

**SIGNS OF LUXURY: SEMIOTIC ANALYSIS OF
HIGH-END PROPERTY ADVERTISEMENT IN
@KLSPROPERTIES INSTAGRAM REELS**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2025**

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THESIS

Presented to:

Universitas Islam Negeri Maulana Malik Ibrahim Malang
In Partial Fulfilment of the Requirement for the degree of Sarjana Sastra (S.S)

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IBRAHIM MALANG
2025**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “Sign of Luxury: Semiotic Analysis of High-End Property Advertisement in @Klsproperties Instagram Reels” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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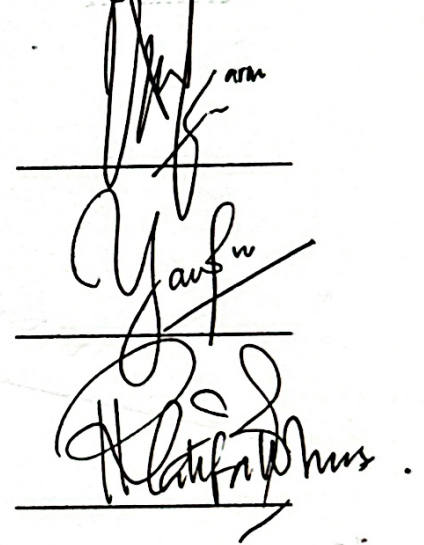
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MOTTO

“Allah does not burden anyone but according to his ability.”

(Al-Baqarah: 286)

”Apa yang kau anggap tertunda, bisa jadi sedang Allah atur waktunya agar sempurna”

DEDICATION

I dedicate this thesis to my beloved parents, Dian Mursyidah and Ibnu Hisam, who tirelessly support and motivate me through hard work and endless prayers. I also dedicate it to my beloved sister, Fadisah Attahra. Besides that, I also dedicate this thesis to my dear grandfather Mawardi Sadin they have given me love, prayers, motivation, and mental and financial support.

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Shalawat and greetings I send to the lord of nature, the Prophet Muhammad SAW, a figure who is a perfect example in all aspects of life. The preparation of this thesis is a long journey full of challenges, learning and reflection. Therefore, I would like to express my deepest gratitude to those who have encouraged and motivated me throughout the writing process.

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ABSTRACT

Zhufairo, Nayla 2025 *Sign of Luxury: Semiotic Analysis of Property Advertisement in @Klsproperties Instagram Reels*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negri Maulana Malik Ibrahim Malang. Advisor Dr. Yayuk Widyastuti Herawati, M.Pd.

Key words: *instagram reels, luxury, property advertisement, semiotics.*

This study aims to analyze how textual and visual elements in luxury property advertisements on the Reels @Klsproperties Instagram account mean luxury and social status. This research is motivated by two problem formulations, namely the first is that the account visually and textually builds luxury, and what cultural myths are contained in the representation of the luxury lifestyle advertised on the @Klsproperties account. By using the semiotic theory of Roland Barthes (1967), specifically on the elements of denotation, connotation, and myth, the researcher conducted a qualitative descriptive analysis on 34 data points collected from 3 Reels on the @Klsproperties Instagram account during the period from September to October 2024. The results of this study show that the visual and textual signs in the advertisement are used not only to provide information about the advertised product but also to build emotional appeal that reinforces social ideologies about upper-class status, ideal lifestyle, and social achievement. The texts and visuals displayed, such as luxurious interiors, spacious rooms, and inspirational narratives, build a symbolic system that is not only to market luxury properties, but also upper-class social identity. This research also concludes that the advertisements on @Klsproperties effectively use semiotic strategies to convey the message of luxury as a real and ideological construction. This research is limited to one account, @Klsproperties, which may not represent the entire practice of luxury property advertising in the social media market. Besides, this research only analyzes the textual and visual content without involving the audience's perception directly (comments on the ad). Suggestions for future research are to expand the object of research by comparing several luxury property advertising accounts on social media. This research is also suggested to combine semiotic analysis with the theory of how the audience's perception directly affects (comments on the advertisement) using Sperber and Wilson's relevance theory.

ABSTRAK

Zhufairo, Nayla 2025 *Tanda Kemewahan: Analisis Semiotika Iklan Properti di @Klsproperties Instagram Reels*. Skripsi Sarjana, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Advisor: Dr Yayuk Widyastuti Herawati, M.Pd.

Kata kunci: Iklan properti, Kemewahan, Reels Instagram, Semiotik.

Penelitian ini bertujuan untuk menganalisis bagaimana elemen tekstual dan visual dalam iklan properti mewah pada akun Instagram Reels @Klsproperties makna kemewahan serta status sosial. Penelitian ini dilatarbelakangi oleh dua rumusan masalah, yaitu yang pertama akun tersebut secara visual dan tekstual membangun kemewahan, serta mitos budaya apa yang terkandung dalam representasi gaya hidup mewah yang diiklankan pada akun @Klsproperties. Dengan menggunakan teori semiotika Roland Barthes (1967), terkhusus pada elemen denotasi, konotasi dan mitos, peneliti melakukan analisis deskriptif kualitatif pada 34 data yang di kumpulkan dari 3 Reels di akun instagram @Klsproperties selama periode september hingga oktober 2024. Hasil penelitian ini menunjukkan bahwa tanda visual dan tekstual pada iklan tersebut digunakan bukan hanya memberi informasi tentang produk yang diiklankan, namun juga membangun daya tarik emosional yang memperkuat ideologi sosial tentang status kalangan kelas atas, gaya hidup ideal, dan pencapaian sosial. Tekstual dan visual yang ditampilkan seperti interior mewah, ruangan yang luas dan narasi inspiratif membangun sistem simbolik yang bukan hanya untuk memasarkan properti mewah, namun identitas sosial kelas atas. Penelitian ini juga menyimpulkan bahwa iklan di @Klsproperties secara efektif menggunakan strategi semiotik untuk menyampaikan pesan kemewahan sebagai konstruksi yang bersifat nyata dan ideologis. Penelitian ini terbatas pada satu akun @Klsproperties yang mungkin tidak mewakili keseluruhan praktik iklan properti mewah pada pasar media sosial, selain itu penelitian ini hanya menganalisis tekstual dan visual yang digunakan tanpa melibatkan persepsi audiens secara langsung (komen pada iklan tersebut). Saran untuk penelitian selanjutnya ialah memperluas objek penelitian dengan membandingkan beberapa akun iklan properti mewah di media sosial. Penelitian ini juga disarankan untuk menggabungkan analisis semiotik dengan teori tentang bagaimana persepsi audiens secara langsung (komen pada iklan tersebut) menggunakan teori relevansi dari Sperber dan Wilson.

خلاصة

زهفيرو، نائلة 2025 معقومي إلكترونيًا. تانلا عللا يناميسل يلحت: تيهافرلا تاملاع @Klsproperties مارتستنا على، كلية العلوم الإنسانية، في الجامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة الدكتوراة يابوق ويدياستوتي هيراواتي، الماجستير.

الكلمات المفتاحية: السيميائية، إعلانات العقارات، إنستغرام ريلز، التمثيل اللغوي، البصري، الفخامة

تهدف هذه الدراسة إلى تحليل كيفية دلالة العناصر النصية والبصرية في إعلانات العقارات الفاخرة على حساب @Klsproperties على إنستغرام على موقع @Klsproperties على الرفاهية والمكانة الاجتماعية. وينطلق هذا البحث من صياغتين للمشكلة، الأولى هي أن الحساب يبني الرفاهية بصريًا ونصيًا، والثانية هي ماهية الأساطير الثقافية التي يتضمنها تمثيل نمط الحياة الفاخرة المعلن عنها على حساب @Klsproperties. وباستخدام النظرية السيميائية لرولان بارت (1967)، وتحديدًا في عناصر الدلالة والإيحاء والأسطورة، أجرى الباحث تحليلًا وصفيًا نوعيًا على 34 بيانات تم جمعها من 3 بكرات على حساب @Klsproperties على إنستغرام خلال الفترة من سبتمبر إلى أكتوبر 2024. وتظهر نتائج هذه الدراسة أن العلامات البصرية والنصية في الإعلان لا تستخدم فقط لتقديم معلومات عن المنتج المعلن عنه، بل أيضًا لبناء جاذبية عاطفية تعزز الأيديولوجيات الاجتماعية حول مكانة الطبقة العليا ونمط الحياة المثالي والإنجاز الاجتماعي. فالنصوص والصور المرئية المعروضة مثل التصميمات الداخلية الفاخرة والغرف الفسيحة والروايات الملهمة تبني نظامًا رمزيًا لا يقتصر على تسويق العقارات الفاخرة فحسب، بل يعزز الهوية الاجتماعية للطبقة العليا. ويخلص هذا البحث أيضًا إلى أن الإعلانات على موقع @Klsproperties تستخدم استراتيجيات سيميائية فعالة لنقل رسالة الرفاهية كبناء حقيقي وأيديولوجي ويقتصر هذا البحث على حساب واحد @Klsproperties والذي قد لا يمثل كامل ممارسة الإعلان عن العقارات الفاخرة في سوق وسائل التواصل الاجتماعي، بالإضافة إلى أن هذا البحث يحلل فقط النصوص والصور المستخدمة دون إشراك تصور الجمهور مباشرة (التعليقات على الإعلان). تتمثل مقترحات البحث المستقبلي في توسيع موضوع البحث من خلال مقارنة العديد من حسابات الإعلانات العقارية الفاخرة على وسائل التواصل الاجتماعي. ويوصى أيضًا بالجمع بين التحليل السيميائي ونظرية كيفية إدراك الجمهور مباشرة (التعليقات على الإعلان) باستخدام نظرية الملاءمة لسبيربر وويلسون.

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CHAPTER I

INTRODUCTION

A. Background of the Study

The property industry in Indonesia has experienced rapid development in the last decade, property marketing on social media has a positive impact on consumer trust and purchase intentions in the property market in Indonesia (Dirgayasa & Darma, 2024). The lifestyle of urban communities in Indonesia can foster an interest in housing that is not only comfortable but also reflects the social status or identity of the owner. The @Klsproperties account, as one of the luxury property markets, not only displays housing as a physical building, but also as a symbol of social status or success.

This condition reveals that property advertisements serve not only to convey information about the advertised product, but also as a primary means of forming visual narratives that shape consumers' perceptions of property. @Klsproperties offers a highly potential object of study for analysis because the property advertisement has a meaning that is not neutral, but rather serves as a requirement for social ideology, consumer values, and class representation in society. Therefore, researching property advertisements is crucial for understanding how visual and verbal communication strategies are employed to influence consumer perceptions in an evolving social and cultural context.

Along with the development of digital technology, social media has become a strategic place to advertise property advertisements effectively. Instagram is a viral

social media platform. Many sellers switch to social media to market their products, especially on Instagram. (Armayani et al., 2021). According to NapoleonCat, in August 2024, the use of social media, especially Instagram, in the digital era in Indonesia currently has 90,183,200 users. Instagram has many features that can be used, such as posting photos, videos, DM, reels, and so on. (Chabibah, 2021). With these features, sellers can efficiently market their products.

Reels, as a short video feature, is one tool that attracts consumers. Various methods are used to promote advertisements look attractive. Designing marketing methods effectively will attract customers of different classes and ages, and social media can interact directly with customers (Varghese et al., 2021). Among the advertisements that display the community's needs is one for high-end and luxury home properties. On their Instagram account, Agnesi offers high-end luxury home properties and can guide people to a dream home. This advertisement offers property and luxury homes in the Bali area. The ad's theme, high-end and luxury property, aims to attract middle-class and upper-class consumers by describing a lifestyle full of luxury, sophistication, and exclusivity. Therefore, communication or interesting language in advertising is needed for sellers to get consumer attention.

One of the communications used to market products is through advertisements on Instagram. Communication in an advertisement requires appropriate and attractive language so that the public is interested in buying the product. The language used in advertising influences consumers' views of the product or service (Suyarova, 2023). High-end and luxury property advertisements offer properties and luxury homes in Bali. Language becomes an essential means

of attracting consumers, so language in advertising becomes a symbol to convey luxury in advertising.

