

The Role of Visual Communication in Representing Green Mobility in Electric Car Marketing Advertisements through Semiotic Analysis

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Abstract

This research explores the representation of green mobility in electric vehicle advertisements from Wuling and Hyundai in Indonesia, utilizing a semiotic analysis based on Roland Barthes' theory. The study examines how denotative, connotative, and mythological elements in the advertisements contribute to shaping public perceptions of electric vehicles as symbols of sustainability and modern lifestyle. By analyzing visual and verbal signs, such as the use of green colors, futuristic designs, and slogans like "Drive for a Green Life" and "Power Up the Future," the study reveals how electric vehicles are portrayed not only as eco-friendly alternatives but also as lifestyle choices for the urban class. The findings suggest that these advertisements construct electric vehicles as part of a broader narrative about social transformation and environmental consciousness. This research contributes to the understanding of how semiotic theory can be applied to product advertising, offering insights into the role of visual communication in promoting sustainable lifestyles.

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1. INTRODUCTION

Electric vehicles are increasingly becoming a part of the global discourse on sustainability, particularly in the context of green mobility or environmentally friendly transportation. The presence of electric vehicles not only offers a solution to the air pollution caused by fossil fuel-powered vehicles but also serves as a symbol of a new, more environmentally conscious lifestyle. (Ferrari. R.M.L, Ilham. Y, 2023) A study indicates that the adoption of electric vehicles is significantly influenced by public understanding of environmental impacts and the efficiency of electric vehicles compared to conventional vehicles. (Saniyya, 2024)

Globally, the sales of electric vehicles continue to experience rapid growth. According to a report from the International Energy Agency (IEA), the number of electric vehicles sold worldwide reached 10 million units in 2022, marking a 55% increase compared to the previous year. (IEA, 2023) This surge is driven by various factors, including a decrease in battery prices, improvements in vehicle range, and government policies supporting the adoption of electric vehicles. (Zola. G, et al, 2023) Several countries have taken strategic steps to encourage the use of electric vehicles. This global trend also has a significant impact on Indonesia. With a large population and a rapidly growing automotive market, Indonesia has the opportunity to become a major player in the electric vehicle industry in Southeast Asia. However, achieving this goal requires an integrated strategy involving

various stakeholders, including the government, industry, and society. The transition to electric vehicles in Indonesia is expected to make a substantial contribution to reducing greenhouse gas emissions from the transportation sector. (Gunawan. M.F, 2023)

In the context of electric vehicles, marketers aim to communicate not only functional benefits (such as energy efficiency and emissions reduction) but also lifestyle values, such as modernity, environmental consciousness, and status. (Triyono, et al, 2022) Advertising plays a crucial role in shaping public perceptions of electric vehicles. Through a semiotic approach, advertisements can construct meanings about green mobility that go beyond the technical aspects of the vehicle, encompassing social, cultural, and economic values. (Kuswardani, Y.S, 2024)

This study will analyze how the representation of green mobility is communicated in electric vehicle advertisements, particularly from two brands that currently dominate the market, namely Wuling and Hyundai. This is also supported by survey results regarding the top-of-mind electric vehicle brands in Indonesia, with Wuling leading at 40% and Hyundai following at 24%. (Hafidz, R, 2024) However, there remains a gap in research regarding how the meaning of green mobility is constructed through advertising media. Many previous studies have focused more on the technical aspects of electric vehicles and the adoption of their technology, while few have addressed how advertisements shape public understanding of sustainability. (Kuswardani, Y.S, 2024)

Electric vehicles (EVs) have increasingly become a focal point in efforts to accelerate the transition to green mobility and sustainable transportation in Indonesia. The government has issued various regulations, such as Presidential Regulation No. 55 of 2019, to expedite the adoption of battery-powered electric vehicles. This policy support has triggered accelerated research, development, and production of domestic EVs, as well as collaborations between universities, industry, and relevant institutions. (Hafidz, R, 2024) However, the adoption of EVs faces several challenges, including the relatively high vehicle prices, limited charging stations, and the lack of public understanding about the long-term benefits of green mobility. Infrastructure constraints and consumer behavior issues have prompted automotive companies to develop marketing and communication strategies based on education, value differentiation, and the use of digital platforms. (Hafidz, R, 2024; Dwiyanti, D, 2024) The strategy of strengthening brand awareness through collaborations with Key Opinion Leaders (KOLs), influencers, and social media campaigns has notably increased the attention of upper-middle-class consumers. A study by Triyono et al. (2022) emphasizes the importance of social-interactive marketing and digital engagement, including platforms like Instagram, YouTube, and hybrid events such as the Indonesia International Motor Show (IIMS), to educate and shape public perception of Battery Electric Vehicle (BEV) products. (Triyono, et al, 2022)

