



## Semiotic Analysis of Zeera Plus Biscuit Advertisement: Unraveling Sign Systems and Meanings

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### Abstract

The current study presents a semiotic analysis of Zeera plus biscuit advertisement by focusing on the sign systems and meanings embedded within this visual communication medium. In completing this research, this study uses 1 zeera plus biscuit advertisement, as material used to determine the meaning of denotation and connotation signs using Roland Barthes' (1964) theory. This present study uses a qualitative approach to describe the semiotic phenomena of signs of denotation and connotation in Zeera plus biscuit. From the analysis, the study conducted verbal and non-verbal analysis of words, pictures, and colors of the advertisement. Through the application of semiotic theory, this study examines the various signs, and symbols employed in Zeera plus to convey messages, and create meaning. This analysis unravels the underlying semiotic structure and implications of Zeera Biscuit, shedding light on the complex relationship between consumers, producers, and the broader socio-cultural context. After analyzing verbal and non-verbal signs of Zeera plus biscuit advertisement based on Roland Barthes's semiotics theory, the study finds that verbal signs are more significant than non-verbal signs, but the differences are minor. This research contributes to the sympathetic of visual communication, Zeera plus design, and consumer culture, offering valuable perceptions for marketers, designers, and researchers in these fields.

**Keywords:** connotation, denotation, semiotic, zeera plus biscuit advertisement

### 1. Introduction

Language is a communication instrument used by the whole world in their daily life as a source to express information and point of view to others. In this case, language cannot be alienated from culture because language represents its nation and has a close relation to the attitude or behavior of groups of speakers of the languages. Language is a collection of symbols used to communicate in a group of people who speak the same language (Nuessel, 2006). Language can also be used as a tool to express through writing, such as writing poetry, songs, novels, and advertisements. The use of language to promote products and services is also an interest in advertisement (Noriega & Blair, 2008).

According to Saussure (Fiske, 2002), Languages are the most critical system of signs responsible for human communication, therefore the model for the study of other symbolic systems. Signs as objects of study can be in the form of numerous artifacts that have been understood holistically as a form, style, or genre, which in terms of cultural studies is called text. There are two signs produced by humans in communication, namely verbal and nonverbal signs. A symbol is a sign that stands for its referent in an arbitrary, conventional way. (Sebeok, 2001, p.11). A sign is something that to someone means something else. Anything that can be perceived or made noticeable can be called a sign. Therefore, signs are not delimited to objects. The occurrence of events, the absence of events, the structure found in something, a habit, all of these things can be called signs. The basic idea of semiotics is sign and symbol. Leech and Onwuegbuzie (2008) define semiotics as a science that explores the relationships between signs, including talk and text, and their intended specific meanings.

Advertisement as part of the cultural industry played a role as device to construct meaning by inserting a value in a product. Advertising organizes and controls meaning into signs that could be incorporated into the product. In this way, advertising becomes a sign production system of a product designed to deliver value by opposing meanings following each product. For example, in addition to the functional value of products, is also included with symbolic values, including wealth, family, and beauty.

One example of advertising is a biscuit advertisement. In terms of its determination, advertising has the aim of influencing and persuading new probable consumers to use the products presented namely Zeera products or another biscuit products. To influence and persuade new end users to buy the biscuits, advertisements not only used text, but also used attractive signs, images, and utterances. Therefore, the present study is interested in explaining the meaning of advertisements using the semiotic method.

Zeera Plus is a famous producer in Pakistan, Zeera biscuits, also known as jeera cookies, zeera biscuits or cumin cookies have been an integral part of tea time. The English name cumin comes from Latin cuminum, which was borrowed from the Greek kyminon. Cumin goes by many names in different languages such as kū míng (Chinese), jeera (Hindi), cumino (Italian), comino (Spanish), cumin (French), kamoun (Arabic), and kreuzkümmel (German). Zeera in Arabic means "Choose your neighbor before your home". Zeera PLUS Biscuit aids as a substantial visual

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communication medium that carries messages, influences consumer behaviour, and reflects societal values. As a cultural artifact, Zeera plus biscuit employs various sign systems to create meaning and engage consumers. The field of semiotics provides a valuable framework for analyzing these sign systems and unravelling the layers of meaning surrounded within the advertisement.

