

## Signs Found on Instagram Account of Discovery Kartika Plaza Hotel

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**Abstract--**This research is titled Signs Found on Instagram Account of Discovery Kartika Plaza Hotel. This thesis aimed to analyze and describe various types of signs and their meanings. The methods used in writing this thesis include data sources, data collection, data analysis, and presentation of analysis results. The data source is gathered from the Instagram stories of the official account @discoverykartikaplaza. Data is collected by observing, capturing screenshots, recording the signs found, and then categorizing the data by type and meaning. The main theory applied to analyze the data is Pierce's theory of signs as proposed in the book "Semiotics: The Basics Second Edition" by Chandler, with supporting theories that support the main theory proposed by Leech in the book "Semantics: The Study of Meaning, Second Edition." This study identified 15 signs in the advertisements posted on the @discoverykartikaplaza Instagram stories, consisting 5 icons, 5 indexes, and 5 symbols. Additionally, several meanings found from seven types of Leech's theory, namely conceptual meaning, connotative meaning, social meaning, affective meaning, and collocative meaning.

**Keywords:** *Advertisement, Discovery Kartika Plaza Hotel's Instagram, Sign.*

**Abstrak—**Penelitian ini berjudul Tanda yang Ditemukan pada Akun Instagram Hotel Discovery Kartika Plaza. Skripsi ini bertujuan untuk menganalisis dan mendeskripsikan berbagai jenis tanda dan maknanya. Metode yang digunakan dalam penulisan skripsi ini meliputi sumber data, pengumpulan data, analisis data, dan penyajian hasil analisis. Sumber data diperoleh dari Instagram story akun resmi @discoverykartikaplaza. Pengumpulan data dilakukan dengan cara mengamati, mengambil gambar layar, merekam tanda yang ditemukan, kemudian mengkategorikan data berdasarkan jenis dan maknanya. Teori utama yang digunakan untuk menganalisis data adalah teori tanda Pierce yang dikemukakan dalam buku "Semiotics: The Basics Second Edition" karya Chandler, dengan teori pendukung yang mendukung teori utama yang dikemukakan Leech dalam buku "Semantics: The Study of Meaning, Second Edition." Penelitian ini mengidentifikasi 15 tanda pada iklan yang dimuat di Instagram story @discoverykartikaplaza, yang terdiri dari 5 ikon, 5 indeks, dan 5 simbol. Selain itu, ditemukan pula beberapa makna dari tujuh jenis teori Leech, yaitu makna konseptual, makna konotatif, makna sosial, makna afektif, dan makna kolokatif.

**Kata kunci:** Iklan, Instagram Discovery Kartika Plaza Hotel, Tanda.

## 1. Introduction

Social media is a communication tool to interact and engage with diverse audiences. Users can typically share text, images, videos, and other multimedia content, as well as engage with others through comments, likes, shares, and direct messages. There are some examples of social media platforms, such as Instagram, Facebook, X, TikTok, Threads, and many others. In today's digital age, almost everything can be found on social media platforms, from personal updates and news to business promotions.

According to DataReportal, the most widely used social media platform as of January 2023 in the Top 10 Worldwide Social Media Platforms is Instagram, currently ranking 4<sup>th</sup> with 2 billion users. Instagram is a platform for social networking applications where users can capture photos, modify them, apply digital effects, and share them with others (Warmadewi, 2022). Instagram was launched in October 2010. It continues to develop with new features and updates since its launching, such as photo and video posting features, Instagram Stories, IGTV (Instagram TV), IG Reels, etc. One of the popular Instagram features is Instagram Stories. "Instastory" is a colloquial term often used to refer to Instagram stories. Instagram stories is a feature on the social media platform Instagram that allows users to share photos and short video clips that disappear after 24 hours. By using this tool, users of Instastory indirectly promote the content they have documented. With the passage of time, many people have learned that Instagram can be utilized to market their product (Wulandari et al., 2020).

Instagram offers a valuable advertising opportunity for businesses. It serves as a platform for businesses to promote their products, services, or content

to a larger and more targeted audience through visual and interactive ad formats. Advertisers leverage Instagram's creative features to effectively communicate with their audience. Advertisements can appear in various places within the Instagram app, including users' feeds, stories, and the explore page. Instagram stories, in particular, are favored for advertising due to their temporary nature, which creates a sense of urgency among followers, prompting them to take action.