Therefore, the relationship between language and visuals can be important in shaping consumer perceptions. Language and visuals displayed in advertisements can determine consumer interest in buying something. The target audience influences the use of language in advertising and the purpose of the advertisement itself. (Ariani, 2021). However, the formulation of language or symbols used in advertisements often needs to be noticed. If sellers or property agents need to understand how textual and visual representations work in creating attractive advertisements, they will avoid losing competitiveness in an increasingly competitive era. The sellers will lose consumers if the communication strategy is not done well. Therefore, this research is essential to reveal how language and visuals work together in this luxury property advertisement, especially on social media, which is very popular today.

To understand this dynamic, the Instagram account @Klsproperties provides one example that is effective and interesting to analyse. The @Klsproperties Instagram account promotes high-end luxury home properties in Bali. It has been followed and seen by many people. The @Klsproperties Instagram account was chosen as the research subject because it has several advantages. Firstly, this Instagram account uses Instagram-verified brand ambassadors to market its products. Secondly The posts on this Instagram account display high-end luxury home property advertisements in Bali. Thirdly, to the social class classification that has been formed, the analysis of this advertisement will also

reveal the interest of the middle to upper class in the home property as a fulfilment of their life needs. This research offers a new perspective in the semiotic field, focusing more on high-end luxury home property advertisements that have yet to be widely explored in previous research studies. In this advertisement, textual and visual elements and signs express meaning and attract the attention of middle and upper-class consumers. Using interesting language and visuals in advertisements is one of the sellers' efforts to manipulate consumers (Lestari, 2020). Although Instagram accounts display advertisements that sell high-end luxury home properties, these accounts also indirectly portray myths about social status, exclusivity, and luxury in advertisements to attract consumers.

In the semiotic analysis of high-end and luxury home property advertisements, research is conducted to find the meaning or message presented with signs that have hidden meanings in the advertisement (Purba & Tambunan, 2021). In semiotic analysis, meaning is explained through signs (Utama, 2022). This semiotic analysis of how high-end and luxury home property advertisements on Instagram reels present meaning with signs and symbols, visual and verbal, uses Roland Barthes's theory, one of the most up-to-date theories.

To provide a framework for analyzing how advertisements use signs and symbols to create meaning, especially in the context of advertisements for high-end luxury homes, Roland Barthes' semiotic theory elements such as denotation, connotation and myth can describe the social phenomena contained in these advertisements such as exclusivity, wealth and the formation of social status. Roland Barthes' semiotic theory is implemented through an approach that

categorizes the signs and symbols in the advertisement, divided into three analysis stages. Putri, Inayah, and Wageyono, in their writing, stated that Barthes' theory has three types of semiotics: denotation, connotation, and myth (Putri et al., 2022). The denotative sign becomes a signifier in connotative meaning, and then myth comes into play. Myths are influenced by dominant beliefs about how signs are socially understood (Mazeree et al., 2023). Each stage of this analysis helps to determine how this high-end luxury property advertisement can convey messages and meanings to form audience or consumer perceptions.

Therefore, Roland Barthes' (1967) theory can be used in semiotic research to help understand the signs in high-end and luxury property advertisements on Instagram. Reels can build meaning about social status and how advertisements build myths about luxury and coveted exclusivity. After knowing the denotative meaning, one will know the connotative meaning, and then semiotic analysis will find the myth in the meaning (Permatasari, 2022).

To provide an in-depth foundation for this research, previous research studies are grouped into three main categories based on their relevance and focus. The first group is the previous studies on advertising (Abdullaeva, 2024; Aju & Hentihu, 2023; Farzaliyeva, 2023; Kemal & Omar, 2024; Mega & Tawami, 2022; Nurwanti & Wafa, 2024; Pricilia & Suyudi, 2023; Aksiutina, 2024). The second group is the advertisements on social media (Haryati & Apriadi, 2024; Saputra & Agung, 2023; Shabrina et al., 2022; Trisnayanti et al., 2021; Wiid et al., 2023). The third group used the semiotic theory in an advertisement (Abidah et al., 2024; Lourenção et al., 2020; Tausya et al., 2022; Widiastuti, 2024; Yolinda, 2022).

From several previous studies, researcher found gaps between previous research studies and this study. Some previous studies have analyzed advertisements, but with different focuses and objectives. In addition, previous studies have analyzed advertisements and social media, but with different objects and focuses. The previous studies have also analyzed advertisements using the same theory, namely semiotics, but the research focus and object are different. However, there is still a need for in-depth exploration of the textual and visual representations in high-end and luxury property advertisements on social media, especially Instagram reels, which still need to be expanded. In the advertisement, it may be found that someone is buying a luxury product (Oliveira & Fernandes, 2022). Therefore, this research will fill the gap by using semiotic theory to determine how textual and visual signs create meaning in high-end luxury home advertisements. This research can provide and explore more effectively how semiotic elements are revealed in high-end and luxury property advertisements to attract the attention of middle—to upper-class consumers who are looking for exclusivity and luxury in property and luxury homes, especially on social media on Instagram reels @Klsproperties.

Furthermore, by exploring semiotic analysis to help understand the meaning of the signs in each scene in the advertisement using Roland Barthes' theory, this study can explore the meaning of the signs in the advertisement (Rezky, 2024). By applying Roland Barthes' semiotic theory (1967), this research offers a novelty that reveals the meanings and myths that arise in advertisements representing luxury

and exclusivity in high-end luxury home property advertisements to attract middle—to upper-class consumers.

This research departs from the assumption that high-end luxury property advertisements on Instagram @klsproperties bring up an understanding of the exclusivity and luxury offered in advertisements. The next assumption is that in the @klsproperties Instagram account, understanding the symbols and signs in advertisements can attract consumers to purchase or rent. The last assumption is that semiotic analysis will be possible to reveal what strategies are used for symbols and meanings contained in a sign (Nabila & Sakinah, 2023). Revealing these symbols and meanings is in the high-end luxury home property advertisement.

This research aims to get an in-depth description of the signs in a communication or advertisement that can build meaning in high-end luxury home property advertisements on reels on Instagram accounts. More specifically, this research will answer the questions about how the visual and non-visual elements in high-end and luxury advertisements convey exclusivity and appeal to upper-middle-class audiences using the semiotic theory of Roland Barthes.

B. Research Question

More specifically, this research will answer two questions.

1. How does @Klsproperties account visually and textually construct luxury in the property advertisement?
2. What cultural myth about luxury living are build in @Klsproperties account?

C. Significance of the Study

This research theoretically contributes knowledge, especially on using semiotic theory from Roland Barthes (1967), to analyze visual and textual representations in high-end luxury home properties, especially on Instagram reels. Therefore, it will provide knowledge about how visual and language symbols can create and convey the meaning of exclusivity, luxury, and social class. Furthermore, it will multiply studies in semiotics in advertising. In addition, this research will practically offer a new way for sellers, advertisers, and active social media users to create and reveal effective communication strategies to attract upper-middle-class audiences. This research will also be a reference for future researcher in analyzing content on social media. It will encourage future researcher to explore less-discussed or underrepresented topics, such as high-end luxury home property advertisements on social media, especially Instagram.

D. Scope and Limitations

The scope of this research is a Semiotics study to analyze high-end and luxury property advertisements in the @Klsproperties account. This research is limited by using Roland Barthes' theory (1967) . Researcher limited the analysis to Instagram because Instagram has given rise to advertising uploads that display luxury and exclusivity and represent high society. Researcher focused on visuals and textual in advertisements in 3 reels of Instagram @Klsproperties and only took reels from September to October 2024 about high-end luxury property advertisements. In addition, advertisements uploaded to the @Klsproperties Instagram account must represent the impression of luxury and exclusivity that can

attract an upper-middle-class audience. The criteria are many who share the ads and upload ads that are uploaded with many likes and comments on the @Klsproperties Instagram account. This research is limited to one-way communication because it only examines advertisements on the @Klsproperties account, which are subject to advertising ads that display luxury and exclusivity to attract upper-middle-class audiences.

E. Definition of the Key Term

The researcher briefly explained key terms to ensure a clear understanding of the concepts.

@Klsproperties refer to Instagram accounts that promote luxury and high-end properties, which became the main data source in this study because it uses visual and textual elements that present luxury and social class.

Advertisements refer to advertisements or promotional content that markets real estate in the upper-class strata, depicting luxury and exclusivity in high-end and luxury property advertisements on Instagram reels.

Luxury refers to the representation of luxury lifestyles displayed through visual and textual on promotional content on @Klsproperties which describes social status and ideal dreams in luxury property advertisements on Instagram reels.

Semiotic refers to studying symbols and signs used in communication in high-end luxury property advertisements through visual and textual elements.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will outline the researcher's ideas to strengthen the data analysis by exploring and discussing relevant concepts, including an explanation of semiotic theory, advertisements @Klsproperties Instagram account.

A. Semiotic theory

Semiotics, as a branch of science that studies signs, is important to understand how humans give meaning and communicate with the world and the environment. Semiotics, which comes from the word “semeiotikos”, which means “one who pays attention to signs, was coined by Hippocrates. (Danesi, 2020, p.5). Semiotics is a deep knowledge of how to understand and represent the world to ourselves and others. (Sless & Shrensky, 2023, p.1). Semiotics is how humans interpret, create and understand the signs that exist in this life.

As a branch of science that studies meaning and signs, semiotics provides a deeper understanding of how people interact with the world and their surroundings through sign systems. Semiotics is disciplinary in nature as the study of meaning, but the most powerful are philosophy and linguistics (Chandler, 2022, p.4). Semiotics provides a framework for understanding how humans can utilize signs to communicate and convey meaning in various situations or contexts (Behera, 2024). Semiotics is the study of signs, traditionally defined as something that “stands for” or represents something else. Something becomes a sign when it is presented as having meaning by humans. Therefore, semiotics examines how meaning is created and how things are presented through signs and sign systems. (Chandler, 2022, p.2).

There are two models of signs, and they are based on two main sign theories. Ferdinand de Saussure and Charles Sanders Peirce's model (Danesi, 2020). Saussure presented two models of signs, namely the signified (the physical form of a sign) and the signifier (the meaning produced from a sign) (Chandler, 2022, p.16). Pierce then presents a triadic model, namely the representamen (the physical form of a sign), object (the thing produced from the sign) and interpretant (interpretation of the sign with the original context to produce meaning. (Danesi, 2020, p.20). This sign model is complex because it can show how a sign is understood differently depending on the social and cultural context.

According to Clark, (2004), Saussure's concept of the signifier (sound image) and signified is the concept that their relationship is arbitrary (unnatural). Saussure states that the relationship between the two only makes sense in a specific language context system (langue), and this concept underlies the main principles of linguistics, according to him. Saussure states that thought and sound are like pieces of paper that are inseparable but different; this statement shows that meaning does not arise through objects in the real world but from the structure of language itself (Clark, 2004, p.44-46). The conclusion is that understanding semiotics will help humans create meaning from structured sign systems.

In the late 1860s, Charles Sanders Pierce designed semiotics with a triadic model. For example, a portrait (representamen) then refers to the subject depicted (object) and to the meaning of the interpretation, which then arises from the interpreter (interpretant) (Chandler, 2022, p.31).

a. ROLAND BARTHES THEORY

In Barthes' thinking, semiology is closely related to language because language is the primary way that defines meaning in the sign system. Barthes emphasises that semiology cannot be separated from language because the form of meaning is finally interpreted through language, and Barthes considers that language is an important element in knowing the sign system (Allen, 2003, p.46-47). Thus, Barthes emphasises that language also plays an important role in revealing and understanding the meaning of signs, which is also an important element in semiotic analysis.