### 1.1. Research questions

- What are the sign systems used on the Zeera plus biscuit advertisement?
- What do the signs in Zeera plus biscuit mean according to semiotic signification?

### 1.2. Objective

The main objective of this study is to conduct a semiotics analysis of Zeera plus biscuit, pointing to unravel the sign systems and meanings surrounded within this visual communication medium.

To identify and analyse the visual elements used in Zeera biscuit advertisement: This includes examining the colours, images, icons, typography, and layout employed in the advertisement design. The goal is to understand how these visual elements contribute to the overall message, brand identity, and consumer perception.

To investigate the linguistic elements present in Zeera biscuit: This involves analysing the brand names, logos, product descriptions, claims, slogans, and taglines used in the Zeera biscuit advertisement. The objective is to understand the persuasive strategies, positioning, and messaging conveyed through these linguistic elements.

To examine the creation of meaning in Zeera biscuit advertisement: This objective involves exploring the processes of denotation and connotation within biscuit advertisement. By analysing the iconic, indexical, and symbolic signifiers present in the advertisement, the aim is to understand how meanings are constructed and interpreted by consumers.

### 1.3. Significance of The Study

The present study holds significant importance for several stakeholders, including marketers, designers, researchers, and consumers, due to the following reasons: The semiotic analysis of Zeera biscuit advertisement provides valuable insights for marketers and designers in optimizing their advertisement strategies. By understanding the sign systems, meanings, and cultural references embedded within Zeera biscuit advertisement, practitioners can make informed decisions about visual and linguistic elements, leading to more effective communication, enhanced brand identity, and increased consumer engagement.

This study finding contributes to the understanding of consumer behaviour in relation to Zeera advertisement design. By unravelling the ways in which semiotic strategies influence consumer perception, interpretation, and purchasing decisions, marketers and designers can alter their advertisement to better align with consumer preferences and create more impactful and persuasive advertisement designs. The analysis of cultural elements and references within Zeera biscuit advertisement sheds light on how advertisement design taps into broader cultural narratives, values, and norms. This understanding helps marketers and designers create advertisement that resonates with target consumers, strengthens brand positioning, and enhances cultural relevance. The present study fills a gap in the academic literature by providing a comprehensive semiotic analysis of Zeera biscuit advertisement. It expands the existing knowledge base by exploring the specificities of biscuit advertisement and its semiotic dimensions. The findings can serve as a foundation for further research and discussions in the fields of semiotics, visual communication, branding, and consumer behaviour.

## 2. Literature Review

The literature on semiotics and its application to advertisement design and visual communication provides a foundation for understanding the complexities of biscuit advertisement as a semiotic system. Various studies have explored the role of semiotics in decoding the meanings embedded within advertisement and its impact on consumer behaviour and brand perception. Williamson (1978) discusses the concept of connotation in semiotics and its relevance to branding and advertisement. He argues that signs in advertisement design can evoke cultural, social, and emotional associations that go beyond their literal meanings. These connotations play a crucial role in shaping consumer perceptions, preferences, and purchase decisions.

Kress and van Leeuwen (2006) emphasize the importance of visual semiotics, highlighting the significance of visual elements such as colours, shapes, and images in conveying messages and eliciting consumer responses. They argue that visual signs operate as a form of visual grammar that influences meaning construction and interpretation.

Lazzari and Balocco (2014) analyse the semiotic codes used in chocolate advertisement, exploring how visual and linguistic elements contribute to the construction of meaning and influence consumer preferences. Their findings highlight the role of semiotics in creating unique brand identities and differentiating products in a crowded market.

Jansson and Marell (2016) explore the semiotic dimensions of advertisement design and its influence on consumer perceptions of product quality and authenticity. They emphasize the role of visual and linguistic elements in establishing product identity and trustworthiness. Their research highlights how semiotic strategies can be employed to create meaning and enhance consumer engagement. Martínez and Olarte-Pascual (2016) explore the semiotic aspects of

cultural symbols in wine label design, demonstrating how symbols embedded in advertisement can convey cultural meanings and influence consumer choices.

