

Green Marketing Representation of Le Minerale Advertising Economy Circular Movement #Jadibarulagi's Version

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Abstract

Le Minerale products issued an advertisement with the hashtag #JadiBaruLagi with the title "Through Le Minerale's National Circular Economy Movement, we change plastic waste #JadiBaruLagi". The author saw that the advertisement gave a Green Marketing message, to reject Le Minerale products which are imaged as products that contribute to plastic waste in Indonesia because they issue single-use gallon products. This study uses Charles Sanders Pierce's semiotic analysis approach known as the triadic model and its trichotomous concepts namely representamen, objectification, and interpretation to analyze the symbols contained in the advertisement. The unit of analysis is Le Minerale advertisements sourced from the Le Minerale youtube channel edition. Through the Le Minerale National Circular Economy Movement, we change plastic waste to #JadiBaruLagi. The results of the research show that this ad represents various things about green marketing. First, green marketing is shown in the form of 'green' natural life which is described by the life of fish in the sea and houses with green trees. The two green markings are illustrated through the movement of collecting and sorting plastic waste. Finally, the ad displays a form of corporate social responsibility that supports the circular economy movement through recycling plastic bottles and gallons.

Keywords: Representation, advertisement, green marketing, Le Minerale.

Introduction

Indonesia has a waste problem that is not getting better. Waste management is still considered taboo. Separation of waste according to its type still needs to be socialized. A report from the Sustainable Waste Indonesia (SWI) agency said that the recycling rate (recycle rate) of plastic waste in Indonesia has only touched seven percent, with the type of plastic PET1 (which is commonly used for bottle and gallon packaging) reaching a 75 percent recycling rate (Putra, 2023).

Tabel 1. The types of waste

No.	Type of waste	Waste collected	Waste Managed	Remaining Waste
1	Papper	74.167.721,23	2.346.029,39	71.821.691,84
2	Plastic	33.717.932,63	1.647.380,07	32.070.552,56
3	Metal	21.182.282,09	313.353,47	20.868.928,62
4	Food Waste	1.747.640,94	1.623.470,09	124.170,85
5	Organic	779.871,59	767.642,42	210.206,31
6	Glass	311.044,00	100.837,69	11.288,10
7	Rubber	31.788,98	26.793,31	4.995,67
8	Textile	13.885,70	4.696,10	9.189,60
9	Hazardous & Toxic material	7.095,75	3.465,09	3.630,66

Source: Website PSLB3 (Managemen of waste, cesspit, and hazardous & toxic material)

Figure 1 is taken from the LHK website, and the result plastic is the second highest. The difference between the waste that is collected, and managed, to the rest is still not comparable. The most abundant source of waste is household waste as much as 38.40%. This means that the Indonesian people and the government need to cooperate in order to implement waste management starting with household waste. In accordance with the contents of the G20 Leaders Declaration on point 4, namely adopting technology to encourage innovation and point 6 addressing climate change and strengthening the health sector. Waste management enters into these points. Now, many recycling industries are built, as waste banks. Why is plastic waste the second largest contributor after paper waste? Indonesia still has a habit of buying drinking water, both at home and outside. Because the water flowing from the tap is not suitable for drinking directly. It has to go through several stages of distillation to be fit for drinking. Finally, several drinking water products are competing to offer products from mountain water. Places to shop also still use plastic so that the accumulation of plastic waste continues to increase because waste management or what is known as recycling has not been socialized vocally enough. Awareness of recycling is still low, so the amount of recycling in Indonesia is also low.

One of the drinking water brands, Le Minerale, offers a new product, namely disposable gallons with a narrative that offers hygiene compared to its competitor brand, the name is Aqua. This is actually a controversy because it is considered the largest contributor to plastic waste. As well as being considered irresponsible for disposable gallon waste. If you look at the single-use gallons offered, the type of plastic is PET which is the raw material for recycling. The author sees Le Minerale trying to reject the notion of the Le Minerale brand as the largest contributor to plastic waste in Indonesia, LM initiated it by creating an advertisement for the "National Circular Economy Movement " (NCEM). In collaboration with the Ministry of Environment and Forestry of the Republic of Indonesia, the Ministry of Industry, the Coordinating Ministry for Maritime Affairs and Investment, the Indonesian Scavengers Association, ADUPI (Indonesian Plastic Recycling Association), ASPARMINAS (National Bottled Water Producers Association), Polindo Utama, Bumi Indus Padma Jaya, Plastic Pay. Seeing this collaboration, the authors see that LM does not only offer an advertisement but invites anyone who sees the advertisement to do NCEM together.

