

## Lexical Analysis in Marjan Ads 2024 as a Branding Strategy in YouTube: A Semantic Study

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### ABSTRACT

Developing This research explores the use of lexical semantics in the 2024 Marjan Ramadan advertisements on YouTube as part of a digital branding strategy. The study aims to examine how specific lexical elements construct symbolic and emotional meanings that enhance the brand's identity. Using a qualitative-descriptive approach, the data were collected from two official Marjan advertisement videos uploaded to YouTube. The verbal texts were transcribed and analyzed using Jackendoff's conceptual semantics framework and Leech's lexical meaning categories. The results reveal nine dominant lexical units containing conceptual, affective, reflective, and collocative meanings. Phrases such as "Putri Hijau memulai perjalanan" and "Berbuka dan hidupkan harapan" demonstrate the deliberate use of personification, emotional affirmation, and cultural collocation to evoke spiritual values and emotional connection with the audience. The repetition of the brand name "Marjan" at the end of the advertisement serves as a powerful brand anchor. These findings indicate that lexical elements play a critical role in shaping the narrative and symbolic message of the advertisement. Moreover, they contribute significantly to enhancing brand recall and emotional resonance in a digital context, especially during religious moments like Ramadan.

**Keywords:** *Advertising; Digital branding; Lexical semantics; YouTube.*

### INTRODUCTION

Speaking In communication, language has a very important role. Through Language, individuals can share and express their ideas, thoughts, and feelings that are inseparable from human life (Haucsa et al., 2020). Every day, people interact with each other through language, both verbally and in writing. The terms used in the communication process have an important role in conveying the meaning appropriately. Therefore, the science of linguistics, particularly in semantics, is crucial to understanding how meaning is formed and received in certain interactions. Semantics is a branch of linguistic science that studies meaning in language. One of the important elements of semantics is lexical semantics, which focuses on the meaning of words independently, without considering the context of the sentence (Subaidi & Subyanto, 2021). For example, the word "*bintang*" in an encyclopedia refers to a celestial body that emits light. However, in everyday life, "*bintang*" can refer to a famous person or an individual who stands out in a particular field. This change in meaning illustrates how much context influences the interpretation of words (Youn et al., 2016).

In today's marketing communication environment, advertising is no longer just a product promotion tool, but has turned into a way to convey ethical messages, cultural representation, and brand identity strengthening. Marjan, which is one of the legendary syrup brands in Indonesia, continues to show its consistency in displaying narrative ads every Ramadan. The strength of Marjan's advertising lies in its cinematic visual display, heartfelt narrative, and subtle but profound symbolism of life values. The combination of visual and narrative elements makes Marjan's advertisement not only a promotional medium, but also a cultural product that the public looks forward to every year. The phenomenon of public interest in Marjan's advertising is closely related to his ability to create curiosity. These commercials are presented as mini-series that arouse the viewer's curiosity, encouraging them to wait for the next episode of the story. However, before the digital era, Marjan's commercials aired on conventional television were usually temporary and rarely documented. As a result, people have difficulty getting the content back to be enjoyed again or analyzed more deeply. This change occurred drastically during the pandemic, when Marjan began to utilize YouTube as his main distribution platform. These changes create new opportunities for Marjan's ads to remain remembered in the public memory and provide opportunities for a digital media-based analytics approach.

The use of YouTube in Marjan's branding strategy is not only a response to changing media consumption patterns, but also an effort to expand reach and increase audience emotional engagement. YouTube as an open and permanently recorded digital platform allows ads to be revisited, commented on, and shared across time and generations. Instead, the platform also offers the flexibility for researchers to conduct an in-depth analysis of the elements that make up the message in an ad, whether visual, verbal, or symbolic. Therefore, Marjan's advertisement transforms into an object of cultural consumption and also a text that can be analyzed from a variety of scientific perspectives, including linguistic and semantic perspectives. In the study of linguistics, the semantic approach provides an opportunity for researchers to examine the way meaning is formed and interpreted in the structure of language. Through lexical analysis, it can be revealed specifically how the choice of words in the Marjan 2024 advertisement contains certain meanings that contribute to the delivery of moral messages and the strengthening of brand image. Lexical meaning, which is related to the main meaning or definition of a word, has an important role in shaping the audience's view of the message being conveyed. Through the analysis of lexical elements in the advertising narrative and dialogue, it is seen that message delivery strategies are not only aesthetically appealing but also successful in creating brand awareness.

