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Decoding Myth and Ideology: A Semiotic Study of Smartphone Advertisements

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ABSTRACT

Smartphones are becoming more ingrained in daily life, and the way they are marketed on platforms like YouTube will continue to shape societal attitudes toward technology, progress, and consumerism. This study explores the formation of myths and ideologies in smartphone advertisements from YouTube, utilizing semiotic analysis as its primary framework. The study focuses on two specific smartphone ads from YouTube: the Oppo Reno 12 campaign titled "Unbox The Future," and the Vivo Y28 campaign emphasizing "Endless Battery Life." The study utilizes Barthes' levels of meaning, along with insights from Eco and Lakoff, to reveal the ways in which smartphone advertisements construct and propagate narratives of progress, innovation, and technological superiority, all while embedding these messages within broader ideological and cultural implications of digital marketing in shaping consumer perceptions and behaviours. It calls for further investigation into the long-term cultural impacts of these advertising strategies and their role in reinforcing or challenging existing social norms and values in our increasingly digitized world. In doing so, this study not only contributes to the field of semiotics but also provides a critical lens through which we can examine the cultural power of digital advertising.

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INTRODUCTION

In the modern digital landscape, YouTube has become one of the most dominant platforms for advertising, particularly for technology products such as smartphones. With its global reach and integration into everyday life, YouTube serves as a powerful medium where brands communicate their values, narratives, and innovations to a massive audience (Pires et al., 2021). The platform's unique combination of visual, auditory, and interactive elements makes it a fertile ground for advertisers to create compelling narratives that engage consumers on multiple levels (Avgeropoulou & Melanthiou, 2021; Kim et al., 2024). This study focuses on two specific smartphone advertisements from YouTube: the Oppo Reno 12 campaign titled "Unbox The Future," and the Vivo Y28 campaign emphasizing "Endless Battery Life." These advertisements are not only relevant in terms of their marketing messages, but also rich in semiotic content, making them ideal subjects for an analysis of the myths and ideologies they perpetuate. The selection of YouTube as the primary platform for this analysis is not only strategic but also essential in understanding the dynamics of contemporary advertising, particularly for tech products like smartphones. As the second most visited website in the world, YouTube's vast user base of over 2 billion monthly active users creates unparalleled opportunities for advertisers (Osman et al., 2022). These users represent a highly diverse audience, both demographically and geographically, making YouTube a global stage for brand messaging. More than just a platform for entertainment, YouTube has evolved into a powerful advertising medium that significantly influences consumer behaviour and perceptions (Febriyantoro, 2020).

One of the reasons YouTube is so effective as an advertising platform is its unique combination of video, audio, and interactivity (Belanche et al., 2017; Duffett, 2020; Schwemmer & Ziewiecki, 2018; Wang & Chan-Olmsted, 2020; Yang et al., 2017). Video advertisements, like the ones created for the Oppo Reno 12 ("Unbox The Future") and Vivo Y28 ("Endless Battery Life"), allow brands to create immersive and multi-sensory experiences for viewers. These ads are not passive—they actively engage the viewer through a blend of

storytelling, striking visuals, and compelling soundtracks. The immersive quality of these ads enables brands to craft detailed narratives that go beyond simply showcasing a product's features. In this case, the Oppo and Vivo ads build upon broader themes like innovation, technological progress, and consumer empowerment. The visual and auditory elements of these ads are strategically designed to enhance the overall message and appeal to the target audience's emotions and desires. Moreover, YouTube's algorithm and targeting capabilities further amplify the impact of these ads. The platform allows advertisers to reach specific demographic groups based on user behavior, interests, and location, ensuring that ads like those for the Oppo Reno 12 and Vivo Y28 are delivered to the most relevant audiences. For example, the Oppo Reno 12 ad, which revolves around futuristic innovation, would likely target tech-savvy individuals or early adopters who are keen on the latest technological advancements. The Vivo Y28 ad, emphasizing battery life, might appeal to younger, active users or professionals who prioritize functionality and reliability in their smartphones. This ability to segment and target audiences ensures that the mythologies and ideologies embedded in these ads resonate with the right consumers.

