

CHAPTER I

INTRODUCTION

This chapter presents the foundation of the research by introducing the background of the study, which explains the rationale for investigating the signifier and signified represented in GE Vernova's Instagram tagline posts through Ferdinand de Saussure's semiotic theory. It also discusses the review and synthesis of previous studies to identify the existing research gap, followed by the statements of the problem, the objectives of the research, and the significance of the research. In addition, this chapter outlines the conceptual framework and the research method employed to guide the overall investigation.

1.1 Background of the Research

Communication has become an inseparable aspect of human life, serving as a fundamental process through which individuals exchange information, ideas, and meanings. In the digital era, communication is no longer limited to face-to-face interaction but has expanded significantly through various forms of digital media. The rapid development of information technology has transformed the way organizations, institutions, and companies communicate with their audiences. Social media platforms, in particular, have become one of the most influential communication channels because they enable interactive, immediate, and global dissemination of information. Unlike traditional media, social media allows organizations not only to deliver messages but also to establish long-term relationships with audiences through visual and textual communication (Kaplan & Haenlein, 2010; Kietzmann et al., 2011).

Among the various social media platforms available today, Instagram has emerged as one of the most effective platforms for digital marketing and corporate branding. Instagram combines visual images, videos, textual captions, hashtags, and interactive features that enable companies to present their identities in creative

and persuasive ways. As a visual-oriented platform, Instagram encourages companies to construct meaningful representations of their products, services, and corporate values through carefully designed visual elements. Consequently, visual communication has become an essential strategy for attracting audience attention and strengthening brand awareness (Djafarova & Bowes, 2021; Voorveld et al., 2018).

Advertising on social media differs substantially from conventional advertising because it emphasizes storytelling rather than merely introducing products. Modern advertisements often combine textual and visual signs to communicate emotional values, corporate identity, and social responsibility simultaneously. Rather than simply informing consumers, advertisements attempt to persuade audiences by constructing particular meanings through signs and symbols embedded in images, colors, typography, slogans, and layouts. Therefore, the effectiveness of an advertisement depends not only on the information it conveys but also on how audiences interpret the meanings represented within the advertisement itself (Chandler, 2017).

The interpretation of meaning within advertisements can be examined through the perspective of semiotics. Semiotics is the study of signs and how meaning is produced and interpreted in various forms of communication (Eco, 1976). Ferdinand de Saussure, one of the pioneers of structural linguistics, introduced the concept that every sign consists of two inseparable components: the signifier, referring to the physical form of a sign, and the signified, referring to the mental concept represented by that sign (Saussure, 1916/1983). According to Saussure, meaning does not naturally exist within an object itself but is produced through the relationship between these two elements. Consequently, images, words, colors, and visual compositions in advertisements function as signifiers that construct particular concepts or signifieds in the minds of audiences.

The relationship between signifier and signified has become increasingly important in digital advertising because visual communication dominates social media content. Corporate advertisements frequently employ symbolic representations that extend beyond literal meanings to evoke emotions, environmental awareness, technological innovation, or corporate credibility. These meanings are intentionally designed to shape public perception and encourage audiences to associate positive values with a company's identity. Therefore, analyzing signifier and signified enables researchers to reveal how visual and verbal elements work together in constructing persuasive messages and influencing audience interpretation (Barthes, 1964; Chandler, 2017).

One company that actively employs visual communication strategies through Instagram is GE Vernova, a multinational company specializing in renewable energy technologies and sustainable energy solutions. Through its official Instagram account (@gevernova), the company regularly publishes promotional posts that combine photographs, illustrations, slogans, typography, and graphic designs to communicate innovation, environmental sustainability, and corporate commitment toward clean energy. These posts do not merely present products but also construct a corporate image emphasizing technological advancement, environmental responsibility, and sustainable development. As a result, the meanings embedded within these posts are not always explicit but are often conveyed through combinations of visual and textual signs.

