



A Semiotic Analysis on Inaco Product Packaging

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Abstract: This study aims to identify semiotic signs present on the packaging of Nata de Coco. Utilizing a qualitative approach, the research draws upon Saussure's signifier and signified theory as outlined by Chandler (2022). The data used to be analyzed in this research are taken from the objects (product packaging) of the famous product of PT. Nirmas Utama, namely INACO's Nata de Coco. Through analysis, ten semiotic signs were identified on the packaging, including the overall design, company logo, Wonderful Indonesia logo, Superbrands logo, Top Brand logo, Halal MUI logo, Mr. Mutu logo, International Food Safe symbol, International Resin Identification (7 other) Code symbol, and Do Not Litter icon. These findings shed light on the symbolic elements utilized in packaging design and their significance in communicating messages to consumers.

Keywords: *Semiotic, Nata de Coco, Saussure*

INTRODUCTION

Attractive design is an important thing to pay attention to in a product. Apart from an attractive design, logos, pictures, or signs are also needed to place on the product package so that potential buyers can obtain sufficient information about the product, or they can understand the message that the company wants to convey through the signs placed on the product. The study of signs falls into the realm of semiotics. Peirce says that semiotics studies the common signals that are related to the topic (in Lantowa, 2017). Saussure who prefers to call the study as semiology says that it is a study about the role of signs as part of social life (in

Chandler, 2017). According to Chandler (2022), signs can be words, sounds, gestures, drawings, paintings, photos, etc. The combination between photos and words can create a sign that has the same interpretation inside the reader's thoughts in general.

Saussure offers a dyadic model of signs by saying that a sign must have the combination of Signifier (mental sound) and Signified (concept in mind). For example, when we read the sign 'open' (the signifier) on the door of a shop, our mental image (the signified) will conclude that the shop is open for business. However, in some cases someone may have different mental image from each other towards a sign. For

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instance, the color red is a symbol of courage and love, but for some people the color red is a symbol of anger and disaster. Another example can be seen in picture 1 below. The yellow packaging whose edge resembles a banana helps the customer's mental image to connect the product's signs with a drink that is related to bananas. This shows that determining what sign to choose must be done wisely so that the message can be received well without misunderstandings.

In product marketing, packaging plays an important role. Packaging design uses elements such as lines, textures, colors, writing, images, or marks. These elements can be analyzed using semiotic theories.



Picture 1

Logo

Logo is a word derived from the Greek word 'logos' which means reason, mind, word, or speech. A logo is an image, sketch, or writing, that has meaning and can represent the visual identity of an entity, such as an organization, company, institution, country, region, or product. A logo must basically be able to convey the message of the entity it represents. Each logo must also have certain characteristics that distinguish one entity it represents from the other.

Every product in the packaging has a logo. This logo is one of the most important elements on a product packaging because it serves to represent the name of a company. According to wheeler (2017), there are six types of logos as explained below.

1. Word Mark Logo

As it can be seen in picture 2, word mark logo is a logo that is formed only by using the text of the company name as its identification without adding ornaments in the form of symbols or others. In this type of logo, the company conveys its philosophy by playing text types and colors.



Picture 2

2. Pictorial Mark Logo

Pictorial mark logo as seen in picture 3 is a logo created using symbols or images that are unique and related to the company's identity. For instance, 'Apple' logo is a picture of a bitten apple, which is the same as the company's name 'Apple'.



Picture 3

3. Abstract Mark Logo

Just like pictorial mark logo marks, abstract logo is also a logo with images, but this type of logo uses abstract shapes or symbols (picture 4) in conveying its philosophy.



Picture 4

4. Letter Form Logo

Letter form logo is a logo created using one or two letters of the company's initials and added an image or other form as a supporting element. Picture 5 is a sample of letter form logo.



Picture 5

5. Emblem Logo

Emblem logo is found on the logos of football clubs and automotive companies.