YouTube users are also known to be highly receptive to advertisements (Cher & Arumugam, 2019; Dehghani et al., 2016; Sung et al., 2024). Research indicates that 70% of viewers are open to learning about products from brands they encounter on the platform (Ladhari et al., 2020). This level of receptivity means that smartphone ads on YouTube are not just fleeting moments but potentially influential factors in shaping consumer attitudes. For the Oppo and Vivo ads, this receptivity is crucial because it allows the brands to insert themselves into the daily lives of consumers, building awareness and fostering brand loyalty. By engaging with users who are already predisposed to interact with ads, these companies can promote their products more effectively while simultaneously reinforcing broader cultural narratives about technology, convenience, and modern life.

From a semiotic perspective, YouTube ads like those for the Oppo Reno 12 and Vivo Y28 are particularly valuable as they serve as rich cultural texts, offering insights into the myths and ideologies that dominate contemporary consumer culture (Toh et al., 2023). In the Oppo ad, for instance, the phrase "Unbox The Future" becomes more than just a marketing slogan. It transforms into a metaphor for innovation, positioning the smartphone not just as a product, but as a portal to the future itself. The visual elements of the ad—futuristic cityscapes, sleek designs, and vibrant colors—further emphasize this message, creating a myth that equates technological advancement with personal empowerment. Through YouTube, this myth can be delivered to millions of viewers globally, embedding itself into popular culture and shaping how consumers think about technological progress. Similarly, the Vivo Y28 ad taps into the myth of technological perfection with its emphasis on "endless battery life." While the idea of an "endless" battery is, of course, a hyperbole, it resonates with contemporary anxieties about the limitations of technology. The ad presents Vivo's battery life as a solution to this problem, suggesting that their product can offer consumers a sense of freedom and control over their digital lives. This myth is especially powerful in a world where smartphones are essential tools for communication, work, and entertainment (Carvill & MacRae, 2022). By leveraging YouTube's global reach, Vivo can perpetuate this narrative on a massive scale, influencing not just individual purchasing decisions but also broader societal expectations around technological convenience and reliability.

The manipulation of visual and auditory elements in YouTube ads is key to constructing these myths and ideologies (Munawar et al., 2023). In the Oppo Reno 12 ad, the visual imagery of unboxing—a familiar ritual in the world of tech—symbolizes more than just the product unveiling. It represents the act of stepping into the future, suggesting that the future is something tangible, something that can be held and experienced. The sound design, with its futuristic tones and dynamic rhythms, reinforces this narrative by creating an atmosphere of anticipation and excitement. This multi-sensory experience encourages viewers to associate the Oppo Reno 12 with cutting-edge innovation and forward-thinking, aligning the product with broader cultural narratives of progress. In contrast, the Vivo Y28 ad uses visual metaphors of boundless energy and long-lasting performance to create a sense of reliability and endurance. The repeated visual cues—such as the smartphone lasting through a long day of heavy use—underscore the idea that this device can keep up with the demands of modern life. The auditory elements, such as upbeat music and energetic sound effects, complement the message of vitality and stamina, reinforcing the product's association with active, on-the-go lifestyles. Through these sensory cues, the ad not only conveys the practical benefits of the smartphone but also taps into deeper cultural desires for constant connectivity and convenience.

To unravel the layers of meaning embedded in these advertisements, Barthes' semiotic theory is particularly well-suited. Barthes' theory of the four levels of meaning provides a comprehensive framework to analyse the various signifying practices that these ads employ (Culler, 2001). The first level, denotation, refers to the literal or surface-level meaning of the advertisement, which in the case of these smartphone ads, may include images of the product, specific features being highlighted, and the literal message conveyed through text or voice-over. Moving beyond denotation, connotation refers to the deeper associations and cultural meanings attached to these images and messages. For instance, the phrase "Unbox The Future" in the Oppo

Reno 12 ad not only refers to the act of physically unboxing a product but also carries broader connotations of anticipation, innovation, and the promise of technological advancement. The third level, myth, concerns the way these connotations are embedded within larger cultural narratives or myths. For example, the concept of "endless battery life" in the Vivo Y28 ad taps into a myth of technological perfection—an ideal where devices overcome the limitations of energy and power, thus fulfilling a fantasy of uninterrupted connectivity in a hyper-connected world. Such myths are not new, but they are constantly reworked in new technological contexts, reflecting ongoing societal desires and anxieties. Lastly, ideology refers to the broader systems of belief that these myths support or reproduce. In the case of these smartphone ads, the underlying ideologies may involve consumerism, progress, and the normalization of constant digital connectivity as a desirable state of being.

