

Brand Recall on Indomie's Tagline "Seleraku" (Semiotic Analysis of Roland Barthes on Indomie's Tagline)

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ABSTRACT

Brand recall plays a crucial role in building a strong relationship between consumers and brands. One important aspect of brand recall is the use of a tagline, which aims to create a lasting impression and strengthen brand recall. This study delves deeper into the power of the tagline "Seleraku" in building brand recall for Indomie products. Using Roland Barthes' semiotic approach, this research analyzes the deeper meaning behind the tagline. The findings show that the tagline "Seleraku" not only refers to taste but also creates a strong emotional connection between consumers and the Indomie brand. Through an analysis of advertisement content, it was found that the consistent use of visuals and text reinforces the connotative meaning of the tagline, such as pride in being a local product and personal attachment. This connotative meaning plays a significant role in shaping consumer memory of the Indomie brand. Furthermore, the study also found that the consistency of the tagline's use across various advertising media contributed to Indomie's success in creating high brand awareness. Therefore, it can be concluded that the tagline "Seleraku" is a key factor in Indomie's success in building customer loyalty and maintaining its dominant position in the instant noodle market. This study contributes to a deeper understanding of the role of semiotics in marketing communication, particularly in the context of building brand recall.

Keywords: Marketing Communication; Brand Recall; Barthes' Semiotics

INTRODUCTION

In the world of marketing, brand communication is an element that shapes and creates relationships between consumers, employees, business partners, the public, and products. Marketing brand communication plays a crucial role in building brand equity and driving product sales effectiveness and efficiency. In the process, brand communication can utilize various advertising channels, banners, social media, and posters. One important aspect of communication to strengthen brand identity is the use of a tagline. A tagline is a short phrase or sentence designed to create a lasting impression and be easy to remember. The same applies to brand taglines. A tagline is not just a slogan but also a means to instill brand values and image in the minds of consumers. One key concept in brand communication is brand recall. Brand recall refers to the consumer's ability to spontaneously remember a brand, as it helps the brand establish a strong image in the minds of

consumers. A tagline is one of the main tools for creating effective brand recall. This is crucial in purchase decisions, as brands that are easily recalled are more likely to be chosen by consumers. An effective tagline can strengthen brand recall, helping the brand remain in consumers' minds when they seek products that match their needs or desires.

This study focuses on the tagline "Seleraku" by Indomie. Indomie, as one of the most popular instant noodle brands in Indonesia, has successfully built a strong emotional connection with its consumers through the use of the "Seleraku" tagline, while also strengthening its position in the market. This tagline not only describes taste and showcases the product's deliciousness but also creates an emotional connection between the product and the consumer, as well as a personal attachment, making it seem as though Indomie is the perfect choice for every individual's taste. In this context, effective brand communication aims to build a strong relationship and make it easy for consumers to recall the brand.

Previous research that aligns with this study includes the work of Chiquitita Amalia Raharjo, et al. (2023), titled "Semiotic Analysis of Indomie Brand Poster 'Flavor Of Love,'" and an article by Yediya Barbadas, et al. (2022), titled "How Successful Marketing Strategy: A Case Study of PT. Indofood Sukses Makmur Tbk," which both examine the "Seleraku" tagline. From both studies, it can be concluded that they combine several key aspects. First, Indomie's marketing communication is highly effective in creating brand awareness. The "Seleraku" tagline functions as a key element in the marketing strategy to enhance consumer recall of the brand. Through integrated ads and promotions, Indomie has successfully maintained its dominant position in the instant noodle market, with this tagline becoming a symbol of the brand's identity that is easily recognized by consumers.

The second study provides evidence of the power of taglines in shaping brand recall. Keller's (2001) research on brand knowledge shows that a strong and memorable brand image highly depends on consistency in brand communication, including the use of an effective tagline. Keller reveals that consumers are more likely to remember brands with positive associations and emotional relevance. A more specific study by Meyers (2018) in the food industry shows that taglines that leverage emotional values can enhance consumers' ability to recall a brand more strongly, especially if the tagline creates a personal connection, as in the case of "Seleraku" with Indomie.

The third study, by Davis & Nielson (2014) on food advertising, reveals that the choice of words in a tagline that stimulates appetite and is directly related to consumer needs can strengthen brand recall. A short and memorable tagline, like "Seleraku," can increase the positive relationship with the brand and encourage higher purchase behavior. The fourth study, by Rizky (2020), on brand recall of the "Indomie" brand shows that consistency in marketing, especially through memorable ads like the "Indomie Seleraku" tagline, helps create a strong connection

in consumers' minds. This study shows that the more frequently consumers see and hear this slogan, the more likely they are to remember and choose the product.