Basically, emblem logo uses shape as the basis of the logo. While this logo may have limitations in its adaptability across different media platforms, its interesting details and exclusive appearance make it visually appealing. Picture 6 is a sample of emblem logo.



Picture 6

6. Character/Mascot Logo

Mascot logo is a logo that displays an identifiable brand image, often in cartoon form. Mascot logos are created in order to give the audience an easy way to connect and understand a logo. The first mascot logo was made in the world of sports. Picture 7 is a sample of character mascot logo.



Picture 7

Color

Color is both a visual and a verbal sign (Almalech, 2017). Color is a visual captured by the eye from reflected light. "We have called them physiological because they belong to the eye in a healthy state; because we consider them as the necessary conditions of vision; the lively alternating action of which, with reference to external objects and a principle within it, is thus plainly indicated" (Von Goethe, 1970). Colors on packaging are the initial focus for consumers, impacting perceptions of product quality. Color choice, unique to each company, shapes consumer perception and evokes emotional responses. Human minds are unconsciously influenced by color, affecting emotions and behaviors. In design, color plays a crucial role, influencing attractiveness, effectiveness, and message

communication. Cultural differences also shape color perceptions. For example, red symbolizes different concepts across cultures. In product packaging, dominant colors can enhance attractiveness and stimulate physiological responses. Understanding color's semiotic impact on packaging elements like images, logos, signs, and text is essential for effective design.

The objective of this research is to analyze the signs on the product package of INACO's Nata de Coco. INACO stands for Indonesian Nata de Coco, which is a product of PT Niramas Utama. The writers would like to find out the relationship between the signifier or the physical form of the sign with the signified or the concept or meaning associated with the signifier. The signs analyzed include logos, images, signs, writing, and colors.

METHOD

This research uses qualitative research methodology which involves collecting and analyzing non numerical data like text, video, picture, or audio to understand the concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research. According to Gary (2019), qualitative research methodology often focuses on generating theory, and it is more commonly used at the initial stages of understanding a phenomenon.

Research methodology involves collecting data which provides an opportunity for the writers to directly share the reality to the readers. This method is creative in that it captures attention visually.

The data that the writers analyze in this research are taken from the objects (product packaging) of the famous product of PT. Niramas Utama, namely INACO's Nata de Coco. The writers analyzed all the signs placed on the packaging of the product using the semiotics theories.

FINDINGS AND DISCUSSION

Nata de Coco is a coconut water-based food product with a fermentation process produced by acetobacter xylinum bacteria on the surface of a medium containing sources of carbon, hydrogen, nitrogen, and acid. In addition to coconut water, the process of making nata de coco also requires acid as a regulator of pH media, as well as carbon sources and nitrogen

sources. Carbon and nitrogen sources are needed for nata final result to be optimal. During the fermentation process, acetobacter xylinum bacteria will produce carbon dioxide as a result of metabolism. The carbon dioxide will stick to the extracellular polysaccharide fibers or nata, causing the nata to float. Like natural cellulose in general, nata is very good for human health because nata contains dietary fiber that is beneficial in the process of digestion of food (PT. Nirmamas Utama, 2021).

Coconut water that is used as a fermentation medium should come from the coconut with a perfect level of ripeness. Coconut water also needs a process of filtration and heating before fermentation to be sterile because if there are bacteria, then the fermentation process will fail. Coconut water contains nutrients necessary for the growth and development of acetobacter xylinum bacteria. Coconut water also contains vitamins, proteins, carbohydrates, and various important minerals, such as potassium, sodium, magnesium, calcium, and phosphorus. In addition, coconut water also contains carbohydrates in simple forms, including sucrose, glucose, fructose, sorbitol, and inositol (PT. Nirmamas Utama, 2021).

The information about the goodness of the product and other related information are placed on the packaging of the product, as can be seen on picture 8. The front and back side of the package inform the customers what the product is about.



Picture 8

The writers found 10 (ten) signs on the back and front site of the INACO's Nata de Coco package. These signs will be discussed one by one.

