

Field of Meaning Theory in Celebgram Endorsement Product Captions



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Abstract

In this digital age, manufacturers are competing to market their products through social media platforms such as Instagram. Manufacturers sell their products on Instagram by assigning marketing "agents", or Instagram Celebrities, better known on Instagram as Celebgrams. This celebrity has quite a few followers on Instagram. This allows manufacturers to confidently promote their products by endorsing them. This study uses Chaer's theory of semantic fields. This study aimed to analyze the semantic field of captions containing product recommendations for the Prilly Latuconsina program. The recommendations analyzed focused on feminine care, fashion, and fast food restaurants. This research method is qualitative descriptive analysis. They collect data based on literature surveys and documents. The result of this research is that the field of semantics can be used to analyze captions.

Keywords: Caption, celebgram, endorsement, field, meaning



1. Introduction

In an era that needs technology and information as it is today when producers will boost their product sales in the community, they will take advantage of products from technology and information[1]. The product is Instagram. This makes product manufacturers take a profitable opportunity to endorse these celebrities with products from manufacturers[2]. Now, many celebrities are often the 'agents' of online marketing of a product[3]. These celebrities are also known as Instagram celebrities or celebgram[4]. Celebrities post products that endorse them on their accounts with persuasive captions to the audience to use the products they advertise[5]. Furthermore, the meaning field theory argues that a field of meaning or lexical field is a set of verbal elements whose meanings are interconnected because they describe part of a field of culture or reality in a particular universe[6].

This study analyzes the captions of photos of endorsement products of celebgram, namely Prilly Latuconsina[7]. The captions for the pictures of endorsement products in this study focus on women's care, fashion, fast food restaurant, women's accessories, education applications, and villas[8]. The captions analysis uses the meaning field theory, which comes from semantics. In addition, below is a picture of the official Instagram account and biodata of Prilly Latuconsina[9].



Figure 1: Instagram Official Account of Prilly Latuconsina

Below, the researcher will write a complete biodata from the celebgram Prilly Latuconsina (https://id.wikipedia.org/wiki/Prilly_Latuconsina, 2022, with change):

Biodata:

| | |
|-------------------------|---------------------------------------------|
| Full Name | : Prilly Mahatei Latuconsina |
| Stage Name | : Prilly Latuconsina |
| Place and Date of Birth | : Tangerang, October 15, 1996 |
| Age | : 26 years old |
| Origin | : Banten, Indonesia |
| Education | : London School of Public Relations Jakarta |
| Occupation | : Artist, Model, Produser |
| Parents | : Rizal Latuconsina and Uilly Djulita |
| Siblings | : Raja Latuconsina |
| Instagram Account | : @prillylatuconsina96 |

Career:

Prilly started her career in the Indonesian entertainment world in 2009. Before really jumping in, Prilly honed her acting skills at the *Sanggar Ananda*. She first appeared on the screen by hosting *Si Bolang* which was filmed in Lombok, West Nusa Tenggara for two episodes and became the presenter of the *Koki Cilik* program

Filmography:

Table 1: Filmography of Prilly Latuconsina

| Year | Title | Role | Production | Note |
|------|----------------------|-------------|-----------------|------|
| 2013 | <i>Honeymoon</i> | Kania kecil | Starvision Plus | |
| | <i>La Tahzan</i> | Neneng | Falcon Pictures | |
| 2016 | <i>Surat Untukmu</i> | Gendis | Aletta Pictures | |

