

## **MORAL MESSAGE OF L.A. LIGHTS ADVERTISEMENT “JANGAN MAU DIADU, JANGAN MAU DIPECAH”**

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**ABSTRACT:** *The purpose of this research is to determine the moral message and to find out the meaning of denotation, connotation, and to find out the myth of L.A. Cigarette advertising. The data collection technique used a semiotic analysis research method from Roland Barthes. The results of the analysis of the data found indicate that the moral message contained in this study reflects the life of a person, both from the lower middle class or the upper middle class, must be able to face problems and not leave problems and not leave problems but solve problems so that they will be resolved soon. The meaning of denotations, connotations, and myths in this study is that each individual must have an attitude of solidarity, responsibility, reciprocal forgiveness, be oneself, regret actions when making mistakes, dare to take risks, and be confident.*

**Keywords:** *Moral Message, Advertising, LA Lights*

### **INTRODUCTION**

The development of media as a means of data and communication is growing very fast, it can be seen from most companies that are vying to attract the hearts of consumers. The company must be ready to do various ways to keep the company operating. According to Jalaluddin Rakhmat, mass communication is a kind of communication that is directed to a large audience or the general public, heterogeneous (diversity) and anonymous (unrecognized or unknown), making news through written media or electronic media so that people can receive the same thing instantly on the internet. the same time.<sup>1</sup>

Mass media is also a process that consists of a series of phases such as message formulation by professional communicators, relatively fast and continuous

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<sup>1</sup> Jalaluddin Rakhmat, *Psikologi Komunikasi* (Bandung: Remaja Rosydakarya, 2009). 45  
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dissemination of news through media (print media, film, radio, television, radio), messages reaching a relatively large and diverse audience and this audience has selective access to the media, individual listeners try to interpret the message, as well as members of this group to understand the message. This is influenced to some extent by the content of the message.<sup>2</sup>

Mass communication or can be called communication using print media or electronic media such as reading magazines, television, radio listeners, and cinema viewers who are not seen by the sender of the message, so that once a message is published to the communicator, it is not known whether the message will be received, understood, or executed by the communicator. Especially on television electronic media. Effendy expressed the opinion that the allure of television is in the elements of music, sound effects, words and demonstrations in the form of images that can provide a detailed view of the audience.<sup>3</sup>

Television itself is a face-to-face medium that is very prominent in individual life. Television is the most popular medium ever. Television shows are full of news, commercials, and entertainment. Television has become famous because of its advantages, namely that it is often heard and seen (audiovisual) so that viewers can find, capture, and understand broadcast content more easily. Television, which is also known as one of the general media, greatly facilitates the public in feeling the sensations that are presented and the benefits are great, because television can reach a large reach and audience in a relatively short time. Also, the events that were experienced at that time could even be fully listened to by a positive audience. With the audio-visual capital they need, television broadcasts are very communicative in conveying the message they want to convey. So no wonder they are ready to refer the audience to sit for a long time

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<sup>2</sup> Dennis McQuail, *Teori Komunikasi Massa* (Jakarta: Erlangga, 1987). 76

<sup>3</sup> Onong Uchjana Effendy, *Ilmu Teori, dan Filsafat Komunikasi* (Bandung: Citra Aditya Bakti, 1997). 177

in front of the television. The presence of television aims to shape individual characters and can change the audience's perspective.<sup>4</sup>

Advertising on television as a means of communication between advertisers and ad connoisseurs, as well as a medium for companies to present goods and services to the general public. Many advertisers view television because it is the best medium to convey their commercial message, but it also has a strong influence on audience perception. Most people spend their days watching television for entertainment, academic purposes, and storytelling. Consumers who will enjoy will be very "confident" to producers who publish their results on television than companies that do not advertise their products. It is often a reciprocal of the reality (honesty) of the producer. Broadcast advertisements on television may intersect with aspects of public morals and deception of the public's point of view.<sup>5</sup> A number of products presented by television advertisements are factors that encourage people to convincingly influence them to shop for these goods and services.