To deepen the semiotic analysis, this study also draws on Eco's theory of lying (Eco, 1998), which offers valuable insights into the function of advertising. Eco suggests that all signs, including those used in advertisements, have the potential to "lie" or misrepresent reality. This is particularly relevant in the world of advertising, where hyperbole, metaphor, and carefully curated imagery often distort or exaggerate the truth to create compelling narratives. For instance, while the Vivo Y28's claim of "endless battery life" is clearly an exaggeration, the advertisement uses this as a metaphorical selling point, tapping into consumer frustrations with battery life and promising a solution that is aspirational rather than literal. Eco's framework helps us to understand the ways in which these ads craft a "truth" that, while not factually accurate, resonates with consumer desires and expectations. Additionally, George Lakoff's theory of metaphor adds another layer to this analysis. Lakoff argues that metaphors are not merely linguistic expressions, but rather cognitive structures that shape how we understand the world. In the context of smartphone advertising, metaphors like "unboxing the future" or "endless battery life" serve as cognitive frameworks that influence how consumers conceptualize technology. The metaphor of "unboxing" positions the consumer as someone on the cusp of a transformative experience, suggesting that the future itself is contained within the smartphone. Similarly, the metaphor of "endless" power speaks to consumers' deeper desires for freedom from technological limitations, presenting the product as a gateway to that ideal.

This study is significant because it delves into the deeper cultural narratives and ideological implications that are at play in digital advertising. In a world where smartphones are becoming central to human interaction, work, and leisure, understanding the semiotic strategies used in their marketing becomes crucial. Advertisements, particularly on platforms like YouTube, do not merely inform consumers about product features; they shape our understanding of technology and its role in society. By using Barthes' levels of meaning, along with insights from Eco and Lakoff, this analysis aims to reveal the ways in which smartphone ads construct narratives of progress, innovation, and technological superiority, all while embedding these messages within broader ideologies of consumerism and digital culture. In doing so, this study not only contributes to the field of semiotic analysis but also provides a critical lens through which we can examine the cultural power of digital advertising. As smartphones become more ingrained in daily life, the way they are marketed on platforms like YouTube will continue to shape societal attitudes toward technology, progress, and consumerism. Therefore, a critical examination of these advertisements is necessary to understand the broader ideological forces at work in shaping our relationship with technology and the digital world.

METHOD

This descriptive qualitative study explored the formation of myths and ideologies in smartphone advertisements on YouTube, utilizing semiotic analysis as its primary framework. It focused on the verbal and non-verbal elements of the advertisements, such as slogans, taglines, images, and text narratives, to decode the layers of meaning embedded within these marketing messages. The selected advertisements—Oppo Reno 12 with its "Unbox The Future" campaign and Vivo Y28 promoting "endless battery life"—were chosen based on their popularity in Indonesia, as indicated by data from Goodstats Market Data 2024, which listed them among the highest-selling smartphones in the country. This selection ensured that the analysis targeted advertisements with significant cultural and commercial impact (Goodstats Market Data, 2024).

Data was collected through non-participant observation and documentation of these YouTube advertisements, with the researcher serving as the main instrument for gathering, analyzing, and interpreting the data. Observation notes and visual documentation supported the data collection process. Secondary data was sourced from existing literature, including books, journal articles, and market reports, providing a theoretical and contextual background for the analysis. The research methodology followed semiotic analysis, particularly examining signs in terms of their meanings and how these contributed to the formation of myths.

The analysis occurred in several stages. First, relevant advertisements were selected, and their storylines were compiled to focus on how they constructed narratives around the smartphone products. The study identified the underlying myths and ideologies conveyed through these narratives, such as the Oppo Reno 12's slogan implying technological advancement as a key to a better life, and the Vivo Y28 ad's emphasis on "endless battery life," which suggested unlimited technological power and addressed consumer anxieties about connectivity and productivity.

To validate the findings, the research employed triangulation, ensuring that multiple data sources and theoretical perspectives were considered. This comprehensive approach provided deep insights into how digital advertisements constructed and communicated myths and ideologies, influencing consumer perceptions and behavior. The study contributed to the understanding of semiotic mechanisms in smartphone advertising and highlighted the broader cultural and ideological implications of digital marketing in shaping consumer culture in today's technologically driven world. Through this research, the role of semiotics in decoding the power of digital advertisements was emphasized, offering both theoretical and practical insights into contemporary advertising strategies.