| | | | | |
|------|------------------------------------------|------------------------------------|----------------------------------------------|----------------------------------------------------|
| | <i>Hangout</i> | Tonni P. Sacalu/Prilly Latuconsina | Rapi Films | |
| 2017 | <i>Danur: I Can See Ghosts</i> | Risa Saraswati | MD Entertainment | Cameo |
| | <i>Insya Allah Sah</i> | Prilly | | |
| 2018 | <i>Danur 2: Maddah</i> | Risa Saraswati | | |
| 2019 | <i>Matt & Mou</i> | Mouretta | | |
| | <i>Danur 3: Sunyaruri</i> | Risa Saraswati | | |
| 2021 | <i>Kukira Kau Rumah</i> | Niskala | Sinemaku Pictures & MD Entertainment | <i>Sebagai Eksekutif Produser</i> |
| 2022 | <i>12 Cerita Glen Anggara</i> | Shena Rose Hunagadi | Falcon Pictures & Kharisma Starvision Plus | |
| | <i>Rossa: 25 Shining Years Concert †</i> | N/A | Sinemaku Pictures | <i>Film dokumenter; sebagai Eksekutif Produser</i> |
| 2023 | <i>Danur 4: Senjakala †</i> | Risa Saraswati | MD Entertainment | <i>Praproduksi</i> |
| TBA | <i>Gita Cinta dari SMA †</i> | Ratna | Starvision Plus & Moviesta Pictures | <i>Selesai produksi</i> |
| | <i>Puspa Indah Taman Hati †</i> | Ratna/Marlina | Kharisma Starvision Plus & Moviesta Pictures | |
| | <i>Budi Pekerti †</i> | Tita | Rekata Studio & Kaninga Pictures | <i>Praproduksi</i> |
| | <i>Ketika Berhenti Disini</i> | Anindita Semesta | Sinemaku Pictures | <i>Sebagai Eksekutif Produser</i> |

Awards and Nominations:

Table 2: Awards and Nominations of Prilly Latuconsina

| Year | Awards | Creation | Category | Result |
|------|--------------------------------------------|-----------------------------------------|-----------------------------------|----------|
| 2014 | SCTV Awards 2014 | <i>Ganteng-Ganteng Serigala</i> | Aktris Utama Paling Ngetop | Menang |
| | | | Aktris Sosmed Terfavorite | |
| | Inbox Awards 2014 | — | Host Tamu Paling Inbox | Nominasi |
| | Yahoo Celebrity Awards 2014 ^[1] | | Teenage Idol Girl | Menang |
| 2015 | | | | |
| | Fokus Selebriti 2015 | | Selebriti Ternehits Wanita | |
| | Inbox Awards 2015 | | Penyanyi Solo Wanita Paling Inbox | |
| | | | Host Tamu Paling Inbox | |
| | Selebrita Awards 2015 | Seleb Tereksis | | |
| | SCTV Awards 2015 | <i>Ganteng-Ganteng Serigala Returns</i> | Aktris Utama Paling Ngetop | |
| | Infotainment Awards 2015 | — | Selebriti Wanita Paling Memikat | Nominasi |

