

Advances in Science, Technology & Innovation
IEREK Interdisciplinary Series for Sustainable Development



Muhammad Nawaz Tunio · Jorge Miguel Chica Garcia ·
Ayman M. Zakaria · Yasmin Moanis Latif Hatem *Editors*

Sustainability in Creative Industries

Innovations in Fashion and Visual Media—
Volume 3

Advances in Science, Technology & Innovation

IEREK Interdisciplinary Series for Sustainable Development

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Muhammad Nawaz Tunio ·
Jorge Miguel Chica Garcia · Ayman M. Zakaria ·
Yasmin Moanis Latif Hatem
Editors

Sustainability in Creative Industries

Innovations in Fashion and Visual
Media—Volume 3

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Preface

Long-term sustainability is a spark of the green economy which comes up with solid solutions to limited resources. Sustainability, with lenses to the Agenda of UN with its 17 SDGs, manages social, economic as well as environmental perspectives of the globe. Sustainable approach is mandatory; however, the sustainability in long term is possible through the diffusion of the innovation because the innovation is heart of the suitability. Innovation and creativity are the essential in all fields so creativity and sustainability are important and necessary segments of human life for their survival. Creativity is deep rooted in different practices of the culture, social, economic, and environment. Therefore, it is essential to mitigate the barriers of affordability, scalability, replicability, and sustainability so that the combination of the creativity and sustainability which can be approached from the different perspectives of thematic, disciplinary, trans-disciplinary, intercultural way. Creativity paves way for the all kinds of the development including the creative intelligence. Creative intelligence is new and dynamic field of knowledge, which empowers the potential of create, connect, and inspire. The combination of creativity and artistic manifestation postulates inspiration, energy, and empowerment. Design is important perspective of the creativity as well as culture.

After the adoption of emerging technologies, cultural industries are transformed into the creative industries with more modernity and economic growth. Cultural industries pave the way for the creation, production, and commercialization which results in creative content. The outcome of the creative industries appears in different versions such as journalism, studios of the artists, studios of design, architectural offices, media production, film houses, and cinema.

Thus, this book focuses on all perspectives as discussed above and touches on the new zone of knowledge.

Bhitshah, Pakistan

Muhammad Nawaz Tunio

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Semiotic Meaning in the Hyundai IONIQ 5 “Power Up the Future” Advertisement Video from an Audio-Visual Perspective

G. W. Leonardus Aryo, Januar Ivan, and Elda Franzia Jasjfi

Abstract

Sustainable energy and eco-friendly innovation ensure continuous technological development and the provision of energy for current as well as future generations. There are two main pillars of sustainable energy: efficiency and renewable energy. Energy sources that are included in the sustainable group include the development of electric-powered vehicles. Hyundai recently released its newest electric car, the IONIQ 5. The Hyundai IONIQ 5 is the first environmentally friendly electric car made in Indonesia to be sold for the Southeast Asian market. Hyundai introduced the IONIQ 5 to the public through an advertisement video on YouTube. In this Indonesian version of the video advertisement, the launch of IONIQ 5 is shown through audio-visual elements with a futuristic theme and accompanied by the slogan “power up the future with Hyundai”, which slogan is not found in other countries versions of the video. This research is questioning how the Hyundai IONIQ 5 advertising uses audio and visual elements to send a message about the future. The research method is qualitative with a semiotic approach to analyze the IONIQ 5 advertisement video from an audio-visual perspective. In this study, data collection was carried out using visual observation of the IONIQ 5 advertisement video on YouTube. The result is that the Hyundai IONIQ 5 depicts the future with visual symbols of IONIQ 5 as sophisticated vehicles from the future that is available now. From the visual point of view, IONIQ 5 futuristic impression is

shown by its advanced features alongside nature and space with the narrative about the hopes of a family in the future. From the audio point of view, this video ad uses a long tone, and a calming yet mysterious chord as a sound to represent the future.

Keywords

Sustainable energy · Future car · Electric car · Advertisement video · Futuristic impression

1 Introduction

Indonesia has abundant natural resources and has the potential to be used as various types of renewable energy sources. In 2019, the supply of primary energy such as oil, coal, and gas amounted to 91.45% of total energy, and 8.55% of which was a renewable energy source. In the electricity sector in Indonesia, 85% of energy is supplied by energy derived from fossils, even though Indonesia has the potential to create renewable energy power plants that reach 432 Gigawatt or 8 times greater than the current total power generation capacity. Renewable energy currently used commercially is only 10.3 Gigawatt, so to achieve the government’s target, the Ministry of Energy and Mineral Resources is committed to continuing to encourage the development of renewable energy to reach 23% by 2025 through the Energy Indonesia program. President of the Republic of Indonesia Joko Widodo in his speech said that electricity is not only used for lighting, but electricity also provides opportunities for Indonesian people to improve their quality of life. He also said that Indonesia is a tropical country where the sun shines all year round, and this is an advantage that should be taken (KementerianESDM, 2019).

To support the use of electric vehicles and also to improve the quality of life of the nation, the government issued a Presidential Regulation of the Republic of

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Indonesia No. 55 of 2019 concerning the Acceleration of the Battery-Based Electric Motor Vehicle Program, considering (c): “that to encourage mastery of industrial technology and vehicle design and to make Indonesia a production and export base for motorized vehicles, it is necessary to accelerate the battery-based electric motor vehicle program (battery). electric vehicle) for road transportation (Hyundai, 2020)”. Also issued the regulation of 0% Tax Imposition Basis on the Battery Electric Vehicle (BEV) selling price (Lathifa, 2020). Hyundai responded by building its first manufacturing center in ASEAN for \$1.55 billion. The factory is located in the Deltamas area at Bekasi, has an area of 8.35 million square feet (77.6 ha), and is operated by PT Hyundai Motor Manufacturing Indonesia (HMMI) (Hyundai, 2020). On Hyundai’s official website it is stated that Hyundai Motor Indonesia (HMID) is a distributor which focuses on selling vehicles and upholds the company’s vision of “Progress for Humanity”. Hyundai focuses on innovation that emphasizes the human element, including providing products with technology that supports solutions for a sustainable future.

Hyundai recently released its newest electric car, the IONIQ 5. The Hyundai IONIQ 5 is the first environmentally friendly electric car made in Indonesia to be sold for the Southeast Asian market. Introduced as a high-end car that is friendly to nature for sustainable living, Hyundai IONIQ 5 used environmentally friendly materials in every part of the cabin. In January 2022, automotive.bisnis.com declared Hyundai the king of electric vehicles in Indonesia (Shahnaz, 2022a). In the automotive exhibition data from the Association of Indonesian Automotive Industries (GAIKINDO) 2021, it was noted that sales of Battery Electric Vehicle (BEV) types were led by Kona Electric with sales figures reaching 366 units, followed by IONIQ Electric which sold 239 units. In GAIKINDO 2021, total BEV sales from all brands reached 693 units, and from this data, 605 units or 87.3% of them were Hyundai’s BEVs. This makes Hyundai even more enthusiastic to continue to be creative with technology to build an electronic vehicle ecosystem in Indonesia. This is evidenced by the emergence of the Hyundai IONIQ 5 in 2022 (Shahnaz, 2022b).

Hyundai Motors Indonesia released the IONIQ 5 video advertisement on its official channel on YouTube on April 1, 2022. The video title is “Power Up the Future with Hyundai IONIQ 5” (Hyundai, 2022). It reached over 1.6 million views in August 2022 and was liked by 1.9 K users. A senior Indonesian automotive journalist, Fitra Eri, also reviewed IONIQ 5 on his YouTube channel with the title “IONIQ 5—Walkaround with Fitra Eri”. In the video, it is stated that the IONIQ 5 is an innovative vehicle, with a super spacious interior with the slogan smart living place, has high performance, is comfortable, features fast electric charging, and has a long mileage.

Advertising is not only a promotional tool for goods and services but also to build an image to consumers and potential customers for the brand (Heriwati, 2018). The presence of good communication can influence, persuade, and convince the consumers to do something. The appeal uses emotional attraction conveyed through visuals of advertising. Images not only transfer essential information, but also create the spectator’s mood with colors, shapes, fonts, and music. Music is the most used audio element in advertising (Solík, 2014). A previous study showed that Indonesian consumers have a moderate preference for purchasing BEV influenced by criteria as follows: emotion (42.64%), functionality (25.94%), car identity (21.87%), and cost of ownership (9.55%) (Febransyah, 2021), and audio-visual is potentially enhanced consumer’s emotion for the brand.

The Hyundai IONIQ 5 advertisement is considered green advertising. Green advertising is defined as a promotional message that attracts consumers’ needs and desires related to the environment. Green products are more environmentally friendly than traditional products, and advertisers include maximum information about products, relevance, and environmental behavior for disseminating a green image and building environmental awareness. Green advertising or sustainability advertising also built a positive impact on brand personality and hence on credibility and attitude toward the ad and the brand (Sander et al., 2021).

In line with the growth of energy-friendly innovation products in Indonesia that are supported by advertising to increase brand awareness and positive attitude toward the brand itself, research on green or sustainability advertising is furtherly needed. This research is focused on Hyundai IONIQ 5 official video commercial’s meaning and questioning how the Hyundai IONIQ 5 advertisement uses audio and visual elements to send a message about the future.

2 Method

The research method is qualitative with a semiotic approach to analyze the IONIQ 5 advertisement video from an audio-visual perspective. Video is seen as a structured whole of sign or semiotic resources belonging to several representational modalities (including image, music, sound, and audio-visual). These signs play the role of annotated data and the meanings refer to the configuration of sensorial qualities of signs (expression) and arrangement of semantic entities (narrative content) as annotating data (Toppano, 2017). These meanings depend on the socio-cultural environment of the interpreter.