Barthes developed semiotic theory not only in language but in all forms of communication, such as advertising, political films and mass media. In the book *Mythologies*, Barthes said that he liked popular crocodiles and analysed anything from horoscopes, advertisements, politics, and cool news. Thus, Barthes' writing shows that the presence of mass media can influence society. (Dixon, 2019, p.1). His first book, *Mythologies*, was published in 1957. This paper attempted to evaluate the proficiency and impact of narratives in the mass media. (Dixon, 2019). Barthes presented three semiotic concepts, namely denotation, connotation and myth. According to Barthes, the first order of signification is denotation, and the second order is connotation and myth. The denotation sign is the signifier of the connotative sign (Chandler, 2022, p. 213).

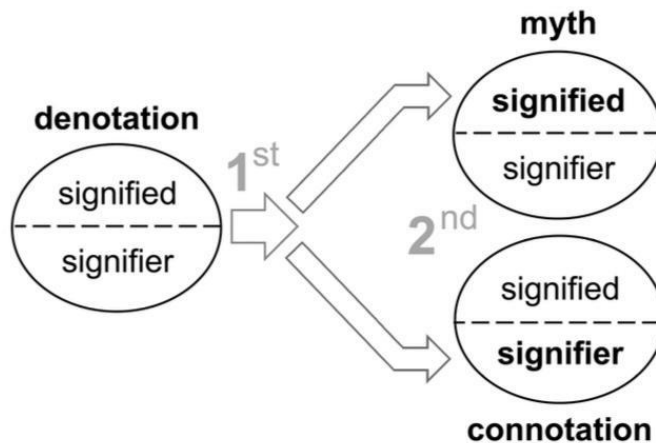


Figure 2.1 Barthes concept

source: Daniel Chandler p.214 (2022)

2.1 Denotation and connotation

Barthes introduced the concepts of connotation and denotation. Barthes says that the first system is denotation, and the second system is connotation (Barthes, 1967). According to Barthes, denotation reading occurs when the reader recognises or identifies the literal or physical meaning of an image or the content of a media image (Dixon, 2019, p.1). This denotation is the first layer or stage in the interpretation of signs, for example, “a picture of a red rose” Then, the denotation meaning is a flower that is red and has beautiful petals, “a photo of a dog”, which means a dog directly. According to Chandler, (2022, p.211) Barthes ultimately concluded that the meaning of denotation is literal, and as a result, it is the connotation that seems most evident to the interpreter.

After denotation meaning comes connotation meaning. Connotation meaning refers to a deeper understanding and is driven by media images that are influenced by the symbolic, emotional, or ideological meanings that result from these interpretations (Dixon, 2019, p.3). An example of connotative meaning is “a

picture of a red rose”, which symbolises love, romance or passion according to the perspective that develops in society. With this, Barthes says that connotation creates the illusion of denotation, and denotation is just another form of connotation (Chandler, 2022, p.211). Therefore, connotation refers to the deeper understanding produced by denotation meaning that has been influenced by ideological, emotional and symbolic connotation meaning produces the illusion of denotation where denotation is another form of connotation.

Roland Barthes suggests that the relationship between text and image is to form a more apparent meaning in order to clarify interpretation. It is important to understand Roland Barthes' thoughts on the relationship between image and text. according to Dixon, (2019, p.5), Barthes explains that images cannot directly form meaning by themselves. However, images interact with texts such as titles or image captions, and from this interaction, will be able to help readers or interpreters understand clear meaning. For example, a product advertisement that depicts a “luxury car” on a free road can give the impression of luxury. However, without a caption or text such as “a car with the latest and sophisticated technology” or “feel unlimited freedom with a sophisticated car and the latest technology”, then the image could be ambiguous. From this, it can be seen that the interaction between image and text can help the reader or interpreter that the image does not only depict a car but will lead the interpreter or reader to understand and associate the image and text to the theme of “freedom” or “luxury”.

2.2 Myth

From the existence of denotation and connotation meanings, “myth”

emerges. In Barthes' perspective, “Myth” refers to something that seems natural and eternal. However, in fact, “myth” is an expression of ideas and is formed through history to produce an ideological view through the perspective of certain societies. (Allen, 2003, p.34). According to Roland Barthes, myth has the highest level of connotation and develops into an ideological framework that produces dominant meanings in society (Chandler, 2022, p.221). For example, a picture of a man giving a box of chocolates to a woman is a denotation. The connotation is that chocolate symbolises attention, love, affection and intimacy, so the highest level is a myth. This means that chocolate becomes a mythical symbol of common affection based on society's perspective and driven by standard views such as Valentine's Day.

Barthes views myth as a system based on a system of signification (denotation and connotation), and myth builds its system based on ideological meanings that function to produce standard or dominant values in society (Chandler, 2022, p.221). Through this view, myths are generated from denotations and connotations that produce common values through the perspective of society so that myths can strengthen ideological views that are considered natural.

B. Advertisement

Advertising is a form of communication that aims to promote a product or service to the broader community with the aim of attracting consumers and influencing behaviour. An advertisement displayed can influence consumer behaviour and is important in modern society in purchasing decisions (Zhu, 2024). Advertising usually aims to convey unmanifest elements such as concept values and brand culture, focusing on symbolic meanings rather than functional ones.

Usually, luxury advertising uses forms of advertising that reinforce and introduce products and can attract consumers' desires (Sang et al., 2022). Advertising greatly influences people's lives; it can shape perceptions and create new needs that the community has not previously felt.

In today's digital age, the role of digital media in advertising is very effective in influencing the public. With the development of increasingly sophisticated technology, strategies and changes can be created in advertising. The emergence of social media at this time has changed the advertising strategy. It can offer new opportunities for advertisers to market their products to reach a broader and more effective consumer (Vitalis et al., 2024). Currently, advertising is not limited only to television, radio, or print media, but many sellers have marketed their products through social media, which is more personal and communicative. Therefore, social media can reach a wider audience of consumers. Social media can build direct interaction between brands and consumers, making it effective and relevant for advertisers.

C. @Klsproperties Instagram Account

Instagram reels are a feature on the Instagram platform that everyone can use to create and share videos. The content on Instagram reels usually uses visual, text and audio elements that can attract audiences. This makes Instagram reels an effective medium for sellers to market their products. The Instagram reels feature allows sellers to market their products by producing short video content that is interesting and creative, so that from these Instagram reels, they can reach a wider audience and market their products more effectively (Aprillia & Oesman, 2022).

With this reel feature on Instagram, users can create and share short videos by combining text, visuals and interesting audio. This makes it an effective medium for sellers to market their products creatively and effectively and reach a wider audience.

Reels are an effective medium for advertising high-end luxury home properties because of their effective format, which attracts a wider audience. This research focuses on how reels are used to market high-end luxury home properties and how the advertisements in reels can present exclusivity and luxury lifestyles using semiotic elements such as text and visuals that can influence and attract high-end audiences. It is available on Instagram Reels @Klsproperties.

The @Klsproperties account is a company engaged in property and real estate. This account promotes various types of property such as luxury homes or villas for sale and rent. This account creates interesting and informative visual content so that it can attract the interest of prospective buyers or tenants. This account also builds an image as a professional luxury property service provider. In addition, this account also functions as a means of interactive communication by using attractive visuals and textual.

CHAPTER III

RESEARCH METHOD

In this chapter, researcher will explain the research design, research instruments, data sources, data collection, and data analysis.

A. Research Design

This research aims to understand how linguistic representations in high-end luxury property advertisements are displayed on Instagram reels. Then, it can use a descriptive qualitative approach. This study deals with explanation without any numbering, so it belongs to the qualitative descriptive approach. This research uses a descriptive qualitative method with a semiotic theory approach from Roland Barthes as the basis for content analysis. The qualitative descriptive method was chosen because it allows researcher to understand how linguistic and visual representations of high-end luxury home property advertisements are displayed on Instagram reels. This approach provides an in-depth overview of how linguistic and visual elements express and create an image of luxury and exclusivity that can attract an upper-middle-class audience.

Roland Barthes' theory is used as an analytical framework to identify and interpret how signs are present in the Reels' content on Instagram. By focusing on the stages of denotation, connotation and myth. This research aims to reveal how the advertisement creates and builds an image depicting an exclusive lifestyle. Thus, this approach helps the researcher explore the relationship between visuals and text to build the image of the advertised product.

B. Research Instrument

Humans as the first instrument in this research. The Researcher is the key instrument used to collect, observe, and analyze data directly. Researcher use mobile devices to read and store data, access @klsproperties Instagram accounts, and download and capture content on relevant @Klsproperties Instagram reels.

Table 3.1 Linguistic Representation Through Semiotic Theory by Roland Barthes.

Table 3.1 Linguistic Representation Through Semiotic Theory by Roland Barthes.

No	Datum	Semiotic Analysis (Roland Barthes)				
		Visual	Textual	Denotation	Connotation	Myth
1.1	“Enjoying a bubble bath after sunbathing with a nice glass or a bottle”		√			
1.2						
1.3						
1.4						

C. Data & Data Source

The data sources in this study are words, sentences and visuals contained in Instagram content reels on the @Klsproperties account, researcher took 3 videos from September to October 2024 and only Reels that display the concept of luxury and exclusivity in advertisements on the @Klsproperties account. The criteria for the reels taken are, first, the selected content is an interesting video reel based on the number of views from the audience. Second, focusing on content that displays luxury and exclusivity will help researcher analyze how the elements in the ad are displayed visually and textually. Content that displays visual and textual elements, such as the use of words and visuals in advertisements. From the selection of content that is most in demand and seen by the audience, this research can find out

that the analysis uses effective marketing strategies in advertising on Instagram reels on the @Klsproperties account, to attract high-end consumer.

D. Procedure of Data Collection

Data collection carried out in this research goes through several structured steps. In the first stage, the researcher will select content on Instagram Reels on the @Klsproperties account based on the criteria mentioned earlier. The next stage is to capture content on relevant Instagram reels; the next stage is for researcher to identify visual and textual elements used in each selected advertisement, including words, sentences, and visuals that show the concept or idea of exclusivity and luxury.

After identifying elements such as text, sentences, and visuals, the researcher will analyze the visual and textual signs in the content of Instagram reel ads on the @Klsproperties account using Roland Barthes' semiotic approach. This process goes through the concept stages of Roland Barthes, namely denotation, connotation and myth. See how the advertisement builds an image of exclusivity and luxury to attract the audience or upper-middle-class buyers.

E. Procedure of Data Analysis

The researcher analyzed the data using a semiotic approach from Roland Barthes (1967), which included three concepts: denotation, connotation, and myth. The first analysis is visual design analysis, which analyses elements such as property and interior architecture used in advertisements to create an image of luxury and exclusivity that can show the tastes of the upper middle class.

In addition, researcher analyzed the captions and narratives displayed in

high-end luxury home property advertisements on Instagram reels on the @Klsproperties account, which showed messages of luxury and exclusivity. Each selected reel will be analyzed to understand the message and image in the advertisement intended to be conveyed to the audience. The researcher will identify the text used to illustrate how captions and narratives interact with visual elements in shaping the meaning therein. Thus, using the stages of denotation, connotation and myth, this analysis will reveal how high-end luxury property advertisements build an image that sells not only physical property but also the luxurious and exclusive lifestyle desired by the upper-middle-class audience.

F. Triangulation

This research uses the triangulation method to strengthen the validity and reliability of the analysis results. In order to reduce bias and increase research credibility (Rahardjo, 2010). This research uses data triangulation to ensure the accuracy of the results. The analysis results and the various types of data obtained will be compared. Data triangulation involves collecting data from several sources, such as text, images, and visual elements contained in Instagram reels on the @Klsproperties account. Data such as narratives or captions used in high-end luxury home property ads are compared with visual elements such as images and symbols showing exclusivity and luxury in property ads to understand how the two relate to creating meaning. In addition, the number of viewers and Instagram user responses are also looked at to strengthen the attractiveness of the advertisement for middle-class audiences. From this approach, data triangulation can ensure that the research portrays a broad and reliable perspective.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion. The findings section of this chapter explores the data analyzed using the semiotic theory of Roland Barthes (1967), by focusing on textual and visual representations in the content of luxury property advertisements. This research explores the semiotic system of denotation, connotation, and myth to reveal how high-end luxury property advertisements build meaning and influence consumer perceptions of advertisements. Then the discussion section will interpret and analyze the research findings.

