

# **Representation of a Healthy Lifestyle in Lemonilo Noodles Advertisement “Lemonilo Towards a Great Generation”**

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## **ABSTRACT**

Lemonilo has promoted one of its products, namely instant noodles, through advertisements. This half-minute advertisement is attractive to the public. The researchers assume that it is because some of the scenes and dialogues really describe the habits and apply a healthy lifestyle. Hence, this study aims to explain how the healthy lifestyle representation is displayed in Lemonilo noodles advertisements, using Charles Sanders Peirce’s semiotic theory and Stuart Hall’s representation theory. This research applies qualitative research methods. This research describes, analyzes, and interprets the problem. The samples in this study were five advertisements, some of the scenes and dialogues in the Lemonilo noodles advertisement “Lemonilo Towards a Great Generation,” which represents a healthy lifestyle. Sampling was carried out by purposive sampling, in which the researchers selected samples based on research needs by setting specific criteria. The selection of the sampling technique then employed a non-probability sampling technique obtained based on the considerations and choices of the researchers. In this study, an analysis of scenes and dialogues in Lemonilo noodles advertisement “Lemonilo Towards a Great Generation” was carried out, containing elements of representation of a healthy lifestyle. The results uncovered that Lemonilo noodles advertisements represent a healthy lifestyle so that people are more aware that health is crucial. A healthy lifestyle is a form of health investment. By living a healthier life, there is also more time and opportunity to enjoy life. The healthy lifestyle practices shown in the Lemonilo noodles advertisement were also carried out based on people’s own desires and encouragement from an environment that is very concerned about their health.

**Keywords:** *Healthy Lifestyle, Advertising, Representation*

## **1. INTRODUCTION**

Between busy work and activities, most people miss important moments in maintaining health, such as lack of exercise and healthy foods. In principle, most people are aware that health is crucial, and they want to change or get rid of habits that interfere with health or unhealthy lifestyles for the better. As described by Bourdieu, lifestyle will be influenced by individual habits. Lifestyle is a habit that individuals have regulated [1] so that bad habits can be corrected by adopting a healthy lifestyle since it is feasible to apply in everyday life. Lifestyle also occurs due to the selection of appropriate tastes based on the habits of the surrounding environment, work background, education, and personality of the individual. [1]

A healthy lifestyle is long-term maintenance or doing things that can support the health of all body

organs. A healthy lifestyle can be maintained by maintaining a nutritious diet, exercising, and doing positive activities to avoid stress. Thus, the quality of life can be improved and positively impacted. A healthy lifestyle is also one of the determinants of a person’s quality of life. A person who pays attention to the factors affecting his health will live by adopting a healthy lifestyle, such as food, mind, exercise habits, and a healthy environment. This healthy lifestyle will make a person’s health in good condition. Good health can then improve a person’s quality of life. [2]

On the other hand, advertising intends to influence attitudes, perspectives, knowledge, and beliefs. Advertising also aims to build trust and persuade the public through forms of mass communication. [3] Some advertisements are deliberately created to form the image of companies, services, and product brands. Here, advertisers must be able to use these advertisements to

promote their products to consumers. In addition, advertising is a form of activity from conceptualized ideas, which aims to promote and display products, services, or others, by utilizing mass media or certain activities. [4]

In addition, advertising is used to increase strong promotions to communicating interesting or persuasive information about a product that is very useful and not detrimental to advertisers. Another advantage of advertising is that it makes consumers interested in the product or service being advertised and even maintains the image that has been embedded in people's minds. [5]

Furthermore, various fast food product companies compete by presenting practical but healthy products, such as Lemonilo noodles. PT Lemonilo Indonesia Sehat, or known as Lemonilo, is a startup company that pioneered the products as healthy food. The company is located in West Jakarta. In 2016, Lemonilo was co-founded by Shinta Nurfauzia (Co-CEO), Johannes Ardiant (Chief Product and Technology), and Ronald Wijaya (Co-CEO) [6]. Lemonilo is the first market that sells natural and healthy food. The price offered is worth getting the benefits. In mid-2017, Lemonilo has officially issued its first product, namely ready-to-eat noodles made from natural ingredients with low calories, made without the frying process, preservatives, coloring, and artificial flavors positioning its products in line with the target consumers who lead a healthy lifestyle. [6]