Pictures in advertisements commonly feature signs like Instagram to help viewers easily access the detailed information presented (Koo, 2022). To make an advertisement understandable to readers, it is not enough just to use signs. Verbal and nonverbal elements are also necessary in advertising. Pierce stated that signs take the form of words, images, sounds, odors, flavors, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. 'Nothing is a sign unless it is interpreted as a sign' (Peirce in Chandler 2007:13). Advertising on Instagram involves various types of signs on images, words, emojis, and videos to convey messages. These signs are used by users to express meaning to a wide audience. Similar signs are seen in everyday life and on social media platforms like Instagram. For example, a heart emoji or tapping the heart symbol shows appreciation or a 'like,' which everyone understands.

Related to the background, there are a number of previous studies used as references in this study. The first study from Loi, et al. (2022) aims to analyze the kinds and functions of signs in the movie entitled *Spiderman: Far From Home*. Their study focuses more on explaining the types and functions of signs as information media in movies. This research applied the theory of

Chandler in his book entitled “Semiotics for Beginners” (1931) as the primary theory and supported by other theories relevant to this topic.

Additionally, there is a study entitled *Semiotic Signs in Walt Disney’s Selected Movie Posters in 2018*, conducted by Rahmah (2019). This research analyses the semiotic signs in selected Walt Disney posters from 2018. Six posters were selected for this study. The aims of this study are to determine the classification of sign using Pierce’s semiotic theory, the meaning of sign through Barthes’ theory, and the correlation between visual and verbal signs using Dyer’s theory.

Based on the previous studies above, this research differs from previous studies that focused on signs in movies and posters. No one has previously examined the signs on the Discovery Kartika Plaza Hotel’s Instagram account with a specific focus on their Instagram Stories, so this research seeks to address this gap. The large number of Instagram users is utilized by many groups, including hotels. Discovery Kartika Plaza Hotel is one of them. It is a famous five-star luxury hotel located in the center of Kuta, Bali. This hotel uses Instagram as a promotional medium for its advertising. Various special hotel offers are shared there, especially on Instagram Stories. Because Discovery Kartika Plaza Hotel’s Instagram account has more than eleven thousand followers and the advertisements promoted on its Instagram Stories are interesting, this research involved an in-depth analysis of the signs present in several advertisements. The main focus of sign analysis in this research is the type and meaning of advertising signs found on Instagram account of Discovery Kartika Plaza Hotel. There are three types of signs that assist researchers in conducting this study: icons, indexes, and symbols.

The scope of this discussion is very beneficial for the scientific research. With this approach, the research would have well-

structured lines of discussion. As the English language has a wide scope for observation, it needs to be limited for a more specific discussion related to the topic. As mentioned earlier, the focus of attention is on the signs found in Discovery Kartika Plaza Hotel’s advertisements. However, due to the issues discussed in this paper and time limitations, the analysis focuses on: what types of signs are found on the Instagram account of Discovery Kartika Plaza Hotel?, and what are the meanings of signs found on the Instagram account of Discovery Kartika Plaza Hotel? Every research has an aim related to the problem. Clear aims are needed to make it easier to answer problems. In this research, the aims can be described as follows: the general aim of this writing is to implement the theories studied in the English Department, Faculty of Letters, Warmadewa University. The specific aim of this research is to recognize the types and understand the meanings of signs found on Instagram account of Discovery Kartika Plaza Hotel. And the academic purpose of this research is as part of completing the study to obtain a bachelor’s degree (S1) in the English Department, Faculty of Letters, Warmadewa University, in accordance with academic requirements.

## 2. Method

The initial method used in writing this paper involved identifying data sources. The data source is from the Instagram account of Discovery Kartika Plaza Hotel especially its Instagram stories @discoverykartikaplaza. The purpose of studying Discovery Kartika Plaza Hotel advertisements is because they have many hidden meanings, which makes them interesting to analyze.

The process of collecting data from a data source is referred to as data collection. The data were collected using the observation method. The process of collecting data for the Discovery Kartika Plaza Hotel

advertisement began with gathering information, reading, understanding, and taking notes. After collecting the necessary data, the next step was to analyze the data dealing with the types and meanings of signs identified in Discovery Kartika Plaza Hotel advertisements. A descriptive qualitative approach was used in this research. All the data were categorized and examined step by step using the relevant theory. First, the data was categorized based on types of signs using the sign theory proposed by Pierce in the book “Semiotics: The Basics Second Edition” by Chandler (2007). Then, the theory proposed by Leech in the book entitled “Semantics: The Study of Meaning, Second Edition (1981)” was employed for the meaning of signs.

