

Analysis of the Field of Meaning in Endorsement Product Captions

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Abstrak: Instagram sebagai platform media sosial yang sangat populer di Indonesia, telah mengalami transformasi tidak hanya sebagai sarana hiburan, melainkan juga sebagai media untuk memberikan edukasi kepada masyarakat. Istilah selebgram muncul sebagai hasil dari persaingan antar produsen produk yang berlomba-lomba untuk meningkatkan penjualan dengan cara yang praktis dan ekonomis, yaitu melalui endorsemennya kepada selebgram. Tujuan penelitian ini adalah untuk menganalisis medan makna yang terkandung dalam caption foto produk yang di-endorse oleh selebgram Margaretha Lie. Foto-foto ini diunduh dari akun Instagram pribadinya pada <https://www.instagram.com/margarethalie/?hl=id>. Metode dalam penelitian ini menggunakan analisis deskriptif kualitatif, dengan menggunakan bantuan teknik pengumpulan data berupa teknik kepustakaan dan dokumentasi. Data dianalisis menggunakan teori dari buku Chaer sebagai referensi utama dan buku-buku semiotika lainnya sebagai referensi pendamping. Hasil penelitian ini menunjukkan bahwa subteori medan makna, yang bersumber dari teori semantik, dapat terbentuk ketika menganalisis isu di luar bahasa lisan, khususnya dalam menganalisis caption produk yang di-endorse oleh Margaretha Lie. Keberhasilan penelitian ini terletak pada penggabungan linguistik dan media sosial yang belum sepenuhnya optimal dalam penelitian sebelumnya. Dalam penelitian ini, ditemukan bahwa produk endorsement Margaretha Lie terdiri dari satu foto terkait perawatan wajah dan tiga foto terkait fashion.

Kata Kunci: : Analisis; Makna Dalam Caption; Produk Endorsement.

Abstract: Instagram, a highly popular social media platform in Indonesia, has undergone a transformation, evolving beyond being merely a source of entertainment to serving as a medium for providing education to the public. The term "celebgram" has emerged as a result of competition among product manufacturers striving to boost sales in a practical and economical manner, primarily through endorsements by celebgrams. The objective of this study is to analyze the meaning field inherent in the captions of product photos endorsed by Margaretha Lie. These photos were sourced from her personal Instagram account <https://www.instagram.com/margarethalie/?hl=id>. The research method employed is descriptive qualitative analysis, utilizing literature and documentation techniques for data collection. The data was then analyzed using Chaer's book as the primary reference and other semiotics books as supplementary sources. The findings of this study reveal that the sub-theory of the meaning field, derived from semantic theory, can be established when examining issues beyond spoken language, particularly in the analysis of product captions endorsed by Margaretha Lie. The success of this study lies in the integration of linguistics and social media, a synergy not fully optimized in previous research. In this investigation, it was observed that Margaretha Lie's endorsed products encompassed one photo related to facial care and three photos related to fashion.

Keywords: Analysis; Meaning in Caption; Product Endorsement.

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Introduction

Instagram celebrities or celebrities have become the main 'shareholders' in boosting the number of sales of a product in a way known as endorsement. This can happen because generation Z prefers to spend their time surfing in online media, rather than working with print and electronic

media. Obviously, this behavior encourages the growth of social-based online media to mushroom. One of them is the Instagram platform. Instagram as a social media platform that has been widely known by the public has a very important role in building a virtual network. Various social media platforms enable the production and distribution of data in many formats including image, video, sound, geolocation, and textual data (Sarathan, 2020). Many people have created Instagram accounts to socialize online, including Indonesian celebrities. One of the celebrities with quite a lot of followers on Instagram is Margaretha Lie.

The research problem in this study is that research that analyzes the benefits of social media has not been optimal. Margaretha Lie, known as a soap opera actor, commercial star, and celebrity. In her Instagram account, she already has 377 posts and 491,000 followers (when this article was typed). Of course, this is what makes Margaretha Lie quite a number of endorsement product offers from various facial care and fashion products. Advertising is part of the communication process, where in the advertisement there are sentences as a form of language style commonly found in society (Purwono, 2021). The insights and problem solving plans for this research refer to semantic theory, namely Chaer's field of meaning. Then, the field of meaning theory was used to analyze the captions of celebrity Instagram celebrity Margaretha Lie's endorsement products.