In 2020-2021, through advertisements, Lemonilo had promoted its instant noodle products. This half-minute advertisement attracts people's attention since some of the scenes and dialogues very well describe the habits and application of a healthy lifestyle. Several advertisements launched by Lemonilo show scenes, ranging from cooking Lemonilo instant noodle products to eating the food that has been made. In the middle of the advertisement, there are words showing facts about Lemonilo instant noodle products. At the end of each advertisement, "Lemonilo Towards a Great Generation" is the slogan. It then raises the people's perception or point of view who see and hear the advertisement. Related to this, the researchers assume that the choice of a healthy lifestyle displayed by Lemonilo noodles advertisements attracts people to consume it, as does the act of choosing to consume it.

Moreover, the difference between this study and previous research lies in using semiotic theory by Charles Sanders Peirce and the representation theory by Stuart Hall. This study also focuses more on what habits are carried out, such as choosing to consume healthy foods played in scenes, dialogues, and words in Lemonilo noodle product advertisements. For this reason, the researchers aim to find out how the representation of a healthy lifestyle is displayed in the Lemonilo noodles advertisements.

## 2. LITERATURE REVIEW

### 2.1. Related Theories

This research applies semiotic theory. Semiotics is a scientific research or analysis method used to check whether symbols in the context of scenes, images, texts, and various movements in advertisements can be interpreted. Information and communication with a design to a sign useful in advertising are called interpretation. Human-generated signs are employed as visual images, where people can see from different points of view and provide information to the individual.

Peirce's theory of semiotics is called the 'grand theory'. It is because Peirce has a universal opinion that all signs have a very structured explanation. Each sign can also reunite what has been composed singly. According to Charles S. Peirce, a sign or representamen is an explanation that can represent another explanation. Another explanation by Peirce is called the interpretant of the first sign, which will then refer to a particular object. In addition, Peirce makes a sign or representamen have a direct 'triadic' relationship with the interpretant and its object. The process of "semiosis" is referred to by Peirce as signification. [7]

Furthermore, Peirce suggests that human reasoning is always carried out in signs; humans use signs to reason. According to Peirce, semiotics consists of three elements: a sign, a reference sign (object), and the use of signs (interpretation), or the so-called triangle meaning theory [8]. Triangle meaning that contains a sign is an image or visual that can be captured by the five human senses and refers to (represents) other things outside the sign itself. According to Peirce, signs can be distinguished through symbols, icons, and indexes. Meanwhile, the sign reference is called an object. The object, or reference to a sign, is a social context that refers to a sign or something related to the sign. On the other hand, an interpretant is a person who considers the use of signs and derives a certain concept of meaning from the object associated with the sign in his mind. The most important thing in the semiosis process is how meaning comes from a sign when people communicate using the sign [8].

Budiman argues that semiotics more broadly explain that signs have a relationship with various aspects. The first relationship is between the symbol and its meaning, and the second is the relationship between the symbol and the user or the wearer. Finally, the relationship is between the logo and other logos. These three interrelationships are key to defining semiotics as the science of semiotics. Kris Budiman takes the scope of visual semiotics as a study of signs and is interested in studying all meanings of signs by observing. Visual

semiotics research has several basic dimensions: syntactic, semantic, and pragmatic [9].

On the other hand, Bourdieu's theory contends that lifestyle is caused by factors influencing individual tastes based on his backgrounds, such as work, social class, and place of residence. Lifestyle will also be influenced by individual habits. Therefore, lifestyle is a common habit. Lifestyle occurs due to selecting appropriate tastes based on the habits of the surrounding environment, work background, education, and personality of each individual [1]. Previous research has raised the topic of eating out as a lifestyle in a case study of the phenomenon of teenagers in Banda Aceh city at Canai Mamak Restaurant KL, showing that eating out is a lifestyle since it is related to one's tastes, habits, environment, and social interactions. Eating out also becomes a meeting place for relationships, a habit and social practice of teenagers [10].

Choosing to adopt a healthy lifestyle is a good decision, such as adopting healthy lifestyle habits and healthy eating patterns to maintain health. In its basic sense, health is everything done to produce good and positive results. Healthy living refers to living with a healthy, adequate, and good physical, mental, environmental and financial environment [2].