### 3. Method

To conduct a semiotics analysis of Zeera plus biscuit advertisement and unravel the sign systems and meanings embedded within, the following methodology will be employed: This research method discusses the methodology used in this study. It consists of several parts dealing with research design, data sources and data analysis. The research method should help the writer gain access to the research methods used in this study. This research is a qualitative approach to describe the semiotic of the denotative and connotative significance of 1 zeera plus biscuit advertisement. This research did not focus on advertising in general, but on denotation and connotation. The linguistic elements present in Zeera biscuit advertisement, such as brand names, logos, product descriptions, claims, slogans, and taglines, will be analysed. The aim is to understand the persuasive strategies, brand positioning, and messaging conveyed through these linguistic elements. The research data use signs consisting of verbal signs and non-verbal signs, and analyze using Roland Barthes's semiotics theory; and source of data in the form of this sign, consisting of words and images.

### 4. Theoretical Framework

The theoretical framework for this study is grounded in the field of semiotics, which provides a comprehensive framework for analysing signs, symbols, and meanings in various forms of communication. Semiotics, also known as the study of signs and symbols, explores how signs function to convey meaning and how they are interpreted by individuals within specific socio-cultural contexts.

1. Sign: A sign is a basic unit of analysis in semiotics. It consists of two components: the signifier (the physical form of the sign) and the signified (the concept or meaning associated with the sign). In the context of biscuit advertisement, signs can include visual elements, linguistic cues, and cultural references.

2. Semiotic Analysis: Semiotic analysis involves the systematic examination and interpretation of signs and their meanings within a given context. It explores the relationships between signs, their signifiers, and signifieds, and how these relationships contribute to the overall communication and interpretation of messages.

3. Denotation and Connotation: Denotation refers to the literal or explicit meaning of a sign, while connotation refers to the additional meanings and associations that a sign may evoke. By analysing the denotations and connotations of signs in biscuit advertisement, the present study aims to uncover the layers of meaning and the potential cultural, emotional, or symbolic resonances they carry.

4. Iconic, Indexical, and Symbolic Signifiers: Semiotics distinguishes between three types of signifiers. Iconic signifiers bear a resemblance or similarity to what they represent (e.g., an image of a biscuit). Indexical signifiers have a direct causal or correlational relationship to what they represent (e.g., an image of a smiling person enjoying a biscuit). Symbolic signifiers have an arbitrary or conventional relationship to what they represent (e.g., a logo or a brand name). Analyzing these signifiers helps in understanding the different ways meaning is constructed and conveyed.

### 5. Result and Discussion

The current study analyzes each of these selected advertisements in terms of semiotic status as signs whose related meanings not only reveal the positive aspect of the product but also the finer notion that vibes with feminine beauty which conveys cultural and traditional signification. The advertisement sends out its message through the iconic representation. It reveals the product and what it should stand for. So the analysis of the mentioned advertisement will center on the images and the ways in which these images manifest and create the signified concepts which in turn promises the image of the product.

#### **Har Chai ka Plus/ Kuch rishtay Bantay hee Ek doosray k liye hain**

The advertisement of Zeera plus biscuit has the meaning on the verbal sign, non-verbal sign, with utterances.

##### **5.1. Verbal Sign**



Source: <https://youtu.be/I3d2Shrxdk>

This image is shown at the start scene of the 44-second video play. The verbal sign in this video is indicated by the sentence " Har Chai ka Plus ". The denotation meaning of "" Har Chai ka Plus " is indicated the name of the Zeera biscuit brand. which has a denotative meaning and showed the product series from the Zeera biscuit brand.

The connotative meaning is believed " **Har Chai ka Plus**" which means (Plus for every kind of tea) , and this Zeera biscuit suits for different types of tea, whether that is green tea, white tea, and black tea; it does not matter at all. The text on that Zeera Biscuit's advertisement identified as signifier given in the middle of the picture. The sign as a whole is the printed text: "**Har Chai ka Plus**" The signifiers are the letters or words as individual units and signified about:

1. To invite the audience of the message in order to consume Zeera biscuit's eating product.
2. To tell the audience that Zeera is better product of eating.
3. To influence the audience that Zeera plus is a part of people life.



