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THE REPRESENTATION OF OBJECTS FUNCTION IN ANTI-CORRUPTION COMMERCIAL VIDEO BASED ON PEIRCE'S SEMIOTICS: A CASE STUDY

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Abstract
This research analyzes signs in the Anti-Corruption (Commercial Video)-Final Year Project uploaded by Muiz Hr, with a duration of 2 minutes and 9 seconds and 14 thousand viewers. A qualitative method was used to explore the visual meanings in the video based on Charles Sanders Peirce's semiotic theory. Primary data was obtained through random sampling from YouTube, while secondary data was sourced from literature related to semiotics and anti-corruption campaigns. The analysis focused on identifying icons, indices, and symbols in five selected key scenes. The results of the study show a total of 9 icons, 5 indices, and 5 symbols that were analyzed based on Peirce's object-function theory. The combination of these signs proved effective in conveying an anti-corruption message. Icons provide real-life visualizations such as everyday social interactions, indices reveal causal relationships with corrupt actions, and symbols reinforce the moral message through text and objects. The overall interpretation indicates that the video successfully raises audience awareness about the dangers of corruption, emphasizing that corruption can occur anywhere and anytime, thus requiring vigilance and preventive actions from society.

Keywords: Charles Sanders Peirce, corruption, object function, qualitative method, semiotics.

Introduction
Corruption remains a significant challenge in many countries around the world. Corrupt practices not only hamper economic development, but also negatively impact other aspects, such as impact on firms, impact on government provision of goods and services, impact on correcting externalities, and impact on individuals (Olken & Pande, 2012). The most widespread impact is on other individuals, as it is felt by everyone, especially those from lower socioeconomic classes (Universitas Gadjah Mada, 2015). For example, public budgets that should have been allocated for education, health, or public infrastructure can be misused

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by certain individuals. As a result, the lower classes lose access to quality public services, thus exacerbating poverty and increasing economic inequality. In addition, corruption, especially in the government sector, can lead to a decline in public trust. With this, it can be seen that institutional actions greatly affect public trust (Richey, 2010). As a complex problem, efforts to eradicate corruption require a comprehensive approach, one of which is through preventive measures. Preventive efforts are carried out as an action to avoid a negative thing so that the bad thing does not happen (Dilchert & Ones, 2012). One of the effective prevention strategies to prevent corruption is to raise public awareness about the dangers of corruption.

Corruption prevention strategies

In corruption prevention strategies, public bodies and professional associations have now issued quite a lot of public statements or policies on corruption (Doig & Riley, 1998). What is more important is how appropriate prevention strategies can be carried out according to the times. In this day and age, technology is developing rapidly, especially the internet (Kans, 2009). In this context, corruption prevention can be done through the internet. Information dissemination on the internet can reach the public on a larger scale, and with the popularity of the internet, the information shared will become more popular, and the volume of traffic will be higher (Yan & Garcia-Molina, 1996). Therefore, internet corruption prevention can reach a wider and more effective audience in accordance with the development of technology in this day and age. One form of internet corruption prevention can be made through commercial videos. If according to Huang (2015) in the field of marketing, video commercials can educate consumers, touch their hearts, and finally lead to purchasing behavior, but in corruption prevention, commercial videos can help educate the public, touch their hearts, and finally avoid corrupt behavior.

To understand the effectiveness of anti-corruption commercial videos in corruption prevention strategies, it is important to analyze the underlying messages conveyed in the media. This is where the role of semiotics becomes crucial. Semiotics, as the science of signs and symbols, enables a deeper analysis of how meaning is constructed and communicated through visual and auditory signs (Peirce, 1985). By decoding these signs, researchers can uncover the implicit and explicit messages contained in the commercial video content.

Semiotics

Among the various semiotic theories, the model developed by Charles Sanders Peirce offers a comprehensive analysis to understand the relationship between sign, object, and interpretant. Peirce (2006) classified the functions of objects in signs into three main types: icons, indexes, and symbols, each of which has a different way of signalling. According to Kilstrup (2015), Peirce's triadic model highlights the dynamic interaction between the sign (the form), the object (what the sign refers to), and the interpretant (the meaning generated in the mind of the observer), which are called the processes of semiosis (Barbieri, 2009). Peirce's theory uses a philosophical approach that is not limited to linguistic aspects alone, allowing a broader analysis of various media (Royce & Kernan, 1916). This approach provides a holistic view of how anti-corruption messages are conveyed through visual symbols contained in commercial videos.