LM's advertisement can be said to be "official" because it helps the government to voice a global movement, namely the circular economy. The movement initiated by LM is not a movement that has just appeared for the first time. The circular economy was made to renew the linear economic model, where products are designed to be made, used, and disposed of (the take-make-dispose principle) so that producers will continue to take natural resources to produce new products, assuming that natural resources are unlimited.

Advertising and a movement is a marketing activity that simultaneously considers environmental aspects known as green marketing. In an ad with a duration of 1 minute 1 second, throughout the video it explains how it cares for the environment and divides it into three important points. The first point is that household waste is the easiest to separate based on its type (awareness starts at home). Second, scavengers who serve all mankind for their work, third are recycling factory workers who can produce clothes, bags and shoes from recycled waste. The advertisement summarizes the purpose of its vision and mission using the hashtag #JadiBaruLagi. The important points of the circular economy are the 5 priority

sectors in Indonesia, namely food and beverage, textile, construction, wholesale and retail, electronic equipment. With the hope of making great benefits in the field of profit, planet and people in 2030.

The author sees how Le Minerale advertisements have a specific purpose for the good name of their products. By creating a movement that is indeed a global movement with environmental issues, this movement is also encouraged by the government in Indonesia. Therefore this study will use a semiotic approach. The author has a neutral view without taking anyone's side to make this research. By using Charles Sander Pierce's semiotic analysis with the triadic semiotic model, namely represented, interpretant, and object, we will observe several pieces of advertising and then relate them to green marketing theory. This research only looks at how NCEM and Green Marketing are presented by Le Minerale advertisements, it does not extend to how the public is aware that they are involved in implementing NCEM.

Green Marketing

Green marketing is simply defined as marketing activities carried out by companies by considering environmental aspects. Green Marketing, in general, is a holistic view of the production, packaging, and distribution of a product that is environmentally friendly (Mukonza et al., 2021). Green marketing is defined as the process of planning and implementing the marketing mix to facilitate the consumption, production, distribution, promotion, packaging, and reclamation of products that are sensitive or responsive to the environment (Dahlstrom, 2011). Conceptually, green marketing involves three aspects, namely first, marketing activities involve satisfying the needs and desires of consumers; the second is carried out in a more efficient and effective way and finally, it has a minimal impact on the destruction of the natural environment so that it can improve the welfare of consumers and society (Priansa, 2017). A fairly complete definition of green marketing is company awareness of the long-term adverse effects of a product, consumers need to be aware of preserving the environment and the government needs to develop stricter norms and strategies to implement (Dangelico & Vocalelli, 2017).

The various definitions offered emphasize that green marketing is a marketing activity that cares about the environment. These activities are carried out with various strategies carried out by the company, including green innovation, greening the processes, and green alliances (Mukonza et al., 2021). Green innovation is product development or innovation that sends a positive impression to all stakeholders that the company is 'green' or cares about the environment. Greening the process is a green process related to the company itself, the focus is on the production process or product delivery service. Finally, green alliances are companies working with alliances or partnerships to emphasize the company's green activities (Mukonza et al., 2021).

One of the green marketing activities is promotion. This activity is carried out with a variety of communication activities that use a variety of marketing communication mixes. The main mix of green marketing is green advertising. The use of green in advertising for companies needs to inform their customers about the environmental features of their products and or services. In addition, this advertisement aims to increase the audience's understanding of what companies are doing to reduce environmental damage (Mukonza et al., 2021).