Source: <https://youtu.be/I3d2Shxrxdk>

The tagline of this advertisement: "*Kuch rishtay Bantay hee Ek doosray k liye hain.*" This claim that some relations are only made for one another just like tea and Zeera Plus.

In this scene, the meaning of denotation is also seen which is shown by the role of a woman, and man. The man has tea cup in his hand; however the woman is doing hand touching cheek to man. They both are smiling at the same time.

The connotation in the scene of the woman wearing a beautiful dress interprets that the woman has a strong relationship with the man who is wearing white shirt with maroon tie. The color maroon means dignity, nobility, power. Moreover, white shirt represents purity and innocence. Whereas woman color of the clothes indicate peace and tranquility, as well as hope, harmony, and optimism. Green is also associated with nature.

The cumin, jeera, and Zeera symbolize, interestingly enough, cumin has a romantic side! In the middle Ages it became known as a symbol of fidelity and love; it was carried in pockets of wedding attendees and wives baked it into bread and sent their husbands off to war with these loaves.



Source: <https://psmuae.com/products/lu-zeera-plus-half-roll-box#&gid=1&pid=1>

The connotation meaning of LU in the red circle is "Love You." It is typically used for brevity by people in a well-established relationship who regularly say "I Love You." Of note, LU is one of the shortest ways of expressing love for someone and has become widely used in instant messaging or texting to save time. Apart from this, the denotative meaning is, " Lefèvre Utile", better known worldwide by the initials LU, is a French manufacturer brand of biscuits, emblematic of the city of Nantes.

## 5.2. Non-Verbal Sign

The representation of ROUND BISCUIT can vary depending on the context in which they are depicted. Here are some common associations and meanings that can be attributed to round biscuits:

1. Wholeness and Completeness: The round shape of biscuits can symbolize wholeness and completeness. The absence of sharp edges or corners suggests a sense of harmony and unity. This representation may be used to convey the idea of a satisfying and complete snack.

2. Simplicity and Familiarity: Round biscuits can be associated with simplicity and familiarity. The shape is straightforward and easy to recognize, evoking a sense of comfort and familiarity. This representation may be employed to communicate a straightforward and uncomplicated product.

3. Equality and Inclusivity: The round shape of biscuits can also symbolize equality and inclusivity. Unlike other shapes that may have distinctive features, the uniformity of round biscuits implies equal portions or servings, making them suitable for sharing and promoting inclusivity.

❖ The representation of a WHITE CUP for tea in Zeera plus advertisement can carry various meanings and associations depending on the context and cultural interpretation. Here are some common symbolic representations of a white cup for tea:

1. Purity and Simplicity: The color white often symbolizes purity, cleanliness, and simplicity. A white cup for tea can evoke a sense of purity in the preparation and enjoyment of tea. It represents a clean and unadorned vessel that allows the focus to be on the tea itself, emphasizing simplicity and the natural qualities of the beverage.

2. Tranquility and Serenity: White is also associated with tranquility, calmness, and serenity. A white cup for tea can create a sense of peacefulness and relaxation during tea-drinking rituals. The simplicity of the white cup can help create a serene and mindful atmosphere, allowing the tea drinker to fully engage in the experience.

3. Timelessness and Tradition: The color white can evoke a sense of timelessness and tradition. White has been a traditional color for tea cups in many cultures for centuries. The use of a white cup can reflect a connection to historical tea-drinking customs and a respect for the traditional preparation and serving of tea.

❖ The COLOR RED carries various meanings and associations depending on the context and cultural interpretation.

1. Passion and Love: Red is often associated with passion, love, and romance. It can evoke strong emotions and intensity. Red is commonly used to symbolize desire, attraction, and deep emotional connections.

2. Energy and Power: Red is a vibrant and energetic color that symbolizes strength, power, and vitality. It can represent assertiveness, determination, and action. Red is often used to convey a sense of energy and motivation.

3. Excitement and Stimulation: Red is a stimulating color that can evoke excitement and arousal. It is associated with high energy levels and can create a sense of enthusiasm and adrenaline. Red can be used to create a sense of urgency or to grab attention in marketing and advertising.

❖ The COLOR BLACK carries various meanings and associations depending on the context and cultural interpretation.