| | | | | |
|--------------------|------------------------------------------------|------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------|
| | | | <i>Pasangan Selebriti Paling Romantis (bersama Aliando Syarief)</i> | <i>Menang</i> |
| | | | <i>Penampilan Selebriti Paling Ditunggu</i> | <i>Nominasi</i> |
| | | | <i>Celebrity of The Year</i> | |
| | | | <i>Selebriti Sosmed Paling Eksis</i> | <i>Menang</i> |
| 2016 | Panasonic Gobel Awards 2015 | <i>Ganteng-Ganteng Serigala</i> | <i>Aktris Terfavorit</i> | |
| | Panasonic Gobel Awards 2016 | | | |
| | Indonesia Television Awards 2016 | — | <i>Aktris Terpopuler</i> | |
| | Inbox Awards 2016 | | <i>Host Tamu Paling Inbox</i> | |
| | Infotainment Awards 2016 | | <i>Celebrity of The Years</i> | <i>Nominasi</i> |
| | Nickelodeon Indonesia Kids' Choice Awards 2016 | <i>Ganteng-Ganteng Serigala Returns</i> | <i>Aktris Favorit</i> | |
| | | | — | <i>Pasangan Layar Kaca Favorit (bersama Aliando Syarief)</i> |
| | SCTV Music Awards 2016 | | <i>Penyanyi Solo Wanita</i> | |
| | Sosial Media Awards 2016 | | <i>Selebgram Female</i> | |
| | Inbox Awards 2016 | | <i>Fanbase Paling Inbox</i> | |
| | | | <i>Penyanyi Solo Wanita Paling Inbox</i> | |
| | | | <i>Host Tamu Paling Inbox</i> | <i>Menang</i> |
| | Indonesian Social Media Awards 2K16 | | <i>Female Celeb Facebook 2K16</i> | |
| | | <i>Female Celeb Twitter 2K16</i> | <i>Nominasi</i> | |
| Insert Awards 2016 | | <i>Fit and Fabulous Female Celebrity</i> | | |
| 2017 | Indonesian Box Office Movie Awards 2017 | <i>Hangout</i> | <i>Pemeran Utama Wanita Terbaik</i> | <i>Nominasi</i> |
| | Panasonic Gobel Awards 2017 | <i>Bawang Merah Bawang Putih</i> | <i>Aktris Terfavorit</i> | <i>Menang</i> |
| | | | <i>Pemeran Wanita Terpuji Kategori Serial Televisi</i> | <i>Nominasi</i> |
| | Insert Awards 2017 | — | <i>Selebriti terinsert</i> | <i>Menang</i> |
| | Insert Fashion Award 2017 | | <i>Fashionable Young Celebrity</i> | |
| | Selebrita Awards 2017 | <i>Danur: I Can See Ghosts</i> | <i>Film Indonesia Terseleb</i> | |
| 2018 | Indonesian Box Office Movie Awards 2018 | | <i>Pemeran Utama Wanita Terbaik</i> | <i>Nominasi</i> |
| | Silet Awards 2018 | — | <i>Asmara Tersilet (bersama Maxime Bouttier)</i> | <i>Menang</i> |
| 2020 | Kiss Awards 2020 | | <i>Princess Terkiss</i> | |
| | | | <i>Jomblo Terkiss</i> | |

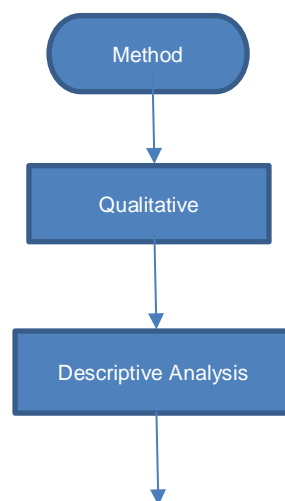
| | | | | |
|-----------------------------------------------------|-------------------------------------|-------------------------|--------------------------------------------------|-----------------|
| 2021 | Telkomsel Awards 2021 | <i>Negeri 5 Menara</i> | <i>Female MAXstream Talent</i> | |
| | Festival film Bandung 2021 | <i>I Love You Silly</i> | <i>Pemeran Wanita Terpuji Serial Web</i> | <i>Nominasi</i> |
| | Festival Film Indonesia 2021 | — | <i>Aktris Terfavorit Pilihan Penonton</i> | <i>Menang</i> |
| | | <i>Kukira Kau Rumah</i> | <i>Film Terfavorit Pilihan Penonton</i> | <i>Nominasi</i> |
| 2022 | Kiss Awards 2022 | — | <i>Netizen Darling Terkiss</i> | |
| | Infotainment Awards 2022 | | <i>Jomblo Terkiss</i> | |
| | | | <i>Celebrity Of The Year</i> | |
| | | | <i>Artis Paling Socmed</i> | |
| | Indonesian Movie Actors Awards 2022 | <i>Kukira Kau Rumah</i> | <i>Pasangan Terbaik (bersama Jourdy Pranata)</i> | |
| <i>Pasangan Terfavorit (bersama Jourdy Pranata)</i> | | | <i>Menang</i> | |