There are various types of green advertising that implement the concept of green marketing. These types of green advertising include Nature-as-backdrop, Green product attributes, Green image, and Environmental advocacy (Corbett, 2006). These types of advertisements can be carried out by companies separately, but it is possible to do them simultaneously. The most common thing in green advertising is Nature-as-backdrop. This ad type features nature as the main background; the ad image is shown in the form of wild animals, mountain views, or sparkling rivers. Stories in advertisements usually feature animals' direct connection to nature but do not feature humans. Animals are considered the most popular symbols of the non-human environment (Corbett, 2006).

In addition, green advertising is done by embedding green aspects of products called green product attributes. Ads of this type usually contain messages about product attributes that are environmentally friendly. Messages usually contain information about the product production process, product packaging, product name, and the green color that dominates the design of the product (Corbett, 2006).

Another type of green advertising is the green image, or "institutional advertising". These ads focus primarily on the institution rather than on the product or service. Ads of this type try to draw attention to an organization's actions that appear pro-environmentally. Another type of image advertising is instructional, i.e. urging consumers to join companies in recycling efforts or teaching children about the ocean (Corbett, 2006).

The last is Advocacy Ads. This type of advertisement is an advertisement that encourages environmental action or advocates a certain attitude on environmental issues. This advertisement expresses the idea of controversial public social issues and the condition for interest. Issues featured in advertisements usually contain nature, including energy use, air and water pollution, animals, forest use, and other land use matters (Corbett, 2006).

Another approach to doing green advertising is with a message preparation strategy. Message strategies commonly used include promoting brand recall, which is a message strategy that is conveyed to audiences repeatedly with the aim that audiences always remember the name or brand. The message that many companies use is conveying the motto reduce, reuse, and recycle. For example, a company converts waste into renewable energy (2) Both advertising message strategies develop value propositions to bring consumers self-expression, and emotional, or functional benefits. The company seeks to develop advertisements that emphasize the brand's unique selling proposition. For example, consumers have many alternatives when it comes to purchasing bottled water, one of which is that the company has made a substantial commitment to reforestation; (3) Convince the consumer is a message strategy that seeks to play to the consumer's logic, explicitly displaying a message of reasons for buying a product. For example, using public transportation can save expenses; (4) Instilling brand preference is a strategy undertaken to build a positive attitude towards the brand. The two most commonly used methods use humor and sex appeal; (5) The strategy of instilling fear in consumers. From a green marketing perspective, the wrong message is to instill fear, for example, that animal or plant species are threatened with extinction so that consumers are encouraged to be responsible for protecting the environment (Dahlstrom, 2011).

Method

The method used in this study uses a qualitative research method with a semiotic approach. Semiotics is an approach in communication research that examines the relationship between signs, symbols, processes and systems and the meaning contained in these signs (Allen, 2017). Symbols and meanings that can be studied in semiotic research, one of which is found in analyzing advertisements (Belk, 2017). Considering that this research examines the meaning of symbols contained in advertisements for Le Minerale products, the semiotic approach is relevant to use.

Data collecting techniques in this study were carried out by non-participatory observation and documentation studies. Observations were made by observing the scene in the Le Minerale advertisement for the circular economy movement edition version of #JadiBaruLagi which is available on YouTube media. This ad is 1 minute long with 5 scenes containing symbols that represent green marketing. Documentation studies are carried out by referring to relevant literature, in order to interpret the process of interpreting the meaning of the symbols displayed in advertisements.

Data analysis used Charles Sander Pierce's semiotic analysis with a triadic semiotic model, namely represented, interpretant, and object. The first trichotomy, namely represented or sign, is anything that represents or symbolizes in a physical form that can be absorbed by the senses, for example, photos, pictures, or words (Allen, 2017; Vera, 2022). Semiotic research that will examine more deeply the meaning contained in signs needs to involve components in each trichotomy, while the trichotomy in representation is qualisign, sign sign, and legisign (Vera, 2022). Qualisign is a sign based on its nature, for example, the nature of the color red indicates the love of danger, or prohibition or green indicates coolness. Sign sign is a sign that is made based on its shape or appearance, for example, a screaming tone indicates being angry or the shape of cloudy water indicates rain in the upper reaches of the river. Legisign is a sign that marks a general regulation, for example, traffic signs.