Advertising on television requires companies to strategize how to make the products advertised on television can be accepted by the public or the general public, the advertisements use only writing or hire a person or group. Companies must also explore the impact on the audience and raise awareness of the audience or potential buyers in order to really make sure they choose a product. When taking the certainty of buying, there are several sides that can give an impression to potential buyers, either in the form of income, lifestyle, or tastes or maybe advertisements carried out by producers.<sup>6</sup> An example of a form of advertising that has a huge impact on viewers and will be questioned a lot in the field of advertising is cigarette promotion.

As stated in PPRI No. 19 of 2003 concerning Safeguarding Cigarettes for Health, cigarettes are addictive substances which if consumed can cause adverse effects on the

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<sup>4</sup> Darwanto, *Televisi Sebagai Media Pendidikan* (Yogyakarta: Pusat Belajar, 2007). 32

<sup>5</sup> Wawan Kuswandi, *Interaktif Budaya Massa* (Jakarta: Rineka Cipta, 2008). 133

<sup>6</sup> Ramsiah Tasruddin, *Strategi Pemasaran Dalam Perspektif Komunikasi Pemasaran* (Makassar: Universitas Alauddin Press, 2011). 11

body.<sup>7</sup> LA Lights was chosen for this study because SKM tobacco (including SKM Lights) dominates the 62nd largest cigarette market in Indonesia, according to the Association of Indonesian Cigarette Manufacturers (GAPPRI). LA Lights has shown positive growth since its launch in 2006. LA Lights has controlled 4.8% of the Solo Lights cigarette market since June 2008, and LA Lights consumers expect high levels of loyalty.<sup>8</sup>

The problem that exists is how to find out the moral message contained in the cigarette advertisement and how to find out the meaning of denotation, connotation, and myth in the cigarette advertisement.

## **METHOD**

The technique of using the method in this discussion is to use a qualitative method, namely a research process that produces detailed data from individuals in the form of written and spoken words, as well as movements that can be studied.<sup>9</sup> Expectations from qualitative observations, namely research that aims to find out what happened from important points in observations which are none other than action, motivation, integrity, response, and others. as a whole, and using a way of decomposing the form of words and speech, as long as a special natural framework and using a variety of natural ways.<sup>10</sup>

Document data obtained in the form of images obtained from printing advertisements. Next, check the obtained image for the characters shown in the symbols and images. During this research, the authors used documentary data sources in video format featuring "I don't want to compete, I don't want to be shared", a commercial

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<sup>7</sup> "Pengamanan Rokok Bagi Kesehatan," Government, *Peraturan Pemerintah (PP) No. 19 Tahun 2003* (blog), 2003, <https://peraturan.bpk.go.id/Home/Details/52180/pp-no-19-tahun-2003>.

<sup>8</sup> Abdul Rofiq, "Analisis Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Rokok Merek LA Lights" (Skripsi, Malang, Universitas Islam Negeri Maulana Malik Ibrahim, 2015), [http://etheses.uin-malang.ac.id/1579/5/08510077\\_Bab\\_1.pdf](http://etheses.uin-malang.ac.id/1579/5/08510077_Bab_1.pdf).

<sup>9</sup> Basrowi Suwandi, *Memahami Penelitian Kualitatif* (Jakarta: Rineka Cipta, 2008). 21

<sup>10</sup> Lexy J. Moleong, *Metodologi Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2005). 6

version of L.A Lights cigarettes. In media like Google and YouTube. Documents in the form of images and videos allow authors to observe, map and select the text and meaning of an advertisement. In addition, the author can explain the purpose of the ad. To help the writer analyze the meaning of image and video ad impressions.

In the data acquisition technique, the author focuses more on semiotic analysis, namely analyzing the existing symbols and their meanings in the L.A Lights Cigarette Advertisement version of "Do not want to be pitted, don't want to be divided". The method of processing the data used by the author this time is a semiotic analysis from Roland Barthes. That is, the translation of semiotics can be a material that studies the meaning or meaning of an indication or symbol.<sup>11</sup> Roland Barthes' analysis describes three details to determine an indication, namely the meaning of connotation, the meaning of denotation and the meaning of myth.