Unlike the previous studies, this research will use Roland Barthes' semiotic approach to analyze how the elements in the "Seleraku" tagline contain both denotative and connotative meanings that play a role in building strong brand recall. Roland Barthes explained that every sign (such as a word, image, or symbol) has two levels of meaning: denotative (literal meaning) and connotative (emotional or cultural meaning). Through this approach, the study will identify how the meanings contained in the word "Seleraku" not only convey information about taste but also influence consumers' emotional and affective perceptions of the Indomie product. Additionally, using content analysis methods, this research will examine how advertisements using this tagline influence consumer brand recall. Content analysis allows the researcher to examine visual, textual, and symbolic elements in the ad to understand how the messages conveyed contribute to the brand recognition process by consumers. Through an in-depth analysis of the ad content, patterns can be found that indicate the extent to which consumers recall and associate the Indomie product with the "Seleraku" tagline.

This study is important because high brand recall is key to success in building customer loyalty and maintaining a competitive position in a highly competitive market. By understanding how the "Seleraku" tagline shapes consumers' memory and perceptions, companies can design more effective marketing strategies to enhance their brand appeal. This research also provides insights into how semiotic signs in brand communication can affect the brand recall process at the consumer level, which ultimately impacts purchasing decisions. Therefore, using Roland Barthes' theory illustrates the objective of this study on how brand recall works in the role of Indomie's "Seleraku" tagline.

LITERATURE REVIEW

Marketing Communication

Marketing communication is a strategic effort to convey information about a product or service to consumers in a way that influences their perceptions and behaviors. Marketing communication is not just about advertising; it encompasses all interactions between a brand and consumers through various channels and consistent messaging. According to Kotler & Keller, two key figures in marketing, marketing communication is defined as the process of sending messages aimed at informing, persuading, and reminding consumers about a particular product or service to influence their purchasing decisions (2009). Marketing communication is part of Integrated Marketing Communication (IMC), which combines various media and communication tools to deliver a cohesive message.

Marketing communication has several important characteristics to ensure that the message delivered creates a positive impact on consumers, including:

1. Coherent (Integrated/Consistent). According to Belch (2018), all elements of a marketing campaign should support each other to create a consistent and understandable message for the audience. For example, Gojek, as an Indonesian super-app, uses the tagline "Pasti Ada Jalan" (There's Always a Way). This tagline reflects values of innovation and courage in facing challenges, mirroring the practical solutions Gojek offers for daily needs, from transportation to delivery. Every advertisement released across various platforms emphasizes this tagline, making consumers feel that Gojek is a versatile solution always ready to help in any situation, even the unexpected ones.
2. Relevant and Persuasive. Marketing communication must be relevant to the needs and preferences of the target market. The persuasive impact usually involves a combination of rational and emotional product values (Schultz, 1993). An example is the beauty brand Wardah with the tagline "Feel the Beauty," positioning itself as a halal brand that aligns with the values of Muslim women in Indonesia. In its advertisements, Wardah conveys messages about beauty that reflect not only outer appearance but also a good heart, which indirectly appeals to many Muslim women in Indonesia who seek beauty products aligned with religious values.
3. Adaptive to Media. With the rise of digital media, marketing communication must be adaptive across various platforms, both offline and online, to reach consumers on different channels (Belch, 2018). For example, Traveloka, with the tagline "Life, Your Way," adapts its approach differently across platforms. On TV, Traveloka ads often focus on emotional narratives about the importance of vacationing with family or loved ones. On digital platforms like Instagram, they feature photos and short videos of users enjoying their vacations, along with influencers showcasing real-life experiences. On Twitter, they use casual language that fits the platform's character.

Brand Recall

Brand recall refers to the ability of consumers to remember or recognize a brand without any cues, which indicates the strength of the brand's position in the minds of consumers. Brand recall is interesting because it reflects the effectiveness of a brand's marketing campaign in building deep and spontaneous recognition among consumers. According to Keller (2013) in *"Conceptualizing, Measuring, and Managing Customer-Based Brand Equity"*, brand recall is part of brand awareness that reflects how easy or difficult it is for consumers to remember a brand when faced with a product category, without direct cues. For example, when thinking about the instant noodle category, if consumers immediately think of "Indomie," then brand recall for Indomie in that category is strong.

