



Visual Communication Elements and Meaning of Hatten Wines Bali Label

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Abstract. Hatten Wines is a wine producer based in Bali and is also one of the pioneers in the wine industry in the Asian region. Hatten Wines's label is unique in terms of visuals, making it interesting to study. In addition, research on wine labels in Bali has never been studied in depth with a visual communication approach. The purpose of this study is to analyse visual communication elements and meaning from the labels of Hatten Wines with the Morris^ semantics approach. This study uses a qualitative descriptive method. The data was obtained through observation, interviews with stakeholders and literature, where the data were analyzed using visual communication theory, and the meaning of each element. Research mind findings: (1) Hatten Wines succeeds in presenting a communicative label through a visual display based on illustrations, typography, and colours, and (2) The elements listed on the label mean elements of the island of Bali which are synonymous with its natural wealth and gives the meaning that Hatten Wines is a wine with original Balinese grapes with an international taste. The research implication: this research is helpful in visual communication design, especially in food and beverage labels to influence sales.

Keywords: Visual Communication Elements, Meaning, Label, Hatten Wines, Semantic

1 Introduction

Bali is a tourist area that local and foreign tourists always visit, not only because of their tourist objects but also because of their culinary delights. Usually, they want to enjoy food or drinks that are different from their country of origin and are looking for culinary delights that have a distinctly Balinese taste. Besides having local alcoholic beverages such as arak, in Bali, there are also companies that produce wine using local grapes, namely Hatten Wines. Hatten Wines is an original Balinese wine producer that was founded in 1994 and is also one of the pioneers of the wine industry in Asia. The grapes grown by Hatten Wines are native to Bali, namely Alphonse Lavallée grapes, which are grown directly in their vineyard located in Sanggalangit, Buleleng, Singaraja. With local grapes grown on volcanic soil in Singaraja, Hatten Wines has succeeded in providing a new taste unique to their company and every year they always win various

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international awards such as the Asia Wine Trophy, Wine & Spirits Awards Wine Competition (CWSA), and so on.

Wine is an alcoholic beverage made from grapes as raw material through a fermentation process. With the increase in visits by local and foreign tourists coming to Bali, of course, the demand for wine in Bali has also increased. This certainly increases competition between wine companies, especially in Bali to continue promoting their products, including in branding activities for a company. Branding is an activity of promotion, advertising or publicity which is a way for a product or service to be seen by consumers related to logos, taglines or on the packaging [1].

In 2020, Hatten Wines made a branding change to change its image in the public eye. One of the rebranding efforts undertaken by Hatten Wines is to change the labels on their bottles to be more modern. In the previous label, Hatten Wines used illustrations of nature photos, buildings and works of art with Balinese characteristics in quite dark colours. The label itself is an important part of a product, where the label is the identity of the product to be marketed. With a label, it will be easier for consumers to choose the product they want to buy [2]. Likewise, with wine products, a label is needed on the wine bottle to classify information on wines that have different tastes and classifications of wine. Wine product labels can strengthen business branding in increasingly fierce business competition. There is information in the form of brand, composition, legality, function and product instructions on the label.

This change in the Hatten Wines label is unique in terms of visuals, so it is interesting to study this topic. In addition, specific research on wine labels in Bali has never been studied in depth with a visual communication approach. Based on the existing phenomenon, the following problems are obtained, namely (1) What are the visual communication elements contained in the Hatten Wines label?; (2) What is the meaning contained in each label of Hatten Wines?

In this study, the authors used an approach with the semiotic model by Charles Morris, where Morris's semiotic model can be a theoretical and practical tool for analyzing the use of visual elements in communication [3]. The purpose of this research is to analyse the visual communication elements and meanings of the Hatten Wines label using the semantic approach of Charles Morris. The research implication is, this research is useful in the field of visual communication design, especially in food and beverage labels to influence sales

2 Method

This study uses a qualitative descriptive method. The analysis is done after dissecting the visual communication elements of the four (4) wine labels owned by Hatten Wines, namely Aga Rosé, Aga White, Aga Red and Alexandria. Next, the researcher dissects these labels through a semiotic approach from Charles Morris to the semantic process. Data were obtained through observation, interviews with Hatten Wines designers and literature studies. Research method of this study shown in Fig. 1.



Fig. 1. Research Method

3 Result and Discussion

3.1 Morris's Semiotic Model

In the semiotic model of Charles Morris, the sign analysis system uses three dimensions in semiotics, namely syntax, semantics and pragmatics. The syntax is a clarification of signs according to their structure. In syntax, there is a relationship between one sign and another, where the sign becomes the Representamen. The syntax is not only limited to studying the relationship between signs in the same sign system but also studying signs in other systems that show cooperation. For example, in film, images and words come from different sign systems, but both work together. While semantics is related to the relation of signs and the significance of the meaning of these signs. How the sign is analyzed using the meaning. Meanwhile, pragmatics is an analysis between signs and their users (interpretants). In pragmatics, it is closely related to events (discourse) and their effects or impacts on users, where this is related to the objective value of the sign, and the utility value of the sign for the user [4]. In this study, the authors analyze the elements of visual communication and the meaning of the Hatten Wines label using a semantic approach from Morris, where the elements contained in Morris's semantic theory are Structural, Contextual, Denotation, Connotation and Ideology/myth. The scope of semantics discusses the relationship between signs and marked objects. The terms denotation and connotation are used to describe the relationship between these two things. Denotation describes a direct relationship, while connotation shows a variation of the meaning relationship of the sign which includes the social, cultural, ideological, and emotive meaning of the sign.