## **LITERATURE REVIEW**

In this study, the author applied the semiotic analysis method developed by Roland Barthes. Modern semiotics show that we learn signs as part of the "system sign" or sign system, and also how semiotics form meaning and how reality is expressed. Semiotics examines the formation of meaning and expression in various forms, such as the type of "text" or "moderate". According to markers, "text" is common in the media and can be linguistic, non-verbal or both, but there is a logocentric bias in this difference. The term "text" refers to messages recorded in a way such as writing, video, or audio so that the message is physically independent of the sender or receiver. A "text" can be a collection of various symbols such as words, images, sounds or movements formed and interpreted in relation to conventions related to certain media genres.<sup>12</sup>

Messages are some of the things that are conveyed by the communicator (the sender) to the Communist (recipient) through the communication process to face face

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<sup>11</sup> Alex Sobur, *Semiotika Komunikasi*, 5th ed. (Bandung: Rosydakarya, 2013), www.rosda.co.id.

<sup>12</sup> Fathin Shofaa, "Menyingkap Makna dan Tanda Dalam Iklan Rokok A MILD Versi (Hasrat)," *Jurnal Kajian Bahasa*, 6 (2017): 143.

to face or through communication media such as media and electronic media. Fill message often in the form of science, entertainment, advice, information, or propaganda. The message is basically abstract (conceptual, ideological, ideal), but when submitted to someone, it is a sign / symbol in the form of language, image (visual), voice (voice), (verbal). will be concrete /written). Facial expressions, body movements, etc. Therefore, communication symbols are also referred to as the form of a concrete message or message form., Which serves to understand the message from the abstract to the concrete one. Sound, expression, and motion are classified into nonverbal messages while oral and written communication is classified as verbal messages.<sup>13</sup> Moral comes from Latin *Costumbrismo* and means the way of life, usability and customs. Moral is basically a set of values about various actions that must be followed. Morality is the norm or system that regulates individual behavior towards social and community groups. Moral is a true or wrong standard determined by an individual with socio-cultural values for whom the individual becomes a social member. Morality is an aspect of the personality that is needed by a person in relation to social life in harmony, fairly, and balanced. Moral actions are needed to achieve a peaceful life full of regularity, order and harmony.

#### **THE MEANING OF CONNOTATIONS, DENOTATIONS, AND MYTHS IN LA CIGARETTE ADVERTISEMENTS. LIGHTS VERSION “DON'T WANT TO BE PITTED, DON'T WANT TO BE DIVIDED”, VIDEO 1 (MEN PLAYING BILLIARD)**

In the discussion in the first video, the researcher gets a scene or scene every second. The total that the researchers got was 3 scenes. Researchers took the scene using Screenshot and have researched the first video from beginning to end. There are almost differences and similarities in the discussion between one scene and another. Starting from the connotative meaning, denotative meaning, as well as from the myth of the first video.

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<sup>13</sup> Nurul Fatimah, “Pesan Moral dalam Film *Bad Genius* Karya Nawattu Poonpiriya, (Analisis Isi Ferdinand De Sausurre)” (Skripsi, Ponorogo, Institut Agama Islam Negeri, 2019).

Billiard games may be familiar among teenagers and adults, whether male or female, understand and understand how to play billiard. The denotation sign in the first video is a man with an emotional face on his first turn (opening game). From his face, he looks angry because after losing several times with his co-stars. And now he started the beginning of the game that had previously won once. In a fit of rage the man pressed the stick firmly and the white ball shot up quickly, but in the end the 16 balls didn't move or move at all. At the end of the video is written the sentence "DON'T WANT TO BE BROKEN". The sentence written in esar emphasizes the meaning that the connotation in the first video is that we as humans should not be easily divided just because of small or trivial things and must be able to face problems even if they are small problems. and the myth in the first video, namely, as a religious human being, of course, you are taught what is called the pillars, either to get along with people of different religions or to get along with your friends and family, and not to insult each other. Rukun is a form that is loaded with the meaning of "good" and "peace". Rukun reflects a complementary relationship that is characterized by mutual respect, mutual trust, mutual respect, and a complementary attitude about togetherness.

Based on its nature, the first video about Men playing Billiard can be seen from a connotative perspective, which is categorized as a Destructive conflict which is a conflict caused by feelings of dislike between groups with one another or individuals with each other which can cause bloodshed between one group and another. another. This is described as a white ball that shoots quickly which will break the row of balls in front of it. People who play are described as having hatred and revenge mixed together with faces full of anger until they are uncontrollable, but in the end the white balls that are shot do not change positions at all or scatter. Because there is one person from the group convincing others not to be easily pitted and not to be easily divided just because of jealousy and envy. In the end, the white ball that shot quickly immediately turned direction because it failed to launch its action that wanted to break the ball in front of it. Based on the position of the conflicting actors, in the first video Men playing Billiard is a form of Horizontal conflict, which is a conflict that occurs between individuals or groups.