A. Findings

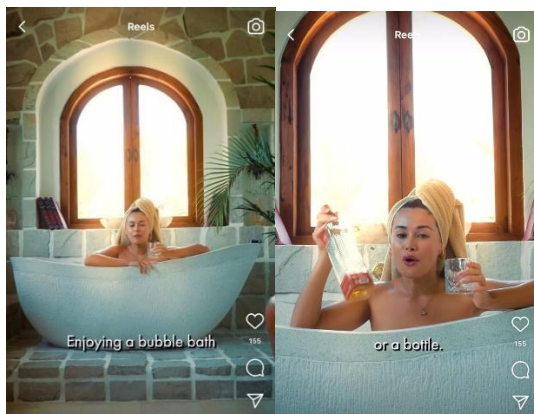
In this section, the results of the analysis using semiotic theory conducted on luxury home property advertisements will be presented. In luxury property advertisements, researchers observe various visible signs. In this study, researchers analyzed the data contained in the advertisements and focused on analyzing signs such as verbal (such as words, sentences, or phrases) and non-verbal (visual, such as images or footage) in the advertisements. Thus, this research explores the verbal and visual signs in advertisements of top-tier properties to find elements of luxury and exclusivity in high society and what myths emerge in these advertisements. This research analyzes certain scenes in relevant advertisements. This research presents data analysis based on Roland Barthes' (1967) semiotic theory in which there are elements of denotation, connotation, and myth.

In this section, the researcher analyzes three videos from the @Klsproperties account that present luxury and answers two questions at once, namely how textual and visual present luxury and what myths arise from these visuals and textual using Roland Barthes' theory (1967), denotation, connotation and myth.

Datum 1.1

Textual: “Enjoying a bubble bath after sunbathing with a nice glass or a bottle”

Visual:



Context:

The textual and visual in datum 1.1 is a representation of the advertisement that expresses high-end and luxury. Textual and visual in advertising a house or villa located near the beach. So the place is not just an ordinary villa because the house or villa is located in a destination area that is often visited by people who want to take a vacation, so the villa is exclusive and expensive. Around the villa, there is a beach where people can sunbathe around the villa. The villa has a spacious bathroom, so someone can enjoy a bubble bath in the bathtub, and there is a place to put glasses, drinks or food.

Analysis:

Denotatively, this image shows a woman enjoying a bubble bath in a large bathtub with an elegant design. Signs such as the large bathtub, natural stone interior walls and arched wooden windows give the impression of a luxurious and high-value space. The luxury element of this image can also be seen from the natural light coming in from the large windows, which shows that the space has an aesthetically pleasing and comfortable layout, an aspect that directly shows luxury in architectural form. “Nice glass or bottle” and the phrase “buthup” constitute a bathing routine further emphasizing the visual that this activity is not just a daily habit, but also suggests luxurious relaxation.

The visuals and textual in datum 1.1 have connotative meanings. The visuals and textual in this data are not neutral meanings but symbols of luxury and high-end lifestyles. The connotation of the visual and textual in datum 1.1 is that a villa that has a bathroom that can be used to soak while enjoying drinks means that the bathroom is spacious and luxurious. Behind the nice glasses and bottles, the bathroom has a spacious place to put drinks, which makes the impression of luxury. The toiletries used are also not ordinary ones, as in the meaning of the word "bubble bath" which means a special bath soap used for soaking in a bathtub that has a lot of foam. The meaning of sunbathing in this sentence, which can be likened to the villa being near the beach, with a spacious bathroom and drinking facilities around the bathtub, shows a luxurious and exclusive lifestyle.

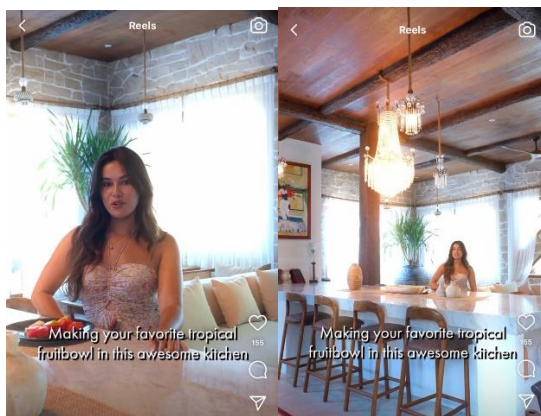
The textual and visual in datum 1.1, myth in this advertisement is that it will not disappoint potential buyers. Another myth is that success and happiness can

only be obtained through the luxurious experiences advertised in this ad. Such as villas located around the beach, spacious bathrooms with comfortable bathtubs, giving rise to the perspective that experiences like this cannot be felt by everyone and can only be obtained through the villas offered in this advertisement. This villa is not just an ordinary residence but as a high-end luxury lifestyle.

Datum 1.2

Textual: “Making your favourite tropical fruit bowl in this awesome kitchen”

Visual:



Context:

The textual and visual in datum 1.2 is a representation of the advertisement that expresses high-end, luxury. This textual and visual in datum 1.2 shows a good quality kitchen. The word “awesome” describes the aesthetics and design as a modern and quality design, so that this kitchen is a pleasant place not only for cooking. In the sentence “Making your favourite tropical fruit bowl”, which means a relaxed atmosphere on vacation, which may indicate the location of this villa in the tropics, so that it makes a luxurious and exotic impression. This shows that this villa is in an exclusive tropical area.

Analysis:

In this visual and textual in datum 1.2, denotatively a woman is in the kitchen while preparing a bowl of tropical fruit. The visual in datum 1.2 shows a kitchen environment that looks luxurious, the phrase “awesome kitchen” adds to the impression of luxury because there are physical elements in the visual in datum 1.2 such as marble tables, high bar stools, exotic wooden roofs and crystal chandeliers.

The second meaning is connotation, in this context, textual terms such as the phrase “Make a bowl of your favourite tropical fruit in this awesome kitchen” show a simple activity but build connotations of a healthy, ideal, and luxurious lifestyle. The phrase “tropical fruit” is associated with freshness and tropical aesthetics as part of a luxurious lifestyle, this is supported by visuals such as the elegantly designed kitchen space with high chairs, marble countertops, chandeliers and large windows symbolizing aesthetics and luxury. Thus, the visual and textual signs in datum 1.2 convey certain social values, namely the representation of idealized, healthy, and successful women in aesthetic and luxurious spaces.

Myth built on datum 1.1 is that visual and textual combination in this data creates a myth of a successful and happy person in an elegant and luxurious domestic space. Another myth is that the kitchen is not only a cooking space, but also a symbol of social achievement and aesthetic living. The activity of preparing “tropical fruits” in a luxurious kitchen is considered an idealized routine. Myth hides the social and economic elements behind it, and asserts that luxury is a normal condition that should be achieved by everyone, even if it is only a cultural construct.

Datum 1.3

Textual: "And this bedroom masterpiece"

Visual:



Context:

From the Textual and visual in datum 1.3, it is representation that describes the high-end luxury of a bedroom. The word "masterpiece" means an extraordinary masterpiece and not just an ordinary bedroom. The visual in datum 1.3, The bedroom is made of good quality, and the aesthetics and comfort are very important, so this bedroom is luxurious and exclusive. The word "masterpiece" also illustrates that this bedroom, in every corner, looks perfect, so that it offers potential buyers the concept of a luxury experience in the villa.

Analysis:

Visual and textual in datum 1.3 is denotatively shown through a woman sitting and relaxing on a large, bright and artistic bed. The visual elements in datum 1.3 that show luxury in this picture are the large, thick-framed paintings, natural stone walls, crystal chandeliers, long curtains and natural light coming in from the large windows as well as the soft bed with thick pillows and blankets. While the

phrase “And this bedroom masterpiece” literally shows that the room is not just a sleeping space, but an aesthetic and luxurious masterpiece. This combination of text and visuals shows the signs of luxury directly.

The textual and visual elements of datum 1.3 have connotations such as visual elements that connotatively convey symbols of a luxurious upper-class lifestyle. Women who relax comfortably and seemingly without the pressure of work activities signify enjoyment and have a lot of free time that can only be enjoyed by certain circles. Paintings, stone walls and chandeliers become cultural symbols of expensive and tasteful aesthetics. Then the phrase “bedroom masterpiece” connotes that this room is not only comfortable, but also artistic, as if it was designed by a professional designer. From this, these textual and visual connotatively create the association that luxury is not only about comfort but also about taste and social status.

In line with the textual and visual in datum 1.3, it forms a myth that a bedroom like this is an ideal form of comfort and happiness. A woman who appears to be relaxing in the bedroom reinforces the myth that luxurious spaces are the new standard for comfort, quality of life and social status. And the word “masterpiece” normalizes the idea that the room should be an object of art and luxury that is not just for sleeping.

Datum 1.4

Textual “Reading a book on the balcony”

Visual:



Context:

In datum 1.4 is a textual and visual representation of an advertisement that offers high-end luxury and exclusivity. with someone reading a book on the balcony, which means that the villa or house has a spacious balcony so that someone can relax on the balcony while reading a book. This balcony creates a relaxation experience for its residents because someone can relax while reading a book with a beautiful view, making villas with this balcony luxurious and exclusive.

Analysis:

The denotation meaning of these visuals and texts in datum 1.4 is, the visuals in datum 1.4 such as sofa chairs, tables with unique lamps, tropical green scenery and artistic carpets and text accompanying the visuals such as “reading books on the balcony” literally this only states luxurious activities. visual elements add to the impression of luxury such as aesthetic furniture, warm lighting, spacious balconies add to the luxurious and classy atmosphere. these visuals and textual equally show luxury

connotation in visual and textual in datum 1.4 forms a perception of luxury, this can be seen with an artistically designed wooden balcony, golden lighting from

the sun, a spacious balcony with a choice of decorations creating comfort, exclusivity and the impression of luxury. Then in the sentence “reading a book on the balcony” conveys connotations of an upper-class luxury lifestyle because the activity is a leisure activity in an aesthetic room and has a luxurious impression. Beautiful and spacious balcony with tropical views is not only a place to read but also a symbol of an upper-class luxury lifestyle.

Myth in this advertisement is formed through a combination of textual and visual in datum 1.4, the myth that emerges is that comfort and happiness can be achieved through a beautiful room and living in luxury. Simple activities such as reading a book are presented as if they are more effective if done in a beautiful and luxurious room. The ideal or perfect lifestyle is presented by the beautiful and luxurious property visual and these visuals and textual shape and reinforce the natural idea that success or social status can be achieved in a luxurious space.

Datum 1.5

Textual: ”All in all, this villa is great.”

Visual:



Context:

The textual and visual in datum 1.5 is a representation of an advertisement that expresses the high-end luxury offered. The word “all in all” in this sentence is a positive assessment of this villa. “All in all” can also mean that overall, and from all aspects of this villa is good. Starting in terms of facilities, design, location, atmosphere, and aesthetics, which are considered satisfactory. These aspects add to the impression of luxury in the villa.

Analysis:

Denotation in datum 1.5, visual shows luxury is a room with a luxurious interior design such as a long soft cream-colored sofa, large windows with natural light coming in, large ornamental plants, aesthetically pleasing wooden ceilings are the physical part of this villa that seems luxurious. Coupled with texts such as “All in all, this villa is great” which indicates that the whole villa is perfectly designed and luxurious. this indicates that from the visual and textual in datum 1.5, both show the literal meaning of luxury.

The connotation of these visuals and textual in datum 1.5 is that this room is not just a building, but a symbol of luxury and social status. Thus the phrase “this villa is great” connotes praise for high quality and not just functionality. On the connotation level, visual elements such as the aesthetically pleasing wooden ceiling, the large soft cream-colored sofa, the natural light coming in through the large windows, and the neat and aesthetically pleasing ambience of the room also create associations with high-end luxury lifestyle and exclusivity. And the woman sitting while drinking something also reinforces the sense of luxury.