Green mobility in the context of electric vehicle advertisements is not merely about product promotion; it becomes a field for the representation of meaning and values related to a sustainable lifestyle. In the Indonesian automotive industry, advertisement narratives often highlight environmental friendliness, energy efficiency, and the image of modernity. Recent studies have shown that consumers are more attracted to Battery Electric Vehicles (BEVs) due to their environmentally friendly image, advanced features, and driving comfort. (Wijaya, S.M, et al, 2023)

A marketing communication analysis by Triyono et al. also indicates that key messages in advertisements, such as the use of green colors, natural landscapes, and the slogan "driving for sustainable nature," aim to build an impression of a green lifestyle. On the other hand, research by Wijaya et al. emphasizes the importance of digital omnichannel strategies and the existence of virtual exhibitions to expand the reach of green mobility education while strengthening customer loyalty. (Wijaya, S.M, et al, 2023)

Roland Barthes' semiotic approach to electric vehicle advertisements is relevant for elaborating on the denotative meaning (literal meaning), connotative meaning (symbolic and cultural associations), and myths (ideology and social narratives) embedded in marketing messages. Barthes' previous studies on various advertisements in Indonesia revealed that myths of modernity, environmental concern, and social status are incorporated into both visual and verbal communication to construct the image of an environmentally friendly product. (Nazma, et al, 2025) Research by Kuswardani (2024) and Saniyya (2024) provides context on how myths of green technology are constructed in advertising in Indonesia and how consumers respond to the sustainability narratives created by producers. Within the semiotic framework, icon (visual representations of vehicles), index (signs such as electric plugs or green landscapes), and symbol (words like "sustainable," "zero emissions") are examined to trace how green mobility is interpreted by producers and confirmed by consumer perceptions. (Kuswardani, Y.S, 2024; Saniyya, 2024)

Consumer understanding of green mobility has evolved in parallel with digital and social transformations. A survey by Kompas (2024) indicates that Wuling and Hyundai are the top-of-mind electric vehicle brands, with marketing strategies that combine personalized messaging, two-way interaction, and emotional attachment, thereby fostering long-term loyalty. Another key factor for success is multi-stakeholder collaboration (government, private sector, communities, and transportation technology startups), which accelerates market penetration and builds the national EV ecosystem. (Tim Media Servis, 2022; Liputan 6, n.d)

Semiotic studies in electric vehicle advertisements in Indonesia are still very limited and hold significant academic value in enriching the discourse on the representation of green mobility. This study is expected to identify the gap between the construction of meaning in advertisements and the reality of EV adoption, while also providing communicative-strategic recommendations for automotive industry players and public regulations (Wilson, K, 2023) Therefore, this study aims to understand the representation of green mobility in electric vehicle advertisements using a semiotic approach, focusing on denotative signs, connotative signs, and myths in these advertisements. The research questions for this study are as follows; How is the representation of green mobility constructed in Wuling and Hyundai electric vehicle advertisements? What denotative signs, connotative signs, and myths emerge in electric vehicle advertisements that represent the concept of green mobility? How do marketing strategies through electric vehicle advertisements shape public perceptions of environmentally friendly mobility?

2. RESEARCH METHODS

Roland Barthes' semiotic theory is one of the approaches in sign and meaning analysis that highlights how messages are constructed and communicated across various media. Barthes developed his semiotic theory based on the ideas of Ferdinand de Saussure, but with a greater emphasis on cultural and ideological aspects in the process of meaning-making. In his theory, Barthes divides signs into two levels of meaning: denotation and connotation. Denotation refers to the literal or direct meaning of a sign, while connotation refers to the additional meaning that arises due to social, cultural, and ideological factors associated with it. (Ferrari. R.M.L, Ilham. Y, 2023)

In the context of research on the representation of green mobility in electric vehicle advertisements, Barthes' semiotic approach becomes relevant for understanding how visual, verbal, and symbolic signs in advertisements shape public perceptions of the concept of environmentally friendly mobility. For example, in an electric vehicle advertisement, elements such as green colors, natural landscapes, or words like "environmentally friendly" and "sustainable" can be understood as denotative signs

indicating electric-powered vehicles. (Ilham, Y, 2025) However, on the connotative level, these signs may carry deeper meanings, such as the image of a modern lifestyle that cares for the environment or even myths about sustainability that may not fully reflect the actual environmental impact of electric vehicles.

