



Original Article

A Signification Analysis of Jiwa Toast Collaboration Poster: Culinary Commodification

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Abstract:

One of the culinary arts related to culture and creativity is bread. Bread making in Indonesia generally refers to the open-top bread from England which began to be popular in the 1800s. This type of bread is also commonly called white bread in Indonesia. This type of open-top bread is also known as sandwich bread in America after World War II. This type of bread has also become a cultural product that has become the cultural identity of England and America. This study focuses on how Jiwa Toast as an Indonesian brand builds a bread menu that is in accordance with Indonesian culture and commodifies culture through posters. This study uses a constructivist paradigm approach, with qualitative methods and theories of signification and habitus as analytical tools. The results of the study show that the collaborative advertising poster for the "Beef Rendang" and "Tuna Lando Mundo" menus combines local and global elements. Denotatively, the poster features close-up images of both dishes to showcase the deliciousness of the products, while the text and visual symbols emphasize the unique collaboration between local Indonesian food and global inspiration. Connotatively, rendang symbolizes traditional values, authentic cooking processes, and Indonesian cultural heritage. In contrast, "Tuna Lando Mundo" implies a modern and global feel, creating a refreshing blend of flavors. This commodification shows how original cultural meanings can be replaced by commercial values, following the trend of consumerism.

Keywords: advertising, cultural commodification, visual, rendang, globalization, local, culinary

Introduction

Food is one of the main elements in life for humans. Healthy, nutritious and delicious food is a basic need for humans to form a healthy body. Maslow in his concept of needs places food as the main foundation, namely physiological needs. (Ronie & Hellystia, 2019). Therefore the process of making food is important.

Each culinary has its own process so that culinary can become an identity for a



culture. Wongso explained that culinary is part of culture, such as dance is included in tourism and the creative economy, while culinary is included in the creative economy but its cultural products are included in tourism.(kompas.com/travel/food story, 2015). This opinion shows that culinary is related to culture and creativity.

One of the culinary related to culture and creativity is bread. Farida and Pramudia explained that bread is a food made from wheat flour, water, sugar, salt, fat and yeast.(Al Ayyubi, Cahyana, & Fadiati, 2023). Meanwhile, according to the Indonesian National Standard (SNI), bread is a product made from wheat flour dough that is leavened with bread yeast and baked, with or without the addition of other foods.(Al Ayyubi, Cahyana, & Fadiati, 2023). However, in terms of bread products, it then had a long journey, one of which was the development of a formula that added milk and eggs to bread in Europe in the Middle Ages.

Bread making in Indonesia generally refers to the open top type of bread from England which began to be popularized in the 1800s. This type of bread is also commonly called white bread in Indonesia. This type of open top bread was also known as sandwich bread in America after World War II. This type of bread has also become a cultural product that is the cultural identity of England and America.

The popularity of culinary bread from England and America then became a culinary that was accepted in Indonesia. This is proven by the many bread products sold in Indonesia, one of which is bread products from Jiwa Toast. The Jiwa Toast brand is part of the Jiwa Group company, currently Jiwa Toast has approximately 300 outlets in 50 cities in Indonesia(www.jiwagroup.com, nd). This brand has also won Brand of the Year in 2022 from the World Branding Award (WBA) for the cafe chain category.(www.koran.tempco.co, 2022).

Jiwa Toast is a brand that carries a toast menu product that is usually a food menu for the British people. The existence of Jiwa Toast is a new innovation from Jiwa Group to complement the coffee menu from Janji Jiwa. The toast food menu is side by side with the coffee drink menu, a combination like the food menu in British-American culture. This combination is a form of Western lifestyle in terms of food that has been accepted in Indonesia. Karimah and Filatrovi explained that brand image, lifestyle and price are variables that make Jiwa Toast acceptable(Karimah & Filatrovi, 2023). This opinion thus shows that lifestyle and brand image influence the acceptance of cultural products.