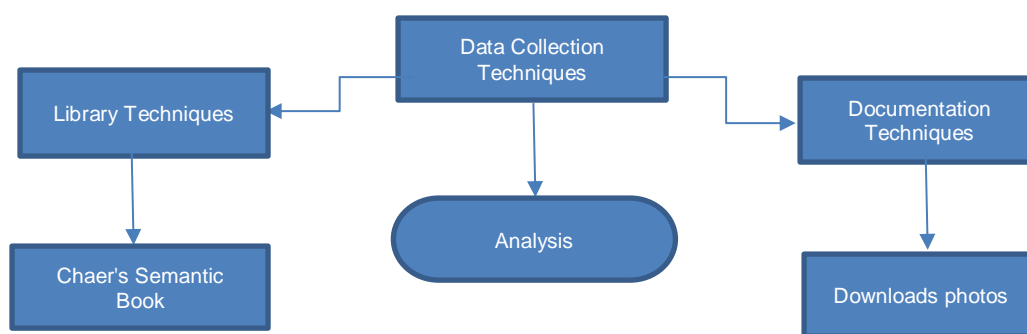
Table 1 above shows a list of Prilly Latuconsina's filmography, which includes the titles of the films she has played[10]. Then table 2 shows the awards received by Prilly Latuconsina from various fields of acting[11]. This study aims to find out the benefits of meaning field theory when analyzing photo captions for Prilly Latuconsina's celebgram endorsement products[12]. This shows that linguistics can be used when analyzing problems outside of spoken language[13].

2. Research Method

This study uses qualitative descriptive analysis, using the help of data collection techniques in the form of library and documentation procedures. Then, when analyzing the data, the researcher used the theory from Chaer's book as the primary reference. The documentation technique downloads photos from Prilly Latuconsina's Instagram account, which has product endorsements. The field of the meaning theory is a set of linguistic elements whose meanings are interconnected because they describe part of the field of culture or reality in a particular universe. Furthermore, according to Chaer, The word semantics in Indonesian comes from the Greek *sema*, which means 'sign' or 'symbol.' Then, according to the researcher, semantic understanding is the explicit meaning issued by humans, both verbally and in writing. Referring to this, when analyzing semantic problems, both oral and written analysis can be carried out. To make it more transparent, let's look at the method flowchart below.

Table 3: Flowchart of Research Method





2.1 Literature Review

This section is a more detailed review of the literature used in this study. Furthermore, in this study, in addition to reviewing the theory from the book library, also reviewing the journal library. The journal libraries that researchers review and quote are journals that analyze semantics, meaning fields, advertisements, products, and social media. These journals are in Indonesian and English. More details, can be seen below.

First, research the meaning of fashion products. The study, published on the British Vogue website, is titled The Word Formation Process of Fashion Terminology. The study analyzes that although word formation processes differ in fashionable terms, the most influential process is the borrowing process. In particular, from the process of borrowing, we can conclude that fashions are mainly influenced by cultures that produce authentic languages such as French and Latin (Haywardhani, A.R., 2019). In fact, linguistics can also be applied to the analysis of non-linguistic problems. Proven by this study.

Second, a study on the meaning of "painting" trucks. This study titled Female Codes and Representations in the Semiotic Studies of the Trans Art Track Model Roland Barthes. According to Roland Barthes, the results of this research can be found in all Tranart Five Chord chords. 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 (Octavhia, A. N. & Bernadus, W. J. S., 2019). This study discusses the field of meaning contained in the 'painting' behind the truck. Of course, what is being analyzed is the meaning field of the words in the 'painting'.

Third, a study by Siahaan, C.K. (2020) entitled Word Formation in Sharena Delon's Instagram Posts: Morphological analysis is an examination of the language people use on social media. The study leads to an analysis based on the data the researchers found, and finds that the clipping and blending process is mostly done on Chalenadron's Instagram. This shows that people prefer to abbreviate long words into new words that they use on a daily basis. The least used process on Instagram by Sharena Dolon is the coin creation process. He points out that people don't often use branded products as trade names. This study describes the language used by a person named Sharena Delon in her Instagram posts. In this study, Shalena Dolon uses a "social media" written language that is different from the written language of everyday life.

The fourth is a semantic study by Soares, A. (2019), entitled "The relationship between syntax and semantics".