Furthermore, the second trichotomy is called an object, from which an individual can derive meaning or it can be in the form of a mental representation (in the mind), it can also be something that is outside the sign (Allen, 2017; Vera, 2022). Furthermore, this trichotomy consists of icon, index, and symbol components (Vera, 2022). An icon is a sign that resembles the object it represents, a sign that uses similarities or characteristics that are the same as what is intended. An index is a sign whose nature depends on the existence of a denotation so in Pierce's terminology it is called a secondment, meaning a sign that has a close relationship with what is represented, for example, smoke with fire. Symbols are signs where the denotation is determined by a generally accepted rule or by mutual agreement, for example, a sign of language.

The last is the interpretant trichotomy is the thought that is generated by the sign and, simultaneously, the effect in the mind of the viewer as it is formed by the sign. It means the interpretation or meaning conveyed by the sign to the recipient. Finally, the Interpretant is what produces the meaning of a sign. Interpretation is very closely related to interpretation. This refers to the practice, within a community or culture, of identifying significant parameters in their environment and using them to generate meaning (Allen, 2017). Based on its components, the interpretant consists of rhema, decision and argument. Rhema is a symbol and interpretant is the main meaning and that meaning can still be developed, decisign is a

symbol and interpretant there is a true relationship and Argument is a sign and its interpretation has generally accepted characteristics (Vera, 2022).

Results and Discussion

This study aims to analyze the representation of green marketing in Le Minerale advertisements for the #jadibarulagi Circular Economy Movement edition. The research findings show that the green marketing in the advertisement can be seen from the display of 8 images in 6 scenes of 1 minute ad video screenshots. The picture in question is a picture of a fish circling in the blue sea and sunlight, a picture of a woman collecting plastic waste at home, a woman sorting garbage, a picture of a woman putting plastic bottles into a shelter provided by Le Minerale, a picture of a house with a green environment and scavengers collecting garbage, a picture of a cleaning worker sorting waste, a picture of various products that have been recycled from plastic waste and a circular arrow as a symbol of the circular economy movement.

Scene 1 : Fish circling the sun

The initial scene of the #jadibarulagi version of the Le Minerale product advertisement shows an image that looks like a group of fish in the sea forming a circle around the sunlight. The components in this image consist of various signs, the first circle sign can be categorized as a representmant. Another sign is fish, in Pierce's trichotomy it is referred to as an object in the icon component, considering that this sign is shown to resemble the sign of the object represented and has a resemblance. Furthermore, the signs of the sea, fish and the sun form a sign that is interrelated, which describes marine natural life.



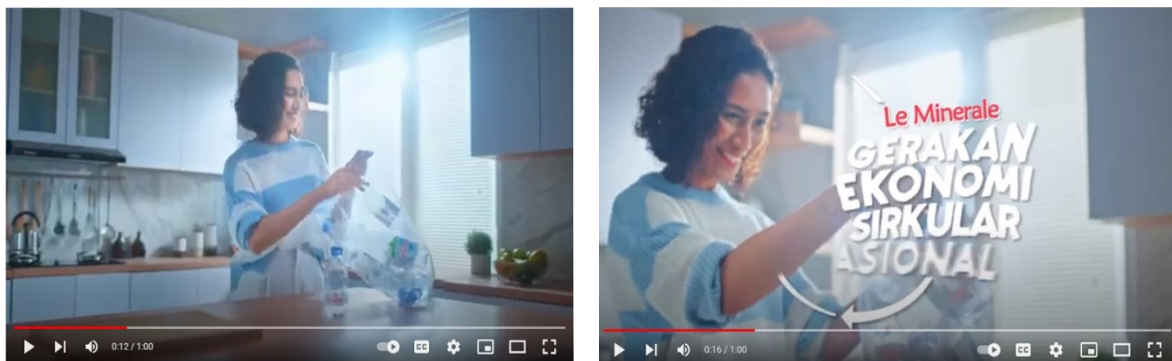
Source: Research results

Figure 1. Scene 1 Le Minerale Advertisement

The various signs above, if interpreted, will give birth to a variety of meanings. The circle shape if interpreted means something that is endless, continuous, and in process (Anwar et al., 2018). In the context of this research, the circle can be interpreted as a continuous process, meaning that the initial scene of the Le Minerale ad opens an initial discourse on the idea of a circular economy movement. Where this economic movement offers the use of waste products to be managed and used continuously from time to time. Furthermore, images of the natural life of fish in the sea with sunlight can be interpreted as a depiction of green advertising in a nature-as-backdrop context where fish as marine animals are the main object of advertising. Advertisement images that highlight the relationship between animals and nature are green advertising with the nature-as-backdrop concept (Corbett, 2006).