The moral message contained in the first video is that we as individuals, when we join a group, we should respect each other and maintain harmony in a group. And when the city is faced with a problem from one person from that group or organization, we should first examine why the problem can occur and we should not be easily deceived. As intelligent people, we should not easily believe in fake or fake news and not accept that fake news is swallowed raw. It must be investigated first so that the problem can be solved.

<i>Scene 1</i>	
	
Denotation	Connotation
<p>A game of billiards which begins with arranging 15 red and white balls by a referee wearing black clothes and arranged using a rack in the shape of a blunt triangle.</p>	<p>A group of people from different camps will be faced with a problem that was previously closed from hatred, envy, envy and will be opened by someone when the group of people is at peace and in harmony.</p>
Myth	
<p>Quarrel comes from the introductory word <i>tengkar</i> which means to argue, to argue. Quarrels happen everywhere. Quarrels can be carried out between individuals or groups with other groups. In general, quarrels occur because of a construction error that causes one or all parties to be noisy to reach a decision that is considered one-sided. Quarrels are a form of division and instability.</p>	

<b>Scene 2</b>	
	
Denotation	Connotation
<p>The rule in the game of billiards is that after winning the first round or the second round, he is the one who controls the first game (First Turn) which is played by a man in a dark green shirt with short hair with a face full of anger because he has lost several rounds with his teammates.</p>	<p>A big problem will occur in a group or groups of people in the midst of the harmony of society brought by one of the two groups.</p>
Myth	
<p>It is said that when there is a group or groups of people who will be faced with a problem that has just emerged, the community can be said to be swallowed raw. And there are also people who have intelligent minds, which are able to filter, sort and select news or problems that arise, so that intelligent people can know which news is fake and which is absolute news.</p>	
<b>Scene 3</b>	
	
Denotation	Connotation
<p>A man with short hair places the master ball in front of the 15 balls with the stick he carries which will be fired in front of the 15 balls and the ball shoots or shoots</p>	<p>When the two groups get along well and peacefully, there comes a problem that is brought by people from the two groups very quickly, but before the problem</p>

<p>very quickly. And in the end the ball in front of him does not move or does not split at all but remains in position</p>	<p>comes one of the people from the group sees and has critical thinking so the person who has the ability to tell the two groups In order not to be easily broken up by news or problems that will come, initially there are those who do not believe in people who have these abilities and are more selfish, there are also those who accept by filtering, sorting, choosing news. And in the end the two groups still have strong principles and are not easily divided. So that when the problem comes to solve it, the community does not have any fights, enemies, and so on. In the end the two groups remained in harmony and peace, there was no such thing as conflict.</p>
<p>Myth</p>	
<p>As a religious human being, of course, we are taught what is called the Pillars, whether it is harmonious with people of different religions or in harmony with fellow friends and family, and not insulting each other. Rukun is a term that is full of the meaning of "good" and "peaceful". Rukun reflects a complementary relationship that is characterized by mutual respect, mutual trust, mutual respect, and a complementary attitude about togetherness.</p>	

**THE MEANING OF CONNOTATIONS, DENOTATIONS, AND MYTHS IN LA CIGARETTE ADVERTISEMENTS. LIGHTS VERSION DON'T WANT TO BE PITTED, DON'T WANT TO BE DIVIDED, VIDEO 2 (TWO PEOPLE FIGHT WITH EACH OTHER)**

The second video has quite a lot of scenes or scenes, and each scene has different meanings, starting from the connotative meaning, the denotative meaning, and the myths of the scenes in the second video. The total scene in the second video is 6 scenes

or scenes. Researchers observed the second video from the beginning to the end. The video is less than 2 minutes long, which is 1 minute 23 seconds. The researcher took the scene with Screencapture, which is capturing the screen on the scenes that are considered important and will be discussed in this study.