Aaker (1991) in his book *"Managing Brand Equity"* also explains that brand recall is a form of long-term memory that shows the significant impact of effective brand communication strategies. He argues that successful brand recall requires

consistency in delivering brand messages across various media to create top-of-mind awareness, where a brand becomes the first choice that comes to mind for consumers. Brand recall also has several characteristics, namely:

1. Spontaneous Recall: Consumers can spontaneously recall a brand when thinking about a specific product category. Spontaneous recall occurs when consumers are able to directly remember a brand when presented with a particular product category.
2. Emotional Involvement: Brand recall is often related to emotional attachment formed through personal experiences or emotional brand campaigns, which create strong brand recall. Positive emotional bonds through brand experiences can enhance consumers' ability to recall the brand without external assistance. This contributes to consumers' familiarity and trust in the brand.
3. Support for Consistent Communication: Successful brand recall typically happens when the brand message and identity are communicated consistently. Consistency in marketing communication is crucial for creating effective brand recall. This highlights that repeated and consistent brand messages and identity reinforce consumers' memory of the brand, making it easier to recall during a purchase situation. (Keller K. L., 2013)

Tagline/Slogan

A tagline is a short phrase designed to convey the values and image of a brand. Taglines are usually easy to remember and are used in communication strategies to strengthen the impression and create a positive relationship in the consumer's mind. Ogilvy (1983), in his book *Ogilvy on Advertising*, stated that a good tagline helps a brand stand out in a market filled with competitors. Ogilvy explained that an ideal tagline should project the brand's unique goals and values while creating a strong impression in the consumer's mind. (Barry, 2016) According to Wheeler in *Designing Brand Identity*, a tagline is an important part of a brand's verbal identity that differentiates the brand from competitors. Wheeler emphasized that a tagline should reflect the personality, promise, and unique experience the brand intends to offer its consumers. (Wheeler, 2013)

Semiotics of Roland Barthes

Roland Barthes is a prominent figure in semiotic theory, particularly known for his approach to understanding signs through the concepts of denotation and connotation. Barthes emphasized that signs, such as language, images, or objects, not only have a basic meaning (denotation) but also a deeper meaning arising from cultural and social relationships (connotation). This is crucial in the study of communication and marketing, including the analysis of taglines, because the meanings evoked are often more complex than their literal interpretation. In his seminal work *Mythologies* (1957), Barthes analyzed cultural phenomena to show how mythological meanings are created in society. According to Barthes, a sign consists of two elements:

1. **Signifier:** The physical or symbolic form of the sign, such as a word, image, or tagline.
2. **Signified:** The concept or meaning associated with the sign.

This process then results in:

1. **Denotation:** The basic meaning of the sign (e.g., the word "Indomie" simply as the brand name).
2. **Connotation:** The additional meaning or relationship arising from cultural context (e.g., "Indomie Seleraku" evokes nostalgia or pride for local products).

In Barthes' semiotics, every sign can be considered a "myth," a set of meanings created through social and cultural contexts, influenced by economic and ideological factors (Barthes, 1957).

METHOD

This type of research is qualitative descriptive because this method is a naturalistic research method, as the assessment is conducted in natural conditions (Sugiyono, 2007). The main goal of qualitative research is to understand social phenomena or events by describing these social phenomena or events in clear terms, often through a series of words (Sujarweni, 2022). In other words, this is a type of research that involves collecting data as it is and emphasizes the meaning of the results. The data sources used in this research are divided into two: primary data and secondary data. The unit of analysis for the primary data is the tagline of Indomie advertisements, while secondary data is obtained from books, journals, articles, the internet, and other information that supports this research. This study uses two techniques: observation, visual material study, and literature review. The first step is to select texts and images related to brand recall by observing the overall Indomie advertisement tagline, and then the researcher analyzes the data that has been collected.

RESULT AND DISCUSSION

The analysis of the *Indomie Seleraku* tagline through a semiotic lens reveals the powerful relationship between the signifier (the phrase itself) and the signified (the concepts it conveys), highlighting its effectiveness in creating emotional connections with consumers.

Signifier and Signified

The *Indomie Seleraku* tagline is a clear example of how a simple phrase can embody both linguistic and visual elements that resonate deeply with audiences. The word "Seleraku" translates to "My Taste," suggesting a personal connection to the product. The signified, therefore, is not just the concept of food that satisfies personal preferences, but also the deeper emotional layers of pride and belonging.