The final step was data presentation, which involved two approaches. The two approaches were the formal and informal methods. In the formal method, symbols were used to visually describe phenomena in data, while the informal method involved the use of sentences to convey findings. In this context, both the formal and informal methods were applied in this paper, with sentences and symbols used together.

### 3. Result And Discussion

In this chapter, the analysis focuses on the signs found in the advertisements posted by the official Instagram account of Discovery Kartika Plaza Hotel. Pierce’s theory is used to classify the types of signs, while Leech’s theory supports the understanding of their meanings.

#### 3.1 The Types of Signs Found on Instagram Account of Discovery Kartika Plaza Hotel

Signs take the form of words, images, sounds, odours, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. ‘Nothing is a sign unless it is interpreted as a sign’

(Pierce in Chandler, 2007:13). Signs are common in many places, especially in ads on social media platforms like Instagram. These ads feature different kinds of signs, such as icons, indexes, and symbols, each with its own meaning.

#### 3.1.1 Icon and Its Meaning

Icon or iconic is a mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting or smelling like it) – being similar in possessing some of its qualities: e.g. a portrait, a cartoon, a scale-model, onomatopoeia, metaphors, realistic sounds in ‘programme music’, sound effects in radio drama, a dubbed film soundtrack, imitative gestures (Pierce in Chandler, 2007:36). Examples and descriptions of icons found in Discovery Kartika Plaza Hotel advertisements within its Instagram Stories at @discoverykartikaplaza are as follows:

1. Ghost



Figure 1

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on October 17, 2023, at 09.00 am. In the advertisement, the Discovery Kartika Plaza Hotel offers a buffet dinner

while celebrating Halloween together at one of the hotel's restaurants called The Pond.

The first icon in this advertisement is a cartoon image of a ghost, functioning as a representamen (R), representing an object (O), namely a ghost. The relationship between the representamen and the object produces the interpretant (I) in the form of the familiar white- robed ghost costume commonly used during Halloween celebrations.

The ghost as an icon of Halloween celebrations in the Discovery Kartika Plaza advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of the ghost concept. This is evident from the characteristics of the image in the advertisement, showing a cartoon ghost in a white robe, connecting it to the basic meaning of ghosts as spirit creatures. The second meaning is connotative meaning. The "ghost" icon of Halloween also conveys connotations of a spooky, horror, and mysterious atmosphere, which are closely related to the elements of Halloween celebrations. And the third meaning is affective meaning. This meaning involves feelings or emotions associated with the ghost icon. When it comes to Halloween, ghost icons can arise feelings of fear or excitement in welcoming the celebration. The presence of ghosts during the Halloween season at the Discovery Kartika Plaza Hotel indicates a spooky and fun atmosphere, in accordance with the theme of the hotel which offers buffet dinner at one of the hotel restaurants called The Pond Restaurant with various shows.

## 2. Glass of Beer



Figure 2

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on October 25, 2023, at 4.30 pm. In the advertisement, Discovery Kartika Plaza Hotel offers a beer tower including Heineken brand drinks which can be enjoyed at one of the hotel bars on the beach side called Sokube.

The second icon in this advertisement is an image of a glass of beer, functioning as a representamen (R), representing an object (O), which is a beer mug. The relationship between the representamen and the object produces the interpretant (I) that indicates a special container commonly used to serve fresh beer.

The glass of beer as an icon in the Discovery Kartika Plaza advertisement includes various meanings, such as conceptual meaning, connotative meaning, affective meaning, and collocative meaning. The first meaning is conceptual meaning, related to the literal or basic definition of the object in the advertisement, namely a beer glass containing beer or serving as a beer container. The second meaning is connotative meaning. The icon "glass of beer" also carries connotations, such as joy, relaxation, and togetherness because beer is often available at social moments, such as gatherings, parties, celebrations, etc. The

icon “glass of beer” in the context of the advertisement involves enjoying a cold beer directly from the beer tower, offered for only 550 thousand rupiah at one of the hotel bars called Sokube, located near on the beach. In this case, it triggers individual feelings that can include a sense of freshness and enjoyment. And the fourth meaning is collocative meaning. In certain situations, the “glass of beer” can be collocated with words such as “cold” and “frothy,” describing the nature or characteristics of the beer.