Objects function

Charles Sanders Peirce's trichotomy of objects theory divides signs into three types, namely icons, indexes and symbols (Farias & Queiroz, 2006). An icon is a sign that has a direct resemblance to its object, for example a picture of a human face that is similar to the original human (Peirce, 1991). Index is a sign that has a cause-and-effect relationship or direct relationship with its object, such as smoke that indicates the presence of fire Click or tap here to enter text.. Meanwhile, a symbol is a sign whose meaning is based on a mutually agreed agreement or convention, for example the colors in a traffic light whose meaning is agreed upon by everyone (Eco, 1976). These three types of signs help to understand how a message is conveyed through visual signs in media such as commercial videos.

One important aspect of Peirce's semiotics is the concept of the relationship between sign and object functions, which emphasizes how signs relate to the objects they refer to (Merrell, 2001). In the context of anti-corruption commercial videos, this relationship is crucial to analyze as it determines the extent to which the message is effective in reaching the audience. For example, symbolic depictions such as the broken scales of justice can evoke strong emotional responses and reinforce calls for integrity and justice.

This research has high urgency given the increasing need for more effective anti-corruption campaigns. Corruption is one of the global problems that can hinder development, undermine public trust, and widen social inequalities (Fisman & Golden, 2017). Anti-corruption commercial videos have great potential in influencing public awareness and driving changes in people's behavior (Sumaryati et al., 2022). By utilizing audio-visual media, anti-corruption messages can be delivered in a more engaging and persuasive way (Mattoni & Chakraborty, 2023).

Semiotic analysis based on Peirce's concept of object function provides a more structured approach to evaluating the communication strategies used in the anti-corruption campaign. The results of this research are expected to make a practical contribution to the development of more persuasive and impactful campaign materials and strengthen public awareness of the importance of eradicating corruption.

This research aims to analyze the representation of object functions in anti-corruption commercial videos using Peirce's semiotic framework. A deeper understanding of how objects and their functions interact with each other in a video can help in creating more effective messages. This research aims to identify the types of signs used in anti-corruption commercial videos, as well as analyze the relationship between signs and objects represented in the videos.

Furthermore, this study also aims to uncover the semiotic strategies used to effectively convey anti-corruption messages. By analyzing the patterns of representation that appear in the videos, this research can provide better guidance in the process of creating effective social campaigns. The research findings are expected to provide deeper theoretical insights into semiotic analysis in the context of social campaigns. On the other hand, the results of this study can also provide practical recommendations for anti-corruption campaign makers, both in terms of creating visual content and managing messages more effectively to reach a wider audience.

Method

Research design

This research used qualitative methods to analyze the representation of object functions in anti-corruption commercial videos sourced from YouTube. The 'qualitative' method is a method used to answer questions about experience, meaning and perspective (Hammarberg et al., 2016). This method was chosen because it can explore the meaning behind visual elements in depth, allowing the identification of signs and object functions based on Charles Sanders Peirce's semiotic theory. The main focus of this research is to identify and analyze the icons, indexes, and symbols in the video.

Data sources

Primary data in this study were obtained from anti-corruption videos on YouTube that were selected using random sampling because this sampling technique provides convenience in collecting samples (Sharma, 2017). The criteria for video selection were videos that had prominent visual elements and contained explicit anti-corruption messages. Secondary data was obtained through literature studies from journals, books, and scientific articles related to Peirce's semiotics and anti-corruption commercial videos (Ramsay & Silverman, 2002).

Data collection

Data collection was carried out by creating criteria for videos to be used in the research, then browsing YouTube sites to find videos that matched the criteria that were made, and finally downloading the selected videos from YouTube. The data from the videos became the main data, while the literature supported the theoretical analysis.

Data analysis

The data analysis process involved creating visual transcripts of the video elements, such as scenes, symbols, text, and images. Each potentially signaling element was documented to support further analysis. The visual elements were then categorized into three types of signs according to Peirce, namely icons (signs that resemble their objects), indexes (signs that have a causal relationship with their objects), and symbols (signs that are related to objects through social conventions). The categorized data were analyzed using Peirce's semiotic approach. The analysis process includes classifying the object function in the sign according to the categories of icon, index, and symbol. Furthermore, the object function relationship is analyzed by observing the role of these signs in conveying anti-corruption messages.