Relevant previous research is a language has unique characteristics. As described by Ghaluh (2022), each language has a unique semantics, vocabulary, and expression system (except for the universality of language), which can combine one language with another (different language). That is, the experience or understanding of reality formed in one language is different from the experience or understanding formed in another language. In other words, language is a means of forming the identity of a person or a nation. A nation is different from other nations because that nation's view of nature and the universe is different from other nations, and this difference in view is caused by differences in language. Semantics is a component of the branch of linguistics that specializes in meaning. Likewise, Indonesian language has its own characteristics.

In the semantic science of Indonesian, there is a sub-theory of the field of meaning related to the habits of the Indonesian people, namely the thick eastern customs and known to have high manners. In semantics, the meaning of language, especially the meaning of words, can be grouped according to its constituent parts. In the theory of meaning, words in a language are composed of phrases that refer to the same meaning. Next, summary of theoretical studies related to the problem studied is the field of meaning theory derived from the semantic discipline. The field of meaning theory according to Chaer (2015) is a set of lexical elements whose meanings are interconnected because they describe one part of the same culture or universe reality. The novelty in this research carried out is the use of semantics and social media to analyze celebrity

endorsement product captions. The purpose of this study was to analyze the field of meaning contained in the caption of the celebgram Margaretha Lie endorsement product.

Theoretical Review

The discussion of meaning is dissected in more detail because of the various forms and theories of meaning that have developed. One theory of meaning that is developing is the field of meaning. Thus, the field of meaning can be carried out on groups of meanings related to all things that have size, order, and genealogy (Alfifadhila, 2022). Then, the purpose of this study was to analyze the field of meaning contained in the caption of the Margaretha Lie celebrity endorsement product. The theory used in this study to analyze the above objectives is the field of meaning theory derived from the semantic discipline. The field of meaning theory according to Chaer (2015) is a set of lexical elements whose meanings are interconnected because they describe one part of the same culture or universe reality. Examples are, the names of the planets, the names of colors, the names of household furniture. Each of these examples is a field of meaning. Words or lexemes that are grouped in one field of meaning, based on the nature of the semantic relationship can be divided into collocation fields and set fields.

1. Collocation Field

Collocation refers to the syntagmatic relationship of lexical elements. Pay attention to the following sentences. The sail of the fishing boat was broken in a storm, then the boat was rolled by the waves and sank along with all that was in it. We find that the words sail, boat, fisherman, storm, waves, and sinking are words in one collocation, one place or the same environment, namely the marine environment.

2. Terrain Set

The set field group refers to a paradigmatic relationship because the words that are in a set group can be replaced with each other. A rich group that is a set usually has the same word class. For example, we can look at the group word set youth and cool, like the following.

Table 1. Example of Set Meaning

category	State
Elderly	Cold
Adult	Warm
Children	Scorching
Baby	Cold

Furthermore, Chaer explained the meaning field a set of lexical elements whose meanings are interconnected, because they describe part of the field of culture or reality in a particular universe. So, according to the researcher, it can also be understood that the field of meaning theory is a bond of meaning in a particular language that is conventionally recognized by speakers of that language. Words or lexemes that are grouped in one field of meaning, based on the nature of their

semantic relationship, can be distinguished into groups of collocation fields and set fields. Collocation fields are fixed associations between words and other words in the same environment. The set field refers to a paradigmatic relationship because the words or elements in a set replace each other (Herva, 2015). The field of meaning research that has been carried out includes research by Octavhia, A.N., Bernadus, W.J.S. (2019) entitled *The field of meaning research has also been carried out by entitled Code and Representation of Women in Trans Art Truck Model Roland Barthes Semiotic Studies*. Their research examines the meaning field contained in the stern of the truck. The result is as below. Based on the analysis of qualitative data using Roland Barthes semiotic study of the trans art contained in the truck, showed that in every trans art found five code in the view of Roland Barthes. The code view of the system according to Roland Barthes, among others, the hermeneutic code, the code semantics, symbolic code, the code of narrative and cultural codes. Also there are five system code, trans art on the tailgate represent women varied, namely: (1) women are biological, (2) female praying, (3) tart, (4) female occupant of the nightclubs, and (5) female socialite.