The denotation mark in the second video can be seen in the first scene, where an image of boxing gloves appears indicating the match (the game begins). It started with an argument using a very loud voice until it was noticed by a security guard and told to lower the voice. When they found out that it was forbidden to use loud tones, the two men played a thumbs-up, kite fighting with a face full of tension or emotion. Not long after that, there was a fight between the two men, causing a split from this trivial matter. And soon one of the men was contemplating his anger by riding a motorbike while remembering what he did to his colleague. And in the end the two men apologized to each other for what they had done and promised not to repeat the same thing even though it was a small thing.

The connotation in the second video is to joke enough and don't cross the line, if you go too far, what happens after the incident is a fight that causes hatred between one another and can break the relationship. Therefore, we as individuals must measure ourselves in terms of joking with friends and not exceeding limits.

The second video based on its nature is the same as the first video which is categorized as a destructive conflict, namely a sense of dislike for each other which causes hostility. And based on the position of the conflicting actors in the second video, it is a form of Vertical conflict, namely conflicts between community components in one container or in a hierarchical structure such as disputes between office subordinates or can be called bosses, leaders, foremen who are hostile to subordinates such as employees, employees, workers, and others. The Vertical conflict in the second video occurred because the office supervisor heard a roar from below who joked excessively during break time until finally the superior called the security department to reprimand the two people in the video. Actually, in this second video, there are two possible positions that have problems, namely Vertical conflicts and Horizontal conflicts.

Horizontal conflict is experienced in the scene or the middle scene that occurs because of blaming each other between individuals and individuals. Which causes hostility to drag on.

<b>Scene 1</b>	
 <p style="text-align: center; font-size: small;">Adu tinju</p>	
Denotation	Connotation
<p>The two people wearing red boxing gloves attached to each other will have a match. Which is judged or supervised by a referee and watched by many people. Winning or losing is at risk for both players, because in the second match their pride is at stake in one ring or one match.</p>	<p>The flames of anger can occur at any time and at any time depending on each individual in addressing a problem at hand. When the mouth can't do anything else, then the hand grips and the punch is what will make the opponent feel what we feel, winning or losing has become a risk for both parties even though winning or losing is bleeding quite a lot and all bodies swell to reach for their respective truths.</p>
Myth	
<p>Boxing fights have become a natural thing in the world and make it a prestigious event for both teams who have a champion to rise in the ring. According to historical records, boxing was first introduced by the Egyptians, Romans, and Greeks. At first the boxing players wanted to take part in the match without using protective equipment such as boxing gloves, but using gloves made of iron so that many of the players or fighters at that time died in the match area due to being hit by a hard hit from a very dangerous iron glove. and can crush human flesh easily.</p>	

**Scene 2**



Denotation	Connotation
<p>The person wearing the crimson shirt was having entertainment with his fat friend in the white shirt he was wearing. The two of them were so engrossed in playing that they made a very loud sound so that the sound reached the ears of the boss. Then the boss called security to remind the two people because they had played with a loud tone that disturbed the other workers.</p>	<p>Every human being has a mind that is used to think and every human being has a limit or ability to manage that thought. For example, when a student studies communication science, the student is determined to study other sciences such as economics, Arabic, geography, constitutional law. It is impossible if the student can explore and be proficient in all these sciences, even though there are some people who can do all of them. Because every individual has a limit of thought, so it requires what is called entertainment, aiming to flush the brain so that the mind is refreshed. After the entertainment is enough, then you can return to continue your work.</p>

**Myth**

Entertainment is anything that can entertain and consolation. The multitude of activities that an individual engages in has made entertainment a factor in their requirements. Entertainment can basically come from books, movies, music, indeed sports. One of the entertainments that are in great demand by humans today,

entertainment that contains the basics of comedy in it. The function of entertainment is relatively important, in addition to driving away boredom, entertainment can be a medium of commerce. And became the most popular comedy in the past. Comedy or entertainment is a work that is humorous which basically has the goal to please someone or society and produce laughter and joy. In addition to the Big Indonesian Dictionary, comedy is a light drama full of beauty, although sometimes the beauty is sullen and has a happy ending.