### 3. Bubble

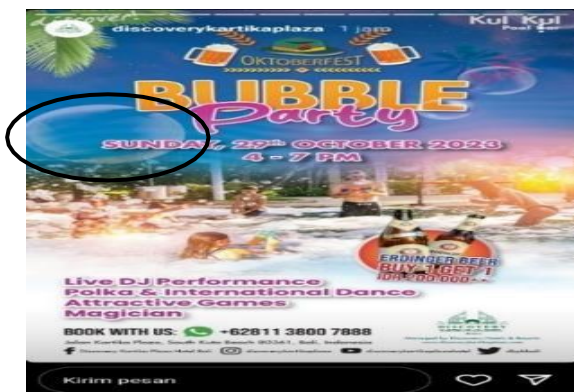


Figure 3

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on October 18, 2023, at 02.00 pm. In the advertisement, Discovery Kartika Plaza Hotel invites guests to enjoy a bubble party with a variety of entertainment at the hotel swimming pool, as well as offering a buy-one-get-one beer drink promo that can be purchased at one of the bars close to the hotel’s swimming pool, known as Kul-Kul Pool Bar.

The third icon in this advertisement is an image of a bubble, functioning as a representamen (R), representing an object (O), namely a foam bubble. The relationship between the representamen and the object produces the interpretant (I), namely the characteristics of foam,

which include the release of small, round bubbles during a foam party.

The bubble, as an icon in the Discovery Kartika Plaza advertisement, includes various meanings such as conceptual meaning, connotative meaning, affective meaning, and collocative meaning. The first meaning is conceptual meaning, related to the literal or basic definition of “bubble,” which is a group of small, round bubbles formed in a liquid. The second meaning is connotative meaning. The icon “bubble” in the advertisement represents foam bubbles, which are part of a foam party, indicating connotations of fun, a sense of family, or togetherness. The third meaning is affective meaning. Because the foam bubble theme is often used in events such as parties and celebrations for both children and adults. Therefore, the icon “bubble” can arise individual feelings when playing with foam bubbles, such as joy and happiness for children, and it can also raise nostalgia for adults, reminding them of childhood memories. The fourth meaning is collocative, referring to the lexical relationship between a word and others often used together. In this case, “bubble” can be combined with words like “gum” and “wrap,” providing an idea of the nature or characteristics of bubbles.

### 4. Swim Float



Figure 4

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on December 26, 2023, at 3.00 pm. In the advertisement, Discovery Kartika Plaza Hotel offers guests to order “fun day pass” tickets, which provide exclusive access to enjoy various services, including facilities, activities, entertainment, as well as special offers related to the use of the swimming pool for one day.

The fourth icon present in this advertisement is an image of a swim float, functioning as a representamen (R), representing an object (O), namely a float. The relationship between the representamen and the object produces the interpretant (I) that a float used for those who are not skilled at swimming in the pool.

The swim float as an icon in the Discovery Kartika Plaza advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of “swim float,” namely a floating aid used in swimming activities. The second meaning is connotative meaning. The round “swim float” icon in the advertisement has the connotation of safety, comfort, or a tool for learning, especially for those who are not yet skilled at swimming. The third meaning is affective meaning. The icon “swim float” can be associated with the feelings of individual beginner swimmers when using a float, such as feeling safe, calm, and more confident when in the swimming pool.

## 5. Lantern



Figure 5

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on January 1, 2024, at 10.00 am. In the advertisement, Discovery Kartika Plaza Hotel embraces the concept of Chinese New Year celebrations by offering a 50% discount on overnight packages that include breakfast. Discovery Kartika Plaza Hotel promotes its advertisements through Instagram Stories to attract guests, especially their followers, to choose to stay at the hotel.

The fifth icon present in this advertisement is an image of a lantern, functioning as a representamen (R), representing an object (O), namely a lantern. The relationship between the representamen and the object produces the interpretant (I) that lanterns are trademarks of the Chinese New Year and widely recognized as essential elements in the festivities.

The lantern as an icon in the Discovery Kartika Plaza advertisement includes various meanings, such as conceptual meaning, connotative meaning, social meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of a lantern, which is a lighting device made of paper or other materials, with a light source inside. The second meaning is connotative meaning. The icon “lantern” in this advertisement is used during the celebration of Chinese New Year at Discovery Kartika Plaza Hotel, which can arise positive connotations, such as tolerance and building good relationships with guests who celebrate the festival. The third meaning is social meaning. The icon “lantern” has a social meaning, where the hotel uses lanterns as decoration, and as a form of appreciation for Chinese cultural guests as part of the Chinese New Year celebration. So this falls into the “time” dimension category because the use of lanterns in Chinese New Year celebrations in particular has been a tradition that has lasted for centuries. And the fourth meaning is affective meaning. The icon “lantern” in the context of Discovery Kartika Plaza advertising is an effort to decorate the hotel with lanterns to welcome and trigger certain feelings in guests from the Chinese culture and those celebrating, such as feelings of respect, family, or warmth.