The next field of meaning research is that which comes from Tazami, J.A., Agus, S. (2022) entitled *The Verb "Hit" in Palembang Language: Natural Semantic Metalanguage Study*. In this study, we learn about the verb "hit" in many different term: The categorization of the verb "hit" in Palembang language is based on instrument used and this could be divided into: 1) Using body's part: Hand: goco 'punch', tabok 'slap', kekek 'to hit with knuckle on someone's head', santok to 'push someone's head and bang it to the wall', tangani to 'hit someone with empty hand' and cekek to 'choke', gebok to 'hit someone with or without something'. Fingers: cobet 'pinch', sentel 'flick', jewer 'tweak someone's ear'. 2) Using tool: Dull tools: (hard, long, thin /elastic tools like belt, big ruler, rattan) sebat to 'smash', (hard, big tools like wood or with nothing / empty hand) gebok to 'hit someone with or without something'. Sharp tools: tujah 'stab'. The categorization of the verb "hit" in Palembang language is based on the object that we hit divided into body's part such as: a) Head: kekek to 'hit with knuckle on someone's head, santok to 'push someone's head, and bang it to the wall'. b) Face: tabok to 'slap'. c) Ear: jewer to 'tweak someone's ear'. d) Neck: 'cekek to 'choke'. f) Upper body part (cheek, hand, stomach,): cobet to 'pinch', sentel to to 'flick, goco to 'punch', 'tujah to 'stab'. g) Any body's part: sebat to 'smash', gebok to 'hit someone with or without something', tangani to 'hit someone with empty hand.

Next, there is the research about field of meaning from Nafilaturifah, N., Mohamad, I.P. (2021) entitled *Semantic Prosody and Reference of "Healthy" and "Unhealthy" Collocations in Covid-19 Corpus*. The results of that research are the 'healthy' node word indicate that three major semantic preferences are associated with it. They are human, animal, disease. On the contrary, the categories of 'unhealthy' node word are diverse. And then, research from Dewi, N.P.S.S., Ni,

M.R.W. (2022) entitled *The Relevance of Celebgram Endorsement Captions as Teaching Materials in Learning Advertising Texts in SMP*. In this study, Dewi examines the relationship between the field of meaning and the field of education, such as the first relevance, seen from the elements of the ad text that are the same as endorsement characteristics, namely containing product or service offerings, containing persuasive language (persuasion), and delivered internet. The second relevance is seen in terms of structure and language as an advertising text. In terms of structure, caption endorsement contains the entire structure of the ad text which includes product introduction and product description. In terms of language, the endorsement caption uses the language of the ad text including persuasive language, adjectives and pronouns. The third relevance is seen from the basic competencies of learning advertising text in class VIII. Celebrity endorsement captions can meet basic competencies 3.4 "Examine the presentation pattern and language of advertising texts, slogans, or posters (which make you proud and motivate) from various sources that are read and heard, and can meet basic competencies 4.4 "Presenting ideas, messages, invitations in in the form of advertisements, slogans, or posters orally and in writing", (Dewi, 2022).

Then, research that examines meaning is research from Anantama, M.D., Aditya, S (2020) entitled *Exploring the Meaning of Food Names around the Campus in Purwokerto*. The result is that there are three types of research results as follows. First, the meanings contained in the name of the food around the campus in Purwokerto are (a) denotative meaning includes 5 data, (b) connotative meaning includes 3 data, (c) contextual meaning includes 2 data, and (d) referential meaning includes 3 data. Second, the naming contained in the names of foods around the campus in Purwokerto are (a) naming based on sound imitation found 1 data, (b) naming based on characteristics found 2 data, (c) naming based on place of origin includes 1 data, (d) naming based on material includes 1 data, (e) naming based on similarity includes 1 data, (f) naming based on shortening includes 1 data. Third, the meaning components contained in the names of foods around the campus in Purwokerto are divided into five, namely (1) the meaning components based on the materials used, including aci, corn, eggs, wheat flour, cassava, tofu, milk, rice, fruit, and sausages. ; (2) meaning components based on color, including white, brown, gray, and black; (3) the components of meaning based on shape include oval, round, and semi-circular; (4) meaning components based on manufacture, including fried, steamed, and mashed; and meaning components based on packaging, including plastic, oil paper, and styrofoam.