3.2 Analysis of Visual Communication Elements and Meanings on Hatten Wines Labels

The case study took the research object, namely the labels of 4 types of wine from Hatten Wines, namely Aga Rosé, Sweet Alexandria, Aga White and Aga Red (Fig. 2.). These four labels are examined based on visual communication elements, namely Illustration, Color and Typography. Illustrations are an important part of the label, where

illustrations provide an explanation for consumers in the form of pictures. Illustrations can give consumers an idea about the image of a brand. When used effectively, illustrations can provide a strong visual impression and can build a product image in the minds of the target audience [5]. Colour also helps brands to give a specific impression to the target audience. When a product has a strong colour character, the product already has the capital to influence consumer perceptions and stand out compared to other products [6]. Likewise with typography, on labels or packaging, the composition of letters is needed as an arrangement of information. In general usage, letters are a means of communicating words, but letters also function as graphic elements that can speak more as visual representations that can contain meaning with a specific purpose [7].
















Fig. 2. Hatten Wines Label

The analysis of visual communication elements and the meaning of the four Hatten Wines labels is examined in tabular form to facilitate the analysis process (Table 1). The process of analyzing meaning uses a semantic approach from Morris where the meaning described is the denotation and connotation meaning implicit or explicit in each element of visual communication which is studied structurally.

In this study, the authors also had interviews with graphic designer Hatten Wines, I Gusti Ngurah Gitayogi Irhandi. The result was that Hatten Wines wanted to change its branding as a whole branding because so far, Hatten Wines was known as a local brand. Local people often think that local brands are still inferior to imported brands. But Hatten Wines doesn't want to leave the Balinese side even though it has changed the design of the label. Apart from that, the selection of these elements in the label illustrations is because Hatten Wines wants to give an image that Hatten Wines products use local grapes produced in Bali (still wine) or 100% grown and made in Bali. Therefore, the new label displays the natural beauty of Bali from the natural elements around the island of Bali.

Table 1. Analysis of visual communication elements and meanings on the Hatten Wines label

No	Wine Label	Illustration on Label	Original Form	Means
1	Aga Rosé 			<p>The illustration depicts a lotus flower. The lotus flower is a prominent symbol of Balinese Hindu heritage and has many meanings such as</p> <ol style="list-style-type: none"> 1. It is the <i>stana</i> or chair of Dewi Saraswati who is the goddess of knowledge 2. The lotus can live in the three realms which are equated with the <i>Tri Loka</i> or the three levels of the universe consisting of Bhur-Loka, Bvar-Loka and Svar-Loka. Mud is interpreted as a symbol of the Bhur-Loka realm (the human realm), water is equated with the Bvar-Loka realm (the transitional realm), and the air is equated with the Svar-Loka realm (the divine realm) [8]. <p>In addition, for Hatten Wines, the lotus flower on the Aga Rosé label also gives the meaning of the wine's colour and fragrance which is very distinctive.</p>
2	Sweet Alexandria 			<p>Depicts coral leaves as a symbol of the warm and abundant sea around the island of Bali.</p>
3	Aga White 			<p>Depicts coconut tree leaves as a characteristic of the tropics. In addition, the palm leaves also depict a calm beach atmosphere and convey the meaning of the relaxed Balinese way of life which is captured in white wine.</p>

No	Wine Label	Illustration on Label	Original Form	Means
4	Aga Red			Depicts the volcanic rock on the volcano that forms the landscape of the island of Bali. The mountain also has Balinese symbolism and spirituality. This volcanic rock is also a tribute to the earth as the giver of life that allowed Hatten Wines to produce Bali's first commercial red wine.
5	All labels			On all labels, there is an illustration of a sunset. Bali is very famous for its sunsets and it has become an icon that there are beautiful sunsets in Bali. Therefore, the sunset becomes synonymous with Bali.
Typography			The typography used on the label uses a Sans Serif typeface to make it easier for consumers to read.	
Color			The colours used on the label are orange and blue. The orange colour is a symbol of optimism, adventure, ability, and sociability. This colour also symbolizes self-confidence and creativity [9]. Blue is a calming colour and is widely found in nature. In other words, the symbolic meaning of blue is the sky and seawater. The psychological meaning of blue is loyalty, strength, friendliness, love, power, and the colour of peace [10]. The orange and blue represent our relationship with nature on each label depicting a unique attribute of our home.	

Source: Personal Documentation, 2022

4 Conclusion

The findings of the mind from research are (1) Hatten Wines succeeds in presenting a communicative label through a visual display based on illustrations, typography, and colours and (2) The elements listed on the label mean elements of the island of Bali which are synonymous with its natural wealth, and gives the meaning that Hatten Wines is a wine with original Balinese grapes with an international taste.

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