Data collection was carried out using visual observation and documentation of the IONIQ 5 advertisement video on YouTube. Visual observation was conducted by

watching the video repeatedly to understand the point of view, the scenes, and the visual transition. This 1 min video is divided into 12 scenes representing signs based on the video storyline, then every section was documented by screenshotting the YouTube video on the screen.

Audio-visual elements in the 12 scenes the of Hyundai IONIQ 5 video advertisement are then analyzed with Roland Barthes’ two levels of denotation and connotation. The level of denotation corresponds to the literal meaning of an image, or the immediate meaning relating to what is represented in the image. The level of connotation corresponds to the symbolic or ideological meaning of the range of possible meanings of an image inscribed by cultural codes. The ideological meanings of the image are context-dependent and related to the cultural context of the viewer. In this research, the representation of the future is concluded from the two levels of semiotic analysis. The denotation level is conducted by describing the literal meaning of image and sound in scenes, and the connotation level is conducted by cross-referencing with the symbolic meaning of those images and sounds.

3 Result and Discussion

Hyundai IONIQ 5 was released in January 2022 as the first electric car made in Indonesia. It showed the parametric pixel design style that blends analog and digital nuances to give original characteristics to the car Fig. 1. The exterior supported the cabin’s interior design positioned as a living space on the road. The friendly nature materials are used in the cabin to support sustainable living (Hyundai, 2022).

IONIQ 5 video advertisement is a 1 min-length video on the YouTube channel of Hyundai Indonesia. The title “Power Up the Future with Hyundai IONIQ 5” then continues with the question: Have you ever imagined what a bright future would look like? The question was answered with the video description: The future is the best manifestation that we can give to everyone we love, like a future full of comfort, security, and convenience. The definition of future according to the Oxford Dictionary is the time that will come after the present or the events that will happen then (idioms); the time or a period of time following the moment of speaking or writing; time regarded as still to come (noun) and at a later time; going or likely to happen or exist (adjective) (Oxford, 2022).

There are a set of beliefs shared by the general public about possible future scenarios, or myths of the future. The myths of the future represent values, fears, and hope. The myths of social crisis, eco-crisis, techno-optimism, power, and economic inequality, and social transformation, are connected with psychological and cognitive considerations. Techno-optimism describes beliefs that science and technology are likely to create innovations that can improve quality of life (Boschetti et al., 2016). In popular culture, the representation of technology is often represented in advertising and commodified as the ultimate object of our desires (Page, 1992). Technology has become bonding with human relationships in an attempt to explain beyond the image.

The future stated in the title “Power Up the Future with Hyundai IONIQ 5” is represented in Hyundai IONIQ 5 video advertisement’s scenes below.

The opening scene showed the scenery of a long road across the woods Fig. 2. The Hyundai IONIQ 5 is on the road with a family inside. Denotatively, this scene displays

Fig. 1 Hyundai IONIQ 5. Source e-brochure (<https://hyundaimobil.co.id/vehicle/assets/files/e-brochure-ioniq-5.pdf>)



Fig. 2 Source www.youtube.com/@HyundaiMotorIndonesia, 2022



colors that belong to the cold color category, with the dominance of the green color of the trees and the blue color of the road and mountains in the background. The dark colors are offset by the bright colors of the light in the sky that show the morning light. The calm atmosphere is displayed through color supported by quiet camera movement and not much movement. The audio at the beginning of this video presents the ambiance of the wind to accompany the visual where the vehicle is moving with a picture taken from a height (bird's eye). The sound of the wind amplifies the message of the movement of vehicles that are speeding across a path surrounded by dense trees. Then the scene continues in the car with a small rumbling ambiance sound that indicates the vehicle is moving but the cabin sound remains calm and comfortable.

The long winding road shows the car's journey that continues until the end of the video. This long journey sent a message about the long road metaphor and product's advantage. Connotatively, the long road means the journey to the future. The long and winding road is often used to describe life journeys and the challenges encountered (Helm, 2018). For the product's advantage, the Hyundai IONIQ 5 is an electric vehicle that is capable of driving all day long and can cover very long distances because it has a fairly large electrical power reserve in its battery. On the official website, it is stated that the IONIQ 5 has three battery options, and all of them are capable of traveling very long distances. For the standard range type only, the IONIQ 5 can be driven up to 384 km. As for the maximum distance, the IONIQ 5 provides a battery option with a maximum range of up to 481 km (Hyundai, 2020).

The second scene is a little girl playing with a paper space shuttle at the window inside the car Fig. 3a. The girl shows a smiling expression which indicates joy and enthusiasm. Like a child fantasizing about his favorite toy, this

scene depicts the child's imagination and hopes for the future. The voice-over in this scene is: "menurutku, masa depan itu..." (in my opinion, the future is...).

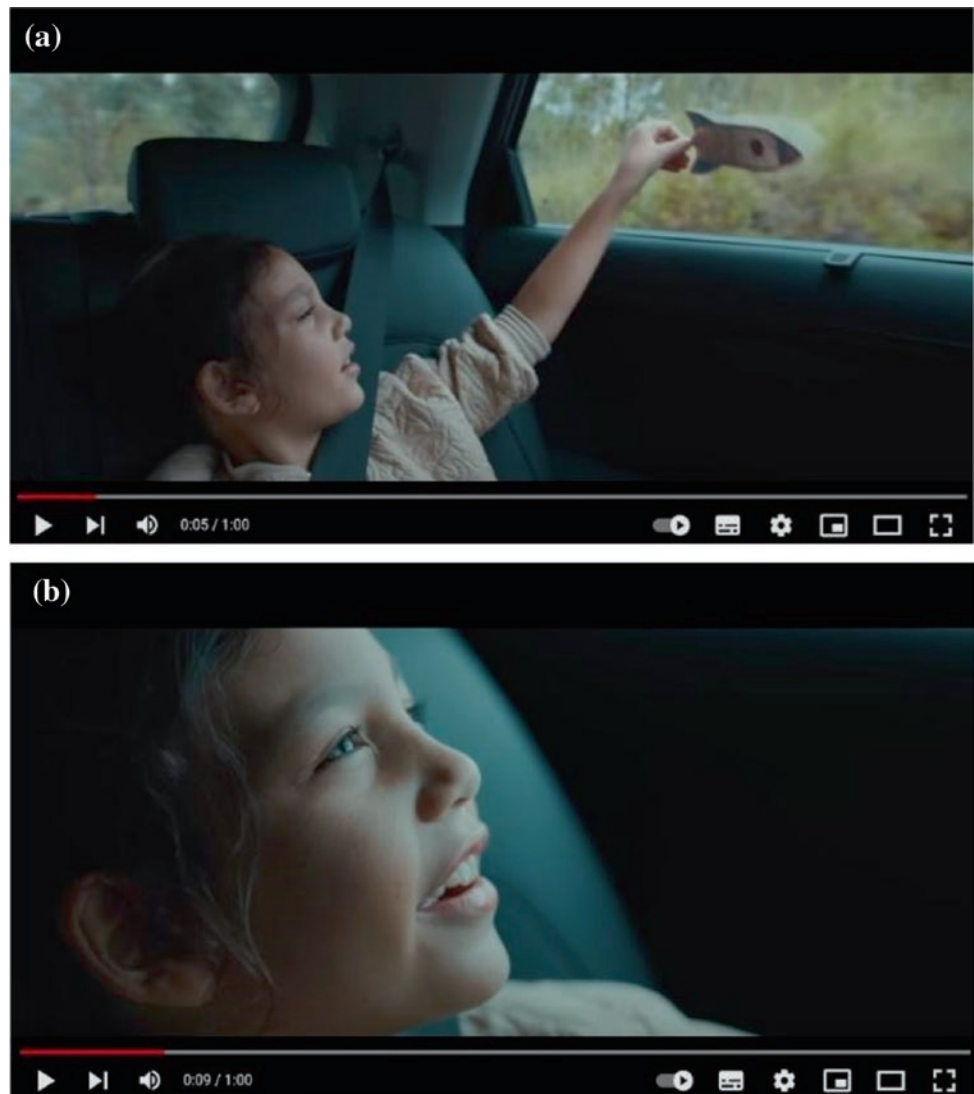
The child is a universal symbol of future potentiality as well as the carrier of the heritage of the past. The child is symbolic of the past, coming into being from generative forces that preceded it, yet for it, the future is an open possibility. The child represents innocence, purity, wonder, receptivity, freshness, non-calculation, and the absence of narrow ambition and purpose Fig. 3b. As yet innocent of life, the child portrays the beginning, the origin of all. The child represents incredible power, vitality, and persistence toward growth (Encyclopedia.com, 2018).

The use of the symbol of a young family consisting of parents and a small child symbolizes human life which still has a long life ahead, especially for small children. The narration of the voice of a child who is explaining what the future according to her version is, as well as being a representation of the meaning of the future according to Hyundai. The relationship between the use of children's symbols and the future is intended to illustrate everyone's hope for a good future, where the environment remains sustainable even though technological advances are also increasing rapidly.

From inside the cabin, the girl saw a space shuttle passing by with the roar of its engines. Denotatively, this scene shows a space shuttle made of paper being played by a girl Fig. 4a, followed by a view of a rocket flying in the air in the distance Fig. 4b. The space shuttle flew swiftly through the clouds while the girl watched with a smile.