1. Overall design



Picture 9

The overall design of INACO Nata de Coco share several messages to the customers. First, the picture of write-squared shaped nata de coco in a coconut shell on the front part of its packaging shares several pieces of information. Upon seeing this signifier, the mental image will form the information of pure, white, clean, safe, and healthy product. As previously written, PT. Nirmamas Utama not only uses coconut water as a manufacturing medium, but also uses coconut milk as a medium of manufacture. The use of coconut milk as a medium to make Nata de Coco aims to make Nata de Coco produced whiter, more natural, and healthier. The white color is also related to the company's claim not to use addictive substances, such as bleach, to make the product look white. It is because bleach is capable of making the food look brighter and more tempting and aesthetic, but it is dangerous for health (<https://www.food-safety.com/articles>). Instead of using harmful bleach, INACO uses coconut milk to make Nata de Coco. Coconut milk can produce Nata de Coco that has natural white color and can maintain its aesthetics, and can maintain the quality of its products.

The second signifier is a splash of water under the shell full of nata de coco which signifies cleanliness. As explained previously, nata de coco also uses a combination of coconut water and coconut milk to make the product not only healthier, but also look cleaner and whiter.

The third is a picture of coconut leaves under a shell full of nata de coco. This signifier conveys a mental message to the consumers that the ingredient of making Nata de Coco is coconut fruit.

Finally, the use of pastel color on nata de coco's package gives certain mental image. As previously explained, color is the first thing that can be seen even from a distance by the eyes of prospective buyers. Therefore, many products always use bright colors in order to attract more

attention from the consumers. On the other hand, Nata de Coco uses softer pastel colors, which may seem as less interesting than other primary colors. This kind of color signified a natural-healthy color product without using dangerous food coloring agents. This concept represents the company's claim in always using natural ingredients with the highest quality. In addition, these colors also represent the taste of each product, i.e. pastel blue color signifies vanilla flavor, pastel red color signifies strawberry flavor, pastel yellow color signifies pineapple flavor, etc.

2. Company logo



Picture 10

The INACO company logo is placed on the top middle front part of the package. PT. Nirmas Utama is an Indonesian company in the field of food and beverage. Established since 1990, PT. Nirmas Utama produces a variety of healthy food and beverage products under the name of INACO, which stands for "Indonesian Nata de Coco". The acronym INACO is also the values that the employees must hold, as can be seen below.

I: Innovative
N: Never give up
A: Adaptive
C: Courageous
O: Ownership

According to Indonesia Dictionary (KBBI), the meaning of the word "Innovative" is to introduce something new. It means that INACO will always strive to create something new for the survival of its company. The value "Never Give Up" has been shown in 1994 when there was a problem in the trend of consuming coconut-based foods and drinks which was not as well-known as before in Taiwan and Japan. However, PT. Nirmas did not give up. Unfortunate circumstances prompted the company to change the program by making product distinctions and creating a commercial brand, INACO. It can be concluded that PT. Nirmas has never given up and remained

innovative to keep moving forward. "Adaptive" is easy to adjust to the circumstances, such as nowadays, during coronavirus pandemic, PT. Nirmas Utama adapts by working alternately to keep the company running even in the midst of pandemic. "Courageous" is shown by PT. Nirmas Utama when it began its business. At that time, several young entrepreneurs from Indonesia courageously accepted the challenge from Japanese and Taiwanese companies to supply coconut gel (nata de coco) because the two countries were in the midst of the demands of major food and healthy beverage constraints. This illustrates the beginning of INACO which began with an act of courage. "Ownership" is the state of having complete legal control of the status of something. Ownership implies the right to possess property, regardless of whether or not the owner personally makes constructive use of it. INACO shareholders are 100% owned by PT. Nirmas Utama.