In datum 1.5, this visual build a myth that a luxurious life living in a villa or beautiful building is ideal, living in a luxurious place seems to be a lifestyle that can be enjoyed by anyone, even though not everyone can access it and only people with high social status can achieve it. The building depicted in the visuals looks spacious, the interior design is luxurious and aesthetic, thus making the impression that a place like this is a symbol of achievement and a perfect life. Then the textual in datum 1.5 “all in all, this villa is great” supports the myth by creating the impression that the ideal quality of life can be obtained from living in a luxurious place, thus from this statement establishing social status. So indirectly, the visual and textual in datum 1.5 make someone believe that the ideal and beautiful life is to live in an expensive place.

Datum 1.6

Textual: “With four spacious bedrooms and a private swimming pool to cool off in Bali”

Visual:



Context:

The textual and visual in datum 1.6 is a representation of an advertisement that offers high-end luxury. The words used in this sentence, such as “four spacious bedrooms”, indicate that this villa is very spacious and luxurious and can be occupied by large families or groups which can be seen from the visuals in datum 1.6. And “private swimming pool” not only explains the facilities but also describes a luxurious vacation full of tranquillity that is more private and relaxation of exotic tropical Balinese nuances with more exclusivity.

Analysis:

Denotatively this visual shows a building with luxurious properties such as a private swimming pool, lounge chairs, a building with two floors and surrounded by lush trees, and has a balcony. And in the textual mention of villa facilities or luxurious buildings such as “four spacious bedrooms” and “a private swimming pool”, these phrases literally convey information about the luxurious property offered. In this concept, the building or villa looks like a residence with luxurious facilities.

Connotation in the visual elements such as the private pool, natural wood architecture, poolside chairs, and tropical trees signify the luxury and exclusivity of high-class living. And the phrase “spacious bedrooms” conveys that the room is exclusive and luxurious, not just the bed but the experience of living in a luxurious place. “private swimming pool” conveys the meaning that this building also has a private swimming pool, and it has the meaning that the swimming pool can only be accessed privately or owned, this signifies an upper-class lifestyle. And the phrase “to cool off in Bali” represents a lifestyle of relaxation and exclusive leisure in a

popular tourist destination. These elements symbolize the luxurious lifestyle of the upper class and this villa is not just a place to stay but as an object of a classy lifestyle.

This visual and textual in datum 1.6 has built a myth that living in a villa like this is an achievable dream. The myth is that the ideal vacation or residence means having a large building with a private swimming pool and a tropical atmosphere. From the textual, The phrase “secure this villa” creates the impression that owning a luxury property is something that must be achieved as part of a successful lifestyle. In fact, it is an upper-class cultural construction that not everyone can access. The culture of luxury is declared as normal and must be achieved by everyone.

Datum 1.7

Textual: “The price is 650,000 USD for 26 years”

Context:

The Textual in datum 1.7 represents in property advertisements that expresses the luxury and exclusivity of the upper class. This sentence shows that the price of the villa and the property is worth 650,000 USD This price is not a small amount, so it illustrates that this villa markets products only to the upper-class economy. And the time duration of 26 years shows that this villa has a long-term payment scheme, which means instalments or ownership for a certain time. It can be seen that this property is located in a premium tourist area or an elite area for the upper-class economy.

Analysis:

Denotatively, this sentence conveys information about the price of the property for a certain period of time. This is the literal meaning of the text “650,000 USD for 26 years” without cultural interpretation. the price of the property for a long period of time indicates that this property is expensive and exclusive.

Connotation in datum 1.7, the number “650,000 USD” does not inform the nominal price of this building or villa, but symbolizes high value, luxury and exclusivity. This figure associates the buyer as part of the upper social class who can afford to buy expensive properties for the long term. Then the phrase “for 26 years” reinforces the impression of a long-term investment and not just an ordinary rental but gives a deep meaning or connotation of economic stability or social status. In modern consumer culture, high prices are partly a symbol of quality status and luxury. So, this sentence has conveyed that this property is not just for ordinary residence but to show high social status and achievement.

Myth is the last stage of a sign that has been processed by cultural naturalization, where cultural meanings about luxury and upper-class life are presented as if they were natural. So the myth is that everyone must buy this high-value property, even though this is a hidden upper-class ideological construction of a sign system, besides that the myth that is built is that paying a high price to live in this villa for “26 years” is something that must be achieved for those who are successful and have high social status. This sentence normalizes the concept that ownership of luxury property is part of an ideal life and an achievement of upper-class life.

Datum 2.1

Textual: “I can build a nice big villa with a big pool on the cliff overlooking the whole sunset.”

Visual:



Context:

The Textual and visual in datum 2.1 is a representation of a property advertisement that shows high-end luxury. This is shown in the use of the phrases “nice big villa” and “big pool” because these phrases mean the size and quality of villas and properties that are luxurious and expensive. on visual and textual in datum 2.1 such as “cliff” adds an exclusive impression to the location of the villa which is not in an ordinary place, but in a high but strategic and difficult to reach place that gives a private impression. “overlooking the whole sunset” means that the place has a wide view of the sunset so that it can feel calm, beautiful and visually luxurious for people who can have it.

Analysis:

Denotatively, this visual shows a family playing monopoly at a large wooden table in a spacious living room and has elements such as long sofas, large decorative cabinets, bright interior rooms and natural stone walls so that it looks luxurious.

And the sentence “I can build a nice big villa with a big pool on the cliff overlooking the whole sunset” conveys the message that someone is imagining building a luxury property. The luxury building, the private pool and the sunset are the literal objects of the dream or plan of the luxury property.

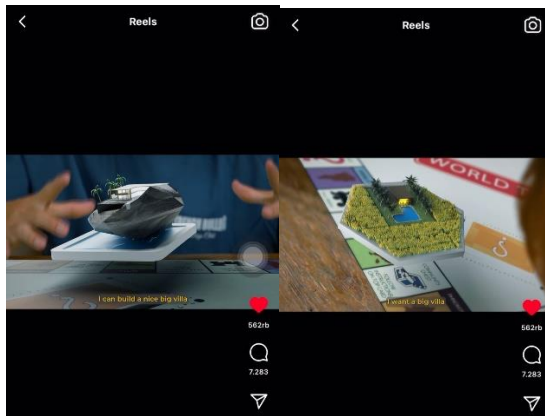
In this sentence there is a connotative meaning, The sentence in datum 2.1 conveys the impression of luxury and the elite lifestyle of the upper class. The phrases “big villa”, “big pool”, and “cliff overlooking the sunset” carry deep meanings associated with luxury property, exclusive locations and high quality of life that shape social status. Then the visuals of datum 2.1 also support this meaning, with a spacious and modern living room, interior design that shows luxury so that it can be interpreted that someone is well established or has a stable economy. This is a cultural symbol that forms a connotative meaning, namely luxury is not only shown but directly symbolized from the atmosphere and narrative.

The myth formed the textual and visual in datum 2.1 is that building a villa or luxury residence with a sunset view is a normal and achievable ideal dream. In the context of the visuals shown, a family enjoying leisure time in a large space and owning a luxurious property reinforces the myth. As if having a big and beautiful house is a natural and normal part of the ideal family life. In this textual and visual in datum 2.1, the myth is that having a luxurious residence with a sunset view is a dream that everyone can achieve. This is the ideology of an upper-class lifestyle disguised in narrative and visuals.

Datum 2.2

Textual "I want a big villa, with a big swimming pool, big windows, big trees, and overlooking the rice field."

Visual:



Context:

Datum 2.2 is a textual and visual representation of an advertisement that shows high-end luxury. This visual in datum 2.2 shows a large building with a swimming pool, with large windows and on top of a high cliff, representing an ideal and luxurious home. The sentence shows that someone is not only describing a desired villa but an ideal residence that illustrates luxury but still blends with nature. In every word and visual, "big" used, such as "big villa, big swimming pool, big windows, big trees," conveys that someone wants a property with a large size; it is a symbol of luxury. Then the phrase "overlooking the rice field" conveys natural and rural elements, which can be understood that the location of the villa is far from the city center, it could be a destination, which means that the location is exclusive.

Analysis:

The visual and textual From datum 2.2 has a denotation meaning that expresses a person's desire to own a luxury property. visually displays a modern

miniature villa complete with a swimming pool, green garden and luxurious architectural design and textually supports luxurious visuals such as the words “villa”, “swimming pool”, “big windows”, and "rice field views literally only mention the object of luxury of a building.

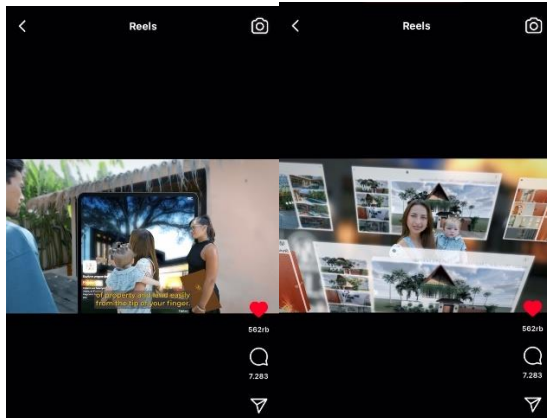
At the level of connotation in the textual in datum 2.2, such as the use of the word “big” has a deep meaning based on culture and ideology, which conveys the meaning of the desire for something that is rich and luxurious. This connotation leads to a consumer culture that considers “big” better and more expensive so that it seems luxurious. visual properties such as large windows, private swimming pools and natural views convey luxury that is not only physical, but also emotional which represents social status. The words and visuals in datum 2.2 look simple but actually give a social impression of a luxurious lifestyle for the upper class.

In datum 2.2, the myth is built that owning a large and luxurious villa with natural views is an ideal form of life and as a social status. Whereas this is only a cultural narrative that builds that luxury and social status can be purchased and achieved through the ownership of luxury property. By visually displaying desire in the game of monopoly, the myth reinforces that it is something that is naturally dreamed of and achieved by anyone. But in reality not everyone can feel and achieve this, only someone with a certain social status circle can achieve it.

Datum 2.3

Tektual: ” You can find the best selection of property and land easily from the tip of your finger”

Visual:



Context:

Datum 2.3 is a textual and visual representation of an advertisement that shows high-end luxury. This is shown in the sentence “the best selection of property and land” which means that the property and land offered is the best selection of options. From the visual in datum 2.3 it looks luxurious, this shows that this choice is a high-quality choice, both in terms of design, interior, accessibility, and location. The word “best” shows that what is offered is high quality, luxurious, and exclusive. And the word “selection” illustrates that the ad offers premium quality.

Analysis:

The denotation in datum 2.3 is in the words “The best selection” and the neat, modern, and classy appearance of the property shows objects that literally describe high quality and luxury. Then the denotative sentence “You can find the best property and land easily from the tip of your finger” means that a person can search for properties easily only by using technology such as a touch screen. The visual in datum 2.3 that supports this is a woman with her child looking at a large screen and the digital display of this property can be understood literally that this villa service is professional and is a luxury service that is easily available.

The connotative meaning of datum 2.3 conveys that access to the best properties can now be easy and sophisticated, as if everything can be done only with technology. The large visual screen on the floating property also adds to the impression of ease when buying and selling and elegance. This shows that luxury is not only in the villa itself but also in how it is achieved. Technology such as large floating screens and modern lifestyles become signs that are interpreted with progress and high-end luxury lifestyles.

The myth built from the visual and textual in datum 2.3 is that luxury is easily accessible if we have sophisticated technology. That way, a luxurious or elite life and luxury properties are seen to be available to anyone with just a “tip of your finger”. In addition, this advertisement builds a myth that luxury is something that can be obtained easily and quickly, as if it is part of the normal lifestyle of modern society but in fact people with high finances or economics such as the high class can achieve it.

Datum 2.4

Textual: “From KLS architecture studio to build your own dream home in Bali”

Visual:



Context:

The textual and visual in datum 2.4 is a representation of an advertisement that shows high-end luxury. This sentence not only offers architectural services but also conveys that the dream house can be achieved through the architecture studio offered. This indicates that by building a dream house, which means all the house designs are structured, premium, and luxurious. And the dream house is located in the Bali area, thus strengthening the impression that the house is not an ordinary house but a residence located in a world-class tourist destination area that has natural beauty, exoticism, and a luxurious lifestyle.