A study of linguistic typology. In this study, Soares reached the following conclusions: Based on his four languages used as data in this study: English (EL), Makassian (ML), Tetum He Terik (TT) and Indonesian (BI), each of these languages has its own I know there is language. Syntactic or semantic similarities and differences with word sequences. Based on the word order, (EL) is canonically known as SVO with OSV alternation, and (ML) word order is canonically known as SOV with OSV alternation. The (TT) word order is commonly known as SVO with OSV alternation. (BI)'s word order is canonically known as SVO, but his two typological variations are possible: OSV or VOS. In this study, Soares examines four of his languages linked by syntactic and semantic patterns.

Fifth, a semantic study researched by Sudarwati, E. & Nur, AZ (2019) is titled The Color Red Semiotics in Giver Films. The result of this research is the film The Giver, in which the color red is used to build the character of the main character, Jonas. The red color has properties such as Viona's hair, apples, books, and clothes. And the author learned that even the same color can have different meanings depending on the context. The red color of Viona's hair indicates Jonas' interest in Viona. It means love and lust. For apples, the red color symbolizes Jonas' action, confidence, and action. The red color meaning in the book, then, goes beyond what sets him apart from other community members and relates to his knowledge and passion. The grouping of meanings of red in the movie The Giver has a great influence on the characters in the film.

Sixth, purchase motivations of skin care product users (a phenomenon in women with DKI) reported by Faza, L.A., Prima, MA, Siti, M., Andi, C., P., and Efa, A.N. (2022). (Science Research Jakarta) product research. The results of this study examined the motivations of female whistleblowers to purchase skin care products, their motivations to meet their shopping needs, their motivations to view shopping as an adventure, and finally their motivations to connect with friends and family while shopping.

The seventh is a social media study (2021) conducted by Santoso NA, Alwiyah AA, and Efa AN entitled 'Social Media Factors and Teen Gadget Addiction Factors in Indonesia'. The results of this study are conclusions. Time, productivity and relationships are factors that influence social media and gadget addiction. Thoughts are not a factor influencing social media and gadget addiction.

Eighth, linguistic research researched by Tussa'diah, H., & Nursyah, Y. K. (2022) entitled Critical Discourse Analysis on Linguistic Ideology of The Netizens Comments. The results of this study are netizens used the words even, possible and because which included in a sentence in his comments. Netizens also used pronouns replacing the words of the object they were targeting. In the Rhetoric Section, Microstructure elements were Graphics, Metaphors, and Expressions. Netizens used abbreviations and figurative words to express something, they also applied emoticons to describe their feelings.

3. Findings

The results of this research are to analyze Prilly Latuconsina's endorsement product. The endorsement products analyzed focused on women's care, fashion, fast food restaurant, women's accessories, education applications, and villa products[14].

3.1 Problem

The problem that is the focus of this research is that in Instagram photos of celebrities containing endorsement products if you look more closely, there is a field of meaning closely related to the products endorsed by the celebgram[15]. The public often overlooks this. People need to focus more on their products' external appearance before reading the product's content and benefits, which have been typed in the caption[16]. Researchers tried to use the field of meaning theory to analyze the corpus of data in the captions of photos of the celebgram Prilly Latuconsina related to femininity[17]. This is expected to be able to answer the problems that often exist in the community and be a solution to these problems. Then, the importance of this research is to utilize semantic science, namely the field of meaning to analyze a problem outside of spoken language, namely analyzing photo captions for endorsement products related explicitly to womanhood from a celebgram named Prilly Latuconsina[18].

Below, the researcher will present the analysis results of endorsement product captions from Prilly Latuconsina's photo. Researchers will group the results based on the subsection of the endorsed product[19].