### 3.1.2 Index and Its Meaning

Index/indexical is a mode in which the signifier is not arbitrary but is directly connected in some way (physically or causally) to the signified (regardless of intention) – this link can be observed or inferred: e.g. ‘natural signs’ (smoke, thunder, footprints, echoes, non-synthetic odours and flavours), medical symptoms (pain, a rash, pulse-rate), measuring instruments (weathercock, thermometer, clock, spirit-level), ‘signals’ (a knock on a door, a phone ringing), pointers (a pointing

‘index’ finger, a directional signpost), recordings (a photograph, a film, video or television shot, an audiorecorded voice), personal ‘trademarks’ (handwriting, catchphrases) (Pierce in Chandler 2007:37). Examples and descriptions of indexes found in Discovery Kartika Plaza Hotel advertisements within its Instagram Stories at @discoverykartikapla are as follows:

#### 6. Coffee Steam



Figure 6

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikapla, which was posted on October 25, 2023, at 4.30 pm. In the advertisement, Discovery Kartika Plaza Hotel offers a special deal with a 20% discount every Wednesday from 12 pm until 5 pm for guests who order hot or cold coffee at the hotel lobby bar, namely the Lobby Bar.

The first index present in this advertisement is steam, functioning as a representamen (R), representing an object (O), namely a cup of coffee. The relationship between the representamen and the object produces the interpretant (I) that indicates the freshness and hotness of freshly served coffee.

The coffee steam as an index in the Discovery Kartika Plaza Hotel advertisement includes various meanings, such as conceptual meaning, connotative meaning, affective meaning, and collocative meaning. The first meaning is conceptual



meaning, related to the literal or basic definition of the “steam” emerging from hot coffee, indicating that the drink has just been served and is at a high temperature. The second meaning is connotative meaning. The index “steam” in the advertisement is the steam rising from hot coffee, creating connotations for the audience, including elements of fresh coffee aroma, enjoyment, and an indication of good coffee quality. The third meaning is affective meaning. The index “steam” in the perspective of viewers who see hot coffee steam in advertisements can raise feelings of desire, warmth, and satisfaction when imagining themselves enjoying the drink. And the fourth meaning is collocative meaning. “Steam” from hot coffee can collocate with words such as “aroma” and “fresh.”

#### 7. Hand Shadow



Figure 7

The image above is an advertisement taken from the Instagram Stories highlights on the official account @discoverykartikaplaza, which was posted on April 13, 2023. In the advertisement, Discovery Kartika Plaza Hotel offers a special deal in the form of a 30% discount for a selection of cocktail and mocktail menus, available from 5 pm to 7 pm at the hotel’s poolside bar, namely Kul-Kul Pool Bar.

The second index present in this advertisement is the shadow of the woman’s hand, functioning as a

representamen (R), representing an object (O), namely a sunlight. The relationship between the representamen and the object produces the interpretant (I) there is a shadow caused by sunlight shining on a woman’s hand holding a drink.

The hand shadow as an index in the Discovery Kartika Plaza Hotel advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of “hand shadow,” which can be interpreted as the shadow of a person’s hand holding a drink created by exposure to sunlight. The second meaning is connotative meaning. The index “hand shadow” carries a connotative meaning, where a woman’s hand holding a drink can be seen having a connotation of freshness and cheerfulness when relaxing by the pool. And the third meaning is affective meaning. The index “hand shadow” in the advertisement influences the audience’s feelings, as the image along with the displayed clock implies that enjoying a drink in the afternoon or before sunset creates a moment of calm, enjoyment, romance, and relaxation.

#### 8. Fireworks Sparks and Smoke



Figure 8

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which

was posted on November 30, 2023, at 12.30 pm. The Discovery Kartika Plaza Hotel embraces the concept of New Year's celebration, valid on December 31, 2023 from 8 pm until 1 am, by offering open table or sofa packages. This package also includes the opportunity to enjoy various entertainments, held at the hotel's beachside bar called Sokube.

The third index present in this advertisement is the sparks and smoke, functioning as a representamen (R) representing an object (O), namely fireworks. The relationship between the representamen and the object produces the interpretant (I) that the fireworks fuse is lit by fire, resulting in sparks and smoke.