Another aspect to analyze is the use of yellow and red color. The yellow color in INACO logo word is a color that brings a happy and optimistic impression. The use of bright yellow color is easy to attract attention because it is striking when compared to other primary colors. Yellow color in a logo is often used by young companies that continue to develop creativity. The red color brings the impression of spirit, courage, interest, full of energy, and anger. Red color also symbolizes strong emotions like love. This color is often used by fast food companies or providers because the color red is believed to attract more attention. For its employees, the red color signifies the company's courage and struggle from year to year to reach success.

3. Wonderful Indonesia Logo



Picture 11

The Wonderful Indonesia logo can be seen on the top left front part of Nata de Coco's product packaging. The logo of Wonderful Indonesia is a promise of Indonesia's tourism

industry to the world to provide attractive tourism spots. Indonesia which is rich in natural and cultural amazement will be a place for everyone to be able to enjoy the beauty of Indonesia. This logo has experienced several changes over the years since 2008. The latest update was in 2018. Ever since, this wonderful Indonesia logo is widely used in various international media (<https://www.indonesia.travel/content/>).

Symbolized by a bird because bird is the animals with the largest population in Indonesia and has been the symbol of the Indonesian state since 1945, namely *Burung Garuda Indonesia*. Many birds live side by side, in groups. For example, pigeons fly faithfully together with their partners, and eagles can live independently in search of their prey. The image of birds on the Wonderful Indonesia logo not only symbolizes coexistence and peace with fellow humans or other creatures, but also a message that highlights the importance of human beings to be able to live independently like birds. The bird symbol is also a symbol of the fastest means to reach a target, which is similar to a bird that can fly fast and high. The wingspan on the right and left side of the bird symbolizes openness and the desire to fly far beyond the limit. An open attitude is an attitude to be willing to accept knowledge or information and an attitude to be willing to tell others. Furthermore, the desire to fly further represents the Indonesian tourism sector that has always wanted to introduce its heritage to the outside world. We all know Indonesia's wealth lies in a very diverse culture and nature. A cultural treasure or cultural heritage is a physical object that is part of the cultural heritage of a group or society, such as the historical buildings, works of art, archaeology, food, dance, language, etc.

The Wonderful Indonesia logo has a variety of color that represent a variety of psychological meanings as stated by von Goethe in his book "*Theory of Color*" (1970). These variety of colors represents Indonesia that consists of people who come from various tribes and cultures, but are still united into one-unity. Orange is associated with spring which gives additional meaning to energy, creativity, uniqueness, stimulation, social, health, activity, and openness. This orange color represents Indonesia that must always innovate in advancing domestic tourism.

Next is the color purple. The color purple is often associated with full of imagination, spirituality, unity, or mysterious side. Therefore, the use of purple is considered to be able to attract attention, radiate strength which is inseparable from other impressions, such as ambitious, independent, wisdom, visionary, even luxury. Imagination is the thinking power to imagine or create images in the human mind based on one's reality or experience in general. The benefits of imagination are not limited to increasing creativity, but help someone solve problems, create new things, and beat fear.

Then the color blue. Blue is associated with the sea, the sky, the comfort, or the universe. Blue also spread positives things, which are knowledge, coolness, peace, masculine, loyalty, justice, and intellectual. The color blue can cause the body to produce a sense of calm and relaxation. Some people say that they feel more productive in a blue room. The blue color on the uniform symbolizes loyalty and trust. Blue also represents peace. Peace carries a positive connotation. With almost no one opposed to peace, world peace is the ultimate goal of humanity. Blue also means universe. Universe means that all the power of the nation and state is able to mobilize themselves to overcome every form of threat from abroad or within the country.

After that, magenta color. Magenta means emotional balance, harmony, spiritual, intuitive, transformation or change, spirit generation, compassion, cheerfulness, satisfaction, happiness, appreciation, responsibility, and inspiration. The balance in question is the balance of nature and the preservation of important natural resources, which are maintained so as not to be damaged or extinct. Nature is the home of all living things, and resources are the necessities of man and other living things.

