






APPENDIX


Code	Picture	Semiotic System					Explanation
		Linguistic	Visual	Audio	Gesture	Spatial	
LS2		✓					<p>The word “Lays” is a brand name that directly identifies the product that directly being advertised. The phrase “wavy potato chips” is a description of the product that highlights the special shape of Lays which is wavy in shape and the subject of this sentence is clear and directly mentions the product being advertised. While the</p>


							words “are made for dipping” are about the use of the product that these chips are specially designed for dipping in sauces.
LS2		✓					"Dipping so you'll spill less dip and break fewer chips" is the message conveyed through the subtitles. This message provides information about the practical benefits of Lay's Wavy products, namely preventing spillage of dip and minimizing damage to chips. Words such as "spill less dip" and


							"break fewer chips" emphasize the advantages of the product offered, namely the easiness and comfort in using the product.
LS3		✓					"Break fewer chips which everyone will love well almost" is the message conveyed through the subtitles. This message provides information about the practical benefits of the Lay's Wavy product, which is to break fewer chips which everyone (or almost everyone) will

							love. Words such as "break fewer chips" and "everyone will love" emphasize the advantages of the product offered, namely comfort in use and product popularity.
LS10		✓					"Sorry Frank" is a short phrase that serves to convey an apology to the dog named Frank. The word "Sorry" is the key to this sentence which indicates an apology, while


							"Frank" refers to the dog's name, giving it a more personal and emotional context.
LS11		✓					<p>"Lay's": A widely recognized product brand, identifying the company that manufactures the product.</p> <p>"Wavy": Indicates the choppy type or texture of Lay's products, in contrast to the flatness of regular chips.</p> <p>"Stay Golden": This phrase is a slogan from Lays</p>

PS1		✓				<p>The subject of the sentence is “I”, the subject that shows the performer of the action or the actor in the advertisements. The word “stacking” implies the action of stacking or combining, which shows the unique feature of Pringles which is stackable ability and also shows the action being performed. The words “cheddar”, “jalapeno”, and “sour cream & onion” show the variety of variants available by Pringles.</p>
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							So, that this highlights the diversity of the product and provides information about the choice of flavors to the audience.
PS4		✓					<p>"How many": Asks for an amount or quantity.</p> <p>"Pringles": The brand name of the product.</p> <p>"Flavor": Indicates the variety of flavors.</p> <p>"Stack combinations": Stack combinations of multiple Pringles flavors.</p>


							"Are there?": The part of the question that asks for availability or quantity.
LS3			✓				The snack Lays are clearly displayed when dipped in the sauce, showing what they are for and how to enjoy the product. The Lays sauce is clearly visible on the label, highlighting the brand and product variants. The kitchen setting suggests a familiar and cozy home environment that creates an emotional connection with the

						<p>audience. The dog in the background adds an element of warmth and home comfort, suggesting that the product is suitable to be enjoyed in a relaxed atmosphere with family or friends. The bright colors of the product packaging and sauce contrast with the kitchen background, drawing the viewer's attention to the advertised product. The warm lighting gives a cozy and inviting feel, creating a positive and pleasant</p>
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							atmosphere. Lays dipped in sauce is the main focus, with Lay's sauce products placed nearby to ensure the audience recognizes the brand and product variants. The dog in the background is slightly blurred, which helps to keep the main focus on the chip-dipping activity and the advertised product.
LS5			✓				The dog's gaze is directed at the Lay's package, indicating the desirability and attractiveness of the food. Lays is placed in


							<p>the upper right corner, giving the impression t</p> <p>hat it is a desired or important object in the scene. Dog's Gaze: implies strong desire, depicting how attractive the Lay's product is.</p>
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LS5			✓				<p>The dog's gaze is fixed on the man's hand holding the Lays, showing interest and anticipation. This visual focus draws the viewer's attention to the interaction between man and dog, as well as to the Lays product. The dog's gaze implies curiosity and desire, reinforcing the impression that Lays products are appealing even to pets.</p>

LS7			✓			<p>The dog's gaze portrays curiosity and anticipation, reinforcing the impression that Lays products are highly desired even by pets. It gives the message that the product is very delicious. The hand holding the chips depicts the action of being ready to eat, inviting the viewer to taste the deliciousness of Lays products.</p>
						<p>The gaze of both dogs is directed at the hand holding the chips and dip, creating a center</p>


LS8			✓			<p>of attention on the interaction between the dogs and the Lays product. This draws the viewer's attention to the product and the interest shown by the dogs. The dogs are at the bottom center of the image, while the hand with the chips is at the top, creating visual balance and drawing the audience eyes from the bottom up.</p>
						<p>The crunchy sound of Lays eating adds an element of realism, making the audience</p>