The fireworks sparks and smoke as an index in the Discovery Kartika Plaza Hotel advertisement include various meanings, such as conceptual meaning, connotative meaning, social meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of "firework sparks and smoke". Conceptually, these are the sparks and smoke produced when the fuse of a firework is lit by fire. The second meaning is connotative meaning. The index "fireworks sparks and smoke" carries a connotative meaning, especially when viewed in the context of the advertisement's skyline. The connotation of fireworks presented by the hotel implies beauty and excitement during the New Year's Eve celebration. The third meaning is social meaning. The index "fireworks sparks and smoke" has social meaning because fireworks have been used in celebrations and events throughout history, often associated with specific time periods or cultural traditions. For example, fireworks are commonly used during New Year's Eve celebrations, where people gather in one place to witness the display. So this case falls into the "time" dimension category. Therefore, the advertising context invites guests to spend and enjoy the New Year's

celebration at one of the hotel bars with offers to reserve a table or sofa. And the fourth meaning is affective meaning. This meaning is related to the feelings or emotions that can be triggered by "fireworks sparks and smoke," such as admiration, enjoy, and nostalgia when watching a fireworks display.

#### 9. Barbecue Smoke



Figure 9

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on December 9, 2023, at 5.30 pm. In the advertisement, Discovery Kartika Plaza Hotel embraces the concept of New Year's Eve celebration by offering a set dinner that includes a 4-course set menu, including a welcome drink and a drink for the countdown. This offer also includes the opportunity to enjoy various entertainment held at the hotel's restaurant, namely El Jardin.

The fourth index present in this advertisement is barbecue smoke, functioning as a representamen (R), representing an object (O), namely fire. The relationship between the representamen and the object produces the interpretant (I) that there is barbecue smoke due to the combustion process from the fire used to cook the meat.

The barbecue smoke as an index in the Discovery Kartika Plaza Hotel advertisement include various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of barbecue smoke. Conceptually, smoke is produced during the cooking process using a barbecue or grill. The second meaning is connotative meaning. The index “smoked barbecue” has a positive connotation to the audience, indicating the use of fresh meat grilled directly over hot coals, which produces smoke during the cooking process by the chef. This creates a positive connotation regarding the freshness of the meat and service satisfaction. And the third meaning is affective meaning. The feelings that arise when seeing an advertisement with the index “barbecue smoke” include the enjoyment of the steak menu, the exclusive sensation of having dinner at El Jardin restaurant on New Year’s Eve, and satisfaction with the service provided.

#### 10. Cocktail Glass Shadow



Figure 10

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on February 1, 2024, at 10.00 am. In the advertisement, Discovery Kartika Plaza Hotel promotes a new signature cocktail drink called Romeo and Juliet to welcome Valentine’s Day which

can be ordered at Kul-Kul Pool Bar.

The fifth index present in this advertisement is the shadow of a cocktail glass, functioning as a representamen (R), representing an object (O), namely the sunlight. The relationship between the representamen and the object produces the interpretant (I) that because the cocktail glass is placed in an area exposed to sunlight, it reflects the shape of the glass’s shadow. The cocktail glass shadow as an index in the Discovery Kartika Plaza Hotel advertisement include various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of “cocktail glass shadow”. Conceptually, “cocktail glass shadow” is the shadow of a glass exposed to sunlight, creating a visual image of the drink container. The second meaning is connotative meaning.

The index “cocktail glass shadow” carries certain connotations to the audience regarding cocktails exposed to sunlight, such as freshness due to the hot weather, and the pleasure of enjoying a cocktail while relaxing at the bar. And the third meaning is affective meaning. The index “cocktail glass shadow” in advertisements, due to exposure to the hot sun, can arise feelings or emotions such as a desire to order and imagine the refreshing taste of the drink.

#### 3.1.3 Symbol and Its Meaning

Symbol/symbolic is a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional – so that this relationship must be agreed upon and learned: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, morse code, traffic lights, national flags (Pierce in Chandler 2007:36). Examples and descriptions of symbols found in Discovery Kartika Plaza Hotel advertisements within its Instagram Stories at

@discoverykartikaplaza areas follows:

### 11. Love



Figure 11

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on December 19, 2023, at 10.00 am. In the advertisement, Discovery Kartika Plaza Hotel embraces the concept of celebrating Mother's Day with the aim of offering special spa treatments for mothers, in the form of full body massage and facial treatment.

The first symbol present in this advertisement is an image of a heart, functioning as a representamen (R), representing an object (O), namely an apostrophe. The relationship between the representamen and the object produces the interpretant (I) that indicates Mother's Day celebration is a symbol of love or affection for a mother.