In this scope, there has been a cultural commodification in the bread menu. What is meant by commodification is the process of making commodities that can be sold or have added value. Maunati explained that cultural commodification is the process of packaging and selling cultural objects such as art performances and various kinds of lifestyles.(Suteja & Wahyuningsih, 2018). Commodification in this context is thus the commodification of bread cuisine, both in the bread product itself, and its construction as part of the culinary cultural identity. The main question then is how and what kind of commodification is formed. In the scope of the background of this research, it is thus how Jiwa Toast as an Indonesian brand builds a bread menu that is in accordance with Indonesian culture and carries out cultural commodification, both in terms of the lifestyle of consuming bread products and the bread menu as a cultural product.

Methods

This research uses a constructivist paradigm approach, because according to Ali, the constructivist paradigm aims to interpret, to understand life through constructing

meanings.(Ali, 2018). This study uses this paradigm to understand the construction of meaning from the culinary commodification of bread from Jiwa Toast.

This study focuses on the significance of the commodification of the Jiwa Toast Collaboration poster. Therefore, this study using qualitative research methods. Because, Ali said that qualitative research is based on observation results, so the data is in detail The flow of the research method process is as follows:

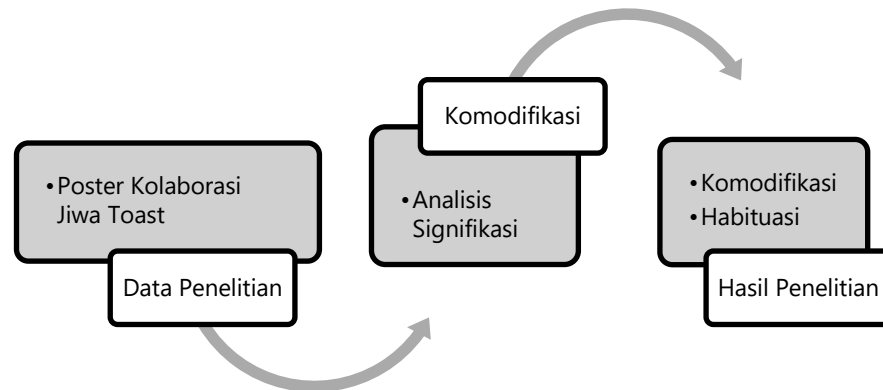


Figure 1: Research process flow

Based on the research flow above, it can be seen that the qualitative method of this research is implemented using two data sources, namely media products.

Results

Sub 1 Result

Findings from the analysis of the advertisement posters for the collaboration of the "Beef Rendang" and "Tuna Lando Mundo" menus from Jiwa Toast reveal several important things related to the use of visual and textual elements in building meaning and attracting consumers. First, denotatively, close-up images of food show details of the deliciousness of the product, with an emphasis on the distinctive spices that represent the local taste of rendang and the global touch of the tuna menu. This visual representation invites consumers to try a new culinary experience that combines Indonesian traditions with international influences.

Connotatively, "Beef Rendang" represents authentic Indonesian traditional food rich in cultural values, while "Tuna Lando Mundo" reflects a more modern international taste. The presence of public figure Lord Adi also strengthens this symbol of global-local collaboration, which carries a message about the fusion of cultures in food.

Another finding relates to the process of cultural commodification that occurs in the poster. Traditional foods such as rendang, which have historical value and cultural identity, are repackaged into commercial products designed to attract modern consumers. This is in line with Hall and Barthes' theory of how cultural elements can lose their original meaning when commodified for market interests. Thus, rendang, which originally symbolized the richness of tradition, is reduced to a ready-to-eat and practical product, following the trend of consumerism.

Sub 2 Discussion

The next discussion is the significance analysis of the Instagram media

product entitled collaboration. This product is about a culinary bread product that uses the theme of Indonesian taste, see figure 2.



Source: <https://jiwagroup.com/id/>

figure 2. Jiwa Toast collaboration poster

Significance analysis:

The advertisement poster for the collaboration menu “Beef Rendang” and “Tuna Lando Mundo” from Jiwa Toast can reveal how visual and textual elements function to build meaning and captivate the audience. This poster combines local and global elements in presenting the product.