Analysis:

The textual and visual denotations in datum 2.4 are, in the sentences “From KLS architecture studio to build your own dream home in Bali” conveys the service to build a house in Bali. This shows the luxury of building a dream home in Bali, which is an international destination. The visuals in datum 2.4 support the luxury of the textual in datum 2.4, this can be seen from the interior of a tropical house with artistically decorated walls, natural wood furniture, warm lighting and two people relaxing on a soft mattress. And the signs of luxury in this denotation are aesthetic interior design, natural and neat materials, and vacation atmosphere. The words and visuals point to real objects and actions as direct signifiers and signs without ideological meaning.

The connotational meanings of the visuals and texts in datum 2.4 are, In the phrase “dream home in Bali” does not only mean a house in the Bali area, but there is a meaning of an ideal, tropical, artistic and luxurious home. Visually, the elements

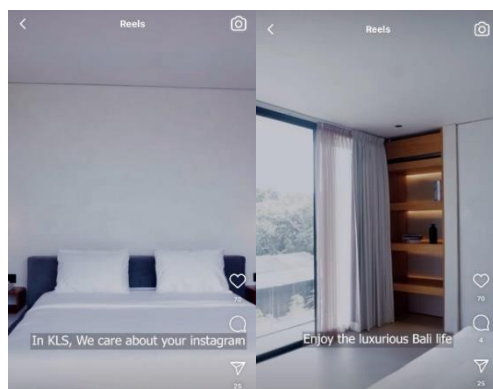
of space and lifestyle such as the vacation offered convey the impression of a luxurious vacation in an exclusive building. The design shown and the distinctive and artistic decoration elements connote the high taste of the upper class. In the context of this advertisement, “dream home” is not just a dream residence but a sign of social status and taste of the high class.

The myth element in datum 2.4 creates a narrative that living in Bali in a luxuriously designed, exclusive house is a form of social achievement and an upper-class lifestyle. What is offered from the textual and visual in datum 2.4 is not only as a place to live or architecture, but as an upper-class lifestyle, and success. Visuals and textuials form the idea of an achievement with a natural image as if it can be achieved by everyone. The myth formed here is that a “dream home” in Bali is a right for everyone when in reality this is a form of luxury consumption for the upper class that is presented aspirationally.

Datum 3.1

Tektual: ”In KLS, we care about your Instagram.”

Visual:



Context:

Self-image on social media. Instagram is not just a mention of a social media platform, but this sentence conveys that KLS architecture not only focuses on technical building design, but also pays great attention to the concept of visual aesthetics that are very “instagrammable”, for example building designs, interiors that look attractive, aesthetic and luxurious so that they are worthy of being exhibited on social media, especially Instagram.

Analysis:

From the textual “in KLS, we care about your Instagram” denotatively has conveyed the meaning that KLS makes the visual image displayed to look attractive, which means all elements look premium and expensive. And the visual in datum 3.1 support the narrative because the visuals in datum 3.1 show a modern minimalist bedroom with a large bed, soft white sheets, plain white walls, natural lighting, large wooden shelves, modern and high-quality furniture. This shows the element of luxury in denotation, these elements literally present a luxurious space.

Connotation In datum 3.1. Luxurious, modern and aesthetically pleasing visual design is a sign of social status that can be interpreted to mean that the occupant is someone who is modern and upper-class. Then in the sentence “we care about your instagram” conveys the meaning that a house or villa must have visual and social value that looks beautiful, luxurious when posted on social media. The visual interiors offered are not only for comfort but also for display and part of the social identity of the upper class.

The myth formed from datum 3.1 is that a luxurious and beautiful house is the ideal standard of living. The myth built by this advertisement is also a place to

live as a means of forming social identity. So this narrative creates the impression that having an “instagrammable” place to live is a natural need. In fact, this is a social construct about raising social status. Or in other words, luxury is a symbol of the upper class.

Datum 3.2

Textual: “Enjoy the luxurious Bali life you’ve always wanted, with KLS's extraordinary villa selection.”

Context:

The textual in datum 3.2 is a representation of property advertising that shows high-end luxury. This can be seen because the sentence “Bali” as a location that is synonymous with exotic places and culture, has natural beauty to create a high-end vacation atmosphere. The phrases “luxurious Bali life” and “extraordinary villa selection” convey that what is offered is not an ordinary villa, but this villa is made with a premium, luxurious, and exclusive design, property, and interior that is made to meet the high expectations of prospective buyers who want comfort and a luxurious lifestyle.

Analysis:

Denotatively, this sentence informs the luxurious life in Bali with villas offered by KLS. The word “luxurious” refers to a luxurious and expensive lifestyle, ‘Villa’ is an exclusive and luxurious residence, the word “extraordinary” adds to the impression of the high quality of the product being advertised. This text promotes high-quality luxury properties. The words directly refer to the real object presented as a luxury lifestyle.

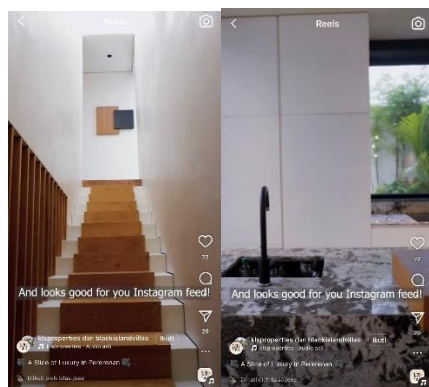
At the connotation level, the textual of datum 3.2 is not just a place to live, but as a social status and achievement. From the phrase “luxurious Bali life” conveys a deep meaning of life in Bali not just geographical location, but an exclusive luxurious experience. and the words “you’ve always wanted” add to the impression that this dream of luxury can be achieved by everyone. And here luxury becomes a symbol of success and must be achieved. The luxury villa becomes a marker of an upper-class lifestyle. Textual reinforces the association between the product and upper-class identity.

At the mythic level, this text builds an ideological perception that owning a luxury villa in Bali is a way to achieve success. The phrase “you’ve always wanted” builds a myth that everyone should want this life as if luxury is part of everyone's dream. In datum 3.1, the myth is that luxury and achievement can be seen from buying luxurious properties. This disguises the social reality that only the upper class can achieve it and spreads it in the form of dreams that look natural.

Datum 3.3

Textual: ” And looks good for your Instagram feed!”

Visual:



Context:

In the textual and visual from datum 3.3 is a representation of an advertisement that shows upper-class luxury. This sentence describes a modern lifestyle that uses social media, especially Instagram. “instagram feed” signifies a visual symbol of a luxurious and exclusive lifestyle. This sentence not only offers villas, but this villa also pays attention to interesting visual content so that it can be shared on social media as a symbol of one's identity.

Analysis:

In denotation, the textual in datum 3.3 conveys that the interior design offered looks good for feeds on Instagram. This can be seen from the visuals in datum 3.3 shown such as the wooden stairs with white walls and the kitchen with a black sink and tropical background made to be beautiful. Visuals from datum 3.3 that add to the impression of luxury such as clean wooden stairs with geometric artistic concepts on the walls, large windows that show the tropical garden and marble countertops in the kitchen with neutral colors. textual or visual signs that directly indicate aesthetic quality and luxurious design.

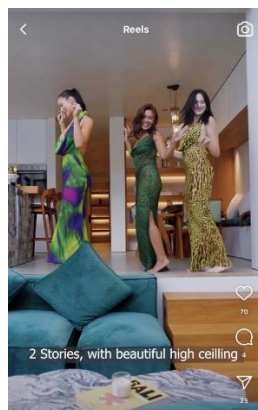
At the connotation level, the textual and visual in datum 3.3 convey a deep meaning that luxury is something that must be shown off. In the sentence “looks good for your instagram feed” conveys that the value of a place is not just judged by its physicality, but how the residence makes a social status or digital image. Visuals in datum 3.3 such as beautiful minimalist staircases and marble kitchens are not just functional places, but as visual objects that point to an upscale luxury lifestyle. Luxury turns into a sign of social achievement in the digital era. And social status or luxury is determined through beauty or aesthetics on social media.

In datum 3.3, the myth is that if the residence is beautiful and looks luxurious on the Instagram feed, it is an achievement and forms a social status. So this is a modern myth that supports consumption based on beauty in the media rather than a natural need. The myth built by textual and visual is also that the ideal home is not only about a need but about how luxurious and aesthetic it looks on Instagram. Thus, reality is determined by the media. A beautiful staircase or a minimalist kitchen and marble countertops are signs of a successful life for the upper class as if they are natural and universal.

Datum 3.4

Textual "2 stories, with beautiful high ceiling"

Visual:



Context:

In the Textual and visual in datum 3.4 shows the representation of advertisements that express luxury. this can be seen in the sentence that mentions that the residence has two floors which means spacious and luxurious. This sentence also mentions "beautiful high ceiling" which means it has beautiful architectural

elements, a high and beautiful ceiling, of course it is part of a luxurious residence.

The visual on datum 3.4 also supports the textual on datum 3.4.

Analysis:

Denotatively, the visual in datum 3.4 shows a woman wearing an elegant dress standing and dancing in a spacious living room. The room displays elements of luxury such as modern home interiors, spacious, large sofas with soft cushions. The textual in datum 3.4 also shows luxury, this can be seen from the sentence “2 stories, with beautiful high ceilings” which shows that this house is two stories and has a high ceiling so it looks luxurious. all of these elements show denotative signs of luxury.

Connotatively in the visual in datum 3.4, the dresses worn by the three women have connotations of a luxurious lifestyle. The interior of the house, the modern design and the smooth textured sofa have a luxurious and exclusive impression and then the textual statement “2 stories, with beautiful high ceiling” not only describes a house or a place to live but also conveys a message of high social status. This connotation creates an understanding that the house is not just a place to live but also a symbol of social status. In this visual and textual sign of luxury is used to build an idealized image of an elite ideal lifestyle.

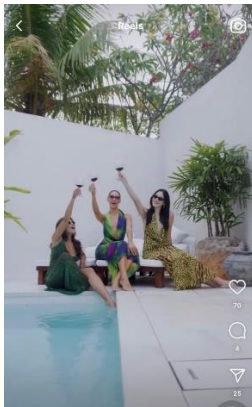
In this visual in datum 3.4, the myth that emerges is that living in luxury is a social achievement. And the textual in datum 3.4 “2 stories, with beautiful high ceiling” adds to the mythical impression that a multi-storey and spacious house is a social achievement. the upper-class value system as natural and universal. These

visual and textual in datum 3.4 not only offer the beauty of the house but create an ideology of luxury into visual and textual forms that seem natural.

Datum 3.5

Textual: " And the cutest private pool"

Visual:



Context:

The textual and visual in datum 3.5 is a representation of an advertisement that shows high-end luxury. The word "cutest" gives a pleasant impression and conveys that this place has an ideal location as a place to relax. The phrase "private pool" conveys that the facilities provided are exclusive and can only be enjoyed by the residents themselves and cannot be shared with everyone, giving the impression of luxury and exclusive comfort. The visual in datum 3.5 supports the textual luxury in datum 3.5 as we can see three women in suits beside the swimming pool.

Analysis:

This visual in datum 3.5 denotatively depicts luxury as seen from several women relaxing next to a private swimming pool while holding wine glasses and appearing to enjoy the atmosphere, besides being seen wearing luxurious dresses.

Textual in datum 3.5 supports luxury with the phrase “and the cutest private pool”. And the phrase “private pool” shows luxury because it refers to a private pool. These visual and textual elements in datum 3.5 are literal signs that signify luxury.