The last is green color. The color green is associated with the meaning of growth, harmony, freshness, safety, fertility, and the environment. The natural beauty of Indonesia is very diverse; therefore, it is important to maintain the nature that we have in order to always grow. These five colors also illustrate five Indonesian charms that can be offered to the whole world start from nature and wildlife, culinary & wellness, arts/culture & heritage, recreation and leisure, and the last is adventure. These five things that could make tourism in Indonesia attractive for tourists.

Placing the Wonderful Indonesia logo on Nata de Coco's product packaging signifies the company's intention to share the message to the customers that this product is an important Indonesia product. Moreover, this product has already globally spread around the world ((PT. Nirmamas Utama, 2021).

4. Superbrands Logo



Picture 12

The Superbrands logo is placed on the top back part of Nata de Coco package. Superbrands is an organization that promotes the discipline of branding. It gives rewards to the world's strongest product brands through its national marketing publications and programs. Superbrands has launched the program in more than ninety countries, including all major global markets. This organization has worked with more than thirty-seven thousand major brands, through more than four hundred separate publications to strengthen the brand position, add prestige, and differentiate the brand from its competitors. Only brands that have been highly rated by the Superbrands Council and through another research get this award and then invited to join the Superbrands program (<https://www.superbrands.com/>).

Nata de Coco products has won the International Superbrands award in 2017 in the fruit and vegetables category, and in 2019 in the Nata de Coco category. This means that this product is known by foreign countries (PT. Nirmamas Utama, 2021). For PT. Nirmamas Utama, placing the Superbrands word mark logo functions as an important signifier to show the company's achievements.

5. Top Brand Logo



Picture 13

The Top Brand logo is placed on the top back part of Nata de Coco package, next to the Superbrands logo. Top Brand is an award created in 2000 by one of Indonesia's marketing experts, Handi Irawan, the CEO (Chief Executive Officer) of PT. Frontier Group. This award was first given to a product in 2007. Top Brand Award is given to product owners who have good performance in the Indonesian market, and it is given based on surveys on a national scale. Top Brand awards are given to a product in a particular category which has obtained a minimum of 10% Top Brand Index, and the product must also be in the top three positions in its category. Both of these rules must be obeyed by a brand in order to deserve a Top Brand award. Since 2000, Top Brand has been a pioneer in Indonesian brand performance. Currently, more than 90% of Indonesian consumers recognize the Top Brand logo on every product packaging, television advertisement, or other media. This is certainly proven to play an important role in influencing consumers to choose a certain product. Top Brand has more than 500 award categories. The selection is held twice a year. Top Brand winners are selected based on the results of a survey conducted by Frontier Group companies in 15 major cities in Indonesia, which are Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Malang, Medan, Palembang, Pekanbaru, Samarinda, Balikpapan, Banjarmasin, Makassar, Manado, and Denpasar.

(<https://id.linkedin.com/showcase/topbrandaward/>).

PT. Nirmamas Utama with its Nata de Coco received the Top Brand award in 2016 and 2020. Thus, the Top Brand logo is a signifier that signifies how well-known Nata de Coco is among Indonesian consumers. This mental image is capable of influencing other customers to buy the product.

6. Halal MUI Logo



Picture 14

The Halal MUI logo is positioned on the bottom front part of the Nata de Coco package. The Halal MUI logo is a written fatwa of the Indonesian Muslim Scholar Council that declares the legality of a product in accordance with Islamic rules. Halal MUI certification is found in food products, drugs, cosmetics, and etc. Having Halal MUI certificate is important in countries with a majority of Muslim such as Indonesia. The reason this institution was founded is that the teachings of Muslim rules about food and drink. According to the teaching of Islam, food and drink can be categorized as halal, haram, or syubhat. Thus, it is important for Muslim to only consume the halal products. In the process and implementation of halal certification, MUI became the First and Trusted Halal Certification institution in Indonesia and increasingly demonstrated its existence as a credible halal certification, both at the national and international levels. MUI cooperates with various parties such as the Food and Drug Supervision Agency, Ministry of Religious Affairs, Ministry of Agriculture, Ministry of Cooperatives and SMEs, Ministry of Trade, Ministry of Industry, Ministry of Marine Affairs and Fisheries, Ministry of Tourism and Creative Economy, and a number of universities in Indonesia, including Institut Pertanian Bogor, Muhammadiyah University, Djuanda University, Islam Negeri University, Wahid Hasyim University Semarang, as well as the Muslim University of Indonesia Makassar (halalmui.org.)