This connection elevates the brand from a mere food product to an integral part of personal identity, and even national pride.

Denotative and Connotative Meanings

The denotative meaning of the word *Seleraku* directly refers to food that suits one's individual taste. Indomie, with its diverse flavor offerings, positions itself as the perfect match for these personal preferences. However, the connotative meaning adds another layer of depth. The word *Seleraku* evokes a sense of individual identity, fostering a feeling of ownership among consumers. This is particularly significant in the context of Indonesian culture, where food plays a central role in social identity and national pride. Indomie's success lies in its ability to connect not only with individual tastes but also with a broader sense of belonging and national pride, as the brand has become a symbol of Indonesia's global presence.

Brand Recall

The simplicity and clarity of the *Indomie Seleraku* tagline make it highly memorable, a key factor in effective brand recall. The use of short, simple words ensures that consumers can easily recall the tagline and associate it with the Indomie brand. Brand recall refers to how quickly and spontaneously consumers can recognize a brand or tagline without external prompts, and this is where *Indomie Seleraku* excels. Through its consistent presence in advertisements across multiple platforms, Indomie has created a strong emotional bond with Indonesian consumers, reinforcing its identity as a brand that understands and reflects their preferences and values.

Cultural Relevance

The tagline's success is deeply tied to its cultural relevance. In Indonesian culture, food is not only a necessity but also a source of pride and cultural identity. The word *Seleraku* taps into this cultural understanding, aligning the product with the everyday eating habits of Indonesians, who favor food that is simple, practical, and flavorful. By emphasizing the personal connection to taste and the accessibility of the product, Indomie has positioned itself as a quintessential part of Indonesian life, from everyday meals to comfort food during difficult times.

Visual and Audio Delivery

Indomie's use of both visual and audio forms in its advertisements further strengthens the emotional impact of the tagline. The catchy jingle, paired with familiar imagery, creates a sensory experience that consumers can easily remember. This multi-sensory approach enhances brand recall, ensuring that *Indomie Seleraku* stays top of mind for consumers across different media channels, including television, radio, and social media.

Positioning and Brand Image

Indomie is successfully positioned as a universal symbol of food that suits everyone, regardless of situation or background. Whether as a quick meal, a nostalgic favorite, or a reliable choice during moments of need, Indomie meets the practical and emotional needs of its consumers. The tagline *Seleraku* not only highlights the versatility of the product but also builds an image of Indomie as a brand that is both accessible and deeply ingrained in the daily lives of its consumers.

In conclusion, the *Indomie Seleraku* tagline, with its blend of simplicity, cultural relevance, and emotional resonance, is a powerful tool in brand building. By connecting with consumers on both personal and national levels, Indomie has successfully created a strong, lasting brand presence. Through its strategic use of semiotics and consistent messaging across multiple platforms, the tagline has contributed significantly to Indomie's identity as a beloved and ubiquitous food brand in Indonesia.

CONCLUSION

The *Indomie Seleraku* tagline has successfully enhanced brand recall due to its symbolic meaning, which reflects the emotional connection between consumers and the product. With just two words, the tagline effectively communicates the brand identity. It also highlights Indomie's uniqueness as a local product that aligns with the taste preferences of the Indonesian people. From a semiotic perspective, the tagline is not only a communication tool but also a sign that strengthens the bond between the brand and consumers, making its icon memorable. This study shows that the *Indomie Seleraku* tagline has successfully increased brand recall and brand awareness, thanks to its highly relevant symbolic meaning for Indonesian consumers. With its short and easy-to-remember phrase, it conveys a deep message about the brand identity. The tagline not only reflects the taste that suits Indonesian preferences but also evokes positive feelings and pride as a local product that has gained international recognition. Roland Barthes' semiotic approach reveals that the tagline functions not only as a communication tool but as a sign that builds a strong emotional connection between the brand and consumers. The denotative meaning of *Seleraku* refers to a taste that matches personal preferences, while the connotative meaning associates the product with national pride and a deep emotional attachment to everyday food. Consistency in marketing communication, through repeated use of the tagline in advertisements, further strengthens Indomie's brand recall in consumers' minds, making it the first choice when selecting instant noodles. Overall, the success of the *Seleraku* tagline in boosting brand recall and awareness underscores the importance of effective brand communication in building a recognizable and memorable brand image.

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