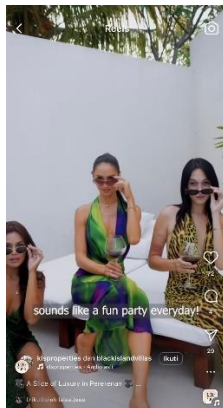
The visuals in datum 3.5 such as the private swimming pool have connotations of exclusivity and a luxurious lifestyle. The three women sitting and relaxing while raising wine glasses reinforce the social image of the upper class. And in the textual in datum 3.5, the phrase “and the cutest private pool” introduces luxury with the word “cutes” so that it feels fun. This connotation conveys that this place is not just an ordinary residence but also a symbol of the social status of the upper class and an achievement of a dreamed life experience.

The myth built from this visual in datum 3.5 is that the ideal life is one that is relaxed and filled with private luxuries. And the word “private” adds to the impression that not everyone can enjoy all these facilities. The combination of visuals such as the luxuriously dressed woman, the glasses of wine, the private swimming pool and the tropical setting is a sign that success is seen through luxury and social status. By hiding the social construction of luxury in an aesthetic narrative, these visuals and texts form an upper-class ideology with a “cutest” look as if the experience is everyone's dream that can be achieved by anyone.

Datum 3.6

Textual: ” Sounds like a fun party every day!

Visual:



Context:

This textual and visual from datum 3.6 is a representation of an advertisement that expresses high-end luxury. It conveys an atmosphere of freedom, happiness, and celebration. The phrase “fun party every day” conveys that this place is not just a place to live, but continuously creates excitement. This means that this place has fun activities, such as social interaction, music, fun events, and an atmosphere of life that is always cheerful. like the luxury residence of a villa or resort, which makes the concept of a modern lifestyle and is always full of entertainment.

Analysis:

At the denotation level, this visual in datum 3.6 shows a luxurious and classy atmosphere as seen from the woman sitting on a lounge chair outdoors and wearing a luxurious party dress, black glasses. Sentences from this visual support the classy and luxurious atmosphere such as “sound like a fun party every day”. This is a directly visible sign of luxury.

In this visual in datum 3.6, there is a connotation of a luxurious life, a glamorous style. The fashionable clothes while holding wine like a party gives the

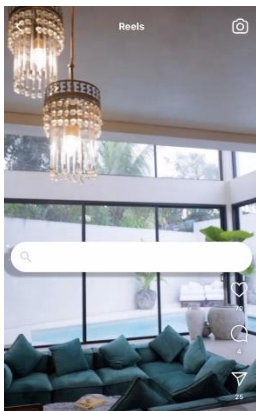
impression that this is not just an activity and informs the product element alone but as part of a luxurious lifestyle. the phrase “sounds like a fun party every day” conveys that happiness and celebration are part of the luxurious life of certain social classes. this connotative meaning contains social or cultural values that are not neutral but also a form of symbolizing a certain status that is presented from luxury.

Visual and textual in datum 3.6 builds the myth that life's achievements belong to those who live in luxury and party continuously. The phrase “sounds like a fun party every day!” conveys that the perfect activity is partying with a luxurious look. Thus this sign of luxury creates an image that this kind of lifestyle should be obtained by anyone. Thus making the upper-class lifestyle seem normal and achievable for everyone. In the context of datum 3.6, parties and luxury are no longer exclusive symbols but seem like necessities and life achievements even though this is only the life of certain social classes who can achieve it.

Datum 3.7

Textual: ” The price is 370k Euro for 23 23-year leasehold with extension!”

Visual:



Context:

The textual and visual in datum 3.7 is a representation of an advertisement that shows luxury and exclusivity. The visuals in datum 3.7 support this narrative. This sentence conveys that the word “370k euros” conveys that the residence with the property offered is of high selling value, so that the market is upper middle class, for example, foreign buyers, people who have a high economy, and even global investors. And the phrase “23 years leasehold with extension” conveys that this villa with premium property is in a location that does not allow the owner to have full rights to the residence by foreign buyers, such as those in some developing countries that only provide long-term leases. However, the word “with extension” conveys the impression of convenience to the owner as if it can still provide a long-term experience.

Analysis:

Denotatively, the visual in datum 3.7 shows the interior of a luxurious designed house. this can be seen from the large sofa with soft cushions that match the sofa, high ceilings, luxurious crystal chandeliers and large glass windows with a view of the swimming pool so that it adds to the impression of luxury. The textual in datum 3.7 supports the luxury of the visuals in datum 3.7 because it displays the direct price of the residence, with the sentence “The price is 370k euros for 23-year lease with extension!”. Elements such as the luxurious lighting of the crystal chandelier and large windows and elegant decorations are denotative signs that convey luxury. Luxury is seen directly from the textual and visuals without having any additional meaning.

In connotation, The visual and textual luxury displayed in datum 3.7, in the phrase “370k Euros” for the title system connotatively conveys that luxury homes are high-end investments. The phrase “with extension” adds to the impression of luxury and high class. Visuals such as crystal chandeliers, spacious rooms and large windows with views of the private pool emphasize the impression of luxury and elite. So the connotation that emerges is that this residence is not just an ordinary luxury residence but as a symbol of status, financial achievement.

The myth formed in this visual and textual in datum 3.7 is that owning a luxury property is a form of life achievement. The price of “370k Euro” is shown as if it is reasonable or rational and even profitable when looking at the luxury that has been offered. Visuals of luxurious rooms and private swimming pools add to the myth as a new standard for achievement and social status. upper social class as something that seems natural. The visuals and texts in datum 3.7 hide the reality of economic inequality by presenting it in luxury.

B. Discussion

In this section, the researcher presents the results of the analysis that have been obtained previously. Applying Roland Barthes's (1967) theory reveals an in-depth picture of how textual and visual representations are used in home property advertisements to build the meaning of high-end luxury on Instagram reels, especially on the @Klsproperties account. This in-depth discussion is needed because it helps answer the research questions, namely, first, about how does @Klsproperties account visually and textually construct luxury in the property

advertisement. Second, What cultural myth about luxury living are build in @Klsproperties account. Researcher found 18 data in the form of text and 16 data in the form of visuals, the total data found was 34 data, then the data was analyzed in depth. The following is a researcher's explanation of the results of the data analysis that has been carried out.

The results of this study indicate that the representation of luxury on the @Klsproperties account has been formed through a combination of visual and textual complementarity. Textually, the choice of phrases, words and sentences such as, “private pool”, “luxurious Bali life”, “enjoying a bubblel buth”, “extraordinary villa selection” and “Reading a book on the balcony” not only describes the product, but builds emotional associations about a luxurious and exclusive lifestyle, while the visuals used on this account consistently display the concept of luxury such as spacious rooms, private pools, modern architecture, marble tables, premium furniture, and spacious balconies with tropical views. These two elements have been analyzed using Roland Barthes' theory (1967), which shows that texts and visuals not only have denotative and connotative meanings, but create myths about luxury and high social status as something natural and as a social achievement and something to be aspired to. Thus, the representation of luxury on @Klsproperties is built consistently through textual and visuals that work together to create an idealized image of high-class life.

This research is closely related to several previous studies that have examined the use of visuals and language in advertising on social media. As in the research Shabrina et al., (2022), This research uses the semiotic theory of Roland

Bartès, the object of research is advertising on social media and analyzes how verbal and visual signs, this is in line with this research using Roland Barthes' semiotic theory to analyze the text and visuals in the advertisement so as to build the impression of the luxury of upper class. In contrast to this study, it lies in the context of the object, previous research analyzed health products on social media especially on YouTube while this study analyzed luxury home property advertisements on Instagram Reels. Then, regarding the purpose of communication, previous research discusses the delivery of health messages, but this study discusses how advertising shapes the social image of the upper class.

In addition, this research is also related to research Purba, N., & Tambunan, (2021), which analyzes the Wardah advertisement version “I am the Face of Indonesia” to express the meaning in the advertisement using Roland Barthes' semiotic theory using denotative and connotative meanings that are present in the issue of self-confidence of Indonesian women. The object of research is Wardah cosmetic advertisements in digital media, especially television, then analyzed with signs contained in advertisements to form the meaning of representation of Indonesian women. In contrast to this research, the object of this research is luxury property advertising on the Reels @Klsproperties Instagram account, which focuses not only on denotation and connotation but also on social myths about exclusive upper-class luxury lifestyles.

The advantage of this research from previous studies is that it combines textual and visual analysis together and then analyzes using the semiotic theoretical framework of Roland Barthes so that it is more comprehensive, not only using

denotation and connotation elements, but also analyzing up to the social myth stage. This is different from previous studies that only focused on the concepts of denotation and connotation in advertisements for cosmetics and health products on television and YouTube. This research not only reveals literal and emotional meanings but also how the ideology of exclusivity and high social status is built on luxury property advertisements on Instagram reels.

In addition, the advantages of this study show the use of Textual and visual signs in luxury property advertisements on @Klsproperties' Instagram reels account, such as the use of the words “Enjoy luxurious Bali life”, “private pool”, “awesome kitchen”, and “masterpiece bedroom”. Visuals used, such as private swimming pools, property, luxurious interior design, spacious rooms or long soft sofas, not only describe a product, but build social myths that the luxury life as offered is a symbol of life achievement and social status, so that it can attract upper-class consumers.

This research also provides novelty by choosing the object of Instagram reels, a digital platform in the form of short videos that are popular in the modern era, and in the context of advertising, semiotics are still rarely used as objects of research. By revealing how texts and visuals coincide to help create multilevel meanings, namely connotation, denotation and myth, this research produces a new perspective on how luxury property advertisements not only offer their products, but sell lifestyles, social status or as a digital presence in modern society to attract consumers easily.

This research strongly uses Roland Barthes' semiotic theory to understand how advertisements construct meaning. According to Barthes, signs have two levels of meaning, namely denotation (literal meaning). Denotation is seen when readers recognize or identify the literal or physical meaning of an image or media image content (Dixon, 2019, p.1). In the luxury property advertisement on @Klsproperties, denotation is seen in the physical representation of the property for example, private swimming pool, spacious villa, tropical scenery and so on.

Then, in connotation meaning, refers to a deeper understanding and is driven by media images that are influenced by emotional, ideological or symbolic meanings (Dixon, 2019, p.3). In this study of this luxury property advertisement, connotation makes the villa with the property more than just a building; it is a symbol of social status, luxury, exclusivity, and something to be desired. Thus, connotations build consumer perceptions that owning a luxury villa in Bali, based on what is offered in this advertisement, is part of life achievement.

The last Barthes concept is myth; it has the highest level and develops into an ideological framework that produces dominant meanings in society (Chandler, 2022). The myth formed in this advertisement is that a luxurious lifestyle is something that is natural and worth dreaming about. For example, this study uses the narrative “dream home” and “awesome experience in Bali”, so that from this narrative, it helps the perception that happiness and social status can only be obtained through villas with luxury properties. This myth is formed from the repetition of visual and verbal signs made by advertisers.

Through Barthes' theory, this research can prove and show that luxury property advertising on @Klsproperties' Instagram reels is not only a promotional medium that offers its products. However, it also forms social meanings and ideologies in order to attract high-end consumers. Every sign or symbol in the ad is closely related to cultural constructions of success, luxury, exclusivity, happiness and social status. Therefore, the semiotic analysis of Roland Barthes (1967) provides an in-depth understanding of how verbal and visual communication in luxury property advertisements on Instagram Reels @Klsproperties can shape consumers' social reality to attract the intended consumers or upper-class consumers.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents conclusions and recommendations derived from the discussion.

A. Conclusion

Based on the results of the analysis, it can be concluded that textual representations in luxury property advertisements on Instagram reel @Klsproperties are in the form of words, phrases and sentences that build the impression of luxury, exclusivity and high social status through semiotic theory from Roland Barthes, namely denotation, connotation and myth. The visuals in this advertisement also reinforce the textual message by displaying luxurious interior design, tropical scenery and exclusive facilities, then linking the visual signs with social meanings and myths about high-end lifestyles so that they appear natural. Thus, these two elements complement each other to create an image of the product or dream home offered that is synonymous with social status and life achievement.