A number of previous studies, such as those conducted by (Fitra, 2018) and (Krisnawati et al., 2023), has reviewed the success of Marjan's advertising in transmitting messages through visual narratives and strengthening cultural values. However, studies that discuss the role of lexical elements in supporting branding strategies in the digital realm are still very limited. Therefore, this research is here to fill this gap by focusing on semantic lexical analysis of Marjan Ramadan 2024 ads uploaded on YouTube. With an emphasis on digital media, this study seeks to describe how word choice builds symbolic and emotional meaning, as well as formulating moral messages and brand identity. The results of this study are expected to be able to expand understanding of the important role of language as an instrument to support the relationship between brands and audiences in the era of digital visual communication.

## **METHODS**

### **Research Design and Subject of Research**

This study adopts a qualitative-descriptive approach employing a lexical semantic analysis method to systematically examine the construction of meaning within digital advertising discourse. The choice of the qualitative-descriptive approach is rooted in the study's core objective: to meticulously interpret how lexical elements within advertising texts strategically form symbolic and emotional meanings crucial for brand communication. The subject of research is defined as the digital advertising discourse, which is conceptualized as a form of multimodal text. This text encompasses both verbal messages and reinforcing visual and narrative elements. The study's focus centers specifically on the language used in the advertising, analyzing it as an instrument of representation strategically designed to establish specific cultural and emotional associations in the audience's perception.

### **Instrument**

The main instrument utilized in this research is a meticulously developed lexical semantic analysis guideline. This guideline serves as a theoretical framework applied by the researcher to map the meaning constructed in the advertising texts and to systematically recognize the linguistic techniques employed, such as repetition, personification, cultural collocation, and heroic narratives. The analysis framework itself is grounded in Ray Jackendoff's theory of conceptual meaning structure, which explores the relationship between linguistic forms and mental representations in cognitive systems. Furthermore, Geoffrey Leech's typology of meaning (including conceptual, affective, reflective, and colloquial meanings) is integrated into the guideline to identify the different layers of lexical meaning present in the data. To ensure the accuracy and systematic nature of the analysis,

auxiliary instruments are also utilized, including tabulation sheets, video player devices for viewing the multimodal content, and text processing software to facilitate data segmentation and systematic coding of meaning units.

### Data Collection and Analysis

The data collection process involves the systematic isolation and transcription of the verbal elements from the chosen digital advertising discourse. Once the data is compiled, the analysis proceeds through several stages. Initially, the language used is interpreted as an instrument of representation to identify the lexical elements and their immediate meanings. Subsequently, Leech's typology is applied to categorize the different types of lexical meanings constructed (conceptual, affective, etc.). The analysis then progresses into semantic mapping guided by Jackendoff's theory, where the researcher analyzes how these lexical forms create symbolic and emotional meanings and utilize specific linguistic techniques (repetition, personification, etc.). Finally, the findings are critically attributed to the brand's intended communication goals—such as reinforcing identity, building emotional connections, or representing cultural values—to fully understand the strategic function of the constructed meaning.

## RESULTS AND DISCUSSION

### Research Findings

Through an analysis of two Marjan Ramadan 2024 advertising videos that were officially uploaded on Marjan Indonesia's YouTube channel, nine main lexical elements were obtained that contain symbolic, emotional, and conceptual meanings. These elements are found in both verbal narratives and visual elements, and are studied based on Leech's theory of meaning (Leech, 1981), and the conceptual semantic framework of the (Jackendoff, 2022). Each phrase unit is analyzed in relation to the linguistic techniques used and its strategic function in shaping the brand image. The following is a table of the results of the analysis of the lexical elements in the advertisement:

**Table 1.** Lexical Semantic Analysis and Branding Function in Digital Advertising Discourse

Phrases/Narrative	Types of Meanings (Leech)	Language Tecnique	Branding Function
“Putri Hijau memulai perjalanan...”	Associative & Reflective	Personification	A symbol of natural and protective strength.
“Tuan mengambil kehidupan” Jungkat energy	Reflective & Affective	Narrative conflict	Presenting moral values and criticism of gluttony.