The final step is the interpretation of meaning and concluding. As interpretation is a key element in qualitative research (Aspers & Corte, 2021). The researcher interpreted the meaning of the visual signs by considering the social context and the anti-corruption campaign message. The conclusions drawn include an understanding of how objects function represented through icons, indexes and symbols, as well as their effectiveness in conveying messages to audiences.

This research method allows for an in-depth analysis of the use of icons, indexes and symbols in anti-corruption campaign videos. The results are expected to provide new insights into the representation of object functions in campaign

videos, as well as the effectiveness of visual messages in building public awareness of anti-corruption issues.

Findings and Discussion

The selected video that meets the criteria established to be used as the research object is titled *Anti-Corruption (Commercial Video) - Final Year Project*, uploaded by Muiz Hr (Hr, 2015). The video has fourteen thousand views. It was sourced from the YouTube platform and lasts 2:09 minutes. Five scenes from the video were identified as the data for this research. Below is the analysis:

Data 1



Figure 1. The people in a mall
(Source: Anti-Corruption (Commercial Video) - Final Year Project, 0:10-0:12)

The first research data is taken from the scene at 0:10-0:12, which depicts people in a mall engaged in their activities. Additionally, this scene includes text that reads, *"IT CAN HAPPEN ANYWHERE AND ANYTIME."* Based on Charles Sanders Peirce's theory of the function of objects, the analysis consists of the following:

The icon

The icon in this scene is the image of people walking in the mall. This image qualifies as an icon because it represents a realistic depiction of humans, as seen in real life. Moreover, the background of the mall or shopping centre also serves as an icon. This image functions as an icon because it represents a real-life location commonly found in everyday life—a public space. The choice of people and the mall location can be associated with daily societal activities, highlighting that corruption can occur in everyday life anywhere, including places that appear "ordinary" or "safe." From its functional perspective, the icon in Data 1 reinforces the message that corruption is not limited to government offices or political spheres but can also happen in common spaces close to society.

The index

An index is a sign that has a direct or causal relationship. The index in Data 1 can be observed in the CCTV camera directed at the people in the mall. In the video, the CCTV camera functions as an index because it has an existential relationship with monitoring suspicious behaviour, including potential corruption. The camera also conveys an effort to instil fear of the consequences of illegal

actions. From its functional perspective, this index communicates the message that corruption can be detected or monitored, emphasizing the causal relationship between strict surveillance and the prevention of corrupt practices.

The symbol

The symbol in this scene is the text, *"IT CAN HAPPEN ANYWHERE AND ANYTIME"*. This text qualifies as a symbol because its meaning does not derive from a direct relationship with reality but rather from social conventions. The text conveys a symbolic warning about the pervasive nature of corruption, which is not constrained by place or time. Functionally, this symbol serves to remind the audience to always be vigilant about the possibility of corruption in various situations and to raise awareness about its widespread impact.

In conclusion, the functions of objects in Data 1 from this anti-corruption video effectively integrate icons, indexes, and symbols to represent object functions and deliver the anti-corruption message. The icon, represented by the image of people and the mall, provides a realistic visualization familiar to the audience, while the index, represented by the CCTV camera, highlights the causal relationship between surveillance and the prevention of corruption. The symbol, represented by the phrase *"IT CAN HAPPEN ANYWHERE AND ANYTIME",* reinforces the moral message intended for the audience. The combination of these elements is designed to raise awareness and encourage preventive measures against corruption in various environments.

Data 2



Figure 2. A man secretly giving money to another person
(Source: Anti-Corruption (Commercial Video) - Final Year Project, 0:20-0:23)

This research data 2 is taken from a scene showing two people interacting at 0:20-0:23, where one of them appears to hand over something—money—to the other. Additionally, the scene includes text that reads, *"IT COULD HAPPEN TODAY NOR TOMORROW."* Based on Charles Sanders Peirce's theory of the function of objects, the analysis of signs in this scene involves icons, indexes, and symbols as follows:

The icon

The icon in this image is the visual of two individuals interacting, where one hands over money to the other. This image qualifies as an icon because it represents a realistic depiction of human interactions commonly encountered in daily life. The scene illustrates an act resembling the exchange of money or goods. From its functional perspective, this icon portrays corrupt activities that occur in everyday

life, emphasizing that corruption can happen through seemingly ordinary interactions.