Then, the research from Muldawati, Angga, S., Dodi, F. (2021). The title is *Semantic Analysis of the Poem "Mata Air" by Herwan FR*. The explanation is this study focuses on the study of the semantic meaning contained in the poem Mata Air by Herwan FR. To find the results of the various meanings contained, namely (1) lexical, (2) grammatical, (3) referential, and (4) non-

referential. After being analyzed, it turns out that many of the vocabulary used are in accordance with their true meaning. Alika (2022) entitled *The Field of Meaning of Traditional Household Appliances in Tegal Javanese Dialect*. In her research, Alika describes the meaning of traditional household utensils in the Tegal Javanese dialect which is divided into eight parts, namely household utensils made of woven, wood, metal, stone, knitted yarn, bamboo, clay and coconut shells. Then, research on semantic aspects entitled *Semantic Aspects on Truck Truck Graffiti in the Cirebon City Support Rest Area and its Implications for Lectures*, written by Nurpadillah, V., Heru, S., Dian, A. (2021), explains that there are various meanings or the purpose of the truck bed graffiti to be conveyed by the driver as the sender of the message, including moral messages, prayers, hopes, invitations, appeals, satire, advice, or just pouring out the sender's heart.

The research about media from Hitimala (2023), entitled *Analysis of Opportunities and Challenges of Podcasts as a Means of Da'wah in the Digital Era*. In this reserach, the da'wah community can utilise podcasts as an effective da'wah toolin spreading religious and moral teachings in the digital era. Next the research entitled *Enhancing Students' Interest in Learning Mathematics through the Use of Information Technology Based Learning Media at MTsN 11 Agam* from Susilawati (2023). The conclusion of the research is from the comparison of learning conditions when teachers use information technology-based mathematics learning media with not using it, it is clear that the use of information technology-based learning media in teaching can increase students' interest in learning mathematics at MTsN 11 Agam. Then, Kapita (2023), wrote the research entitled *Training in Creating Educational Videos for Teachers of State Senior High School 3 Tidore Islands*. In this research, the conclusion is teachers are empowered to combine the advantages of instructional videos with interactivity, providing a more engaging and effective learning experience.

The analysis in this study is more about the field analysis of the meaning of collocation. The reason is because the researcher analyzed the captions of Margaretha Lie's celebgram photos featuring endorsements of a product. After further investigation, the endorsed products are dominated by fashion products (shirts, pants, women's accessories, and shoes) and only one facial care product. The collocation meaning field obtained after analyzing the product endorsed photos is the meaning field within the domain of a woman's beauty. The scope of this research includes the field of meaning theory that can analyze the photo captions of Margaretha Lie's celebrity endorsement products. This research has relevance to several previous studies, namely research conducted by Dewi (2022) entitled *Face Masks, Beetwen Social and Political Messages in Covid-19 Pandemic: A Semiotic Analysis*, Then there is another research from Purwono (2021) entitled *German-language McDonald's Ad Syntactic Stylistics for the December 2020 Period*, as well as research entitled *Warganet Response and Semantic Analysis of Corona News on CNN Indonesia*

on Twitter Social Media: January-March 2020 written by Sarathan, 2020. Contribution This research is very important for the humanities, because it turns out that linguistics (the field of meaning) can be used in all fields, including fields outside spoken language.

The field of meaning theory according to Chaer (2015) is a set of lexical elements whose meanings are interconnected, because they describe part of the field of culture or reality in a particular universe. Selanjutnya, masih menurut Chaer, The word semantics in Indonesian comes from the Greek *sema* which means 'sign' or 'symbol' (Chaer, 2: 2015). Then, according to the researcher, semantic understanding is the explicit meaning issued by humans, both verbally and in writing. Referring to this, ideally when analyzing semantic problems, not only oral analysis, but also written analysis can be carried out. In the end, the meaning field theory can be useful for analyzing the meaning field contained in the caption for Margaretha Lie's celebrity endorsement product which comes from her personal Instagram account. This proves that the discipline of semantics can be used to solve problems outside the spoken language field, by utilizing information technology in the form of a social media platform that is already widely known by the public, namely Instagram.