The space shuttle or rocket is a symbol of collective endeavor and scientific progress. It is also more like one of reckless daring and staggeringly blind trust in technology. Connotatively, this scene symbolizes seeing hope or progress upon us. In general, humans are currently guessing

Fig. 3 a Hyundai IONIQ 5 advertisement video 00:05. b Hyundai IONIQ 5 advertisement video 00:09. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



and worrying about what the future will be, will nature be destroyed because of technological advances? How about the current young generation, will they live comfortably and be able to achieve their goals? This question was then processed and used as a marketing strategy for Hyundai, where the IONIQ 5 was launched as an environmentally friendly vehicle with advanced technology that seemed to come from the future and used the visuals of the universe and the human environment that remained sustainable and comfortable in its commercial videos.

Then the scene continues with a shot of the vehicle passing through the forest Fig. 5a. The voice-over continues: “(menurutku masa depan itu...) ketika aku dan papa mama bisa jalan-jalan dengan senang dan aman” (when I with my father and mother can travel happily and safely). This scene shows the Hyundai IONIQ 5 from various sides. A view from the front, the steering wheel with control panels aside, tires, side view, and rear view Fig. 5b.

Steering feature Smart Cruise Control with Stop and Go Function is focused on in this video advertisement. This feature is claimed to make driver feels safer and less stressed. It maintains a set distance to the vehicle ahead and automatically reduces or increases speed to a pre-set limit. In “stop & go” traffic, the set distance is maintained. With this feature, it can provide a more secure and comfortable feeling for the rider (Hyundai, 2020).

Safety features are one of the values that can be an advantage of a product. The features embedded in the Hyundai IONIQ 5 are centered on a technology called Smart Sense. This futuristic-looking technology is a preventative safety feature to help drivers stay on the right track and away from danger due to the involvement of internal radar, sensors, and engine sense. This car is equipped with a 7-Airbag System, Electro Chromic Mirror (inside rearview mirror), and Forward Collision-Avoidance Assist (FCA) technology which is a system designed to prevent or reduce

Fig. 4 a Hyundai IONIQ 5 advertisement video 00:04. b Hyundai IONIQ 5 advertisement video 00:07. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



the effects of collisions. Safe Exit Assist (SEA) functions in harmony with the electronic child safety lock system on the second-row passenger door.

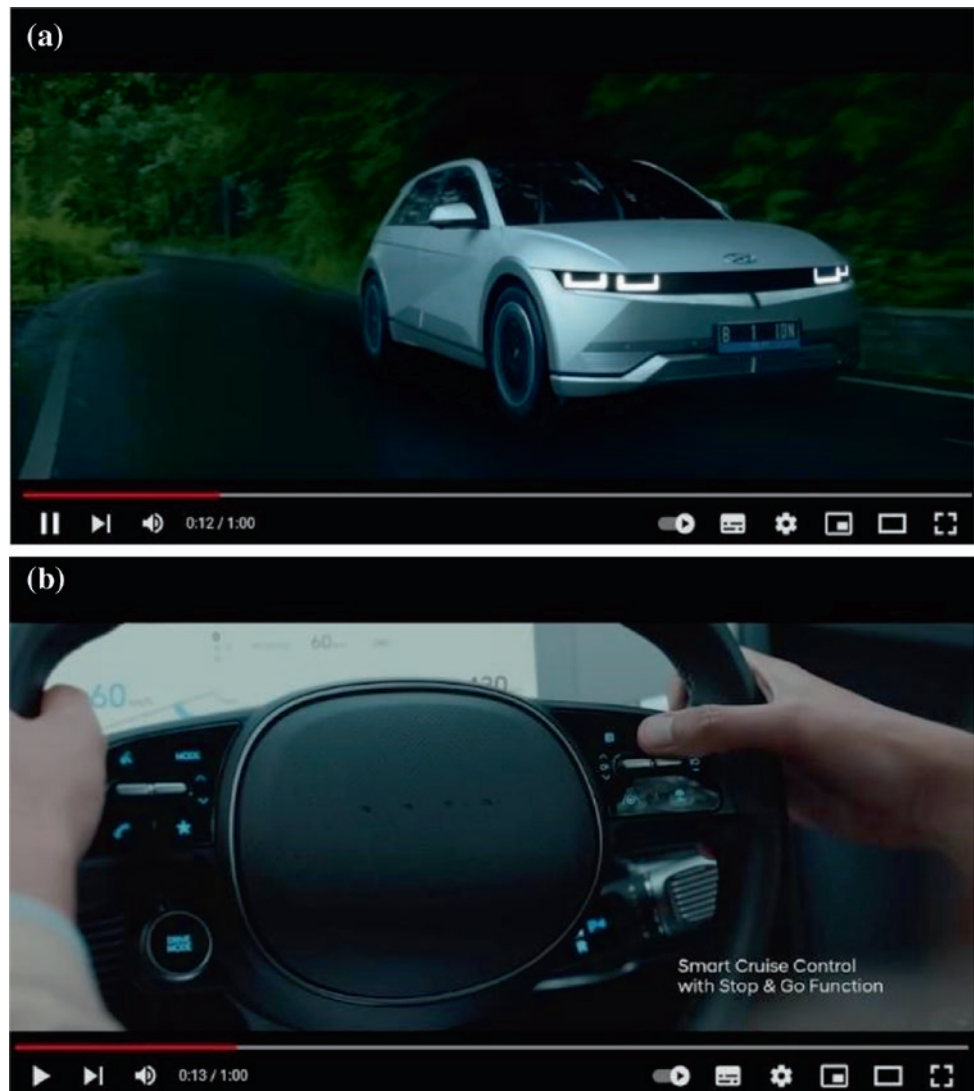
The Hyundai IONIQ 5 is free from traffic restrictions based on the odd–even license plate. The combination of narration with visuals in this video can be perceived as Hyundai’s attempt to describe the feeling of “happy” and “safe” through the smart cruise control feature which is certainly fun because the driver doesn’t have to always step on the gas and brake pedals. This is because the smart cruise control feature can be programmed to automatically follow the movement of the vehicle in front of it. In addition, the convenience of the Hyundai IONIQ 5 is also added with features for a universal island sliding console. Furthermore, the next meaning of “happy” is the privilege of Hyundai IONIQ 5 to be free from traffic restrictions based on the odd–even license plate number. According to the policy, electric vehicles are free from the odd–even license plate

restriction rules. With this feature, IONIQ 5 is free from these regulations and can traverse freely in odd–even special areas.

Then the scene continues with a shot of the vehicle passing through the forest but the sound of birds chirping can be clearly heard. The sound of the IONIQ 5 itself is barely audible. The voice-over is the girl saying: “Bisa merasakan udara segar, dari hutan rimbon di sekitarku” (Can feel the fresh air, from the lush forest around me). This scene also shows the girl’s connection with nature. Denotatively, it starts from a view inside the car when she puts her hand on the car window while crossing the forest Fig. 6a and continues to the visualization of her being in the middle of the forest and touching the leaves Fig. 6b.

Up to this point, the sound element shown by the Hyundai IONIQ 5 video has a strong message. The Hyundai IONIQ 5 is an environmentally friendly vehicle and is designed to have very good soundproofing, as well as

Fig. 5 a Hyundai IONIQ 5 advertisement video 00:12. b Hyundai IONIQ 5 advertisement video 00:13. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



the absence of noise pollution caused by Hyundai IONIQ 5 to the surrounding environment. The surrounding environment is more audible than the IONIQ 5 itself. The concept of comfort due to the silence of the IONIQ 5 cabin is also supported by the music scoring elements. This video advertisement is dominated by the strains of a grand piano with consonants played at an andante tempo to provide a sense of calm and comfort. A consonant tone is a tone that makes you feel comfortable to hear because every note that sounds is a progression or derivative of the main tone.

In Greek culture, the Roman empire, and the revival of Greek thought in the Renaissance, the trees are associated with spiritual and intellectual shadow. Forest and their seasonal cycles of falling and growing leaves are acknowledged as the symbols of eternal and indestructible life force. Trees and forests also are the symbol of divine characteristics, representing superlative forces such as courage, endurance, or immortality (Crews, 2003).

Sunlight appears several times in this video advertisement. The scene continues with the atmosphere of dawn which is shown by the visual light of the rising sun emerging from behind the trees. In this video that tells the story of a journey, the coloring in the video advertisement also shows the information about time. The family in the Hyundai IONIQ 5 is driving in the morning which tends to be dark. Then in the next scene, it appears that they are still driving at noon, until nightfall.

This scene shows the visual of this girl sitting in the car but then being able to see outside through the vision roof. The voice-over is the girl saying: “Bisa menikmati bintang, di tenangnya malam” (Can enjoy the stars, in the quiet of the night). This scene shows one of the features of the Hyundai IONIQ 5 which has a vision roof with a large size so that the child looks free to look at the beauty of the sky filled with stars and other planets Fig. 7. After a long journey at night, the scene shows the darkness of the night in

Fig. 6 a Hyundai IONIQ 5 advertisement video 00:20. b Hyundai IONIQ 5 advertisement video 00:31. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



the area of the trees with a glimmer of light in the distance Fig. 8b.

The opposition of darkness and light is a vernacular metaphor that we must seek the light and avoid the dark. Seeing the light is implying a sort of futural thinking, a goal of the light of tomorrow. As an opposition, light subordinates' darkness. Light is positioned as the desirable and the implication of beginnings, whereas dark is positioned as an emptiness, an absence of light that implies an end (Stock, 2021). Visual sunlight behind the trees can also be interpreted as a new optimism, where electric vehicles will become a reliable means of transportation, especially to answer doubts that they will run out of electric power in the middle of the trip.