According to Stuart Hall, representation is one of the most important implementations when producing culture. Culture is a habit inherent in society; culture is also about "sharing experiences". A person is said to come from the same culture if he has the same experience, has the same cultural codes, speaks the "same language, and has the same concepts. In addition, representation is a production of the meaning implementation in the mind through language. It is a relationship with concepts and language, which describes objects, people, and the physical. [11]

Stuart Hall divides the representation process into two. First, mental representation is a concept about something in the head of each individual. This psychological representation is still abstract. Second, 'language' is a process of construction of meaning that is important. In other words, abstract concepts in an individual's head must be translated into a common 'language' so that each individual can relate concepts and ideas related to certain signs and symbols. [11]

Further, there are three representation approaches. (1) Reflective approach: meanings generated by humans using thoughts, media objects, and social experiences are real. (2) Intentional approach: both spoken and written language give unique meaning to works. Language is the medium of language used by speakers to convey meaning, and this meaning applies specifically to what is called "unique." (3) The constructionist approach: the writer and the speaker determine and choose to give meaning to a work of art

(object) or the message they create. Within it, it is not the material world (objects) of works of art that leave meaning, but the meaning given by humans [11].

## **2.2. Lemonilo Noodle Advertisement**

Lemonilo noodle advertisements have been showing on YouTube since 2020 with 19.7k subscribers. The Lemonilo noodle advertisement that aired on the Lemonilo YouTube platform illustrates the concept of a healthy lifestyle. The concept of a healthy lifestyle is a form of the campaign to live healthier. In the Lemonilo noodle advertisement, there is a hidden message inviting people to live a healthier life. The lifestyle displayed in advertisements is one reason to attract consumers' interest through the messages conveyed [12]. Advertising is not only used as a product marketing tool but also used to shape a lifestyle [13].

## **3. METHODOLOGY**

This research describes, analyzes, and interprets the problem. This study used descriptive data in verbal messages or words instead of numbers. Qualitative descriptive is research conducted in the form of case studies. Descriptive research explains events, situations, or current relationships, not to make predictions or test hypotheses [14].

This study focuses on what habits were carried out, such as choosing to consume healthy foods played in scenes, dialogues, and health messages in Lemonilo noodle product advertisements.

In addition, this research employed the constructivism paradigm. In this paradigm, human behavior is fundamentally different from natural behavior, where human actions are considered agents to construct social reality by giving meaning or understanding one another's behavior. In the paradigm of social constructivism, individuals try to explain various meanings. Thus, this study aims for individuals to interpret what is in their minds and act according to what they understand. Also, reality will not be displayed in its original form but selected by how individuals see things. [15]

Moreover, the population in this study was all the scenes and dialogues in the Lemonilo noodle advertisements "Lemonilo towards a Great Generation." The advertisements were obtained from Lemonilo's official YouTube channel. The sample in this study consisted of five advertisements, some scenes and dialogues in the Lemonilo noodle advertisement "Lemonilo Towards a Great Generation," which represented a healthy lifestyle. The sampling technique was purposive sampling, in which samples were selected based on research needs by setting specific criteria. Because the selection of the sampling technique

used a non-probability sampling technique, the samples obtained were based on the considerations and choices of the researchers; thus, this study used a purposive sampling technique, carried out by analyzing scenes and dialogues in the Lemonilo noodle advertisements "Lemonilo Towards a Great Generation," containing elements of representation of a healthy lifestyle.

In this study, the data obtained were collected and then the phenomena were further investigated and explained. This study used two sources of data: primary and secondary. For primary data, research data obtained directly from research through observation were examined based on the meanings objected to the representation of a healthy lifestyle in the Lemonilo noodle advertisements "Lemonilo Towards a Great Generation". Meanwhile, secondary data were obtained from sources, such as documentation, journals, books, the internet, theses, and other references relevant to the research on the meaning of a healthy lifestyle for the Lemonilo noodle advertisements "Lemonilo Towards a Great Generation."