“Energi kehidupan pun beralih ke Sang Pelindung sejati”	Reflective	Symbolic transposition	Implying the value of hope and the balance of nature
“Sambut Hari Kemenangan”	Cooperative & Affective	Cultural collocation	Brand planting in the tradition of Eid al-Fitr.
“Berbuka dan hidupkan harapan”	Affective & Cooperative	Emotional affirmation	Connecting products with the spirituality of breaking the fast.
“Putri Hijau bertekad dia akan melindungi semua”	Associative & Affective	Narrative heroism	Associating the brand with the value of protection and love for the homeland.
“Keseimbangan alam dirusak”	Reflective	Moral expression	Showing the value crisis and the role of the brand as a restorer.
“Marjan” (One Final Word)	Conceptual	Identity repetition	Build a strong brand recall.
Visual cinematic	Poetic narrative	Visual-verbal integrase	Make the brand message cohesive and memorable.

The data shows that the lexical elements in advertising are not only informative, but also full of contextual meaning that supports branding strategies through narrative, spiritual, and cultural approaches. The narrative is built with a pattern of conflict-resolution, and the use of language techniques such as personification, cultural collocation, and repetition also strengthens the audience's emotional attachment to the Marjan brand.

The findings of this study confirm that the lexical elements in the Marjan Ramadan 2024 advertisement are used strategically to form symbolic and emotional associations with the audience. The use of diction, narrative structure, and visual elements not only serves to convey product information, but also instill spiritual, moral, and cultural values that are closely related to the month of Ramadan.

Phrase “*Putri Hijau memulai perjalanan*” contains a reflective meaning that is associated with the allegorical figure of protecting nature. The use of personification techniques in mentioning characters reinforces the impression that nature has an active role in fighting for balance and hope. It reflects the **conceptual structure** in the minds of the audience, as explained by (Jackendoff, 2022), where words or phrases form complex mental representations of morality and protection. Meanwhile, the narrative such as “*Tuan Jungkat mengambil energi kehidupan*” contains reflective and affective messages, which illustrate the antagonism between greed and sustainability. This is a form of conveying moral values through dramatized narratives. (Haikal & Sukmono, 2024) shows that in Marjan's advertisement, narrative conflicts like this play a central role in communicating spiritual values indirectly.

Phrase “*Berbuka dan hidupkan harapan*” being the most powerful example of colloquial and affective meanings that build an emotional connection with the

religious moment of Muslims. Use of the word "berbuka" commonly associated with Ramadan, combined with the word "harapan" which has spiritual nuances, creating phrases that are not only poetic but also touch the deepest side of the audience. This is in line with Jobin's view (Jobin, 2023), which states that words in digital advertising have emotional *market value* because they are able to trigger personal and social associations. The cinematic visualisation and poetic narrative also reinforce the overall meaning. This technique, according to (Garganas, 2024), create *an immersive brand experience*, where the audience not only receives product information, but also '*merasakan*' the emotional journey that the brand wants to convey.

On the other hand, the single mention of "Marjan" at the end of the video is a simple but effective strategy in strengthening *brand recall*. This iteration locks in a poetic narrative with a product identity, which corresponds to the *minimal-verbal identity* approach that is now widely used in modern digital advertising (Lester, 2021). Structurally, the narrative flow of this ad follows the pattern *of the hero's journey* — starting with the conflict (*kerusakan alam*), Emergence of the protagonist (*Putri Hijau*), to resolution (*keseimbangan kembali dan berbuka*). This is in line with the typical narrative approach of Ramadan advertising, as explained by (Heryani & Wulandari, 2023) where allegorical characters are used to represent religious and cultural values without having to be explicit.

Overall, Marjan's branding strategy succeeds in uniting linguistic, visual, and narrative elements into a rich, deep, and emotionally touching unity of meaning. The use of meaningful lexical elements, combined with aesthetic and symbolic visualizations, forms an advertisement that not only sells products, but also conveys social and spiritual messages that are relevant to today's audience. An analysis of the narrative of the Marjan Ramadan 2024 advertisement that aired on YouTube revealed the use of lexical that is highly structured and symbolically charged. The lexical elements in this advertisement contain meanings that are not only literal, but also convey moral, emotional, and spiritual values implicitly.