The sky was still starry but it was starting to lighten up Fig. 8a until they reached their destination. The voice-over then continues with: "Bisa semakin dekat, dengan alam semesta kita" (can get closer to our universe). This visual

tells that the IONIQ 5 has a very large battery that allows it to be driven all day long, even the next day Fig. 9a. The infinite galaxy can be interpreted as human nature which is always faced with limitations, but everything is very possible to find a solution to the problem and made to simplify human life. The relationship between the galaxy and humankind symbolizes the optimism of humans' ability to always innovate and make the future no longer something scary and interesting to face.

In the final scene, the father can be seen plugging the charger into the IONIQ 5, then an electric current appears on the outside Fig. 9b. When an electric current appears to go out, several projectors immediately turn on Fig. 10a and project a globe with the territory of the Indonesian state being dominant Fig. 10b. The visualization of IONIQ 5 as a source of electrical energy to power several projectors that form a globe with Indonesia as the main display can be interpreted as follows Fig. 11b; after a very long journey,

Fig. 7 Hyundai IONIQ 5 advertisement video 00:38.
Source www.youtube.com/@HyundaiMotorIndonesia, 2022



Fig. 8 a Hyundai IONIQ 5 advertisement video 00:41. **b** Hyundai IONIQ 5 advertisement video 00:42.
Source www.youtube.com/@HyundaiMotorIndonesia, 2022

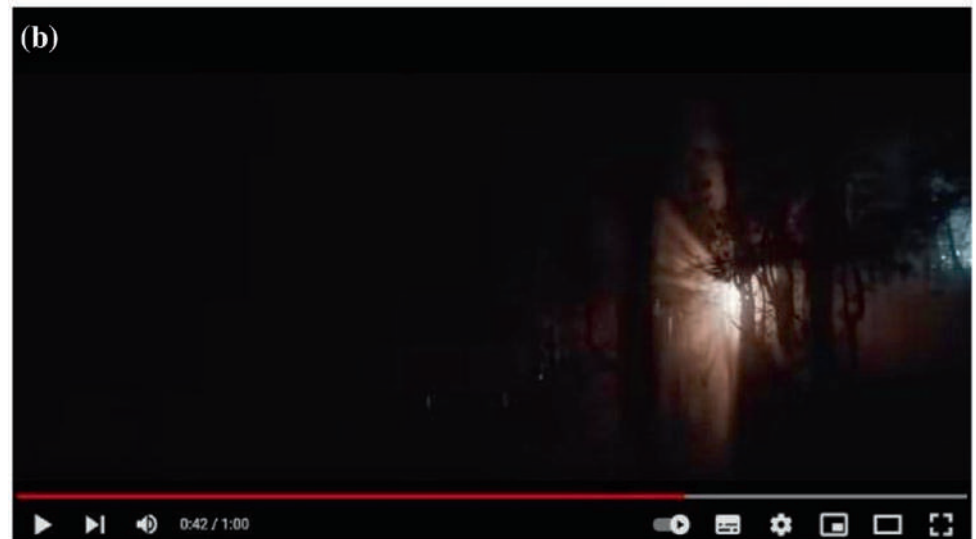


Fig. 9 a Hyundai IONIQ 5 advertisement video 00:43. b. Hyundai IONIQ 5 advertisement video 00:48. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



there are still plenty of IONIQ 5 batteries available and can even be converted to activate several other electrical equipments with Indoor and Outdoor Vehicle to Load (V2L) technology, just like a running power source that can provide up to 3600 watts of power.

The scene visually transforms from darkness to light. The connection between light and dark also connects to binary opposition. Light relates to the ability to see and knowledge or reasoning, while dark relates to the inability to see and the absence of knowledge and education (Martinek, 2019). The voice-over is the girl who says: “inilah masa depanku, yang terjadi.. sekarang” (this is my future, what’s happening... now).

Admiring the galaxy, interpreted as human nature is always insatiable to find out everything, and continues to strive to meet the needs of his life, and make life more comfortable by creating various kinds of equipment and

vehicles that support his daily activities. Technology is interpreted the same as the galaxy because human creativity has no limits, and we do not know what kind of technology will be created in the future. According to Atwell-Vasey, a vast array of clusters or a galaxy, a collective of stars, planets, and moons are representing our aspects-of-self (behaviors, competencies, beliefs, identities, and missions). The aspects-of-self is the filter to interpret and make sense of space in humankind (Gomez, 2020). A galaxy exists within an endless universe, which is the open possibility one might inhabit in a lifetime. Thinking and touching the galaxy is a metaphor for connecting ourselves with the aspect-of-self and open opportunities in front Fig. 11a.

The visual of reaching the galaxy can be interpreted optimistically by Hyundai, where they want to prove that all possibilities in technology, especially automotive, can still be “touched” or able to be created by Hyundai engineers,

Fig. 10 a Hyundai IONIQ 5 advertisement video 00:49. b Hyundai IONIQ 5 advertisement video 00:50. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



and the results can be enjoyed by the public. In this ad, Hyundai depicts it with galaxies and stars that even a child can touch. This scene is accompanied by long notes of cello and violin, followed by rising piano rhythms with added cymbal accents to create emphasis on the visuals as the family drives into the night and looks up at the stars. Minor chords that are played in this scene also give the impression of being mysterious and majestic to describe a very wide and mysterious universe.

At the climax of the series of scenes in this video, the visual shows how the Hyundai IONIQ 5 turns on five projectors and projects a globe with the Indonesian region as the emphasis. In the ad description, it is stated that this vehicle is the first electric car made in Indonesia and is followed by the text of the Hyundai IONIQ 5 “Power up the future”. In this scene the chords being played change to major chords which give a sense of relief, according to the

visuals when they have reached their destination along with the emphasis on the narrative “...sekarang” (now). In this scene, the music scoring that is presented wants to raise the main message, namely relief from a future that was previously full of mystery, which has now been presented in the form of a sophisticated vehicle Hyundai IONIQ 5 Fig. 12.

The visualization at the end of this video can be interpreted that even though Hyundai is an automotive manufacturer from Korea, the IONIQ 5 is a sophisticated innovation from Hyundai that entrusts all component production and assembly in Indonesia so that the IONIQ 5 can be claimed as an electric car made in Indonesia that can be relied upon from the moment this is for the future. Then the visualization of the ASEAN region with the Indonesian area as the emphasis wants to show that Indonesia’s work is capable of making sophisticated electric cars with marketing that covers all of ASEAN.

Fig. 11 a Hyundai IONIQ 5 advertisement video 00:51. b Hyundai IONIQ 5 advertisement video 00:54. Source www.youtube.com/@HyundaiMotorIndonesia, 2022

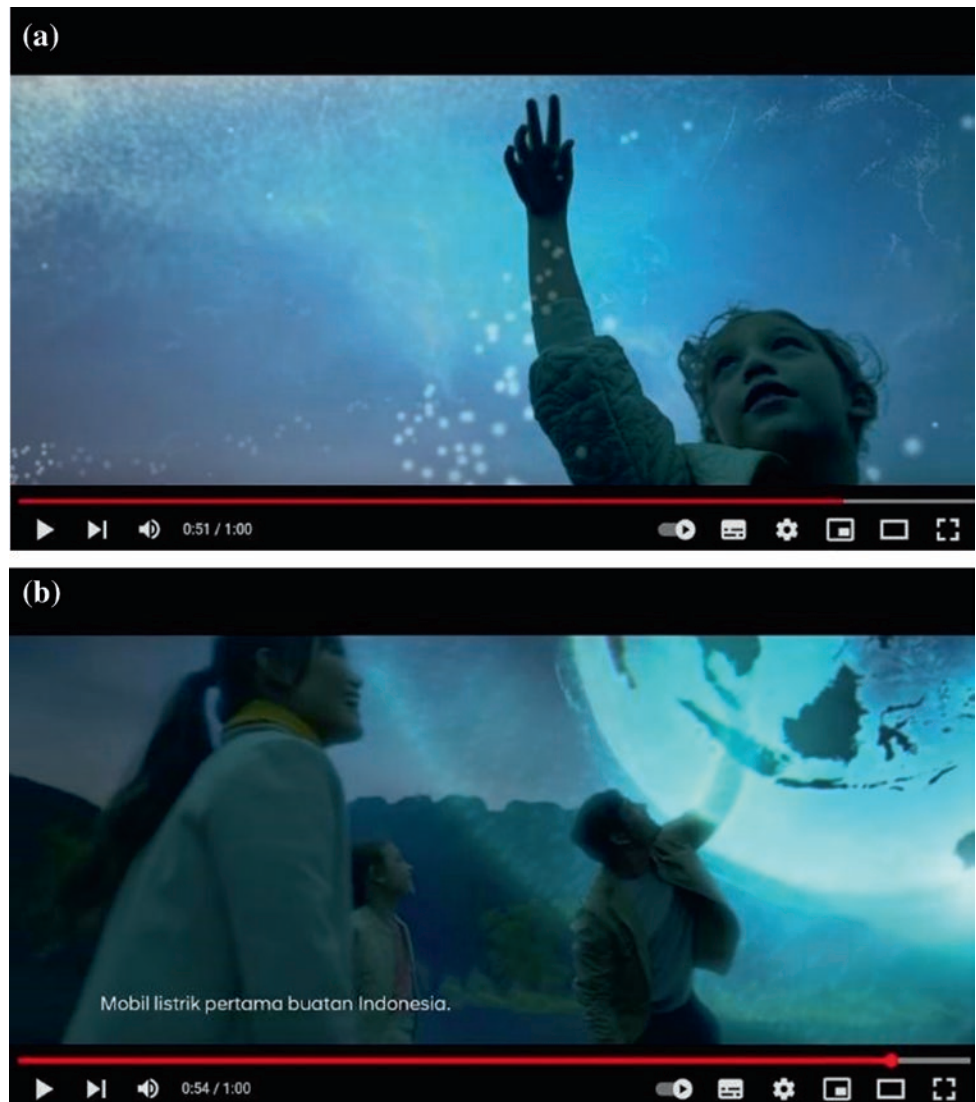


Fig. 12 Hyundai IONIQ 5 advertisement video 00:57. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



4 Conclusion

In general, humans are currently guessing and worrying about what the future will be, will nature be destroyed because of technological advances? How about the current young generation, will they live comfortably and be able to achieve their goals? This question was then processed and used as a marketing strategy for Hyundai, where the IONIQ 5 was launched as an environmentally friendly vehicle with advanced technology that seemed to come from the future and used the visuals of the universe and the human environment that remained sustainable and comfortable in its commercial videos.