Scene 2: Collected Plastic Waste

Scene 2 in seconds 13-16 shows a picture of a woman collecting plastic bottles and then flattening them. This activity is carried out in a room exposed to sunlight. This image continues with the circular economy movement logo image. Furthermore, the sign in this picture displays the sign of a woman which can be seen from the facial features and the shape of the hair. This sign is called a sign sign because it resembles its original shape. In addition, the sign is clearly visible from the picture of the plastic bottle that is put into the plastic bag. The sign of sunlight entering the window of the room is the object of the index component, considering that the bright light entering the room represents the image of sunlight in the morning. The circular economy logo and the words 'circular economy' are symbolic aspects whose meaning has been mutually agreed upon as a symbol of the circular economy movement in Indonesia.



Source: Research results

Figure 2. Scene 2 Le Minerale Advertisement

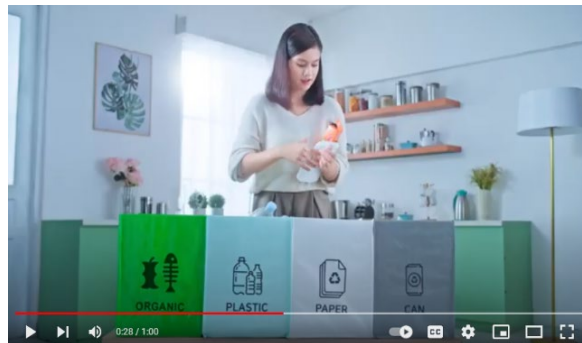
The various signs displayed in the scene above have meaning. The sign of a woman collecting plastic waste in the morning means that caring for the environment can be started by sorting and dreaming of plastic bottle waste. Mineral water plastic bottles cannot be decomposed naturally. Actions that can be taken in managing mineral water bottle plastic waste are by starting to collect, selecting types, flaking, chopping, to smelting (Kambu et al., 2019).

In addition, the sign of sunlight entering the window of the room in the morning is synonymous with ideal environmental conditions. In the context of this advertisement, the image of sunlight displayed in the advertisement means that activities carried out with sunlight offer the ideal concept of living in an environment. The sun is a natural source of lighting for all living things, prevents extinction, and helps the plant life cycle (Putri, 2022).

Scene 3: Sorting the Waste

Scene 3 in the Le Minerale advertisement at 26-28 seconds shows a picture of a woman sorting waste and displays four trash cans, namely organic waste, plastic, paper and cans. This image is reinforced by the narration in the video which reads "everyone can take an important role in this cycle from upstream to downstream, starting from you who sort the waste from the house". If examined using Pierce's perspective, this image consists of several signs. The first is a sign of a woman holding a used plastic bottle and cardboard. This sign is made based on the original form called sign sign. In addition, there is a trash can sign with the symbol and

writing organic, plastic, paper and cans. This sign is called a symbol considering the meaning of the symbol displayed on the trash can is determined by mutual agreement.



Source: Research results

Figure 3. Scene 3 Le Minerale Advertisement

The sign of a woman disposing of waste by sorting plastic waste, paper waste and paper waste can be interpreted as an environmental care activity. In addition, the sign of the trash can at home as a place to sort waste reinforces the previous meaning, that the scene in this ad shows environmental care from home. Waste segregation is important because later it can increase the amount of waste that will be recycled, thus reducing the amount of waste that ends up in the landfill and the environment (Waste4change, 2021).

Scene 4: Recycled Bottle Exchange

Scene 4 in the Le Minerale advertisement at 30 – 34 seconds shows a picture of a woman putting plastic bottles and gallons of waste into the waste bank provided by Le Minerale. The scene features various signs, including a woman, empty plastic bottles and gallons of Le Minerale branding, and an image of the Le Minerale company's waste bank. This sign, in Pierce's perspective, is called a sign, considering that the sign is made to resemble its original form.