<p>LS9</p>				<p>✓</p>		<p>feel the sensation of eating a product with a crunchy texture. The crunchy sound in this scene gives an immediate impression of enjoyment and satisfaction that invites or attracts the audience to try the product. This emphasizes that Lays is a product with good quality and texture. The choice of songs such as Don't You (Forget About Me) by Simple Minds spark nostalgia and positive feelings in the</p>
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							audience. This song is in every scene of the Lays commercial.
PS7				✓			The selection of the song Funky Town creates a fun and energetic atmosphere in match with the Pringles advertisement which has humor in it. "Funky Town" is a song with a fast tempo and upbeat melody. The song is known for its upbeat and catchy beat. The song helps to create a cheerful and energetic atmosphere, which


							depicts the fun of enjoying Pringles.
LS4					✓		The facial expressions that show satisfaction when eating Lays products emphasize the enjoyment of the product. this reinforces a message that Lays products are delicious snacks. The enthusiastic expressions of the actors and actresses talking to their friends show excitement and fun in a shared moment. This adds an element of fun and familiarity to the ad.

							<p>The actor uses hand gestures to emphasize the conversation they are having together. Also, the actress' hand gesture of taking the product from the bowl and eating it shows the way she enjoys Lays. This gesture emphasizes the ease and pleasure of consuming Lays.</p>
LS1					✓		<p>The smiling expression while chewing shows enjoyment and happiness, suggesting that the Lays product consumed was</p>

							delicious. Their familiar and relaxed gaze and body position reflect the atmosphere of togetherness and intimacy desired by the advertisement.
PS4					✓		The actor on the left shows a serious-looking facial expression while stacking various Pringles flavor combinations. This reflects thought and exploration. While the actor on the right, shows a facial expression that looks

							confused or curious, this reflects interest and curiosity about questions about the combination of various Pringles flavors. The posture of the actor on the left, who is leaning forward, shows active involvement in the conversation and activity of stacking Pringles. In the case of the right actor's posture, it appears that his posture is more relaxed but it also appears that he is intimating a relaxed
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							atmosphere but with discussion. The hand gesture of one of the actors stacking Pringles, synchronized with the visuals showing various cans of Pringles on the table, reinforces the message about the various flavor combinations of Pringles.
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Code	Picture	Semiotic System					Explanation
		Linguistic	Visual	Audio	Gesture	Spatial	
PS6					✓		<p>The actor on the left shows a relaxed gesture with a slightly reclined body position and a hand holding the chips limply. This suggests an informal and relaxed atmosphere, in keeping with the mood of enjoying a snack. The two actors do not interact much with each other, with indirect gazes towards each other. This could indicate a situation</p>

							where they are immersed in their own activities, yet still enjoying the moment with Pringles.
LS10						✓	The Lays Wavy product was placed in the middle of the scene and held by one of the actresses who was sitting on the sofa. This placement ensures that the audience's attention is immediately drawn to the main product, Lays Wavy. The actor sitting in the middle of the sofa eating a Lays Wavy interacting with

							<p>the dog also became the main focus. The spacious and open living room creates a welcoming atmosphere, showing that Lays can be enjoyed in various situations. Decorating the room with warm colors and comfortable furniture adds to the pleasant homey feel. The characters in the scenes sit or stand at a close distance, suggesting familiar and intimate interactions. The dog</p>
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							sitting on the floor, close to the main character adds an element of warmth and togetherness to the advertisement
LS4						✓	Three people are placed in a way that creates togetherness. A man in the center, a woman on the right and a woman on the left (out of frame but partially visible). This creates visual balance and draws the viewer's attention to the interaction between them. Lay's products are placed in the

							center of the table, becoming the center of visual attention. This strategic positioning of the products ensures that they are always visible and the main focus of the scene.
PS1						✓	Pringles are placed in the middle of the table with various flavors arranged in a row. This placement ensures that the product is the main focus of the scene. The diverse arrangement of Pringles shows the

						<p>variety of the product. The two main actors sit on the left and right sides of the table, flanking the Pringles product. This emphasizes their interaction with the product. The living room looks organized and neat, with the main focus on the table where the Pringles products are. This creates a clean, cozy, and calm atmosphere. The backdrop with simple walls and furniture ensures the attention</p>
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							stays on the products and characters in front. The character sits at a close distance to the table, showing direct engagement with the product. This reinforces the idea that Pringles is part of their social interaction. The main visual focus is on the Pringles products arranged on the table.
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