The existence of the Halal MUI logo is important for Nata de Coco as a signifier to show that the quality of the product can be trusted, especially in countries with the largest Muslim communities like Indonesia.

7. Mr. Mutu Logo



Picture 15

Mr. *Mutu* logo is placed on the top back part of the Nata de Coco package. Any food, drink,

medicine, or cosmetics sold in Indonesia must go through examinations conducted by the food and drug regulatory agency, or what is better known in Indonesia as BPOM (Badan Pengawas Obat dan Makanan). BPOM is similar to the function of the Food and Drug Administration in the United States or European countries, which is to assure the quality of certain products.

Every company that produces food, medicine or cosmetics has its own logo which must obtain approval from BPOM. PT. Niramasa Utama's quality assurance logo is Mr. *Mutu* logo, as can be seen in picture 15. It is a logo with a circle base and is equipped with an image of an old man with bushy green hair.

The true meaning of design of Mr. *Mutu* is not yet known. Mr. *Mutu's* logo may look familiar to many people. This is due to the depiction of the Mr. *Mutu* logo reminds people of the basic concept of Santa Claus, an elderly gentleman who arrives on Christmas Eve, delivering numerous gifts to children while riding a sleigh pulled by reindeer. Santa Claus is a character who gives gifts especially at Christmas, to children, especially to those who are less able. The goodness of Santa Claus spread throughout the world, particularly to children, especially less fortunate ones. Nowadays, Santa Claus is typically depicted wearing an all-red costume, which is the traditional color of Christmas celebrations, along with a white beard symbolizing the holiness of the Christmas season. It is possible that the Mr. *Mutu* logo employs a similar concept to that of Santa Claus, as the image of an old man with a bushy beard is already familiar as Santa Claus, especially to children. Mr. *Mutu* is a signifier that emits a mental image of Santa Claus who are loved by children. This approach aims to facilitate the introduction of the Nata de Coco product to their primary target market, namely children. However, the hair color is different, being green, as it reflects the inherent color of INACO which emphasizes natural ingredients.

8. International Food safe symbol



Picture 16

The international food safe symbol can be seen on the bottom back part of Nata de Coco package. The international food safe symbol as can be seen in picture 16 is a picture of a wine glass and a fork. This image is usually located at the back part of a product, together with other pieces of information about the product. Because it is located next to the product information, this image signifies the meaning of safe. According to Savitskaya (2021), the symbol of a wine glass and a fork is an international symbol of 'safe food'. The symbol indicates that the packaging of the product is considered safe for direct contact with the food. This regulation applies to all products that come into contact with food, such as materials made of metal, ceramics, paper, wood, or plastic. This symbol must be used on a product that will be sold in North America, European, and some Asian countries. The international food safe symbol is a signifier that signifies the safety of the product packaging.

9. International Resin Identification Code System



Picture 17

The International Resin Identification Code System can be seen on the bottom back part of Nata de Coco product. It is a symbol that appears on plastic products to identify what kind of plastic material that is used to wrap a product (Voet, 2021). There are seven resin codes, 1-7, to identify plastic products. Each number represents a different type of plastic and how or where it can be disposed. The first is 1 PET or polyethylene terephthalate, which is used to make water bottles, but not the lids or plastic cup. The second is 2 HDPE or high-density polyethylene, which used to make a packaging, like milk jugs, shampoo bottle, or detergent bottle. The third is 3 PVC or polyvinyl chloride, which is a material to make pipes or other similar products. The fourth is 4 LDPE or low-density polyethylene. This