The Hyundai IONIQ 5 depicts the future with visual symbols of the IONIQ 5 as sophisticated vehicles from the future that are available now. From the visual point of view, IONIQ 5 futuristic impression is shown by its advanced features alongside nature and space with the narrative about the hopes of a family in the future. From the audio point of view, this video advertisement uses a long tone, and a calming yet mysterious chord as a sound to represent the future.

Denotatively, this video advertisement describes the journey of a family using a Hyundai IONIQ 5 down a long road and through the forest until it turns into days. The journey ends in a dark open space, where the energy from the car can turn on the lights that project the galaxy and the earth where Indonesia is located. Connotatively, the journey depicts a future that was previously out of reach to be experienced now, through the technology of the Hyundai IONIQ 5 car. An affordable future is depicted through the projection of the galaxy that arises from the energy generated by the electric car.

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Semiotic Meaning in the Hyundai IONIQ 5 “Power Up the Future”

by Leonardus Aryo, Januar Ivan, Elda Franzia

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²⁷
**Sustainability in Creative
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Innovations in Fashion and Visual
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A culmination of selected research papers
from the International Conference on
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Preface

Long-term **sustainability** is a spark **of the** green economy which comes up with solid solutions to limited resources. Sustainability, with lenses to the Agenda of UN with its 17 SDGs, manages social, economic as well as environmental perspectives of the globe. Sustainable approach is mandatory; however, the sustainability in long term is possible through the diffusion of the innovation because the innovation is heart of the suitability. Innovation and creativity are the essential in all fields so creativity and sustainability are important and necessary segments of human life for their survival. Creativity is deep rooted in different practices of the culture, social, economic, and environment. Therefore, it is essential to mitigate the barriers of affordability, scalability, replicability, and sustainability so that the combination of the creativity and sustainability which can be approached from the different perspectives of thematic, disciplinary, trans-disciplinary, intercultural way. Creativity paves way for the all kinds of the development including the creative intelligence. Creative intelligence is new and dynamic field of knowledge, which empowers the potential of create, connect, and inspire. The combination of creativity and artistic manifestation postulates inspiration, energy, and empowerment. Design is important perspective of the creativity as well as culture.

After the adoption of emerging technologies, cultural industries are transformed into the creative industries with more modernity and economic growth. Cultural industries pave the way for the creation, production, and commercialization which results in creative content. The outcome of the creative industries appears in different versions such as journalism, studios of the artists, studios of design, architectural offices, media production, film houses, and cinema.

Thus, this book focuses on all perspectives as discussed above and touches on the new zone of knowledge.

Bhitshah, Pakistan

Muhammad Nawaz Tunio

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3

Semiotic Meaning in the Hyundai IONIQ 5 “Power Up the Future” Advertisement Video from an Audio-Visual Perspective

G. W. Leonardus Aryo, Januar Ivan, and Elda Franzia Jasjfi

Abstract

Sustainable energy and eco-friendly innovation ensure continuous technological development and the provision of energy for current as well as future generations. There are two main pillars of sustainable energy: efficiency and renewable energy. Energy sources that are included in the sustainable group include the development of electric-powered vehicles. Hyundai recently released its newest electric car, the IONIQ 5. The Hyundai IONIQ 5 is the first environmentally friendly electric car made in Indonesia to be sold for the Southeast Asian market. Hyundai introduced the IONIQ 5 to the public through an advertisement video on YouTube. In this Indonesian version of the video advertisement, the launch of IONIQ 5 is shown through audio-visual elements with a futuristic theme and accompanied by the slogan “power up the future with Hyundai”, which slogan is not found in other countries versions of the video. This research is questioning how the Hyundai IONIQ 5 advertising uses audio and visual elements to send a message about the future. The research method is qualitative with a semiotic approach to analyze the IONIQ 5 advertisement video from an audio-visual perspective. In this study, data collection was carried out using visual observation of the IONIQ 5 advertisement video on YouTube. The result is that the Hyundai IONIQ 5 depicts the future with visual symbols of IONIQ 5 as sophisticated vehicles from the future that is available now. From the visual point of view, IONIQ 5 futuristic impression is

shown by its advanced features alongside nature and space with the narrative about the hopes of a family in the future. From the audio point of view, this video ad uses a long tone, and a calming yet mysterious chord as a sound to represent the future.

Keywords

Sustainable energy · Future car · Electric car · Advertisement video · Futuristic impression

1 Introduction

Indonesia has abundant natural resources and has the potential to be used as various types of renewable energy sources. In 2019, the supply of primary energy such as oil, coal, and gas amounted to 91.45% of total energy, and 8.55% of which was a renewable energy source. In the electricity sector in Indonesia, 85% of energy is supplied by energy derived from fossils, even though Indonesia has the potential to create renewable energy power plants that reach 432 Gigawatt or 8 times greater than the current total power generation capacity. Renewable energy currently used commercially is only 10.3 Gigawatt, so to achieve the government’s target, the Ministry of Energy and Mineral Resources is committed to continuing to encourage the development of renewable energy to reach 23% by 2025 through the Energy Indonesia program. President of the Republic of Indonesia Joko Widodo in his speech said that electricity is not only used for lighting, but electricity also provides opportunities for Indonesian people to improve their quality of life. He also said that Indonesia is a tropical country where the sun shines all year round, and this is an advantage that should be taken (KementerianESDM, 2019).

To support the use of electric vehicles and also to improve the quality of life of the nation, the government issued a Presidential Regulation of the Republic of

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Indonesia No. 55 of 2019 concerning the Acceleration of the Battery-Based Electric Motor Vehicle Program, considering (c): "that to encourage mastery of industrial technology and vehicle design and to make Indonesia a production and export base for motorized vehicles, it is necessary to accelerate the battery-based electric motor vehicle program (battery, electric vehicle) for road transportation (Hyundai, 2020)". Also issued the regulation of 0% Tax Imposition Basis on the Battery Electric Vehicle (BEV) selling price (Lathifa, 2020). Hyundai responded by building its first manufacturing center in ASEAN for \$1.55 billion. The factory is located in the Deltamas area at Bekasi, has an area of 8.35 million square feet (77.6 ha), and is operated by PT Hyundai Motor Manufacturing Indonesia (HMMI) (Hyundai, 2020). On Hyundai's official website it is stated that Hyundai Motor Indonesia (HMID) is a distributor which focuses on selling vehicles and upholds the company's vision of "Progress for Humanity". Hyundai focuses on innovation that emphasizes the human element, including providing products with technology that supports solutions for a sustainable future.

Hyundai recently released its newest electric car, the IONIQ 5. The Hyundai IONIQ 5 is the first environmentally friendly electric car made in Indonesia to be sold for the Southeast Asian market. Introduced as a high-end car that is friendly to nature for sustainable living, Hyundai IONIQ 5 used environmentally friendly materials in every part of the cabin. In January 2022, automotive.bisnis.com declared Hyundai the king of electric vehicles in Indonesia (Shahnaz, 2022a). In the automotive exhibition data from the Association of Indonesian Automotive Industries (GAIKINDO) 2021, it was noted that sales of Battery Electric Vehicle (BEV) types were led by Kona Electric with sales figures reaching 366 units, followed by IONIQ Electric which sold 239 units. In GAIKINDO 2021, total BEV sales from all brands reached 693 units, and from this data, 605 units or 87.3% of them were Hyundai's BEVs. This makes Hyundai even more enthusiastic to continue to be creative with technology to build an electronic vehicle ecosystem in Indonesia. This is evidenced by the emergence of the Hyundai IONIQ 5 in 2022 (Shahnaz, 2022b).

Hyundai Motors Indonesia released the IONIQ 5 video advertisement on its official channel on YouTube on April 1, 2022. The video title is "Power Up the Future with Hyundai IONIQ 5" (Hyundai, 2022). It reached over 1.6 million views in August 2022 and was liked by 1.9 K users. A senior Indonesian automotive journalist, Fitra Eri, also reviewed IONIQ 5 on his YouTube channel with the title "IONIQ 5—Walkaround with Fitra Eri". In the video, it is stated that the IONIQ 5 is an innovative vehicle, with a super spacious interior with the slogan smart living place, has high performance, is comfortable, features fast electric charging, and has a long mileage.

Advertising is not only a promotional tool for goods and services but also to build an image to consumers and potential customers for the brand (Heriwati, 2018). The presence of good communication can influence, persuade, and convince the consumers to do something. The appeal uses emotional attraction conveyed through visuals of advertising. Images not only transfer essential information, but also create the spectator's mood with colors, shapes, fonts, and music. Music is the most used audio element in advertising (Solik, 2014). A previous study showed that Indonesian consumers have a moderate preference for purchasing BEV influenced by criteria as follows: emotion (42.64%), functionality (25.94%), car identity (21.87%), and cost of ownership (9.55%) (Febransyah, 2021), and audio-visual is potentially enhanced consumer's emotion for the brand.