RESULTS AND DISCUSSION

In this section, a detailed examination of the denotative and connotative meanings embedded in each smartphone advertisement will be conducted as the foundational step toward understanding how myths and ideologies are constructed. These meanings serve as the building blocks for the overall narrative and persuasive power of the ads, shaping how the product is perceived by consumers. By analyzing both the verbal signs—such as slogans, taglines, and spoken text—and the non-verbal signs—including imagery, color schemes, and visual metaphors—this section aims to uncover the deeper layers of meaning that extend beyond the surface-level message. These elements do not merely advertise a product but craft a carefully constructed reality, where the brand aligns itself with broader cultural ideals such as modernity, progress, and convenience. Through this semiotic dissection, we will reveal how the signs present in these advertisements contribute to the larger ideological narratives they seek to naturalize.

Oppo Reno 12

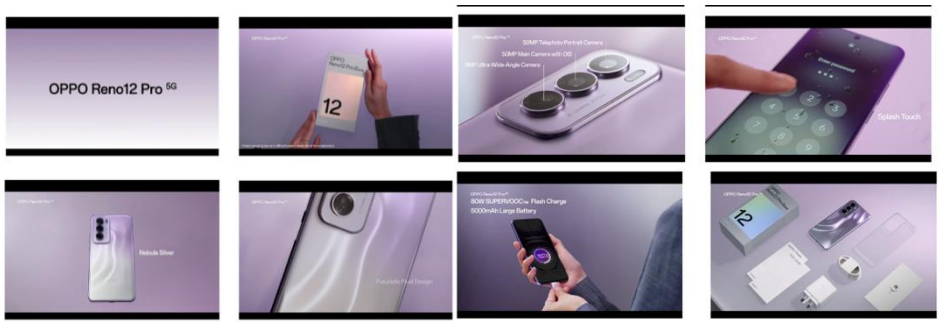

Figure 1. Oppo Reno 12

Denotative Meaning

To clarify the denotative analysis of the OPPO Reno12 Pro 5G smartphone advert with the theme Unbox The Future, the semiotic theories of Barthes applied. In this context, the signifier and signified in the advert identified.

a. The modern and elegant design of the smartphone, featuring a 6.7-inch AMOLED display with a 120Hz refresh rate, immediately positions the product as cutting-edge, evoking a sense of sophistication and high technology. This smooth and fast display enhances the user experience, reinforcing the idea that the smartphone is not only aesthetically pleasing but also highly functional and advanced. The inclusion of the 50MP Sony LYT-600 sensor in the main camera, combined with generative AI features, suggests a mastery of technical innovation. These AI enhancements emphasize the brand's focus on superior photography capabilities, subtly promoting the idea that this smartphone allows users to capture the future with unprecedented clarity and creativity. The ergonomic design further underscores this narrative by providing comfort and usability, merging form with function in a way that makes the device feel futuristic yet approachable. The 3D visual effects incorporated into the design enhance this feeling of the future, giving it a sleek, almost otherworldly appearance that aligns with the aesthetic of progress and forward-thinking design.
b. The phrase "Unbox the Future" serves as a powerful verbal sign within the advertisement. On a denotative level, it directly invites the user to physically unbox the product, but on a connotative level, it operates as a metaphor for technological innovation and advancement. This phrase implies that by purchasing and using this smartphone, the consumer is not just acquiring a device but is also gaining access to the future itself—an essential component of modern life. The word "future" evokes associations with innovation, cutting-edge technology, and limitless possibilities, creating an emotional connection between the product and the aspirational desires of the consumer. It frames the

smartphone as a gateway to the future, suggesting that the act of unboxing is more than a mundane task; it is a ritual that places the user at the forefront of technological progress.

c. The futuristic visual elements of the advertisement play a significant role in reinforcing the product's association with innovation and progress. The use of neon lights and sleek, modern design motifs often linked with futuristic aesthetics serves to place the smartphone in an imagined world of advanced technology. These visual cues do not merely depict the smartphone as a device for the present but situate it within a future that is defined by high-tech innovation, speed, and connectivity. The neon lighting, often associated with modernity and urban sophistication, highlights the product's ability to stand out as a symbol of advanced technology. By integrating these futuristic design elements, the advertisement encourages the viewer to perceive the smartphone as an essential part of a more advanced technological era, further embedding the idea that this device is a pioneering force in shaping the future. These visual elements work in tandem with the verbal messages to create a cohesive narrative that positions the smartphone not only as a tool for everyday use but as an emblem of future-focused innovation.