Then, the data were analyzed using Charles Sanders Peirce's semiotic model, in which a sign or representamen has a direct 'triadic' relationship with the interpretant and its object. Here, the process of "semiosis" is referred to by Peirce as signification [7]. Charles Sanders Peirce also argues that human reasoning is always exercised in signs; humans use signs to reason. According to Peirce, semiotics consists of three elements: sign, reference sign (object), and use of sign (interpretation), or what is called triangle meaning theory [8].

A sign is an image or visual that can be captured by the five human senses and refers to (represents) other things outside the sign itself. According to Peirce, signs can be distinguished through symbols, icons, and indexes. The reference to this sign is called an object. The object, or reference to a sign, is a social context that refers to a sign or something related to the sign. Meanwhile, the interpretant is a person who considers the use of signs and derives a certain concept of meaning from the object associated with the sign in his mind. The most important thing in the semiosis process is how signs have meaning and communication between individuals [8].

Data analysis also used Stuart Hall's semiotic theory model, in which representation is a production of the meaning implementation in the mind through language. It is a relationship with concepts and language that describes objects, people, and physical [11]. According to Stuart Hall, there are two representation processes. The first is a mental representation, a concept about something in the head of each individual. This psychological representation is still abstract. Second, 'language' is a process of meaning construction that has an important position, in which abstract concepts in an

individual's head must be translated into a common 'language' so that each individual can relate concepts and ideas related to specific signs and symbols. [11]

Furthermore, the data validity utilized triangulation of data sources. Triangulation of data sources is used to explore the authenticity of data and information using various data sources obtained from data collection techniques [16]. In addition, this study used primary and secondary data analysis on the Lemonilo noodle advertisements "Lemonilo Towards a Great Generation."

**4. RESULTS**

**4.1. Lifestyle on Lemonilo Noodle Advertisements**

**4.1.1. Consuming Healthy Foods**

Representamen:



**Figure 1.** The whole family eating together in the dining room (five members)



**Figure 2.** The whole family eating together in the dining room (three members)

Object: Picture of the whole family eating together in the dining room

Interpretant: The interpretant in the pictures shows that these two families practice a healthy lifestyle by consuming healthy foods. These two families also get used to drinking water to accompany their food; it can be seen that there is water on the table. In fact, by drinking water regularly, a person can be free from various diseases. A healthy body will be obtained if people consume healthy water [17].

Representamen:



**Figure 3.** A child and a mother shopping in a supermarket

Object: Image of a child and a mother shopping in a supermarket

Interpretant: The interpretant shows a healthy lifestyle behavior in the advertisement. The mother and child in the advertisement also display selective consumer behavior in choosing what to consume. The habit of consuming healthy food in this advertisement is visible from the vegetables in the trolley. It is ensured that the mother and child are consuming healthy foods. Healthy food meets health standards and the body's needs [18].

**4.1.2. Maintaining Cleanliness**

Representamen:



**Figure 4.** A child and a mother doing activities in the park

Object: Image of a child and a mother doing activities in the park

Interpretant: The interpretant in the advertisement is a habit classified as a healthy lifestyle, namely an effort to maintain cleanliness. Keeping the environment clean can help prevent the source of disease, while a healthy lifestyle is related to a person's intentions and efforts to maintain the health of his body to avoid disease [18].

**4.2. The lifestyle shown in the Lemonilo noodle advertisements as a practice of distinction**

**4.2.1. Selection of The Type of Food**

Representamen:



**Figure 5.** Riafinola Ifani Sari is unpacking Lemonilo noodles.

Object: Riafinola Ifani Sari is unpacking Lemonilo noodles.

Interpretant: The interpretant in this advertisement is that the mother plays an important role in determining what will be consumed for her family because she always wants to give the best. A mother chooses Lemonilo noodles because the product is made from spinach essence and is low in calories. It signifies that a mother prepares healthy food choices by controlling low-fat ingredients. Higher capital levels tend to contribute more to awareness of providing different foods. Regarding healthy food choices, a healthy lifestyle can be seen from the ability to prepare healthier foods and control the content of food according to needs (for example, using lower fat and healthier ingredients) and portion sizes [19].

Representamen:



**Figure 6.** Raffi Ahmad and Baim Wong are consuming Korean Spicy Lemonilo Noodles.

Object: Raffi Ahmad and Baim Wong are consuming Korean Spicy Lemonilo Noodles.