The Hyundai IONIQ 5 advertisement is considered green advertising. Green advertising is defined as a promotional message that attracts consumers' needs and desires related to the environment. Green products are more environmentally friendly than traditional products, and advertisers include maximum information about products, relevance, and environmental behavior for disseminating a green image and building environmental awareness. Green advertising or sustainability advertising also built a positive impact on brand personality and hence on credibility and attitude toward the ad and the brand (Sander et al., 2021).

In line with the growth of energy-friendly innovation products in Indonesia that are supported by advertising to increase brand awareness and positive attitude toward the brand itself, research on green or sustainability advertising is furtherly needed. This research is focused on Hyundai IONIQ 5 official video commercial's meaning and questioning how the Hyundai IONIQ 5 advertisement uses audio and visual elements to send a message about the future.

2 Method

The research method is qualitative with a semiotic approach to analyze the IONIQ 5 advertisement video from an audio-visual perspective. Video is seen as a structured whole of sign or semiotic resources belonging to several representational modes (including image, music, sound, and audio-visual). These signs play the role of annotated data and the meanings refer to the configuration of sensorial qualities of signs (expression) and arrangement of semantic entities (narrative content) as annotating data (Toppano, 2017). These meanings depend on the socio-cultural environment of the interpreter.

Data collection was carried out using visual observation and documentation of the IONIQ 5 advertisement video on YouTube. Visual observation was conducted by

watching the video repeatedly to understand the point of view, the scenes, and the visual transition. This 1 min video is divided into 12 scenes representing signs based on the video storyline, then every section was documented by screenshooting the YouTube video on the screen.

Audio-visual elements in the 12 scenes of the Hyundai IONIQ 5 video advertisement are then analyzed with Roland Barthes' two levels of denotation and connotation. The level of denotation corresponds to the literal meaning of an image, or the immediate meaning relating to what is represented in the image. The level of connotation corresponds to the symbolic or ideological meaning of the range of possible meanings of an image inscribed by cultural codes. The ideological meanings of the image are context-dependent and related to the cultural context of the viewer. In this research, the representation of the future is concluded from the two levels of semiotic analysis. The denotation level is conducted by describing the literal meaning of image and sound in scenes, and the connotation level is conducted by cross-referencing with the symbolic meaning of those images and sounds.

3 Result and Discussion

Hyundai IONIQ 5 was released in January 2022 as the first electric car made in Indonesia. It showed the parametric pixel design style that blends analog and digital nuances to give original characteristics to the car Fig. 1. The exterior supported the cabin's interior design positioned as a living space on the road. The friendly nature materials are used in the cabin to support sustainable living (Hyundai, 2022).

Fig. 1 Hyundai IONIQ 5. Source: e-brochure (<https://hyundaimobil.co.id/vehicle/assets/files/e-brochure-ioniq-5.pdf>)



IONIQ 5 video advertisement is a 1 min-length video on the YouTube channel of Hyundai Indonesia. The title "Power Up the Future with Hyundai IONIQ 5" then continues with the question: Have you ever imagined what a bright future would look like? The question was answered with the video description: The future is the best manifestation that we can give to everyone we love, like a future full of comfort, security, and convenience. The definition of future according to the Oxford Dictionary is the time that will come after the present or the events that will happen then (idioms); the time or a period of time following the moment of speaking or writing; time regarded as still to come (noun) and at a later time; going or likely to happen or exist (adjective) (Oxford, 2022).

There are a set of beliefs shared by the general public about possible future scenarios, or myths of the future. The myths of the future represent values, fears, and hope. The myths of social crisis, eco-crisis, techno-optimism, power, and economic inequality, and social transformation, are connected with psychological and cognitive considerations. Techno-optimism describes beliefs that science and technology are likely to create innovations that can improve quality of life (Boschetti et al., 2016). In popular culture, the representation of technology is often represented in advertising and commodified as the ultimate object of our desires (Page, 1992). Technology has become bonding with human relationships in an attempt to explain beyond the image.

The future stated in the title "Power Up the Future with Hyundai IONIQ 5" is represented in Hyundai IONIQ 5 video advertisement's scenes below.

The opening scene showed the scenery of a long road across the woods Fig. 2. The Hyundai IONIQ 5 is on the road with a family inside. Denotatively, this scene displays

Fig. 2 Source www.youtube.com/@HyundaiMotorIndonesia, 2022



colors that belong to the cold color category, with the dominance of the green color of the trees and the blue color of the road and mountains in the background. The dark colors are offset by the bright colors of the light in the sky that show the morning light. The calm atmosphere is displayed through color supported by quiet camera movement and not much movement. The audio at the beginning of this video presents the ambiance of the wind to accompany the visual where the vehicle is moving with a picture taken from a height (bird's eye). The sound of the wind amplifies the message of the movement of vehicles that are speeding across a path surrounded by dense trees. Then the scene continues in the car with a small rumbling ambiance sound that indicates the vehicle is moving but the cabin sound remains calm and comfortable.

The long winding road shows the car's journey that continues until the end of the video. This long journey sent a message about the long road metaphor and product's advantage. Connotatively, the long road means the journey to the future. The long and winding road is often used to describe life journeys and the challenges encountered (Helm, 2018). For the product's advantage, the Hyundai IONIQ 5 is an electric vehicle that is capable of driving all day long and can cover very long distances because it has a fairly large electrical power reserve in its battery. On the official website, it is stated that the IONIQ 5 has three battery options, and all of them are capable of traveling very long distances. For the standard range type only, the IONIQ 5 can be driven up to 384 km. As for the maximum distance, the IONIQ 5 provides a battery option with a maximum range of up to 481 km (Hyundai, 2020).

The second scene is a little girl playing with a paper space shuttle at the window inside the car Fig. 3a. The girl shows a smiling expression which indicates joy and enthusiasm. Like a child fantasizing about his favorite toy, this

scene depicts the child's imagination and hopes for the future. The voice-over in this scene is: "menurutku, masa depan itu..." (in my opinion, the future is...).

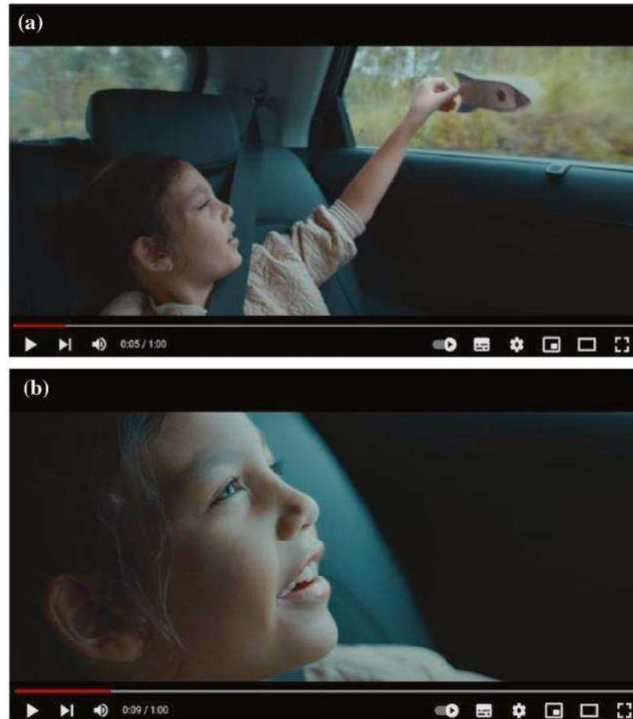
The child is a universal symbol of future potentiality as well as the carrier of the heritage of the past. The child is symbolic of the past, coming into being from generative forces that preceded it, yet for the future is an open possibility. The child represents innocence, purity, wonder, receptivity, freshness, non-calculation, and the absence of narrow ambition and purpose Fig. 3b. As yet innocent of life, the child portrays the beginning, the origin of all. The child represents incredible power, vitality, and persistence toward growth (Encyclopedia.com, 2018).

The use of the symbol of a young family consisting of parents and a small child symbolizes human life which still has a long life ahead, especially for small children. The narration of the voice of a child who is explaining what the future according to her version is, as well as being a representation of the meaning of the future according to Hyundai. The relationship between the use of children's symbols and the future is intended to illustrate everyone's hope for a good future, where the environment remains sustainable even though technological advances are also increasing rapidly.

From inside the cabin, the girl saw a space shuttle passing by with the roar of its engines. Denotatively, this scene shows a space shuttle made of paper being played by a girl Fig. 4a, followed by a view of a rocket flying in the air in the distance Fig. 4b. The space shuttle flew swiftly through the clouds while the girl watched with a smile.