Furthermore, the three signs are interconnected, bottles and empty gallons of Lee Minerale's products are identical to the waste associated with the waste bank sign. This means that bottles can be understood as plastic waste as a result of the existence of a garbage bank sign, and vice versa. Signs that are related and close to each other are called inner indexes in Pierce's trichotomy.



Melalui Gerakan Ekonomi Sirkular Nasional Le Minerale, kita ubah sampah plastik #JadiBaruLagi

Source: Research results

Figure 4. Scene 4 Le Minerale Advertisement

The sign of a woman throwing plastic waste into the waste bank can be interpreted as an act of caring for the environment. Furthermore, a woman who disposes of plastic waste in the form of bottles and gallons that do not mix with other waste is one part of the action to support the plastic bottle recycling movement. In addition, the waste bank sign, which is branded Le Minerale, represents the company's responsibility in managing plastic waste. Waste banks have started to penetrate several companies as an effort to support the waste recycling movement, as a form of corporate social responsibility (Viona, 2023).

Scene 5: Role of Scavengers and Description of the Green environment

Scene 5 in the Le Minerale commercial at 35 – 37 seconds shows an image of a scavenger collecting Le Minerale plastic bottle waste which is emphasized by the narration in the video “scavengers who collect it”. The scene of a scavenger collecting plastic waste is set against a white house with clean conditions and shady green trees. The scene consists of various signs, including the sign of a scavenger, the sign of a house and a plastic bottle which is referred to as a sign in representment. In addition, the white color of the house and the green color of the trees are qualisigns in the trichotomy represented.

At the object level, a scavenger wearing a hat, shoes and holding a bag of plastic bottles is an icon. This is because these three signs are made to have similarities with reality. Scavengers are synonymous with clothing using hats, shoes, and holding trash. In addition, the appearance of a house with white paint complemented by green shady trees is an index aspect that describes the condition of a green home environment. Considering that the house sign is related to other signs, namely the white color that dominates the house and the green shady trees beside the house.



Source: Research results

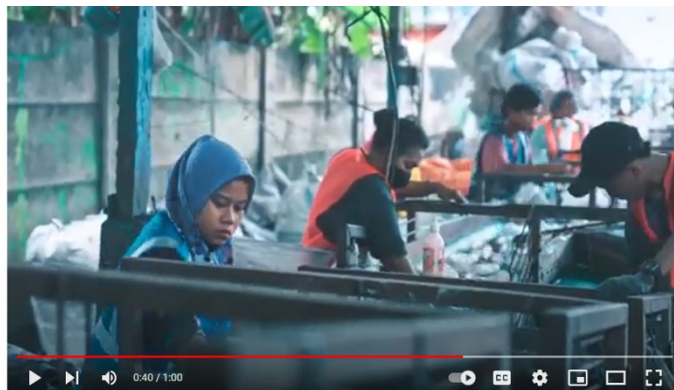
Figure 5. Scene 4 Le Minerale Advertisement

The scavenger sign in this advertisement means that scavengers are one of the parties that play a role in the recycling process to create green marketing activities. Scavengers are a form of activity in collecting used materials from various waste disposal locations that can still be used to start the recycling process (Taufik, 2015). In addition, the white house background represents environmental cleanliness. White color means cleanliness or purity (Nugroho, 2008). Finally, the house is surrounded by green trees, which means the coolness of the environment. Green is a color that symbolizes nature and coolness and or fertility (Nugroho Eko, 2008). From a green marketing perspective, this image display is a type of

green advertising with the concept of nature as a backdrop, which displays natural life including green trees (Corbett, 2006).

Scene 6: Recycling Factory

Scene 6 in the Le Minerale commercial at 39 – 42 seconds shows the activities of recycling factory employees who have an important role in the national circular economy movement. The appearance of this image consists of a sign of a person carrying out the activity of sorting waste and a sign of a pile of plastic waste sorted by employees. This sign in Pierce's perspective is called a sign, considering that the sign is made to resemble its original form. Furthermore, the object in this sign is a combination of the employee's sign sorting garbage with a pile of garbage. These two signs are related to each other, meaning that this sign is called an index.