1. Mystery and Elegance: Black is often associated with mystery, secrecy, and the unknown. It can evoke a sense of intrigue and depth. Black is also frequently associated with elegance, sophistication, and formality. It can be used to convey a sense of luxury and prestige.

2. Power and Authority: Black is often linked to power, authority, and strength. It can symbolize control, dominance, and seriousness. Black is commonly used in formal attire, uniforms, and professional settings to convey a sense of authority and professionalism.

3. Rebellion and Nonconformity: Black is sometimes associated with rebellion, nonconformity, and counterculture. It can represent individuality, independence, and a rejection of mainstream norms. Black is often used in alternative subcultures, such as goth or punk, to express a sense of identity and resistance.

❖ The combination of BLACK AND RED can evoke different meanings and associations depending on the context and cultural interpretation. Here are some common symbolic representations of the combination of black and red:

1. Power and Passion: The combination of black and red can convey a strong sense of power and passion. Black represents authority and strength, while red symbolizes passion and intensity. Together, they create a bold and dynamic visual contrast, representing a potent and vibrant combination.

2. Danger and Warning: The combination of black and red is often associated with danger and warning signs. Black is used to signify seriousness and red is used to catch attention and indicate potential hazards or risks. This combination is commonly seen in warning signs, cautionary labels, and safety symbols.

❖ The representation of SIX SNACK PACKS can vary depending on the context and specific snacks involved. However, here are some common symbolic representations associated with snack packs:

1. Convenience and Portability: Six snack packs often represent convenience and portability. They are designed to be individually packaged and easily carried, making them convenient for on-the-go snacking or for portion control.

2. Variety and Options: A snack pack containing six different snacks can symbolize a wide range of choices and options. It offers variety, allowing individuals to enjoy different flavours and textures in a single package.

3. Sharing and Socializing: Six snack packs can represent sharing and socializing. They are often intended for sharing among a small group of people, such as friends or family members. The number six provides enough portions for multiple individuals to enjoy together.

- The representation of PEACH COLOR IN ZEERA BISCUIT can vary depending on the specific context and cultural interpretations. However, here are some common symbolic representations associated with the colour peach:
  1. Softness and Delicacy: Peach is often associated with softness, delicacy, and gentleness. It can evoke a sense of sweetness and tenderness, which may be reflected in the flavour or texture of the biscuit.
  2. Freshness and Naturalness: Peach colour can be reminiscent of the fruit itself, which is often associated with freshness and naturalness. It may signify the use of natural ingredients or a fruity flavour profile in the biscuit.
  3. Femininity and Romance: Peach is commonly associated with femininity and romance. It can evoke feelings of beauty, elegance, and romance, enhancing the overall aesthetic appeal and sensory experience of the biscuit.

The semiotic analysis revealed that biscuits often carry cultural representations and symbolism. In different cultures, biscuits may symbolize celebration, hospitality, or religious significance. For instance, in some cultures, biscuits are associated with festivals and special occasions, representing joy and abundance. The shapes and patterns of biscuits may also carry cultural symbolism, such as the use of certain symbols or motifs that reflect cultural heritage or traditional beliefs.

## 6. Conclusion

Based on the result of the observation and evaluation, the conclusion can be concluded. This present study provides a comprehensive semiotics analysis of Zeera biscuit advertisement, unravelling the sign systems and meanings embedded within this visual communication medium. The literature review demonstrates the existing knowledge in the field of semiotics and advertisement design, while highlighting the research gap specific to the semiotics of biscuit advertisement. This research is an analysis using Roland Barthes' theory by analyzing the denotation and connotation meanings. The significance of this study lies in its contribution to various stakeholders. It provides practical guidance for marketers and designers in developing effective advertisement designs that communicate brand identity, resonate with consumers, and influence purchasing decisions. It enriches the understanding of consumer behaviour and the role of semiotics in shaping consumer perceptions and preferences. The study finds that verbal signs are more superior than non-verbal signs, but the differences are insignificant. Moreover, it advances the theoretical understanding of semiotics by applying the framework to the specific context of biscuit advertisement. Finally, this present study contributes to the field of semiotics, advertisement design, and consumer behaviour, offering practical insights, academic knowledge, and a deeper understanding of the complexities of biscuit advertisement as a semiotic system.

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