On a denotative level, the ad literally portrays the OPPO Reno12 Pro 5G as a product that combines futuristic design with advanced technology, emphasising the innovation and advancements that users can access through this product.

Connotative Meaning

The OPPO Reno12 Pro 5G advertisement, centered on the phrase "Unbox the Future," uses this theme to convey messages beyond the phone's function as a communication tool. While the literal, denotative message invites consumers to unbox a new device, the connotative layer links unboxing to unveiling the future itself, framing the phone as a status symbol that grants users access to technological progress and social mobility. The device's advanced features, like generative AI and AI Eraser 2.0, are positioned as tools for enhancing productivity, creativity, and ease in everyday life. This presentation elevates the smartphone beyond a practical gadget, transforming it into a symbol of empowerment and innovation.

The phrase "Unbox the Future" works metaphorically to create anticipation for what the future holds for users, suggesting that the OPPO Reno12 Pro 5G is the herald of a new technological era. By tying the product to future-oriented ideals, the ad appeals to consumer desires for innovation, sophistication, and a competitive edge in a tech-driven world. The advertisement's use of neon lights, sleek design, and futuristic aesthetics reinforces this image, suggesting that the smartphone embodies modernity and exclusivity. This creates a sense that owning the Reno12 Pro places users within an elite, forward-thinking group.

Ultimately, the ad functions on multiple levels to position the OPPO Reno12 Pro 5G as a symbol of both personal and technological progress. Through its metaphors, connotations, and visual design, the ad transforms the smartphone into an aspirational icon that aligns consumers with ideals of sophistication, future-readiness, and status. In this way, the ad not only markets the phone's practical features but also presents it as a lifestyle choice for those who embrace and anticipate the future.

Myth and Ideology

The OPPO Reno12 Pro 5G advertisement constructs a myth that technology is the key to an advanced, fulfilling future, portraying the smartphone as more than just a device but a gateway to progress. By emphasizing features like generative AI and a futuristic design, the ad positions the Reno12 Pro as essential for success, convenience, and social status. This narrative reflects a consumerist ideology, suggesting that personal worth and societal inclusion are tied to owning the latest technology. Through the slogan "Unbox the Future," the ad implies that buying this phone is a symbolic step toward modernity and advancement, pushing the idea that technological upgrades are necessary to stay ahead.

Barthes' semiotic theory reveals how the ad uses visual and rhetorical elements—sleek aesthetics, neon lights, and "cutting-edge" features—to amplify the product's transformative appeal. However, this narrative glosses over the potential drawbacks of such technological dependence, such as privacy concerns and environmental impact, crafting a one-sided view of progress. Eco's Theory of Lies further highlights how the ad distorts reality by suggesting that the Reno12 Pro can dramatically improve the user's life, while Lakoff's theory shows that phrases like "Unbox the Future" work as metaphors shaping consumer perceptions.

Critically, the ad promotes a culture of materialism and unsustainable consumption, encouraging a cycle of continuous upgrades that aligns with capitalist ideals rather than genuine needs. It neglects the ethical implications of this consumption, including environmental costs and labor issues in tech manufacturing. Ultimately, the Reno12 Pro ad doesn't just promote a product; it reinforces a cultural narrative that equates happiness and success with constant technological advancement and material acquisition, shaping perceptions of technology's role in our lives.

Vivo Y28



Figure 2. Vivo Y28

Denotative Meaning

The denotative analysis of the Vivo Y28 smartphone advertisement, themed around "The Battery Doesn't Run Out," involves a breakdown of the visual and auditory elements that directly convey the product's key features and attributes. At its core, this advertisement showcases the Vivo Y28 in a variety of real-life scenarios, emphasizing its prolonged battery life during activities that are known to be battery-intensive, such as video streaming, gaming, and GPS navigation.