The space shuttle or rocket is a symbol of collective endeavor and scientific progress. It is also more like one of reckless daring and staggeringly blind trust in technology. Connotatively, this scene symbolizes seeing hope or progress upon us. In general, humans are currently guessing

Fig. 3 a Hyundai IONIQ 5 advertisement video 00:05. b Hyundai IONIQ 5 advertisement video 00:09. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



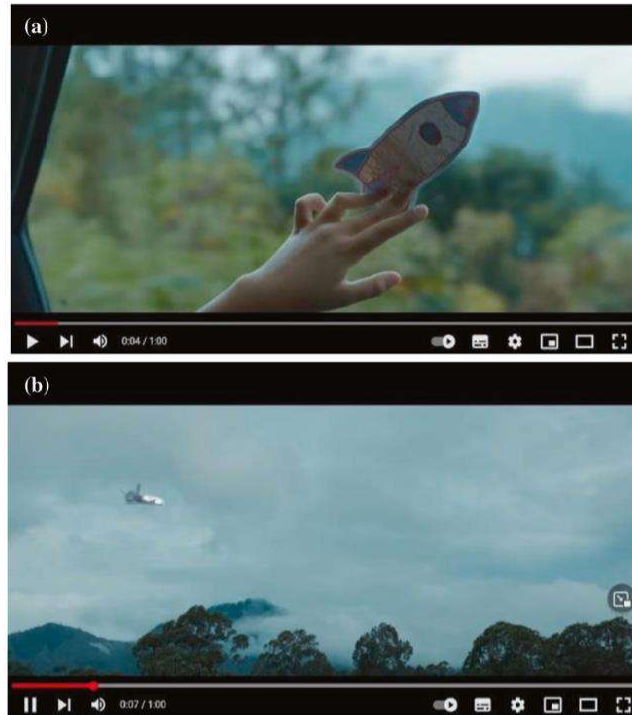
and worrying about what the future will be, will nature be destroyed because of technological advances? How about the current young generation, will they live comfortably and be able to achieve their goals? This question was then processed and used as a marketing strategy for Hyundai, where the IONIQ 5 was launched as an environmentally friendly vehicle with advanced technology that seemed to come from the future and used the visuals of the universe and the human environment that remained sustainable and comfortable in its commercial videos.

Then the scene continues with a shot of the vehicle passing through the forest Fig. 5a. The voice-over continues: "(menurutku masa depan itu...) ketika aku dan papa mama bisa jalan-jalan dengan senang dan aman" (when I with my father and mother can travel happily and safely). This scene shows the Hyundai IONIQ 5 from various sides. A view from the front, the steering wheel with control panels aside, tires, side view, and rear view Fig. 5b.

Steering feature Smart Cruise Control with Stop and Go Function is focused on in this video advertisement. This feature is claimed to make driver feels safer and less stressed. It maintains a set distance to the vehicle ahead and automatically reduces or increases speed to a pre-set limit. In "stop & go" traffic, the set distance is maintained. With this feature, it can provide a more secure and comfortable feeling for the rider (Hyundai, 2020).

Safety features are one of the values that can be an advantage of a product. The features embedded in the Hyundai IONIQ 5 are centered on a technology called Smart Sense. This futuristic-looking technology is a preventative safety feature to help drivers stay on the right track and away from danger due to the involvement of internal radar, sensors, and engine sense. This car is equipped with a 7-Airbag System, Electro Chromic Mirror (inside rearview mirror), and Forward Collision-Avoidance Assist (FCA) technology which is a system designed to prevent or reduce

Fig. 4 a Hyundai IONIQ 5 advertisement video 00:04. b Hyundai IONIQ 5 advertisement video 00:07.
 Source www.youtube.com/@HyundaiMotorIndonesia, 2022



the effects of collisions. Safe Exit Assist (SEA) functions in harmony with the electronic child safety lock system on the second-row passenger door.

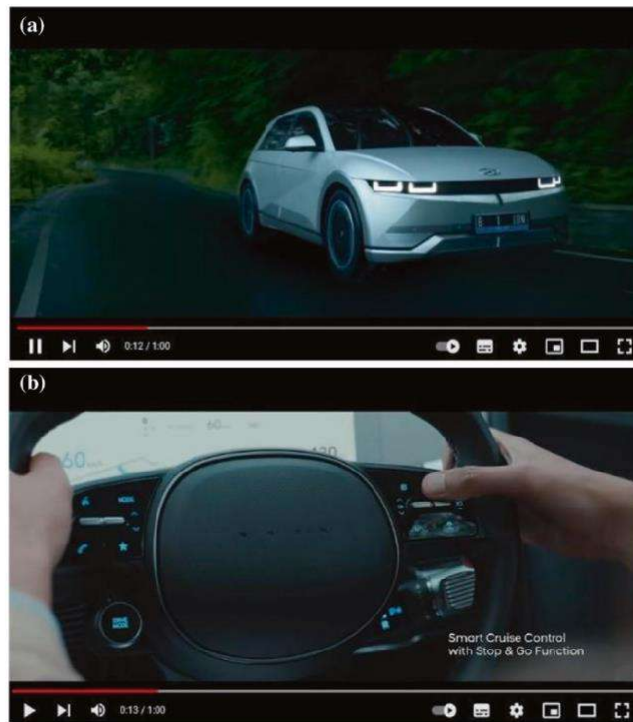
The Hyundai IONIQ 5 is free from traffic restrictions based on the odd–even license plate. The combination of narration with visuals in this video can be perceived as Hyundai’s attempt to describe the feeling of “happy” and “safe” through the smart cruise control feature which is certainly fun because the driver doesn’t have to always step on the gas and brake pedals. This is because the smart cruise control feature can be programmed to automatically follow the movement of the vehicle in front of it. In addition, the convenience of the Hyundai IONIQ 5 is also added with features for a universal island sliding console. Furthermore, the next meaning of “happy” is the privilege of Hyundai IONIQ 5 to be free from traffic restrictions based on the odd–even license plate number. According to the policy, electric vehicles are free from the odd–even license plate

restriction rules. With this feature, IONIQ 5 is free from these regulations and can traverse freely in odd–even special areas.

Then the scene continues with a shot of the vehicle passing through the forest but the sound of birds chirping can be clearly heard. The sound of the IONIQ 5 itself is barely audible. The voice-over is the girl saying: “Bisa merasakan udara segar, dari hutan rimbun di sekitarku” (Can feel the fresh air, from the lush forest around me). This scene also shows the girl’s connection with nature. Denotatively, it starts from a view inside the car when she puts her hand on the car window while crossing the forest Fig. 6a and continues to the visualization of her being in the middle of the forest and touching the leaves Fig. 6b.

Up to this point, the sound element shown by the Hyundai IONIQ 5 video has a strong message. The Hyundai IONIQ 5 is an environmentally friendly vehicle and is designed to have very good soundproofing, as well as

Fig. 5 a Hyundai IONIQ 5 advertisement video 00:12. b Hyundai IONIQ 5 advertisement video 00:13. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



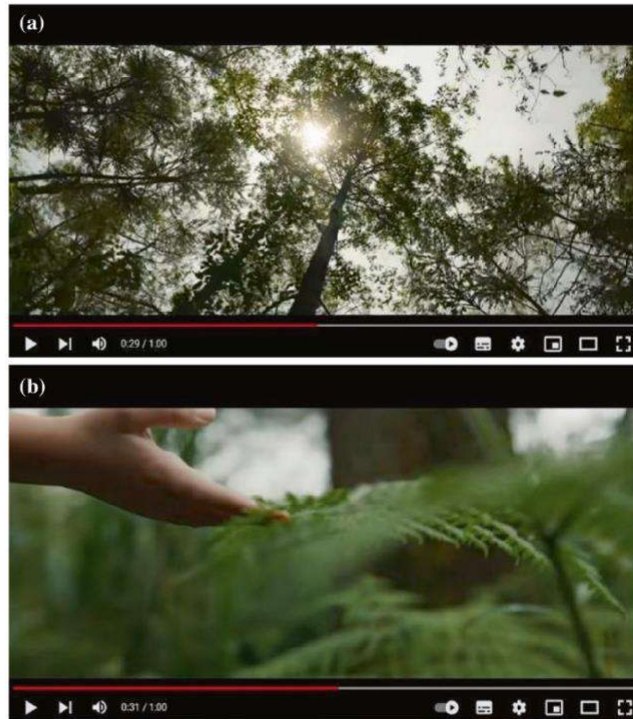
the absence of noise pollution caused by Hyundai IONIQ 5 to the surrounding environment. The surrounding environment is more audible than the IONIQ 5 itself. The concept of comfort due to the silence of the IONIQ 5 cabin is also supported by the music scoring elements. This video advertisement is dominated by the strains of a grand piano with consonants played at an andante tempo to provide a sense of calm and comfort. A consonant tone is a tone that makes you feel comfortable to hear because every note that sounds is a progression or derivative of the main tone.

In Greek culture, the Roman empire, and the revival of Greek thought in the Renaissance, the trees are associated with spiritual and intellectual shadow. Forest and their seasonal cycles of falling and growing leaves are acknowledged as the symbols of eternal and indestructible life force. Trees and forests also are the symbol of divine characteristics, representing superlative forces such as courage, endurance, or immortality (Crews, 2003).

Sunlight appears several times in this video advertisement. The scene continues with the atmosphere of dawn which is shown by the visual light of the rising sun emerging from behind the trees. In this video that tells the story of a journey, the coloring in the video advertisement also shows the information about time. The family in the Hyundai IONIQ 5 is driving in the morning which tends to be dark. Then in the next scene, it appears that they are still driving at noon, until nightfall.

This scene shows the visual of this girl sitting in the car but then being able to see outside through the vision roof. The voice-over is the girl saying: "Bisa menikmati bintang, di tenangnya malam" (Can enjoy the stars, in the quiet of the night). This scene shows one of the features of the Hyundai IONIQ 5 which has a vision roof with a large size so that the child looks free to look at the beauty of the sky filled with stars and other planets Fig. 7. After a long journey at night, the scene shows the darkness of the night in

Fig. 6 a Hyundai IONIQ 5 advertisement video 00:20. b Hyundai IONIQ 5 advertisement video 00:31. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



the area of the trees with a glimmer of light in the distance Fig. 8b.