3.2 Research Implementation

1) Women's Care Product Endorsement

In this section, there is one photo caption of endorsed products from the celebgram Prilly Latuconsina. The caption on the photo in the form of figure 2 is "Ini dia salah satu toner baru kecintaan baru kecintaan aku! Azarine Polypeptide Fresh Vitality Toner yang berfungsi untuk membantu memperlambat tanda-tanda penuaan, seperti kerutan, kulit kering, garis halus,

smile lines. Wajib banget digunakan bersama Retinol Smooth Glowing Serum, yang hasilnya bakalan nampol banget kalau digabung sama toner ini. Setelah pakai ini, aku merasa wajahku lebih lembap dan tidak merasa cekit-cekit sama sekali. Bikin awet muda jadi mudah dengan rangkaian Retinol Series dari Azarine! Harga tonernya cuma 60 ribuan aja dan harga serumnya cuma 50 ribuan aja, lhooo. Yuk, langsung aja kepoin produknya di @azarinecosmeticofficial dan buruan checkout di semua e-commerce kesayangan kalian! #AgingGracefully #AzarineCosmetic”.



Figure 2: Prilly Latuconsina when Introducing @azarinecosmeticofficial Product

The caption on figure 2 above means that the celebgram is introducing the @azarinecosmeticofficial endorsement product. The field of meaning related to women's care products in this photo caption is *salah satu toner; Azarine Polypeptide Fresh Vitality Toner; memperlambat tanda-tanda penuaan, seperti kerutan, kulit kering, garis halus, smile lines; Retinol Smooth Glowing Serum; aku merasa wajahku lebih lembap; Bikin awet muda*. Furthermore, the meaning field is *toner; Azarine Polypeptide Fresh Vitality Toner; penuaan; kerutan; kulit kering' garis halus; smile lines; Retinol Smooth Glowing Serum; wajah; lembap; awet muda*.

2) Fashion Product Endorsement

In this section, there is one photo caption of endorsed products from the celebgram Prilly Latuconsina[20]. The caption on the photo in the form of figure 3 is "Honey i have heels higher than your standards[21]v. Gurl meet my new bestfriend, this Tasha 100 Pump from

@stuartweitzman is worth every penny! Discover the brand celebrated for melding unparalleled luxury, uncompromising craftsmanship and unrivaled style only on @kanmogroup.fashion (picture). #SWIndonesia #InOurShoes”.



Figure 3: Prilly Latuconsina when Introducing @stuartweitzman Product

The caption on figure 3 above means that the celebgram is introducing the @stuartweitzman endorsement product[22]. The field of meaning related to fashion products in this photo caption is have heels higher than your standards; this Tasha 100 Pump from @stuartweitzman is worth every penny; melding unparalleled luxury, uncompromising craftsmanship and unrivaled style. Furthermore, the meaning field is heels; Tasha 100; every penny; melding; luxury; craftsmanship; unrivaled style.

3) Fast Food Restaurant Product Endorsement

In this section, there is one photo caption of endorsed products from the celebgram Prilly Latuconsina[23]. The caption on the photo in the form of figure 4 is “Tanggal Tua, Bikin Mules Mau Jajan Berdua, Dompot Ngenes (symbol) Canda ngeness.. soalnya ada Menu Bokek di BK yang ter-OKE dan paling ngertiin aku! (emoticon) Yuk, buruan ke @burgerking.id terdekat ada 18 Menu SEMUA DI BAWAH 18 Ribuan SELAMANYA! #MenuBokek #BurgerKingIndonesia”.



Figure 4: Prilly Latuconsina when Introducing @burgerking.id Product

The caption on figure 4 above means that the celebgram is introducing the @burgerking.id endorsement product[24]. The field of meaning related to fast food restaurant products in this photo caption is *Mau Jajan Berdua; Dompot Ngenes; ada Menu Bokek di BK yang ter-OKE; ada 18 Menu SEMUA DI BAWAH 18 Ribuan SELAMANYA*. Furthermore, the meaning field is *Jajan; Dompot; Menu Bokek; 18 Menu; 18 Ribuan*[25].

4. Conclusion

The result of this study is that the field of meaning theory can be used when analyzing photo captions. In the end, the meaning field theory can help diagnose the meaning field contained in the caption for celebgram Prilly Latuconsina's 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 using the social media platform, namely Instagram. This also proves that linguistics can help solve problems outside of linguistics itself, which is expected to be a positive contribution for science outside of language to intertwine with linguistics.

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