a. Firstly, the smartphone is presented with a modern and sleek design, featuring a large, visually appealing display. The emphasis on the spacious screen serves to highlight the phone's suitability for entertainment and multitasking, further reinforcing its contemporary appeal. Throughout the advertisement, the phone is shown in different hands-on scenarios, with the image of the device consistently placed at the centre of attention. This repeated visual of the product engrains the image of the Vivo Y28 into the viewer's memory, ensuring the audience remains focused on the object being advertised.
b. The slogan, “Inexhaustible Battery,” is a critical verbal sign in the ad, directly communicating the main feature of the Vivo Y28: its extended battery life. This phrase is presented prominently, both in bold, large text on the screen and through voiceovers, ensuring that the audience hears and sees the core message multiple times. The emphasis on this slogan is designed to leave a lasting impression, drawing attention to the idea that the Vivo Y28 can outlast its competitors in terms of battery performance.
c. In the ad, several battery-draining activities are showcased, such as watching videos, gaming, and using GPS. Each scenario is used to demonstrate the phone's ability to remain functional even after hours of continuous use. These visuals emphasize the phone’s capability to support the modern, fast-paced lifestyle, where individuals rely on their smartphones for extended periods without having to worry about recharging. This helps to construct the idea that the Vivo Y28’s battery is reliable and durable, qualities that are crucial for today’s tech-savvy users who expect their devices to handle demanding tasks.
d. The phrase "The Battery Doesn't Run Out" functions not only as a slogan but as a symbolic representation of durability and reliability. The language suggests that this phone can be trusted to meet the demands of everyday life without the inconvenience of frequent charging. In modern smartphone usage, battery life has become a symbol of a phone’s overall quality, especially as consumers increasingly use their devices for extended activities like streaming and gaming. This durability and dependability are positioned as critical competitive advantages for the Vivo Y28, directly appealing to consumers who prioritize battery life when choosing a smartphone.
e. By repeatedly reinforcing the long battery life, the advertisement cultivates a positive emotional association between the audience and the product. Consumers are encouraged to believe that purchasing the Vivo Y28 will give them a reliable and stress-free experience, as they will not have to constantly worry about their phone's battery dying during important activities. This aspect of the advertisement also works to differentiate the Vivo Y28 from competitors, making it seem like the obvious choice for consumers seeking a durable and dependable smartphone.

In sum, the denotative elements of the Vivo Y28 advertisement work together to create a clear and compelling narrative centred on the phone's exceptional battery life. Through both visual and verbal cues, the ad highlights the practical benefits of the product, making it particularly appealing to consumers who are looking for a reliable and long-lasting smartphone. The combination of modern aesthetics, the repeated focus on the "Inexhaustible Battery" slogan, and the vivid depiction of real-life scenarios helps to solidify the product's image as one that meets the needs of contemporary users, ultimately enhancing its desirability in a competitive market.

Connotative Meaning

Barthes' connotative analysis of the Vivo Y28 advertisement reveals a deeper, multi-layered meaning beyond the literal message conveyed by the tagline "The battery never depletes." On the surface, this phrase refers to the technical prowess of the smartphone's battery, emphasizing its capacity for extended usage. However, the ad goes beyond a simple focus on technology, symbolically presenting the phone as a metaphor for resilience, dependability, and strength. The phrase itself, when unpacked through Barthes' semiotic lens, suggests more than just a feature; it taps into the cultural and emotional desire for stability and durability in modern life, where technology plays a central role.

The use of the metaphor "Energy is Unlimited Capacity," as framed by George Lakoff, situates the phone's battery life within a larger conceptual domain. In this context, the limitless energy of the battery becomes a stand-in for unwavering capacity, an attribute that speaks to the modern consumer's need for continuous performance and reliability. In a world where people rely heavily on their smartphones to manage both personal and professional aspects of life, the battery life of a phone becomes not just a practical concern, but a symbol of control and mastery over the uncertainties of daily living. The Vivo Y28, with its claim of an "inexhaustible battery," thus represents more than just a technological tool; it becomes a symbol of personal power and assurance in a rapidly changing digital world.

Visually, the advertisement supports this connotation by depicting the smartphone in a variety of high-demand scenarios, such as gaming, streaming, and navigation. These images emphasize that the phone is able to withstand heavy usage, which mirrors the metaphor of endurance and resilience. The phone, in this narrative, is positioned as a solution to the frustrations and limitations that often accompany modern technology—battery life being a common concern. By aligning the phone with notions of perpetual vigour and continuous operation, the ad creates a story where the Vivo Y28 is not merely a device, but a reliable companion that helps users overcome the challenges of a fast-paced, tech-dependent society.