This research theoretically enriches semiotic studies, especially on luxury property advertisements on social media, especially on Instagram Reels @Klsproperties using Roland Barthes' semiotic theory. The semiotic theory of Roland Barthes (1967) explains that meaning in communication is not only derived from what is seen directly or denotation, but there is a hidden meaning in it (connotation) so as to form a socially accepted myth in society. In the context of this research, Barthes Theory (1967) is used to reveal how property advertisements on Instagram Reels convey the impression of exclusivity, luxury and social status

from the symbols used in advertisements through visual and textual (phrases, sentences and words), elements in advertisements used such as “curated villa”, “masterpiece”, or visual elements such as tropical interiors, spacious balconies, private swimming pools and luxurious interior designs not only describe the product physically, but create myths about high-end and luxurious lifestyles.

Practically, it provides an understanding of how visual and textual communication strategies to attract upper class consumers, this is evident from the high number of followers and viewers on the Reels on Instagram @Klsproperties, which shows strong audience engagement, wide reach and positive acceptance showing that this strategy is not only impactful in shaping consumer perceptions, but also economically beneficial because it is likely to contribute to increased interest, trust and transactions in the luxury property market. In addition, the results of this study also provide room for further research and can be a reference for academics or business people who want to understand the textual and visual representation in digital advertising, especially on Instagram Reels.

B. Suggestion

After completing this research, the researcher realizes that there are several limitations in this study. This research still has limitations in terms of data variation because this research only focuses on one account, namely the Instagram account @Klsproperties. On the theory, the analysis that has been carried out only relies on the researcher's subjective interpretation only on textual and visual signs, so this research does not consider or involve audience perceptions directly (comment on the advertisement).

In addition, the researcher suggests expanding the research object and theory, for example, by comparing several other luxury property advertising accounts on different social media. In addition, combining semiotic analysis with how audiences understand or interpret the signs contained in advertisements, this is in order to provide an in-depth picture of the influence of textual and visual representations on consumer or audience perceptions. The theory that can be used to consider audience perception (comment on the advertisement) is the Relevant Theory by Sperber and Wilson.

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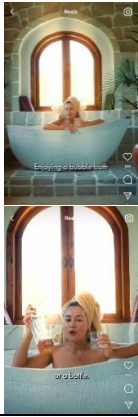

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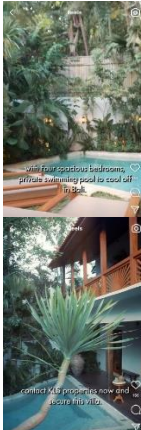



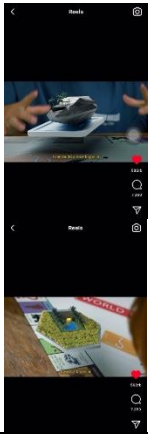
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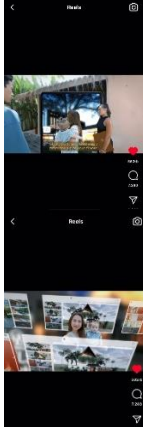

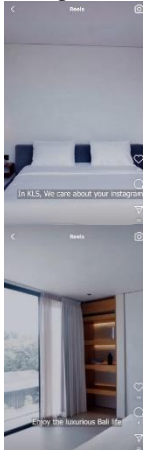
APPENDIX


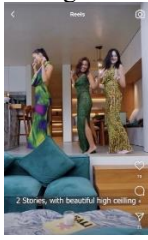
Tables of Linguistic Representation Through Semiotic Theory by Roland Barthes.

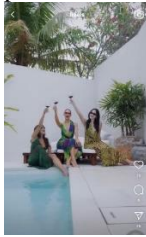


No	Datum	Semiotic Analysis (Roland Barthes)				
		Visua l	Textua l	Denotation	Connotation	Myth
1.1	<p>“Enjoying a bubble bath after sunbathing with a nice glass or a bottle”</p> 	√	√	These texts and visuals show someone enjoying a bubble bath in a luxurious bathtub with elements such as stone walls and wooden windows, creating a sense of luxury that can be seen right away.	These texts and visuals symbolize an upscale lifestyle, with spacious bathrooms and drinking and bubble bath facilities reflecting high-end luxury.	Success or social achievement can only be achieved through luxurious experiences such as this villa with a spacious bathroom with a bathtub, creating the notion that this luxurious lifestyle is only available to those of high social status, as if luxury is a natural standard.
1.2	<p>“Making your favourite tropical fruit bowl in this awesome kitchen”</p> 	√	√	Showing a woman preparing a bowl of tropical fruit in a luxurious kitchen with elements of marble countertops, high bar stools, tropical wooden roof.	Building on connotations of luxurious and idealized living through cultural and ideological values, tropical fruits and luxurious kitchens are symbols of achievement and social status.	Achievement or success can only be achieved through luxurious experiences such as those offered with spacious bathrooms with bathtubs, which disguise capitalistic ideologies as natural truths and affirm an upper-class lifestyle.
1.3	<p>“And this bedroom masterpiece”</p>	√	√	Visual and textual displays of luxury such as large paintings, natural stone	Establishing a symbol of an upscale lifestyle, the decorative elements are	Naturalizes the concept that a luxurious bedroom with a relaxing woman is the ideal

				walls, crystal chandeliers and textual symbolize that this room is a luxurious masterpiece.	luxurious and textually convey luxury with an upscale taste.	standard and social status, creating a narrative that the bedroom should be a luxurious work of art, showing the luxurious lifestyle of the upper class is seen as natural.
1.4	<p>“Reading a book on the balcony”</p> 	√	√	Spacious balcony, sofa chairs, artistic lights, and textually shows a luxurious room with a spacious balcony.	Visuals and texts create the impression of an upscale luxury lifestyle with the spacious balcony as a place to relax.	Relaxing on a private balcony is a symbol of a luxurious lifestyle and the attainment of social status, and can be found in this ad.
1.5	<p>“All in all, this villa is great.”</p> 	√	√	Long beige sofas, large windows large ornamental plants, and a beautiful skyline, depicting a luxurious room	Visual and textual associations of luxury and high social status as part of life's achievements	The ideal life is to live in a luxurious space, making luxury seem natural and accessible to everyone.
1.6	<p>“With four spacious bedrooms and a private swimming pool to cool off in Bali”</p> 	√	√	Private pools, lounge chairs, balconies and the text “private swimming pool” signify luxury amenities.	It implies a high-class lifestyle filled with luxury.	Owning a luxurious villa with a private pool is a standard of living that seems natural and achievable for everyone even though it is only the upper class.

1.7	“The price is 650,000 USD for 26 years”	√		Conveying the luxury price of the property	Numbers and duration symbolize luxury and high social status as part of an upper-class lifestyle.	Owning expensive property over a long period of time is natural and is a sign of social achievement to be achieved.
2.1	“I can build a nice big villa with a big pool on the cliff overlooking the whole sunset” 	√	√	Luxurious furniture, spacious rooms and long sofas are all part of a luxury villa.	The words “big villa” convey an upper-class lifestyle full of luxury and high social status.	Having a large and luxurious house with a beautiful view is a perfect and reasonable dream even if it is only a high-end cultural construction.
2.2	“I want a big villa, with a big swimming pool, big windows, big trees, and overlooking the rice field” 	√	√	Modern floating villas with swimming pools, large windows literally describe luxury properties.	Conveys a luxurious upper-class lifestyle and high social status.	Owning a large villa with a view of nature is a natural and achievable dream for everyone. But it's just an upper-class cultural construct.
2.3	“You can find the best selection of property”	√	√	Textually and visually, the large screen shows that literal luxury	Easy and fast access to luxury properties for the modern and	High-quality luxury residences can be easily obtained with technology, as a

	and land easily from the tip of your finger”			properties can be easily obtained through technology.	sophisticated crowd.	symbol of an elite and modern lifestyle.
						
2.4	“From KLS architecture studio to build your own dream home in Bali”	√	√	Services from KLS to build a luxurious, spacious and high-quality dream home in the Bali destination area.	Texts and visuals convey social meaning as symbols of high taste and high-class lifestyle.	Having an ideal, luxurious and upscale house in Bali is a natural thing even though it is just a cultural construction that can only be achieved by people with upper-class circles.
						
3.1	“In KLS, we care about your Instagram.”	√	√	Literally, the sentence “in KLS, we care about your Instagram” conveys that KLS pays attention to the visuals of the property to make it more attractive, with the addition of a luxurious bedroom visual.	The aesthetically pleasing interior design and Instagram statements convey the message that a home is not only a place to live, but also a sign of upper-class social status and a luxurious lifestyle that is publicly displayed.	The myth that emerges is that having a beautiful or “Instagrammable” home is a natural need, when in fact it is part of a cultural construction to showcase upper-class social status.
						
3.2	“Enjoy the luxurious Bali life		√	The phrase “luxurious Bali life you’ve	The phrase conveys the implicit	The myth is that everyone naturally wants a

	you've always wanted, with KLS's extraordinary villa selection."			always wanted" literally reflects the luxurious and grand lifestyle in Bali through quality villa residences.	message that living in a luxury villa in Bali is a symbol of upper-class social status, prestige, and achievement of living in a modern consumerist culture.	life of luxury in Bali, when in reality it is an upper-class ideology that is normalized as a universal desire.
3.3	<p>"And looks good for your Instagram feed!"</p> 	√	√	The phrase "looks good for your Instagram feed" literally conveys that interior designs such as wooden stairs and marble kitchens are made to look more appealing on social media.	The phrase implies that the value of a place to live is determined by its ability to establish a high-class image and aesthetic on social media.	The myth that is formed is that the ideal home is one that is aesthetically pleasing and beautiful for social media, as if it is a common standard of affluence, even though this is a construction of high culture and digital image.
3.4	<p>"2 stories, with beautiful high ceiling"</p> 	√	√	The depiction of a woman dancing in a two-story living room with plush sofas and high ceilings literally shows a spacious house with an aesthetic and modern design.	The two-story space with high ceilings, as well as the elegant-looking clothes hint at high social status and an upper-class lifestyle associated with luxury and splendor.	The myth that emerges is that having a big and beautiful house is a symbol of success that seems natural and should be achieved by everyone, when in reality this is a form of upper-class social ideology disguised as a common standard and an ideal life.
3.5	"And the cutest	√	√	The visuals show three elegantly	A private pool, elegant clothes, and a glass of	The myth that emerges is that the ideal life and

	private pool” 			dressed women lounging with glasses of wine by the pool, and the text mentions “the cutest private pool”, which literally describes a relaxing atmosphere with luxurious facilities.	wine give the impression of exclusivity, portraying that this place is not only a place to live, but also a symbol of an upscale social lifestyle and luxury.	happiness can be obtained through having fun and relaxing in an aesthetically pleasing and luxurious private place, whereas this is an upper-class ideology that is naturalized as everyone's Dream.
3.6	“Sounds like a fun party every day!” 	√	√	The visual shows a woman sitting on a lounge chair in an elegant dress with black glasses, supported by the text “sounds like a fun party every day”, which directly depicts a luxurious atmosphere.	Gaun yang elegan, suasana Santai, tempat outdoor, dan anggur membangun image gaya hidup yang mewah dan glamor, Dimana kebahagiaan diidentikkan dengan kemewahan dan pesta.	Mitos yang tercipta adalah bahwa gaya hidup ideal adalah hidup dalam kemewahan dan pesta, seolah itu adalah sebuah kewajaran dan bisa didapatkan oleh semua orang, kenyataannya hanya dimiliki oleh kelas sosial tertentu.
3.7	“The price is 370k Euro for 23 year leasehold with extension!” 	√	√	The visuals show a luxurious and grand house with a large sofa, an aesthetic crystal chandelier, and large windows facing the swimming pool, as well as the text “The price is 370k euros for 23-years lease with extension!” which directly offers a luxury property at a set price.	The “270 Euros” price tag and visual elements such as the crystal chandelier and private swimming pool establish the meaning that this house is not just a residence, but a symbol of social status, success, and an elite upper-class lifestyle.	The myth that is created is that owning a luxurious property at a high price is a natural and desirable form of life achievement for many people, whereas this is a form of upper-class ideology that is created to appear natural through the display of luxury.