Methods

The method in this study uses qualitative descriptive analysis, using the help of data collection techniques in the form of library and documentation techniques. This is in accordance with the qualitative theory of Creswell (2017). Then, when analyzing the data, the researcher used the theory from Chaer's book as the main reference and other semantic books as a companion reference. The documentation technique downloads photos from Margaretha Lie's Instagram account which has product endorsements as the main reference and photos from the endorsement product Instagram account as a companion reference. This research was conducted with the following steps. 1) Researchers determine and first sort out photos with endorsement products from the celebgram Margaretha Lie; 2) After finding the caption for the endorsement product that is considered suitable, then it is analyzed; 3) The suitability category for this photo is based on the purpose of this study, namely analyzing the captions for endorsement products derived from facial care and fashion products; 4) Then, do not forget that the researcher carried out the analysis of the photo using the meaning field theory from Chaer as the main reference; and 5) This research method is qualitative descriptive analysis.

Results and Discussion

1. Results

The results and discussion of this study are to analyze the relevance of the meaning field with the product caption of the Margaretha Lie celebrity endorsement product. Data were

obtained from Margaretha Lie's Instagram account as many as four photos with endorsement product captions. In addition, literature analysis becomes supporting data to find the relevance between the field of meaning and the caption of the celebrity endorsement product. From this analysis, it was found that there is a relevance between the meaning field theory and the content of the captions for celebrity endorsement products seen from the vocabulary and language elements used in the captions of the photos. The field of meaning has a relationship with the caption of the endorsement product that comes from the caption of the photo of the celebgram Margaretha Lie.

Effendy (2018: 23) asserts that basically advertisements are used by producers to inform the advantages of their products in the hope that advertisement readers are interested in these products. Hardilawati (2019: 89) states that endorsements have characteristics, namely product and service marketing strategies, delivered through social media, utilizing celebrities or people who have large numbers of followers, and using language that persuades social media users. So, the vocabulary and language used in captioning the photos of the celebgrams are not standard language. The captions on the analyzed photos have an introduction to endorsement products from manufacturers that are submitted by the celebrity. Then, according to Kosasih (2017: 46), product introduction is defined as the part that contains the name of the product in the form of goods or services offered to the public. Not just anyone can introduce a product correctly, be accepted by the audience, and will boost sales from the product. Still according to Kosasih (2017: 46), product descriptions contain persuasive statements that encourage readers or listeners to do something according to the will of the ad. So, a celebgram when there is a product that endorses him, he is obliged to persuade and invite the audience to buy and use the products displayed by the celebgram. Regardless of the price and the results obtained, it's a relative thing that everyone has different results. Below, the researcher will present the results of the analysis of endorsement product captions from Margaretha Lie's celebgram photo. Researchers will group the results based on the subsection of the endorsed product.

2. Discussion

a. Product Captions of Face Care Endorsements

There is only one caption on this endorsement product. The caption typed in this photo is “siapa yang gak tahu Some by Mi? Setelah bombastis boomingnya karena varian Miracle nya yg aku sendiri juga pernah coba .. ngaruh banget sabun batangnya btw! Sekarang lagi mau cobain si Bye Bye Blemish ini, no paraben colorant dan lainlainnya! aman buat kulit kok bahan bahannya. thank you yah @somebymi.official_id @somebymi @ferz_management”.



Figure 1. Instagram Account of Some By Mi



Figure 2. Margaretha Lie when Introducing Some By Mi Products

The caption on picture 3 above means that the celebrity is introducing the Some By Mi endorsement product. The field of meaning related to facial care in this photo caption is “varian Miracle nya yg aku sendiri juga pernah coba .. ngaruh banget sabun batangnya btw! Sekarang lagi

mau cobain si Bye Bye Blemish ini, no paraben colorant dan lainlainnya! aman buat kulit kok bahan bahannya”. Furthermore, the meaning field is varian miracle; sabun batang; blemish; dan paraben colorant.

b. Captions of Fashion Endorsement Products

There are three captions for this endorsement product. More details as below.

a) jayciel.id

The caption typed in this photo is “imma retro (simbol) inget sama cewe cewe cantik di film Warkop DKI dulu gak (emoticon) ada Lydia Kandou, Kiki Fatmala.. blm lagi bajunya, style nya, warnanya...ahaha retro abiiisss! As usual kacamata photo tetap murmer (emoticon) baju juga tetap murmer (emoticon) celananya beli di @jayciel.id ada banyak banget pilihan bajunya gak mainstream tapi keren-keren, serius!”