The symbol of love in the Discovery Kartika Plaza Hotel advertisement includes various meanings, such as conceptual meaning, connotative meaning, affective meaning, and collocative meaning. The first meaning is conceptual meaning, related to the literal or basic definition of "love." Conceptually, in the context of Mother's Day celebrations, the symbol "love" can be interpreted as a special feeling of affection or love towards a mother. The second

meaning is connotative meaning. The symbol "love" during Mother's Day celebration in the advertisement carries connotations of closeness, appreciation and special attention given to mothers through the treatment services offered by Discovery Spa. The third meaning is affective meaning. The symbol "love" can arise positive feelings when mothers and children together receive treatment services at Discovery Spa, such as happiness, gratitude, and emotional warmth with loved ones when celebrating Mother's Day. And the fourth meaning is collocative meaning. Phrases such as "unconditional love" or "family love" in mother's day can be part of the collocative meaning in this context.

### 12. Christmas Attributes



Figure 12

The image above is taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on December 24, 2023, at 04.00 pm. In the image, Discovery Kartika Plaza Hotel embraces the concept of Christmas and New Year celebrations with the aim of wishing and welcoming Christmas and the New Year festivities.

#### a) Gift Box

The second symbol present in this advertisement is an image of a gift box, functioning as a representamen (R),

representing an object (O), namely a gift. The relationship between the representamen and the object produces the interpretant (I) that gifts are often present during the Christmas season celebrations or usually as Christmas gifts.

The gift box as a symbol in the Discovery Kartika Plaza Hotel advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of gift box, namely a box-shaped container that contains a gift and is used in the context of giving. The second meaning is connotative meaning. The symbol “gift box” in advertising creates positive connotations, especially during Christmas celebrations when people are enthusiastic about the spirit of giving and receiving gifts. And the third meaning is affective meaning. The symbol “gift box” in the advertisement arises positive feelings from an emotional perspective in individuals during Christmas, such as happiness, hope, and expressions of affection while exchanging gifts and giving greetings during the Christmas celebration.

#### b) Christmas Tree

The next symbol present in this advertisement is an image of a Christmas tree, functioning as a representamen (R), representing an object (O), namely a fir tree. The relationship between the representamen and the object produces the interpretant (I) that fir trees are Christmas trees that are often used for decoration during the Christmas season.

The Christmas tree as a symbol in the Discovery Kartika Plaza Hotel advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of “Christmas Tree or Fir Tree.” Conceptually, this is a tree that is commonly decorated during the

Christmas celebration. The second meaning is connotative meaning. The symbol “Christmas Tree” in the context of Christmas celebrations carries connotative meanings such as warmth, especially when decorating the Christmas tree together, and the joy of welcoming the Christmas celebration. And the fourth meaning is affective meaning. Affective meaning is related to the feelings or emotions that can be triggered by the “Christmas tree.” This includes feelings of admiration for the beauty of Christmas tree decorations, a sense of longing that arises from celebrating Christmas once a year, and the warmth felt during moments together with a partner, friends, and family related to the Christmas atmosphere.

#### 13. Spanish Flag



Figure 13

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on October 10, 2023, at 4:30 pm. In the advertisement, Discovery Kartika Plaza Hotel celebrates Spanish Day by offering promotions for typical Spanish food and drinks, featuring a buy one, get one for both. This offer can be ordered at the hotel's restaurant, called El Jardin. The third symbol in this advertisement is an image of a flag colored red at the top,

yellow in the middle, and red at the bottom, functioning as a representamen (R), representing an object (O), namely the flag. The relationship between the representamen and the object produces the interpretant (I) that the characteristics of the flag with red at the top, yellow in the middle, and red again at the bottom are symbols of the Spanish flag.

The Spanish flag as a symbol in the Discovery Kartika Plaza Hotel advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of the “Spanish flag.” Conceptually, the “Spanish flag” can be interpreted as a national symbol of Spain that reflects the country’s identity. The second meaning is connotative meaning. The symbol “Spanish flag” in the advertisement carries positive connotations to Spanish guests, such as national pride, a party atmosphere, and participation in celebrating Spanish day or its culture, celebrated every October 12th. And the third meaning is affective meaning. The “Spanish flag” in advertisements during Spanish day celebrations can arise positive feelings in guests who come from Spanish culture or guests who have experience with Spanish culture, such as pride, enthusiasm, and nostalgia. This is mainly related to culinary experiences, including typical Spanish food and drinks offered by one of the restaurants at Discovery Kartika Plaza Hotel, namely El Jardin.

#### 14. Double Plus



Figure 14

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on December 30, 2023, at 12:00 pm. In the advertisement, Discovery Kartika Plaza Hotel offers a selection of fresh cocktail menus during Happy Hour at the Sunset Bar and Lounge, both in the early afternoon and late afternoon.