Interpretant: The interpretant displayed in the advertisement informs that Lemonilo has distributed a spicy Korean variant. These noodle products are targeted or intended for groups of Korean food fans who like spicy flavors and live a healthy lifestyle. The group of Korean food fans, who like the spicy taste and live a healthy lifestyle, is a practice of distinction because they prefer the spicy Korean variant of Lemonilo noodles. A distinction is a social and lifestyle space that comes from the same system in its arrangement [1]. In this case, Bourdieu explains that a person's habits are determined by a group of people who occupy the same position in social class, who will have the same style and behavior [20].



Representamen:



**Figure 7.** A mother takes Lemonilo noodle products on a shelf in a supermarket.

Object: A mother takes Lemonilo noodle products on a shelf in a supermarket.

Interpretant: The advertisement interpretant shows a mother who prefers to take Lemonilo noodle products to buy. Of the wide selection of instant noodle products on supermarket shelves, only Lemonilo noodle provides great benefits for the environment and health. It indicates that consumers who adopt a healthy lifestyle choose Lemonilo noodles as an option since Lemonilo noodle positions its products in line with the target consumers who live a healthy lifestyle. In choosing the type of food, what a mother does is a practice of distinction. In this regard, the type of capital controlled by the dominant class significantly affects the type of food a person likes [19].

Representamen:



**Figure 8.** Arya Saloka is holding a pack of Lemonilo noodle products.

Object: Arya Saloka is holding a pack of Lemonilo noodle products.

Interpretant: The interpretant in the advertisement is Arya Saloka, who chooses Lemonilo noodle products for dinner with his wife, who has finished work. In fact, Lemonilo noodles are healthy instant noodles because they are made from natural ingredients, without preservatives, artificial coloring, and flavor enhancers. Busy work does not prevent someone from living a healthy lifestyle. It denotes the practice of distinction, where people work to choose healthy foods to maximize their health. Working people also have a goal to maximize health [21]. Bourdieu explained that the cultural capital of people who work tends to improve themselves to create health gaps by shaping people's behavior [21].

#### 4.2.2. The Choice of Places to Eat

Representamen:



**Figure 9.** Two people hanging out at Warnilo (Warung Sehat Lemonilo)

Object: Picture of two people hanging out at Warnilo (Warung Sehat Lemonilo)

Interpretant: The advertisement interpretants shown at the beginning of the video show that the two people above adopt a healthy lifestyle, judging by choice of place to eat. The place to eat, namely Warnilo, that they choose provides a variety of healthy food products. It shows they are still paying attention to their health. In reality, hanging out habits can usually affect a person's health. Thus, choosing a place to eat is a practice of distinction. It is because the place to eat is an aspect that influences the formation of social class identity [22]. In addition, someone with high cultural capital usually prefers activities that lead to health [19].

#### 4.3. The slogan displayed on the Lemonilo noodle advertisement

Representamen:



**Figure 10.** The Lemonilo logo along with a slogan that reads "Lemonilo Towards a Great Generation."

Object: Image of the Lemonilo logo along with a slogan that reads "Lemonilo Towards a Great Generation."

Interpretant: The interpretant at the end of the advertisement means that Lemonilo wants people to adopt a healthy lifestyle to create great generations in the future. "Lemonilo Towards a Great Generation" means that the habit of adopting a healthy lifestyle applied to family, friends, and loved ones has great benefits. One of them is to create great generations. A family will be part of a great generation if it encourages

its members to stay healthy mentally and physically since health is the most important thing in forming a great generation.

Representamen:



**Figure 11.** Three variants of Lemonilo noodle products; four people are eating Lemonilo noodles, and there is a Lemonilo logo accompanied by the slogan "#PeduliHariEsok."

Object: Pictures of three variants of Lemonilo noodle products; four people are eating Lemonilo noodles, and there is a Lemonilo logo accompanied by the slogan "#PeduliHariEsok."

Interpretant: The advertisement interpretants shown at the end of the video means that Lemonilo sees long-term health as an investment in the future. By "#PeduliHariEsok, Lemonilo believes that adopting a healthy lifestyle is one step towards caring for tomorrow.

Representamen:



**Figure 12.** Lemonilo noodle products that are ready to be served and packaged along with the logo and slogan "Our Choice Every Day."