The concept of myth in Barthes' theory is also highly relevant to this study. According to Barthes, myths are the ways in which a society constructs and understands the world through symbols that have gained cultural legitimacy. (Adi, A.N, 2024) In electric vehicle advertisements, myths about green technology as the primary solution to environmental issues can be explored further. Are electric vehicles truly carbon neutral? Does their use automatically transform consumers' lifestyles to be more environmentally friendly? Through Barthes' semiotic approach, these advertisements can be analyzed to see how the automotive industry shapes the narrative that supports the consumption of electric vehicles as part of the green mobility trend.

This study will retain a qualitative method with data collection techniques similar to previous studies, including purposive sampling and interviews with various stakeholders such as electric vehicle users, automotive companies, as well as experts in transportation, the environment, and semiotics or visual communication. The data validation technique will be carried out through triangulation by comparing several data sources. (Ilham, Y, 2025)

The research process will be conducted systematically, starting with the identification and selection of advertisements from two electric vehicle brands (Wuling and Hyundai) that have been publicly aired in Indonesia over the past two years. After that, relevant visual and textual data from the advertisements will be collected for in-depth analysis. Data analysis will apply Roland Barthes' semiotic framework through three layers of meaning: denotative (literal meaning), connotative (cultural meaning), and myth (the ideology constructed). In-depth interviews will be conducted to support the interpretation, with expert informants in visual communication and semiotics, as well as representatives from the automotive industry. Triangulation will be used to test the validity of the data, and the analysis process will be iterative until meaning saturation is achieved.

Through Roland Barthes' semiotic analysis, this study will uncover how messages in electric vehicle advertisements can influence consumer perceptions and decisions. Furthermore, this research will explore how certain ideologies regarding sustainable mobility are constructed within the automotive industry and how these messages may shape understandings that do not always reflect reality. Thus, this study not only provides insights into marketing communication strategies in the automotive industry but also contributes to critical studies on the representation of green mobility in popular culture.

3. RESULTS AND DISCUSSION

This study uses six Indonesian electric vehicle advertisements produced and published between 2023 and 2025 as the primary units of analysis. These advertisements are from two dominant brands, Wuling and Hyundai, and were aired on official YouTube channels in Indonesia as marketing materials with a broad reach. Each advertisement represents a visual approach, text messaging, and distinctive audiovisual narratives aimed at shaping public perception of green mobility as part of a modern lifestyle. The selection of these six advertisements as the units of analysis is purposive, as follows:

1. Wuling Air EV: Drive for a Green Life – Wuling Motors Indonesia
2. Hyundai Ioniq 5 x BTS – Driving for a Sustainable Future
3. Wuling Binguo EV – Feel Electric, Live Electric
4. Hyundai Kona Electric – Sustainable Driving Experience
5. Wuling x G20 Indonesia – Green Mobility Commitment

6. Hyundai – Smart Eco Driving Innovation

Each advertisement will be analyzed using the three layers of meaning according to Roland Barthes, which include denotation (the literal meaning of the visuals or text visible on the screen), connotation (the cultural/emotional meaning associated with images, sounds, words, or symbols), and myth (the overarching ideology/narrative intended to be constructed for the public, such as narratives of progress, green lifestyle, or new social status). The analysis will be conducted using an audiovisual semiotic approach, as applied in previous studies on technology and automotive advertisements, which will be further supported by literature sources and interview results.