The opposition of darkness and light is a vernacular metaphor that must seek the light and avoid the dark. Seeing the light is implying a sort of futural thinking, a goal of the light of tomorrow. As an opposition, light subordinates' darkness. Light is positioned as the desirable and the implication beginnings, whereas dark is positioned as an emptiness, an absence of light that implies an end (Stock, 2021). Visual sunlight behind the trees can also be interpreted as a new optimism, where electric vehicles will become a reliable means of transportation, especially to answer doubts that they will run out of electric power in the middle of the trip.

The sky was still starry but it was starting to lighten up Fig. 8a until they reached their destination. The voice-over then continues with: "Bisa semakin dekat, dengan alam semesta kita" (can get closer to our universe). This visual

tells that the IONIQ 5 has a very large battery that allows it to be driven all day long, even the next day Fig. 9a. The infinite galaxy can be interpreted as human nature which is always faced with limitations, but everything is very possible to find a solution to the problem and made to simplify human life. The relationship between the galaxy and humankind symbolizes the optimism of humans' ability to always innovate and make the future no longer something scary and interesting to face.

In the final scene, the father can be seen plugging the charger into the IONIQ 5, then an electric current appears on the outside Fig. 9b. When an electric current appears to go out, several projectors immediately turn on Fig. 10a and project a globe with the territory of the Indonesian state being dominant Fig. 10b. The visualization of IONIQ 5 as a source of electrical energy to power several projectors that form a globe with Indonesia as the main display can be interpreted as follows Fig. 11b; after a very long journey,

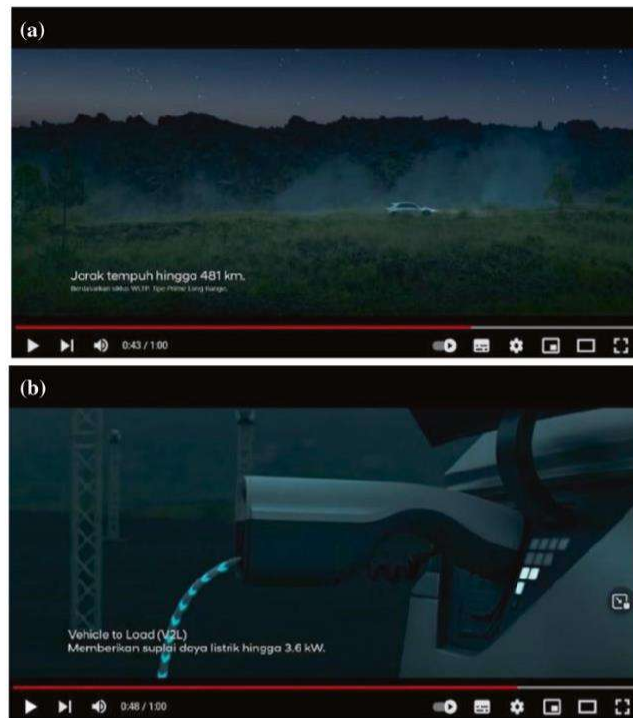
Fig. 7 Hyundai IONIQ 5 advertisement video 00:38.
Source www.youtube.com/@HyundaiMotorIndonesia, 2022



Fig. 8 a Hyundai IONIQ 5 advertisement video 00:41. b Hyundai IONIQ 5 advertisement video 00:42.
Source www.youtube.com/@HyundaiMotorIndonesia, 2022



Fig. 9 a Hyundai IONIQ 5 advertisement video 00:43. b. Hyundai IONIQ 5 advertisement video 00:48. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



there are still plenty of IONIQ 5 batteries available and can even be converted to activate several other electrical equipments with Indoor and Outdoor Vehicle to Load (V2L) technology, just like a running power source that can provide up to 3600 watts of power.

The scene visually transforms from darkness to light. The connection between light and dark also connects to binary opposition. Light relates to the ability to see and knowledge or reasoning, while dark relates to the inability to see and the absence of knowledge and education (Martinek, 2019). The voice-over is the girl who says: "inilah masa depanku, yang terjadi.. sekarang" (this is my future, what's happening... now).

Admiring the galaxy, interpreted as human nature is always insatiable to find out everything, and continues to strive to meet the needs of his life, and make life more comfortable by creating various kinds of equipment and

vehicles that support his daily activities. Technology is interpreted the same as the galaxy because human creativity has no limits, and we do not know what kind of technology will be created in the future. According to Atwell-Vasey, a vast array of clusters or a galaxy, a collective of stars, planets, and moons are representing our aspects-of-self (behaviors, competencies, beliefs, identities, and missions). The aspects-of-self is the filter to interpret and make sense of space in humankind (Gomez, 2020). A galaxy exists within an endless universe, which is the open possibility one might inhabit in a lifetime. Thinking and touching the galaxy is a metaphor for connecting ourselves with the aspect-of-self and open opportunities in front Fig. 11a.

The visual of reaching the galaxy can be interpreted optimistically by Hyundai, where they want to prove that all possibilities in technology, especially automotive, can still be "touched" or able to be created by Hyundai engineers,

Fig. 10 a Hyundai IONIQ 5 advertisement video 00:49. b Hyundai IONIQ 5 advertisement video 00:50. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



and the results can be enjoyed by the public. In this ad, Hyundai depicts it with galaxies and stars that even a child can touch. This scene is accompanied by long notes of cello and violin, followed by rising piano rhythms with added cymbal accents to create emphasis on the visuals as the family drives into the night and looks up at the stars. Minor chords that are played in this scene also give the impression of being mysterious and majestic to describe a very wide and mysterious universe.

At the climax of the series of scenes in this video, the visual shows how the Hyundai IONIQ 5 turns on five projectors and projects a globe with the Indonesian region as the emphasis. In the ad description, it is stated that this vehicle is the first electric car made in Indonesia and is followed by the text of the Hyundai IONIQ 5 "Power up the future". In this scene the chords being played change to major chords which give a sense of relief, according to the

visuals when they have reached their destination along with the emphasis on the narrative "...sekarang" (now). In this scene, the music scoring that is presented wants to raise the main message, namely relief from a future that was previously full of mystery, which has now been presented in the form of a sophisticated vehicle Hyundai IONIQ 5 Fig. 12.

The visualization at the end of this video can be interpreted that even though Hyundai is an automotive manufacturer from Korea, the IONIQ 5 is a sophisticated innovation from Hyundai that entrusts all component production and assembly in Indonesia so that the IONIQ 5 can be claimed as an electric car made in Indonesia that can be relied upon from the moment this is for the future. Then the visualization of the ASEAN region with the Indonesian area as the emphasis wants to show that Indonesia's work is capable of making sophisticated electric cars with marketing that covers all of ASEAN.

Fig. 11 a Hyundai IONIQ 5 advertisement video 00:51. b Hyundai IONIQ 5 advertisement video 00:54. Source www.youtube.com/@HyundaiMotorIndonesia, 2022

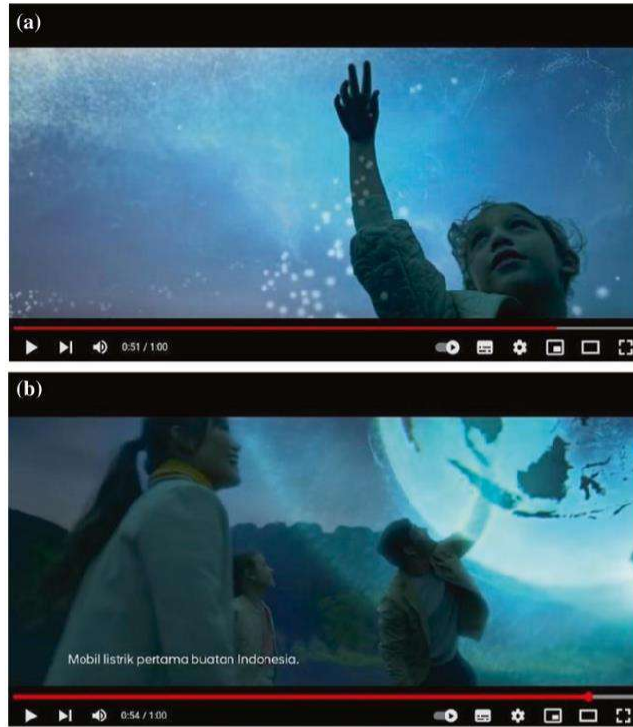


Fig. 12 Hyundai IONIQ 5 advertisement video 00:57. Source www.youtube.com/@HyundaiMotorIndonesia, 2022



4 Conclusion

In general, humans are currently guessing and worrying about what the future will be, will nature be destroyed because of technological advances? How about the current young generation, will they live comfortably and be able to achieve their goals? This question was then processed and used as a marketing strategy for Hyundai, where the IONIQ 5 was launched as an environmentally friendly vehicle with advanced technology that seemed to come from the future and used the visuals of the universe and the human environment that remained sustainable and comfortable in its commercial videos.

The Hyundai IONIQ 5 depicts the future with visual symbols of the IONIQ 5 as sophisticated vehicles from the future that are available now. From the visual point of view, IONIQ 5 futuristic impression is shown by its advanced features alongside nature and space with the narrative about the hopes of a family in the future. From the audio point of view, this video advertisement uses a long tone, and a calming yet mysterious chord as a sound to represent the future.

Denotatively, this video advertisement describes the journey of a family using a Hyundai IONIQ 5 down a long road and through the forest until it turns into days. The journey ends in a dark open space, where the energy from the car can turn on the lights that project the galaxy and the earth where Indonesia is located. Connotatively, the journey depicts a future that was previously out of reach to be experienced now, through the technology of the Hyundai IONIQ 5 car. An affordable future is depicted through the projection of the galaxy that arises from the energy generated by the electric car.

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