**Scene 3**



**Denotation**

After the second scene, which describes two men entertaining each other, in this scene, we explain how the skills possessed by these two people are. Namely chicken vs hickey, hickey vs grouper, grouper vs sheep, and finally lamb vs chicken again. From the picture above, it can be seen that the two people are described as the animal. One is a large animal, and the other is a small animal, certainly not comparable to the strength possessed by the two people.

**Connotation**

Nature has flora and fauna that are very diverse and very numerous. Especially in animals, every animal has a food chain to carry on its life. If one food chain breaks then the next or the next food chain will not get food or the animal may become extinct. Of course, every animal thinks that I am the strongest in the oceans and lands in the whole world, but do not think that there are other animals that are much stronger than him, and can also become a food chain after that when the previous animal thinks that he is the strongest. It's the same with humans who think that that person is the strongest person, the smartest person,

	the most handsome person, the most beautiful person. What is said is of course there is more to it than all of that and every human being is created to have their own advantages and disadvantages. Because above the sky, there is still a sky.
<b>Myth</b>	
Skill or what is called skill is one of the factors in achieving a successful goal either in terms of work or organization. The purpose of a skill or what is called a skill can also be to facilitate a job in solving each problem completely and effectively without any obstacles so that it will produce an optimal performance. The purpose of developing skills or skills is to improve the effectiveness of a job in achieving the work that has been applied. Improvement of work effectiveness can also be done, namely by improving individual knowledge or human resources (HR), individual skills and attitudes of the person himself towards the tasks he has undertaken. <sup>14</sup>	
<b>Scene 4</b>	
	
<b>Denotation</b>	<b>connotation</b>
The picture above shows that the two people are fighting because they are comparing each other's abilities and weaknesses and a dispute arises so that the two people break off friendships and	There is a saying that "every human must have forgotten and made mistakes". We as human beings are no exception, even though we think that we are right, it is possible that we are

<sup>14</sup> M Kadarisman, *Manajemen Pengembangan Sumber Daya Manusia* (Jakarta: Raja Grafindo Persada, 2012). 53

<p>no longer talk to each other, even though their desks are side by side.</p>	<p>always right, we must be seen as wrong by the eyes of others. Even though we're actually doing the right thing. For example, there is a bus that is running and is looking for passengers, then from a distance there is a high-speed car in which there is a person carrying a rifle, instantly the bus turns the vehicle to close the entire road. Then the criminal's car crashed into the bus and the car the criminal was driving bounced off of a nearby car. Suddenly other people did not accept the bus, even though the bus driver's intention was to prevent criminals from running away. From this story, it becomes a whip for us that the person we think is wrong is not necessarily wrong, and even though we are doing the right thing, other people think we are wrong even though our intentions are actually right.</p>
<p>Myth</p>	
<p>The beginning of the dispute that became a quarrel occurred in ancient times when the two sons of the Prophet Adam a.s. Namely Abel and Qobil. The beginning of the story of the dispute that resulted in a fight was when the Prophet Adam a.s. Ordered Qobil's sister to marry Abel, then Abel's sister to marry Qobil or cross-marriage, of course, one of the parties did not accept the decision, resulting in an argument. From this story, everyone believes that a fight or dispute occurs because of differences in views between one another.</p>	

**Scene 5**



**Denotation**

The picture above shows that the two people are fighting because they are comparing each other's abilities and weaknesses and a dispute arises so that the two people break off friendships and no longer talk to each other, even though their desks are side by side.

**Connotation**

There is a saying that "every human must have forgotten and made mistakes". We as human beings are no exception, even though we think that we are right, it is possible that we are always right, we must be seen as wrong by the eyes of others. Even though we're actually doing the right thing. For example, there is a bus that is running and is looking for passengers, then from a distance there is a high-speed car in which there is a person carrying a rifle, instantly the bus turns the vehicle to close the entire road. Then the criminal's car crashed into the bus and the car the criminal was driving bounced off of a nearby car. Suddenly other people did not accept the bus, even though the bus driver's intention was to prevent criminals from running away. From this story, it becomes a whip for us that the person we think is wrong is not necessarily wrong, and

	even though we are doing the right thing, other people think we are wrong even though our intentions are actually right.
<b>Myth</b>	
In this scene, the myth assumes that every action has consequences for whatever or whoever does it, this is interpreted as a form of regret. Regret is a negative emotional/cognitive state, cursing oneself for a poor outcome, a sense of loss or emptiness for a commodity that one feels should have happened. <sup>15</sup> In a journal written by Umayya said that regret is a form of emotion that gives direction to a person's actions, speaking style, and behavior. <sup>16</sup>	
<b>Scene 6</b>	
	