Phrases such as "*Putri Hijau memulai perjalanan*" using personification as the main technique to portray nature as a protective figure. This figure is present as a symbol of hope, which is constructed through reflective and associative meanings. The same is true of the sentence "*Tuan Jungkat mengambil energi kehidupan*" depicts the conflict between greed and balance, which forms affective meanings and conveys moral criticism implicitly. Use of phrases "*Berbuka dan hidupkan harapan*" shows a lexical strategy based on the cultural and spiritual collocation of Ramadan. This phrase is not only poetic, but also establishes an emotional connection with the moment of breaking the fast that is sacred to the Muslim community. Words like

"*perlindungan*", "*keseimbangan*", and "*kemenangan*" It was strategically chosen to reinforce moral messages and build emotional closeness.

Each lexical element in the ad is analyzed based on the classification of the meaning of the (Leech, 1981) namely conceptual, affective, reflective, and colloquial which serves to strengthen the delivery of symbolic and spiritual messages that are relevant to the context of Ramadan. The cinematic visuals that support the phrases reinforce the cohesion between the verbal meaning and the emotional perception of the audience, as suggested by (Jackendoff, 2022) that the meaning of words in the context of multimodal communication is formed in complex conceptual systems. The use of lexical meanings in Marjan's advertising directly contributes to strengthening the branding strategy on digital platforms. Verbal language in advertising is designed to form a brand image that is not only recognizable, but also perceived. Keywords such as "*harapan*", "*perlindungan*", dan "*hidupkan*" triggers an affective response, which reinforces the audience's attachment to the brand emotionally.

The repetition of the word "Marjan" at the end of the ad serves as a strong brand *anchor*, especially after the audience experiences a series of touching narratives. This reinforces the brand's recall emotionally, not just visually. This is in line with the concept of *emotional branding*, where word choice has more value than just conveying information, but becomes a tool to create an inner bond between consumers and products (Jobin, 2023). Furthermore, the YouTube platform allows Marjan's ads to reach audiences across time and across demographics. These ads are not only watched, but also commented on and shared widely. Audience responses that mention this ad "*menyentuh*", "*penuh makna*", or even "*ditunggu-tunggu tiap Ramadan*", shows the success of lexical strategies in forming a positive perception of the brand. This suggests that appropriately managed lexical meanings can act as a bridge between narrative messages and consumer loyalty.

Thus, the strategy of using lexical elements in Marjan's advertising is not only effective in conveying a narrative message, but also in strengthening a brand image that is religious, emotional, and socially relevant.

## CONCLUSION

The results of the study show that the lexical elements in the Marjan Ramadan 2024 ad narrative on the YouTube platform are arranged in a directional manner to produce a deep symbolic and emotional meaning. Choice of words such as "*perlindungan*", "*keseimbangan*", and "*harapan*", as well as poetic phrases such as "*Putri Hijau memulai perjalanan*", not only serves as a narrative element, but it also carries moral and spiritual messages that are closely related to the context of Ramadan. Personification techniques in allegorical figures and conflicts depicted

through phrases such as "Tuan Jungkat mengambil energi kehidupan" reinforce reflective meanings and religious values implicitly. The existence of lexical elements equipped with cinematic visuals supports the formation of conceptual, affective, reflective, and colloquial layers of meaning, in accordance with Leech's theory of meaning and Jackendoff's framework, so that the message conveyed is easier to accept and appreciate by the audience. In particular, the use of lexical elements has proven to support Marjan's branding strategy in the context of digital media. The flowing narrative structure, the choice of diction that evokes emotions, and the repetition of the word "Marjan" at the end of the video are effective brand identity strengthening techniques. This shows that lexical meaning is not only a supporting element of narrative, but also acts as an instrument to instill brand recall, build positive perceptions, and create emotional attachment that persists in consumers' minds. The audience's response in the form of positive comments and content distribution also shows the success of linguistic elements in increasing reach and emotional closeness to the target market. Thus, the lexical element in the Marjan Ramadan 2024 advertisement serves a dual function: as a symbolic message that is full of social and spiritual values, as well as an important pillar in strengthening the brand image in the competitive digital realm..

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