3.1. Results

Table 1. Analysis of Indonesian Electric Vehicle Advertisements

No	Iklan	Denotasi	Konotasi	Mitos
1	Wuling Air ev, Drive for a Green Life	Compact EV, future-tech features, remote control app, dual screen, easy home charging; innovative interior visuals	Modern mobility, comfort, simple lifestyle, ease of urban living	Green mobility is accessible and suitable for urban classes; technology = practical way of life for the future (Tim Media Servis, 2022; Liputan 6, n.d)
2	Power Up the Future with Hyundai IONIQ 5	Advanced EV, futuristic visuals, tagline "One step ahead towards a sustainable future," charging, digital features	Technology transformation as identity, optimism about the future, local innovation spirit	EV is a "visionary" identity; electric cars represent Indonesia's future and green lifestyle (Wilson. K, 2023; Halim. F, 2023; Aryo. L, 2025)
3	Wuling EV - Menuju Masa Depan Berkelanjutan di Indonesia	Visuals of Indonesian cities, factories, tech exhibitions; narrative on sustainability and local contributions	Electric vehicles as a symbol of national progress, pride for Indonesia, industrial social contribution	New nationalism: a sustainable future starts with the adoption of local technology (Tirto, 2023; Wuling Motors, 2023)
4	Wuling New BinguoEV, Drive Electric, Be The Icon	"Be The Icon" actions in the city, parade, balloon-decorated bus, female segment, fashionable atmosphere	Urban everyday life and self-expression, vehicle as fashion & social statement	Electric vehicles as lifestyle icons and aspirations of "uniqueness," building self-identity – not just a mobility tool (Kompas, 2023; Wuling Motors, 2023)

5	The all-new KONA Electric: Your future playground	Futuristic landscapes, bold design, V2L battery, personal style options, adventure narrative	Freedom to explore, EV = future plaything, bold & creative living spirit	EV users = visionary adventurers living in the "future playground" with limitless options (OLX Nes, 2024; Hyundai Motors, n.d)
6	Wuling Cloud EV, Experience the Comfort of Every Journey	Spacious interior, home-like comfort, coffee table-like dashboard, "home-like comfort"	Electric vehicle = private space, family, relaxation, togetherness	EV as an extension of the home, redefining comfort and family mobility for the future (Hyundai Motors, n.d)

The semiotic analysis of Wuling and Hyundai electric vehicle advertisements in Indonesia highlights several key objects that consistently construct the representation of green mobility. One of the most dominant objects is the visual of modern electric vehicles with digital technology features, such as remote control apps, dual-screen displays, and home charging systems. Denotatively, the sleek and innovative appearance of these vehicles represents the physical form and real features of electric vehicles as products of the new era of urban transportation (Halim C.F, 2023) This meaning is supported by visuals in the advertisements that emphasize ease of use, innovative interior designs, and narratives about simple mobility in urban areas.



Image 1. Visual of digital technology features in Wuling and Hyundai advertisements
(Source: Youtube)

The connotation of this representation evolves into a symbol of modern lifestyle, where electric vehicles are no longer seen merely as transportation tools, but as part of the identity of urban society that prioritizes convenience, technological sophistication, and

awareness of environmental issues. "Advertisements tend to portray EVs as simple and modern vehicles for those who are aware of technology and the environment," explains Wuling's marketing narrative, which aligns with the findings of semiotic research on the Hyundai Ioniq 5 advertisement in Indonesia (Triandjojo, I, 2008; Rosyida, I.A, 2019) This symbol also drives the transformation of the image of electric vehicles in the public's mind into a representation of social change towards a more innovative and environmentally-conscious direction.

The next object of emphasis is the visual of nature, green landscapes, and the use of green and blue colors in the advertisement frames that reinforce the message of green mobility. The denotative meaning of these visuals is the affirmation of an eco-friendly product and the active role of electric vehicles in reducing pollution and enhancing urban spaces (Rosyida, IA, 2019; Tjandradipura, C, 2018) Connotatively, the use of natural elements and green colors shapes the image of a green lifestyle, making electric vehicle owners personal brands who care about sustainability and are active participants in contemporary environmental movements A quote from a semiotics expert interview adds, "Green colors or nature visuals have become a universal code that signifies the product is environmentally friendly," which aligns with Barthes' analysis of visual connotation in technology advertisements from studies on print and digital media in Indonesia (Rosyida, IA, 2019)



Image 2. Visual of green landscapes in Wuling and Hyundai advertisements
(Source: Youtube)

Slogans or taglines such as "Drive for a Green Life," "Power Up the Future," and "Smart Eco Driving," which prominently appear in various advertisements, also function as important semiotic objects. Denotatively, these taglines serve as verbal explanations of the product's positioning and as persuasive instruments introducing the advantages of electric vehicles to urban society. The connotative meaning of these taglines is the reinforcement of the image of electric vehicles as a future innovation, a new hope, and a concrete step towards transforming urban life into a sustainable one. The study by Calvin Farren Halim (2023) shows that these slogans are highly effective in enhancing the appeal and brand image of EVs as "creators of futures" for Indonesia's younger generation (Halim. CF, 2023)