Source: Research results

Figure 6. Scene 4 Iklan Le Minerale Advertisement

The sign showing recycling factory workers means that the Le Minerale company has a social responsibility in implementing plastic waste recycling. Garbage factories can increase the collection of plastic waste in Indonesia as an effort to support the government's target to overcome the problem of plastic waste in the sea by 70 percent by 2025. So if there is a drinking water company that provides a recycling company, then it is responsible for the waste it has created (Kurniawan, 2021). This message in the perspective of green marketing is the application of the concept of green image and or advertising that develops a company's value proposition that is responsible for environmental management (Corbett, 2006; Dahlstrom, 2011).

Scene 5: Economy Circular Result

Scene 5, pictures 7 and 8 in the video at 39 – 50 seconds, this scene displays images of circular economy products, namely the results of recycling plastic bottle waste which produces jackets, bags and shoes. In this picture, there are 2 main signs, namely products made of jackets, bags and shoes. This sign is called a sign because it is made to resemble the actual sign. Besides that, there is a light blue color as a sign that represents its nature, the blue color has the nature of trust.

Another sign contained in the image is the recycle logo and the words 'made from recycled bottles'. These signs are related to each other, emphasizing that the product in the image is the result of recycling from a Le Minerale product plastic bottle. This is called an index in Pierce's trichotomy, namely a sign that is related to other signs.



Source: Research results



Figure 7-8. Scene 5 Le Minerale Advertisement

The signs above have various meanings. The product marks for bags, jackets and shoes represent Le Minerale's role in contributing 2 products out of the 5 priorities of the circular economy movement, namely textile and wholesale and retail. Another sign that has meaning is the light blue background color which has the meaning of trust (Nugroho Eko, 2008; Pradana & Zainuri, 2023). In the context of the sign in this advertisement, Le Minerale is building a message to convince the public about the circular economy movement that is being campaigned for.

Scene 6 : Sign of Economy Sirkular Movement

The final scene in the Le Minerale advert features the receile logo on a light blue background and the inscription on the product name 'Le Minerale', as well as the words 'circular economy movement'. This image consists of a light blue qualisign that is trust-building in nature. In addition, there is a legislation sign, namely a circular arrow logo which is a general rule indicating a 'recycle' sign, and a sign of gallons and plastic bottles, namely signs made to resemble their original shape. The object in the image is a combination of the recyle logo, the Le Minerale inscription and the circular economy movement inscription. This combination of signs is a symbol in Pierce's trichotomy, considering that the three signs are signs that have meanings determined by mutual agreement. Furthermore, the words 'Le Minerale and the Circular Economy Movement' are linguistic symbols.



Source: Research results

Figure 8. Scene 6 Le Minerale Advertisement

If interpreted more deeply, the various signs described earlier have various meanings. The Le Minerale lettering symbol, the Recyle' logo, a bottle image and the circular economy movement inscription show that Le Minerale is a company that campaigns for a circular economy movement. The bottle mark shown in the image indicates that Le Minerale plastic

bottles and gallons are recyclable products. The blue color is used as a color to build public confidence that Le Minerale is campaigning for a national circular economy movement. The company conveys the message of the motto reduce, reuse and recycle as a form of implementing green marketing (Dahlstrom, 2011). Blue is used as a color to build trust (Dahlstrom, 2011; Wibowo, 2013). In the context of this advertisement, Le Minerale is building confidence that Le Minerale is carrying out a national circular economy movement.

Conclusion

Based on the research results, it can be concluded that the Le Minerale Advertisement edition of the circular economy movement #jadibarulagi represents green marketing. This can be seen from the various signs contained in advertisements. First, the representation of green marketing is described through a green environment, starting from the signs of fish life in the sea, sunlight, clean house conditions and surrounded by green trees. Both green marketing are represented in the form of a movement to collect and sort plastic waste from home. Finally, the representation of green marketing in advertisements is described in the form of corporate responsibility that supports the circular economy movement, this begins with the provision of waste banks, factory employees who do the sorting and the motto of recycling plastic waste into new products that are ready to be reused.

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