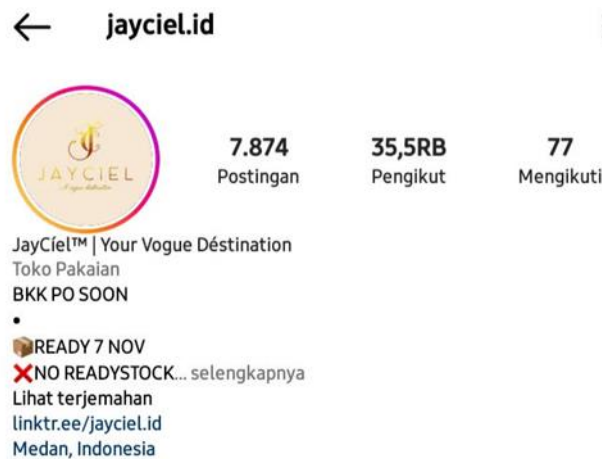


Figure 3. Instagram Account of jayciel.id



Figure 4. Margaretha Lie when Introducing jayciel.id product

The caption on picture 5 above means that the celebrity is introducing the jayciel.id endorsement product. The field of meaning related to fashion in this photo caption is “celananya beli di @jayciel.id ada banyak banget pilihan bajunya gak mainstream tapi keren-keren, serius!”. Furthermore, the meaning field is pilihan baju; gak mainstream; keren-keren.

b) hi.popytom dan holypinkclothing

The caption typed in this photo is “not tropical breeze, tapi piama dipake jalan jalan cakep juga kaaaan? (emoticon) baju atasannya piama dari @hi.popytom .. outernya juga ada, celananya dari knit set @holypinkclothng !! Adeeeem..”



Figure 5. Instagram Account of hi.popytom



Figure 6. Instagram Account of holypinkclothing



Figure 7. Margaretha Lie when Introducing hi.popytom and holypinkclothing products

The caption on picture 8 above means that the celebrity is introducing Hi Popytom and Holy Pink Clothing endorsement products. The field of meaning related to fashion in this photo caption is “piama dipake jalan jalan cakep juga kaaaan. Baju atasannya piama dari @hi.popytom .. outernya juga ada, celananya dari knit set @holypinkclothng !! Adeeeem”. Furthermore, the meaning field is piama cakep; baju atasan piama; outer; celana knit set; adem.

c) royalbloom_co

The caption typed in this photo is “Im wearing blue jogger pants from @wonder.clothed (now change the account name to @royalbloom_co) super comfy! everyone sees what you appear to be, few exprience what you really are. you will find that it is necessary to let things go, simply the reason that they are heavy. By the one and only uhh yes (emoticon) @yudyantowirawan #ootdWithTha”.



Figure 8. Instagram Account of royalbloom_co



Figure 9. Margaretha Lie when Introducing royalbloom_co Product

The caption on picture 10 above means that the celebrity is introducing Royal Bloom. Co endorsement products. The field of meaning related to fashion in this photo caption is “wearing blue jogger pants from @wonder.clothed (now change the account name to @royalbloom_co) super comfy”. Furthermore, the meaning field is blue jogger pants; super comfy.

Conclusion

The conclusion of this study states that the results of the analysis of Margaretha Lie's endorsement product captions related to facial care consist of one photo, three photos of fashion, and five photos from the Instagram account of endorsement products. The field of caption meaning found is related to the world of female beauty. These words, phrases, clauses, or captions can be seen in explanation above. There is no ivory that is not cracked, as well as this research is still far from perfect. The researcher invites other researchers to develop similar research by taking more corpus of caption data from celebgrams that are specifically related to endorsement products that are of interest to the public, especially generation Z.

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