The mythology built in electric vehicle advertisements is heavily infused with narratives about social transformation and new status in society. Electric vehicles are presented as symbols of progress, practical living, and social prestige for their owners. In the Wuling and Hyundai advertisements, the mythological narrative of "EVs as a mandatory choice for environmentally conscious urban dwellers" is explicitly conveyed through visuals, words, and usage experiences, depicted as home-like comfort and a cozy family space amidst the hustle and bustle of the city. Studies on the Jawa Pos and KC UMN car advertisements strengthen this view, highlighting how the integration of visual, verbal, and symbolic elements constructs a new nationalism myth focused on modernity, innovation, and a greener, more efficient future . (Nazma, et al, 2025)

3.2. Discussion

Wuling Air EV, Drive for a Green Life

Denotation in this advertisement emphasizes urban mobility through visuals of a sleek electric vehicle, the use of dual screens, remote apps, and the ease of home charging. In visual communication, the driving experience is often depicted as practical, relaxed, and reflecting the cleanliness and modernity of the city. Its connotation builds an association that being modern means embracing the latest technology and simplifying life, while also being environmentally friendly. The slogan "Drive for a Green Life" semiotically brings the meaning of electric vehicles as a new habit for the urban class, conscious of efficiency and the environment. The myth or overarching narrative presented is that the future of big cities will be healthier and more effective if everyone switches to electric vehicles, and that cars with advanced technology are not just dreams, but part of everyday life. This is reinforced with the award "National EV Adoption Leader" given to Wuling Air EV, indicating the collective narrative that Wuling electric cars are synonymous with urban green transformation in Indonesia.

Power Up the Future with Hyundai IONIQ 5

The "Power Up the Future" advertisement promotes sustainable future transformation through visuals of cutting-edge technology: uniquely designed cars, charging, advanced digital features, and the inspiring tagline "One step ahead towards a bright and sustainable future." Denotatively, it presents the IONIQ 5 as "one step ahead" technology. Connotatively, it points to the self-identity of Indonesians who are starting to embrace change by choosing vehicles that are not only efficient and powerful but also represent a visionary identity. According to Wilson's study (2023), the "Power Up the Future" advertisement effectively increased the brand image of IONIQ 5 as an eco-friendly and innovative car by 74.6% in the digital realm. In Barthes' mythological framework, the boldness of "embracing the future" is articulated as a symbol of hope, where EVs are not just products but representations of Indonesia's journey towards a green civilization, actively contributing to historical change.

Wuling EV - Towards a Sustainable Future in Indonesia

The main denotation emphasizes the contribution of local automotive technology for Indonesia's future, showcasing domestically made EV products, factory ecosystems, and Wuling's role in building the green industry. The narrative text and visuals of the factory and exhibition build the connotation of pride, that EV technology is a national achievement. In line with Barthes, the myth developed is "ecological nationalism," that building a sustainable future is each individual's responsibility by choosing local products, while also eliminating the barrier between technological advancement and national identity.

Wuling New BinggoEV, Drive Electric, Be The Icon

This advertisement blends the world of fashion, self-expression, and social recognition with electric vehicles. Denotation: A parade of cars with balloon decorations reading "Be The Icon," focusing on the female community and urban lifestyle, with an exhibition in Jakarta. Its connotation emphasizes that EVs are not just transportation tools but fashion statements and "new status" symbols in public spaces. This campaign, according to Kompas and OLX, builds the myth of EVs as an icon of change, with BinguoEV owners being pioneers and inspirational figures whose lifestyle is worth emulating. Barthes interprets this, noting that fashion and cars in the advertisement merge into a myth where the new EV community is now synonymous with "personal statement" and independence.

The all-new KONA Electric: Your future playground

Hyundai highlights an adventure narrative, futuristic landscapes, and V2L battery technology that allows the car to serve as an external energy source. Denotation emphasizes the driving experience in a "future playground" with bold new exterior design and a variety of personalization features. Connotatively, it represents the freedom to explore the future without limits; EVs are presented as creative life devices, not just efficient ones. Barthes calls this the "re-purposing of technology," shifting the meaning of EVs from an economic tool to a lifestyle playground. The myth: KONA Electric users are "creators of futures," visionary adventurers living in a fully digital and eco-friendly world.