The index

The index in this image is found in the scene where one hand is giving something to the other person. This scene qualifies as an index because it has a causal or existential relationship with corrupt actions, such as the act of handing over money, which implies practices like bribery or gratuity. From its functional perspective, this index suggests that corruption often begins with seemingly simple actions, such as the exchange of money, but has significant implications in social and legal contexts.

The symbol

The last is **symbol**. The symbol in this scene is the text, *"IT COULD HAPPEN TODAY NOR TOMORROW."* This text is a symbol because its meaning is derived from social conventions. It conveys a warning that corruption is a threat not bound by time and can happen at any moment. From its functional perspective, this symbol reminds the audience to remain vigilant and aware that corruption is an ever-relevant issue across various situations.

Overall, the scene in this video effectively employs the functions of objects—icon, index, and symbol—to deliver its anti-corruption message. The icon, represented by the interaction between humans, provides a realistic visualization familiar to the audience. The index, represented by the exchange of money, highlights the causal relationship with corrupt practices. The symbol, represented by the text, reinforces the moral message with an explicit warning. This combination of elements is designed to raise audience awareness of corruption as an issue that can occur anytime and anywhere.

Data 3



Figure 3. A man secretly giving money to another person
(Source: Anti-Corruption (Commercial Video) - Final Year Project, 0:50-0:55)

This research data 3 is taken from a scene depicting two people engaging in a transaction over a table. One person hands over cash while the other holds a piece of paper. Text at the top of the scene reads, *"THINK TWICE BEFORE YOU DO."* Based on Charles Sanders Peirce's theory of the function of objects, the analysis of signs in this scene involves icons, indexes, and symbols as follows:

The icon

The icon in this image is the visual representation of two human hands, one handing over cash while the other holds a document. This icon illustrates a scene commonly found in real life, such as a transaction or an exchange in a workplace setting. Additionally, the background elements, such as the table and the document, symbolize a formal or professional environment. From its functional perspective, this icon represents corrupt practices that often occur, such as bribery in professional work environments.

The index

The index in this image can be identified in the act of handing over cash. The causal relationship in this scene indicates that the transaction involves something hidden or unlawful. The act of giving money directly implies a connection to corrupt actions, such as bribery for personal gain. From its functional perspective, this index warns that corruption often starts with simple actions in the workplace.

The symbol

The last is **symbol**. The symbol in this scene is the text, *"THINK TWICE BEFORE YOU DO."* This phrase carries a moral message urging the audience to carefully consider the consequences of their actions before engaging in something potentially illegal or unethical. From its functional perspective, this symbol serves as a warning to prevent corrupt actions by encouraging individuals to reflect on the impact of their behaviour.

In conclusion, the functions of objects—icon, index, and symbol—in this data successfully deliver an anti-corruption message effectively. The icon, represented by hands, money, and a document, depicts a realistic and relatable scene. The index, represented by the transaction, demonstrates a causal relationship leading to corruption. The symbol, represented by the text, reinforces the moral message and provides an explicit warning to the audience. This combination of elements is designed to raise awareness and encourage preventive measures against corruption in professional environments.

Data 4



Figure 4. Image of Two Men Engaging in A Serious Interaction
(Source: Anti-Corruption (Commercial Video) - Final Year Project, 1:03-1:09)

This research data 4 is taken from a scene at 1:03-1:09, where two individuals are shown interacting in a park at night. One person is seated on a park bench, while the other stands nearby. The text at the bottom of the scene reads, *"BUT THE RISK*

IS FAR BIGGER THAN YOU THINK." Based on Charles Sanders Peirce's theory of the function of objects, the analysis of icons, indexes, and symbols in this scene is as follows:

The icon

The icon in this image is the visual representation of two individuals interacting at night in a park illuminated by streetlights. One individual is seated on a bench, while the other stands nearby. This scene portrays a situation commonly seen in real life, such as a private conversation or informal transaction. Additionally, the visualization of the park, trees, and streetlights as the background adds realism to the image, representing a secret meeting or transaction in an inconspicuous location. This icon represents situations often associated with covert activities.