material is used to make plastic bag or plastic for frozen food. The fifth is 5 PP or polypropylene, which is used to make the lid of bottles. The sixth is 6 PS or polystyrene, which is used to make any plastic utensils. The last category, number 7 (other), in the Resin Identification System (RIS) encompasses plastics beyond categories 1-6. This includes materials such as acrylic, nylon, polycarbonate, polylactic acid, and multilayer combinations of different plastics. The Resin Identification Code was developed by the Society of the Plastics Industry at the urging of recyclers during the 1980s. Food packaging safety guarantees are necessary, as Resin Identification Codes do not openly communicate safe ingredients for food. While legal requirements may vary between nations, the food-safe symbol generally indicates that the container surface is free from toxic contaminants resulting from the manufacturing process. Additionally, it ensures that the container material will not potentially cause toxic contamination during usage.

Picture 17 also shows a symbol of three arrows forming an unbroken triangle. This symbol signifies the principles of 3R: reduce, reuse, and recycle. This concept emphasizes the continuous processing of plastic until it can no longer be utilized.

10. Do not litter icon



Picture 18

Do not litter icon is positioned on the bottom back part of Nata de Coco product. Do not litter icon is the best way to make sure everyone is doing their part to keep the environment clean. This icon is depicted with the silhouette of a person with a hand position on a trash can. It seems that the person is throwing a waste paper into a trash can. This icon is very important, especially if the packaging used is made of plastic materials. The impact of plastic on environmental is a negative consequence that must be borne by everyone, even the nature.

Plastic material is difficult to break down by soil and it takes between 100 to 500 years. Waste plastic material will have adverse consequences on nature, such as polluted soil. It can adversely affect groundwater, soil animals, or pollute oceans and animals that might think that plastic is food, eat it, and then cannot digest it. Not only that, plastic waste can make waterways clogged so that it can cause flooding. Humans are unlikely to be able to eliminate the use of plastic bags 100%; but by helping to dispose of waste in its place so that it will then be processed in accordance with the rules that apply to every country, such as reduce or reuse, plastic waste will be controlled, so it can still create a healthy and clean environment. This is a solution to balance the business industry with the sustainability of nature. The 'do not litter' icon on the package signifies a call to action for customers to take care of the environment.

CONCLUSION

Product packaging needs to be not only attractive, but also informative. The product packaging of Nata de Coco is informative because it has several semiotic signs. Ten (10) semiotic signs are found, namely the overall design, company logo, Wonderful Indonesia logo, Superbrands logo, Top Brand logo, Halal MUI logo, Mr. Mutu logo, International Food Safe symbol, International Resin Identification (7 other) Code symbol, and Do Not Litter icon.

First, the overall design of Nata de Coco signifies the natural and wholesome nature of the product. Second, the Wonderful Indonesia logo signifies the high quality of original Indonesian products. Third, the signifier Superbrands logo signifies the international recognition achieved by the product. Fourth, the Top Brand logo, similar to the Superbrands logo, represents national recognition of the product's quality. Fifth, the Halal MUI logo certification test signifies the fact that INACO products are halal, particularly important in countries with Muslim-majority populations like Indonesia. Sixth, the Mr. Mutu logo, approved by the Indonesian Food and Drug Supervisory Agency, signifies the product's quality assurance. Seventh, the International Food Safe symbol signifies the product's safety, indicating compliance with official Indonesian inspection standards. Eighth, the International Food Safe symbol signifies the safety of the packaging materials used by PT. Nirmas

Utama, which are already in accordance with the applicable standards. Ninth, International Resin Identification (7 other) Code symbol signifies the safety of the packaging, indicating that the plastic packaging used is safe. Tenth, the Do Not Litter icon signifies PT. Nirmas commitment to preserve the environment, and it also signifies the company's call to customers to work hand in hand in keeping the environment free of waste.

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