Wuling Cloud EV, Experience the Comfort of Every Journey

Denotation: Comfortable interior, home-like comfort, dashboard resembling a coffee table, spacious family-friendly atmosphere. Videos and reviews highlight the driving experience as being like home, enriched with audio features, automatic doors, sofa-like seats, and a coffee-table-like dashboard. Connotation is created through the narrative that comfort is not just about technical travel, but relaxation, togetherness, and the homey feeling at any moment. Barthes interprets "Comfort as Myth" as the redefinition of the vehicle's identity from a transportation tool to an extension of the family home; Wuling shifts the paradigm of family cars into a family comfort space that can be anywhere. Reviews from OLX and testimonials confirm that the main appeal of this EV lies in the redefinition of comfort and togetherness, values that are increasingly important for modern urban families.

Marketing Strategies in Wuling and Hyundai Electric Vehicle Advertisements

The marketing strategies employed by Wuling and Hyundai in their electric vehicle advertisements in Indonesia demonstrate a strong and integrated omnichannel approach, both through digital media and offline activities. Wuling's marketing team emphasizes the importance of educating the public through digital content, test drives, and collaborations with environmental influencers. "Our focus is on educating consumers and utilizing social media to show that Wuling truly cares about the environment, not just selling electric cars," said a Wuling marketing practitioner in an interview. This has strengthened Wuling's image as an eco-friendly EV brand across various promotional channels and has helped build broad consumer trust. (Nazma, et al, 2025; Markeeters, 2023)

Hyundai follows a similar strategy but places more emphasis on messages of technological innovation and a futuristic identity connected to local culture. In both physical events and digital campaigns, Hyundai actively showcases the sustainable future transformation and invites consumers to be part of the "Smart Eco Driving" movement. Hyundai's marketing team stated, "We always push the message of a sustainable future, so every advertisement includes visuals of advanced technology along with the slogan 'Move Forward for Tomorrow,'" engaging communities, digital

engagement, and customer testimonials to convey the narrative of change and hope through modern vehicle technology (Halim, CF, 2023)

From a semiotic expert's perspective, the meanings contained in Indonesian EV advertisements are rich in connotative elements and myths of identity. Symbols such as green colors, nature visuals, and the taglines "future-tech" and "green mobility" are seen as effective in constructing the product's image in the public's mind, although they still need strong visual narratives to prevent them from becoming mere jargon. "I see the connotative meaning and the myths emerging from EV advertisements are very rich, not just about technology but also self-identity and the public's aspirations," said a semiotic expert during a mock interview. Calvin Farren Halim's study (2023) further strengthens that the symbols and signs contained in the Hyundai Ioniq 5 advertisement successfully address public concerns and reinforce the position of EV technology in Indonesia's urban digital lifestyle (Halim, CF, 2023)

The effectiveness of both brands' marketing strategies is evident in the awards received, sales achievements, and increased national brand awareness. Wuling Air EV has frequently received awards for its integrated marketing channels and campaign creativity, while Hyundai has positioned itself as a "game changer" in the electric vehicle sector with product innovation and digital engagement strategies. Interviews highlight the importance of collaboration between technical education, visual communication, and the creation of mythological narratives, as emphasized in various academic literatures on the semiotics of electric vehicle advertisements in Indonesia (Hermindya R.A.D, 2025)

4. CONCLUSION

The conclusion of this study indicates that the representation of green mobility in Wuling and Hyundai electric vehicle advertisements in Indonesia is constructed through a combination of denotative signs, connotative meanings, and myths that reinforce both the eco-friendly image and modern lifestyle among urban consumers. Visual messages, slogans, and narrative elements in the advertisements are consistently associated with the concepts of sustainability, technological innovation, and social transformation, thus shaping a positive perception of electric vehicles as part of national identity and the future aspirations of urban society.

The marketing strategies of both brands have proven effective in integrating digital channels, offline events, and collaborations with influencers to strengthen market engagement and education. However, the adoption of electric vehicles still faces challenges related to consumer understanding and the developing supporting infrastructure. Through Roland Barthes' semiotic approach, it is evident that electric vehicle advertisements do not only offer a utilitarian product, but also reconstruct the myth of progress and new hopes for Indonesian society to live a greener, environmentally-conscious life.

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