The fourth symbol in this advertisement is a double plus sign, functioning as a representamen (R) and representing an object (O), namely, the price. The relationship between the representamen and the object produces the interpretant (I) that indicates an additional cost to the item’s price.

The double plus as a symbol in the Discovery Kartika Plaza Hotel advertisement includes various meanings, such as conceptual meaning, connotative meaning, social meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of “double plus.” Conceptually, “double plus” can be interpreted as adding additional costs or prices to beverage items. The second meaning is connotative meaning. In the advertising context, the symbol “double plus” on the price of a beverage item carries the connotation of increasing or adding value. This indicates that there are additional costs, such as extra

services and taxes, which are not included in the listed price and can be added at the time of payment. The third meaning is social meaning. The symbol “double plus” has social meaning because people know and it has become common practice that “double plus” is used in advertising for the food and beverage industry. So this falls into the “province” dimension category because it is an advertising language. And the fourth meaning is affective meaning. From an emotional point of view, “double plus” can refer to customers’ feelings of added value or extra satisfaction, such as the service and taste image they expect from beverage items that have an additional cost.

#### 15. Rainy Weather Alert

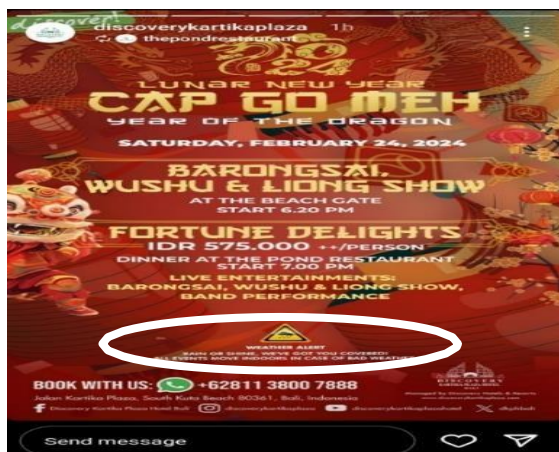


Figure 15

The image above is an advertisement taken from the Instagram Stories on the official account @discoverykartikaplaza, which was posted on February 18, 2024, at 3.30 pm. In the advertisement, Discovery Kartika Plaza Hotel embraces the concept of celebrating Lunar New Year or Cap Go Meh by inviting guests to celebrate together at the hotel while enjoying food and watching several Chinese cultural shows at The Pond Restaurant.

The fifth symbol in this advertisement is an image of a rainy weather, functioning as a representamen (R)

and representing an object (O), namely a rainy weather alert. The relationship between the representamen and the object produces the interpretant (I) which indicates the need for individuals or communities to be alert and take appropriate action due to rainy or bad weather conditions.

The rainy weather alert as a symbol in the Discovery Kartika Plaza Hotel advertisement includes various meanings, such as conceptual meaning, connotative meaning, and affective meaning. The first meaning is conceptual meaning, related to the literal or basic definition of “rainy weather alert.” Conceptually, “rainy weather alert” is a warning or notification regarding rainy weather conditions that might affect the Cap Go Meh celebration on that day. The second meaning is connotative meaning. The symbol “rainy weather alert” carries the connotation of alertness and preparedness for potential bad weather during celebrations. And the third meaning is affective meaning. In the advertising context, the symbol “rainy weather alert” creates an initial feeling for guests to remain alert, but at the same time provides a sense of calm because the hotel has anticipated all Cap Go Meh celebration indoors if the weather becomes rainy or bad.

#### 5. Conclusion

Based on the results of the research and analysis, it can be concluded that signs in advertisements on the official Instagram account of the Discovery Kartika Plaza Hotel, have various meanings. Based on the theory applied in this research, signs can be classified into three main types, namely icons, indexes and symbols. The main focus of this research is to analyze the types of signs and meanings contained in advertisements that appear on Instagram Stories @discoverykartikaplaza. In this research, various types of signs can be identified, including icons, indexes, and symbols. There are 15 types of signs,

divided into 5 icons, 5 indexes, and 5 symbols. Several meanings identified in this research, including conceptual meaning, connotative meaning, social meaning, affective meaning, and collocative meaning. Signs play an important role in conveying the latest information to audiences, such as guests and followers of the Discovery Kartika Plaza Hotel Instagram account. The information conveyed includes prices for food, beverages, and accommodation, both at regular and discounted rates, as well as greetings or information related to important celebrations, and warnings related to weather conditions. This reflects a form of quick information access for guests through digital platforms.

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