Appearing attractive amidst busyness and freely expressing oneself without feeling awkward or uncomfortable with the crown of the head (hair issues). Also emphasized with the visual of hanging clothes and a sofa. The image represents the actual shooting atmosphere. The shape of the clothes and the neatly arranged sofa, complemented by illuminating lights, look orderly and can show how the neatly styled hair (not messy) is arranged.

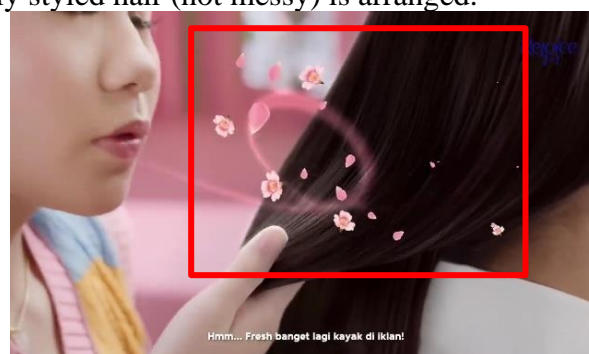


Figure 16. (Shampoo Aroma - 20 second snippet of the Rejoice 3in1 ad)

Color permeates various forms of visual communication. A color or a series of color palettes has the power to convey symbolic meanings, evoke certain emotions or atmospheres, deliver a message, or simply attract attention. As a visual element, color is capable of conveying messages and building meaning without the need for words (Rahardja & Purbasari, 2018). The green color used in the background is related to naturalness and an approach associated with nature. Next are the product identity colors, which also refer to the packaging of Rejoice products. The color green is a cool color. Cannot be separated from the elements of sky, water, air, associated with nature, symbolizing harmony, giving a sense of spaciousness, loyalty, tranquility, sensitivity, trust (Anggraini dkk, 2014:38).

Interpretation of the other colors indicates that this product is a care product that can ultimately evoke a desire to use it or stimulate enthusiasm (triggered) due to the presence of pink in the background and pink in the flowers as warm colors. The scene of a hand holding hair shows that the hair is in a soft condition (anti-tangle), with an object bringing their nose close to the hair, smelling the fragrance released by the hair.



Figure 17. (Two dominant colors - 07 second snippet of the Rejoice 3in1 ad)

The interpretation formed is in the form of a scene of joking or a joke while chatting with a friend to relieve boredom. There is a view of a female friend, the direction of the gaze implies that the woman is engaging in a light-hearted conversation, causing Kiky Saputri's gaze to be directed towards the woman with a questioning expression. In addition, women have an attraction to using beauty or skincare products. The clothes worn by the female friend give off a casual impression. However, it still looks neat, and Kiky's lower garment matches the color of the Rejoice product, which appears harmonious and suitable for two different situations.



Figure 18. (Facial Expression - 01:38 minute snippet of the Rejoice 3in1 ad)

Kiky Saputri's appearance standing facing forward. That position signifies that Kiky Saputri is the main character who can attract attention. In advertisements, something that attracts attention is always prioritized. The appearance of the female friend standing sideways and slightly backward. The interpretation formed is the perfection in friendship, due to the complementary attitudes of the women.

The Rejoice logo is a logo with a blue color and a logotype appearance. Pujiyanto (2020:15) mentions that the meaning of the color blue is to depict a feeling and thought of calmness. Blue is associated with freshness and a sense of coolness. This color is often associated with cleaning and laundry products, including fabric softener brands. The color blue is often used for products related to cleanliness, air, water, and the sea. The Rejoice logo, with its relatively simple typography, uses a Script font, which is a handwriting font, to convey flexibility, softness, and hair that is easy to manage. Using a cool blue color, including in the advertisement background that is set in the midst of busyness and aims to achieve healing or tranquility as described in the advertisement narrative.



Figure 19. (Final tagline - 01:46 minute snippet of the Rejoice 3in1 ad)

The closing word in the form of a tagline used in the #RambutNoDrama advertisement is explained as follows, Hair is the hair that grows on human skin, especially on the head (kbbi.web.id), No is English for "not," and drama is a story or tale, especially one involving conflict or emotion, specifically arranged for a theater performance (kbbi.web.id). The implied meaning of using the Rejoice product with the hashtag "no drama hair" is to convey that there is no need to struggle or become someone else, like a drama with its stories involving emotions and feelings. Just with this product, Rejoice, you will find it easy to take care of your hair or to go through life.

CONCLUSION

The structure of the Rejoice Rich 3in1 x Kiky Saputri #RambutNoDrama advertisement consists of the main part, the explanatory part, and the closing part. The main part of the advertisement consists of three propositions: a proposition that arouses the curiosity of potential consumers, a proposition in the form of a question that demands more attention, and a proposition that gives commands or orders to potential consumers. The explanatory part consists of two stages: subjective reasons that appeal to the emotions of potential consumers to use the product, and objective reasons that provide information acceptable to the consumer's reasoning. The closing section conveys a message through visual images, a clear and concise message, so that it can be understood in a relatively short time. The visual meaning of the advertisement uses the interpretation stage, which can be identified as embedded and highlighted in several aspects, including communication in friendship, something instant, supported by elements such as the setting, clothing, title, and bumper, digital visuals in the form of aroma, color, and video editing that make it seem like Kiky Saputri is interacting with the video editor. The Rejoice advertisement, from a social perspective, incorporates roasting elements that can maximize the meaning of everyday culture, making it straightforward, and Rejoice does not hesitate to visualize it in video form to reach the right target.

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