<b>Denotation</b>	<b>Connotation</b>
The picture above shows that the two men have agreed to an apology for the mistakes they have made during play or excessive entertainment to the point of being scolded by their superiors by ordering a security guard to come into their place of work and admonish them not to be noisy	There is a saying that says, "Speak the truth even if it tastes bitter. When we make a mistake, whether it's a big or small mistake, there must be regret behind the mistake. Of course, when we are guilty, the most difficult thing is how to apologize or forgive people. The

<sup>15</sup> "Memahami Makna Penyesalan," article, *beritagar* (blog), 2022, <https://beritagar.id/artikel/gaya-hidup/memahami-makna-penyesalan>.

<sup>16</sup> Faturochman Faraz Umayya, "Penyesalan Keputusan Konsumen Berdasarkan Faktor Rekomendasi Dan Kredibilitas Informasi," 3, 42 (Desember 2015): 218.

<p>during break time because they can destroy the peace of others who are working there.</p>	<p>best way to apologize or forgive another person is gradually. By way of every time we meet we give a smile or a normal greeting, when the time is right, then we apologize or forgive the person to repair the ties of brotherhood or friendship. For example, when we see a pair of lovers who are posting intimate photos or videos of the couple, we definitely see that the couple is a happy couple. Behind it all there must be a very long fight or argument from the couple and they try to cover up the problem, so that what the public displays is a moment when they are happy.</p>
<p>Myth</p>	
<p>Legendary boxer Muhammad Ali once said “Friendship is the most difficult thing in the world to define. It's not something you learn in school. But if you haven't learned what friendship is, you haven't learned anything.” From these words we can take one example, when we just recognize a friend and over time, we get closer to the friends we used to know. Surely as time goes by, you must remember the times of hard, happy, hostile, quarreling and so on. Without us knowing it we are learning what friendship really means. It's the same with boxers. Before entering the match, the boxer will definitely be faced with an unknown opponent. After the match is over, and as time goes by, the boxer is getting closer to his opponent even though some of them have suffered serious injuries. Win or if you are used to it. But friendship is great.</p>	

## **MORAL MESSAGE**

While the moral message on the meaning of cigarette advertisements in this study is that our humanity is required to maintain the relationship between each other to bring up the harmonious attitude between humanity, it is brave and ready to bear the risk of carrying out an act even though it is trivial, when we make a mistake we want to realize and regret the action and try to apologize to the people we have blamed or if other people have wrong we want to get a chest to accept an apology from others, and realize a capacity of what we encounter, realize that We have self-esteem where the self-esteem is not to be dropped by others, and realizes when we have guilt to others.

## **CONCLUSION**

The meaning of denotation in the scenes contained in the soap opera L.A. Cigarette Advertisement. Lights version of "Don't want to be pitted, don't want to be divided". Realized very clearly to mark. The moral message in the research studied by the author is quite a lot in every scene per scene of the two videos studied by the author. The denotative meaning of the moral message in this study is an attitude of solidarity, being responsible for oneself, forgiving each other among humans, being oneself, regretting one's actions when making a mistake, having the courage to act, and being confident in doing everything and being ready to take risks. when a problem arises. The meaning of the connotations in L.A. Cigarette advertisements. Lights Version of "Don't Want To Be Competed, Don't Want To Be Divided". It can be concluded that the advertisement contains many moral messages that reflect the life of a person from the lower middle class or the upper middle class in dealing with a problem at hand. Whether the problem is big or small, as an individual, you need to be able to face and solve the problem individually or in groups, and not run away or leave the matter which can lead to inflammation of the problems you are facing.

The meaning of the myth contained in the L.A. Cigarette advertisement Lights version of "Don't want to be pitted, don't want to be divided". Is a move from the life of a person or group who is solving a problem (real world) that is well summarized designed in the form of advertising. Roland Barthes mentions that myth occurs because  
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of a combination or a mixture of denotation and denotation. Myths themselves appear behind the signs in everyday life, both written and through the media.

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