Myth and Ideology

Barthes' assertion that myth serves as a vehicle for ideology to infiltrate daily life highlights how advertisements construct narratives that feel inherent and universally accepted. In the case of the Vivo Y28 advertisement, the myth is crafted around the notion that possessing a smartphone with a durable battery grants users mastery over their fast-paced lives, fostering a sense of tranquillity amidst the chaos of modern existence. This narrative suggests that a robust battery is not merely a functional attribute, but an essential ally in navigating the complexities of the digital age. The portrayal of battery longevity is intertwined with a belief that success and well-being hinge upon having uninterrupted access to technology, thereby reinforcing the idea that one's achievement is directly correlated with the longevity of their device's power.

At its core, ideology encompasses a framework of beliefs, values, and ideas that shape behaviours and decisions within a society. The Vivo Y28 advertisement promotes an ideology that positions technology as the ultimate solution to everyday challenges. By framing the smartphone as a decisive factor for achieving success and well-being, the ad elevates the device from a mere tool to a critical element in ensuring a smooth and distraction-free life. This narrative not only influences consumer behaviour but also cultivates a culture where the reliance on technology is normalized and celebrated.

Eco's insights into how advertising manipulates meaning through signs, rhetoric, and language are particularly relevant in this context. The sign of the "unlimited battery" is utilized to convey a meaning of reliability and strength, albeit in a manner that exaggerates the product's actual performance capabilities. This creates a perception that the Vivo Y28 is not just another smartphone, but a device capable of withstanding the demands of modern life without faltering. The tagline "Inexhaustible Battery" exemplifies the use of rhetorical exaggeration to amplify the perceived durability of the product. By employing such a powerful phrase, the advertisement influences consumer perceptions, suggesting that the Vivo Y28 is equipped with a battery that operates almost without limits. This manipulation of language instills in consumers an expectation that this smartphone will deliver an unparalleled user experience, reinforcing the myth that technological superiority equates to personal empowerment and control.

Moreover, the advertisement adheres to prevalent visual and linguistic codes and conventions, depicting the smartphone in relatable, everyday scenarios that enhance audience identification. This approach facilitates

message acceptance by presenting the product as integral to ordinary experiences, thereby tapping into consumers' familiar contexts. This nuanced form of manipulation effectively capitalizes on the audience's tendency to trust what feels familiar, reinforcing the connection between the product and a desirable lifestyle. However, the advertisement's portrayal of technology as a universal remedy raises significant social and ethical concerns. It promotes a perspective that encourages excessive consumption by suggesting that the latest technology is indispensable for success and satisfaction. This narrative overlooks the social and environmental implications of manufacturing and utilizing such devices, contributing to a cycle of consumption that prioritizes immediate gratification over sustainability.

Ultimately, the Vivo Y28 advertisement serves a dual purpose: it promotes a specific product while simultaneously advancing an ideology that emphasizes technology as a fundamental component of contemporary life. By employing a range of persuasive tactics, including sign and meaning analysis, rhetorical exaggeration, and familiar visual codes, the advertisement seeks to shape consumer perceptions and behaviours. This careful orchestration of elements not only promotes the Vivo Y28 but also perpetuates the belief that technological advancements are essential for navigating the complexities of modern existence. Through this lens, the ad reflects broader societal narratives that celebrate innovation and reliance on technology, while also prompting critical reflection on the values and beliefs that underpin consumer culture in today's world.

CONCLUSION

The semiotic analysis of Oppo Reno 12 and Vivo Y28 advertisements uncovers the intricate meanings embedded in contemporary smartphone marketing, illustrating how these ads create powerful narratives aligned with cultural ideals of progress, innovation, and personal empowerment. By manipulating signs and symbols, advertisers craft myths that resonate with consumer desires and anxieties, positioning the Oppo Reno 12 as a gateway to a promising future and the Vivo Y28 as a symbol of technological perfection with its emphasis on "endless battery life." These narratives reinforce consumerism and technological determinism, suggesting that owning the latest smartphone is vital for success and happiness. The research emphasizes the role of digital platforms like YouTube in disseminating these ideological messages, highlighting the need for critical media literacy among consumers. It also advocates for further exploration of the long-term cultural impacts of these advertising strategies, their influence on consumer identity and social norms, and the potential of integrating insights from other fields to deepen the understanding of smartphone advertising's emotional and social dimensions.

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