At the denotative level, this advertising poster might feature close-up images of the “Beef Rendang” and “Tuna Lando Mundo” menus. These images are taken with a focus on the product details, such as the tender beef rendang with special spices [4], [6], [10], and the tuna with special spices [5] that are mouth-watering. Texts such as “Beef Rendang” [9] and “Tuna Lando Mundo” [3], as well as the house design in text [1] explain the types of food offered and the unique flavor collaboration between local Indonesian dishes and global inspiration, in this case toast. A collaboration of recipes from West Sumatra, Indonesia with toast from England. This representation aims to show the deliciousness of the product and invite consumers to try the new collaborative flavor.

Connotatively, the elements in this poster carry a deeper meaning about the collaboration of flavors and culinary exoticism. “Beef Rendang” has the connotation of traditional Indonesian food that is rich in spices and has a long cooking process, which indicates authentic quality and deliciousness. On the other hand, “Tuna Lando Mundo” gives a global nuance, showing a blend with a more modern and fresh international taste. The appearance of Lord Adi [11] as one of the popular contestants of the TV program Master Chef Indonesia also elaborates the meaning of global-local collaboration. Barthes mentions this as something more than just an object of consumption, but as a symbol of cultural values and identity.(Barthes, 2018). In this context, the combination of rendang with global tuna reinforces the message that Jiwa Toast offers a unique and diverse culinary experience.

Commodification analysis:

Cultural commodification in the advertisement poster for the “Beef Rendang” and “Tuna Lando Mundo” menu collaboration from Jiwa Toast shows how cultural elements are adapted and exploited for commercial purposes. Cultural

commodification refers to the process by which cultural elements are marketed as saleable products, often ignoring the original context or meaning of the culture. (Bourdieu, 2010). In this poster, we see how traditional food such as rendang, which is an important part of Indonesia's culinary heritage, is packaged together with an international style tuna menu, "Tuna Lando Mundo" to create a broader appeal to consumers.

In this advertising poster, "Beef Rendang" serves as a representation of traditional Indonesian cuisine that is rich in history and cultural value. Rendang is a slow-cooked beef dish with rich spices, originating from the Minangkabau tradition in West Sumatra. However, in the context of this poster, rendang is represented not as part of a rich and meaningful culture, but as a product that can be sold and consumed in a quick and easy way. Hall in his work on representation and identity points out that "when cultural elements become commodities, they often lose their original meaning and are reinterpreted to suit the needs of the market" (Hall, 1997). Thus, the use of rendang and Lado Mundo spices in this poster can be seen as an example of the commodification process in which cultural values are replaced by commercial values.

Barthes explains that the commodification of culture tends to erase historical and social context to emphasize marketable aspects. (Barthes, 2018). Therefore, in this poster, rendang is no longer seen as a symbol of identity and tradition, but as something that has been "modernized" and simplified to meet the needs of modern consumers who are fast and practical.

Conclusion

The conclusion of the analysis of the advertisement poster of the collaboration of the "Beef Rendang" and "Tuna Lando Mundo" menus from Jiwa Toast highlights how visual and textual elements are used to create meaning and attract audience interest. This poster combines local and global elements, highlighting traditional Indonesian food such as rendang combined with tuna which has international connotations. Denotatively, the close-up image of the food shows the deliciousness of the product, while the text and symbols explain the unique taste collaboration between local and global.

Connotatively, "Beef Rendang" represents traditional Indonesian cuisine rich in spices and culture, while "Tuna Lando Mundo" brings a modern and global nuance. The presence of Lord Adi's figure strengthens the message about the unique blend of local and international flavors. However, further analysis reveals the commodification of culture, where rendang as a symbol of traditional identity is reduced to a commercial product marketed to meet the needs of modern consumers. In this process, the original cultural meaning is replaced by a more pragmatic commercial value.

Suggestion

Future research could investigate other culinary products that bridging local and global cultures and comparing how these these products shape popular culture and identity in urban areas. The current research focuses on Depok students. Expanding to other cities may provide a more comprehensive understanding of how globalized understanding of how global culinary trends are localized in different parts of Indonesia. different regions in Indonesia. A deeper analysis of Jiwa Toast's Jiwa Toast's advertising strategy, especially on social media platforms such as

Instagram, reveals the role of digital media in the commercialization process. By analyzing the relationship between British food culture and consumption habits of Indonesians, this research explores how global products are adapted to local contexts, perceived, and influence identities and lifestyles

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