The index

The index in this image can be seen in the posture of the two individuals and their serious demeanour, which indicates an interaction of significance. The text, *"BUT THE RISK IS FAR BIGGER THAN YOU THINK,"* provides a clue that the scene involves actions carrying substantial risks. A causal relationship can be inferred from their posture and the setting of the meeting, suggesting suspicious or illegal activities such as corruption or bribery. From the functional perspective, this index provides context that the actions depicted in the image may involve risky activities with significant consequences.

The symbol

The last is **symbol**. The symbol in this scene is the text, *"BUT THE RISK IS FAR BIGGER THAN YOU THINK."* Written in bold red font, it captures attention and conveys a sense of danger or warning. The phrase functions as a moral message, urging the audience to consider the consequences of their actions, particularly risky or illegal actions like corruption.

In conclusion, the functions of objects—icon, index, and symbol—in this data effectively deliver an important message. The icon, represented by two individuals and the secluded park setting, depicts a secretive interaction. The index, represented by the individuals' serious demeanour, emphasizes the context of risky activities. The symbol, represented by the text, provides an explicit warning about the dangers of engaging in high-risk corrupt actions. This combination of elements is designed to raise awareness and encourage the audience to think twice before engaging in potentially harmful actions.

Data 5



Figure 5. A Man's Hand Giving Money to Another Person Beside Him
(Source: Anti-Corruption (Commercial Video) - Final Year Project, 1:18-1:25)

This research data is taken from a scene at 1:18-1:25, showing an individual sitting on a park bench at night. The person's hand is holding cash, with a background displaying a parking lot area. Based on Charles Sanders Peirce's theory of the function of objects, the analysis of icons, indexes, and symbols in this scene is as follows:

The icon

The icon in this image is the visual depiction of an individual sitting on a park bench with their hand holding several bills of cash. This scene portrays elements commonly found in real life, such as a transaction or the exchange of items in a public space. The presence of the park bench and the vehicle parking lot in the background serves as additional icons, creating an impression of a neutral location often used for private or secretive interactions. This icon represents the act of handing over money, which can be associated with corrupt behavior.

The index

The index in this image is evident from the focus on the cash held by the individual. A causal relationship can be inferred from the act of holding money in a public area that is relatively quiet, indicating a transaction that may be secretive or illicit. This scene suggests that the interaction depicted has hidden motives that are risky or violate social norms, such as acts of corruption.

The symbol

The last is **symbol**. The symbol in this image is not derived from text but from the object itself: the money. Money is often a symbol of power, influence, or an instrument of exchange, which in this context can be associated with non-transparent activities. The symbol of money conveys an implicit message about how this object can be a tool for actions involving risks, such as bribery or illegal transactions related to corrupt practices.

In general, the functions of objects—icon, index, and symbol—in this data successfully convey an implicit message about the risks and consequences of certain actions. The icon, represented by the individual holding money in a park setting, illustrates an interaction that appears simple but carries hidden meanings. The index, focusing on the act of holding cash, provides a causal context linked to

potential secretive activities. The symbol of money reinforces the message about how this object is utilized in corrupt actions. This combination of elements is designed to raise awareness of the potential dangers of seemingly ordinary actions that have significant impacts.

Conclusion

This research analyzed the signs in the Anti-Corruption (Commercial Video)-Final Year Project uploaded by Muiz Hr, with a duration of 2 minutes and 9 seconds and 14,000 views. A total of five scenes were identified as the main data in this study. Across these five scenes, a total of 9 icons, 5 indexes, and 5 symbols were analyzed based on Charles Sanders Peirce's theory of the object's function.

Overall, the combination of icons, indexes, and symbols in each scene demonstrated the video's effectiveness in delivering the anti-corruption message. The icons in each scene provided realistic visualizations for the audience, such as people in public spaces or simple interactions commonly encountered in daily life. Indexes illustrated causal relationships relevant to acts of corruption, such as surveillance via CCTV, money transactions, and serious interactions in hidden locations. Symbols, whether in the form of text or objects (like money), conveyed moral warnings and explicit messages about the dangers, risks, and consequences of corrupt actions.

A comprehensive interpretation of this study revealed that the video successfully raised audience awareness of corruption issues through a semiotic approach that integrated visual, indexical, and symbolic signs. Its core message was that corruption could occur anywhere and anytime, with far-reaching consequences, thereby requiring vigilance and preventive action from society.

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