Object: Pictures of Lemonilo noodle products that are ready to be served and packaged along with the logo and slogan "Our Choice Every Day."

Interpretant: The interpretant slogan in the advertisement shows that Lemonilo noodle products are safe for consumption every day and are suitable as an option for people who want to live a healthier life without worrying. In this case, a healthy lifestyle is an attempt to stay alive for a long time.

## 5. DISCUSSION

A healthy lifestyle is always inserted in the advertisement for Lemonilo noodle products. Activities that show a healthy lifestyle are displayed very diverse.

Some advertising scenes shown indicate the habit of implementing a healthy lifestyle, starting from consuming healthy food. As shown in Figure 1 and 2, a family becomes one of the factors that determines the implementation of a healthy lifestyle. A healthy lifestyle begins with self-will and encouragement from the environment, such as family, friends, friends, and partners [23]. The Lemonilo noodle advertisement represents a healthy lifestyle so that people are more aware that health is vital. The purpose of a healthy lifestyle is to maintain a healthy body for a long time; by living a healthier life, there is also more time and opportunity to enjoy life and create great generations in the future. Thus, health is an important consideration when choosing foods to consume [22]. Options and opportunities work together in such a way that people who have more economic, cultural, and social resources also pay more attention to their ability to influence health to achieve desired goals [19].

Lifestyle is also closely related to the status of certain social groups or classes. It is due to the selection of tastes in accordance with the identity of a particular group based on the background of work, education, living environment, and even the economic status of a group. The different class positions are reflected in their tastes in people's lifestyles [24]. Within each class, a specific lifestyle is shaped by habit, a set of cognitive tendencies, schemas, and special tastes of individuals of the social class [19]. In addition, the behavior that distinguishes one from other groups is called the practice of distinction. A distinction is an act of choosing certain types of food and places to eat based on individual tastes [10]. In this regard, Bourdieu argues that class can be a reference for assessing one's lifestyle, where the upper-middle class usually has different lifestyle choices [25]. In a study entitled "*Sociological study of structural and capital factors affecting the health-oriented lifestyle of over 15 years old citizens in Shiraz*," Cockerham argues that a healthy lifestyle is more effectively practiced by the upper-middle class and upper class, where the classes are better at maintaining health than the lower classes [25].

Specifically, the Lemonilo noodle advertisement aired depicted a healthy lifestyle behavior. This behavior distinguishes one from other groups due to consuming and choosing Lemonilo products as a necessity for those people who always pay attention to their health. The higher the level, the healthier the practice (including food consumption). Moreover, the authors found that gender, age, and family composition also impacted lifestyle. Older people and women are more likely to have healthy practices [24].

In fact, the Lemonilo noodle product is different from the usual product. Apart from being made from natural ingredients, Lemonilo noodles have great benefits for health and the environment. It is the cause

of the practice of distinction. In Figure 7, a mother has compared that cheap products do not necessarily provide the best and prefers Lemonilo noodle products; it can be chosen because it has great benefits for health and the environment. In this case, working-class parents see the impact of food on children's external activities (growth, behavior, etc.) from a functional perspective [24] so that a healthy lifestyle in choosing to consume healthy foods is only carried out by most people who are economically able to buy these products. In the research entitled "*The use of Pierre Bourdieu's distinction concepts in scientific articles studying food and eating: A narrative review*," the results showed that healthy food is easier to obtain by domain classes [24].

Furthermore, the slogan displayed at the end of the advertisement video means that the healthy lifestyle offered by Lemonilo has great benefits for the future.

## 6. CONCLUSION

This study indicates that the Lemonilo noodle advertisement represents a healthy lifestyle so that people are more aware that health is important. A healthy lifestyle is one form of health investment; there is also more time and opportunity to enjoy life with a healthier life. The healthy lifestyle practices shown in the Lemonilo noodle advertisement are based on people's desires and encouragement from an environment that is very concerned about their health.

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## AUTHORS' CONTRIBUTIONS

Ginindya Nugra Widyasari and Yudha Wirawanda contributed to this research. Ginindya Nugra Widyasari proposed ideas, collected data, and processed them. Meanwhile, Yudha Wirawanda provided input from beginning to end and recommended appropriate references related to research.

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