Renewable energy has become one of the most significant global issues in recent decades due to increasing concerns regarding climate change and environmental sustainability. Governments, industries, and international organizations have continuously promoted renewable energy technologies to reduce greenhouse gas emissions and achieve sustainable development goals. Consequently, companies operating within this sector increasingly rely on digital communication strategies to educate the public while strengthening their corporate

reputation. In this context, advertisements published by renewable energy companies function not only as promotional materials but also as instruments for constructing environmental awareness and public trust (Shao et al., 2023).

Although numerous studies have investigated advertising strategies on social media, relatively limited research has specifically analyzed the relationship between signifier and signified in corporate Instagram advertisements, particularly those representing renewable energy industries. Existing studies generally focus on consumer behavior, digital marketing effectiveness, or visual branding strategies without providing detailed explanations of how visual signs construct meaning through Saussure's semiotic framework. Furthermore, studies examining renewable energy companies tend to emphasize sustainability communication rather than the semiotic mechanisms underlying visual advertisements. This indicates a research gap that deserves further investigation.

Based on these considerations, this research intends to analyze the signifier and signified represented in the tagline posts published on GE Vernova's official Instagram account by employing Ferdinand de Saussure's semiotic theory. Through this analysis, the research seeks to explain how visual and verbal signs interact to construct meaning and how these meanings contribute to communicating the company's identity and values. The findings are expected to enrich the study of semiotics in digital advertising while providing deeper insights into the use of visual communication strategies in corporate social media.

The rapid evolution of digital communication has fundamentally changed the way organizations establish relationships with their stakeholders. Instead of relying solely on one-way communication through television, newspapers, or billboards, companies are increasingly utilizing social networking platforms to build interactive and long-term engagement with their audiences. This transformation has shifted marketing communication from product-oriented promotion to relationship-oriented communication, where consumers actively participate in interpreting,

responding to, and sharing brand messages. Consequently, companies are expected not only to promote their products but also to communicate their values, identity, and social commitments through digital platforms (Ashley & Tuten, 2015).

Instagram has become one of the most influential visual communication platforms because it emphasizes image-based storytelling supported by textual captions, videos, animations, hashtags, and interactive features. Unlike many other social media platforms, Instagram encourages users to interpret information primarily through visual representations before reading textual explanations. This characteristic makes visual content the primary medium for attracting audience attention, delivering messages efficiently, and creating memorable brand experiences. As visual information is generally processed faster than textual information, companies carefully design every visual element—including color composition, typography, photography, illustrations, and layout—to strengthen their communication objectives (Lupşa-Tătaru & Câmpăan, 2023).

In addition to functioning as a promotional medium, Instagram also serves as a strategic platform for corporate branding. Corporate branding refers to the process through which organizations develop a distinctive identity and establish positive perceptions among stakeholders. Rather than focusing solely on specific products or services, corporate branding emphasizes the organization's vision, mission, credibility, innovation, and social responsibility. Through consistent visual communication, companies attempt to create emotional connections with audiences while differentiating themselves from competitors. Therefore, every visual element published on a corporate Instagram account becomes a representation of the company's identity and organizational values (Kotler & Keller, 2016).

Another important characteristic of Instagram is its ability to facilitate visual storytelling. Visual storytelling refers to the communication of ideas and experiences through combinations of images, text, symbols, and multimedia elements that collectively construct meaningful narratives. Instead of presenting

factual information alone, organizations increasingly employ visual storytelling to communicate abstract concepts such as innovation, sustainability, trustworthiness, and environmental responsibility. This approach allows audiences to understand complex corporate messages more effectively because visual narratives stimulate emotional engagement while simplifying information processing (Gill, 2011).

Furthermore, audience engagement on Instagram extends beyond passive content consumption. Users actively interact with corporate posts through likes, comments, shares, saves, and reposts, creating a two-way communication environment that influences the dissemination and interpretation of messages. Such interactions enable companies to evaluate audience responses while simultaneously reinforcing brand visibility through Instagram's algorithmic recommendation system. Consequently, successful Instagram communication depends not only on attractive visual designs but also on the effectiveness of the meanings constructed through visual and verbal signs embedded within each post (Voorveld et al., 2018).

Considering these characteristics, Instagram provides an ideal environment for semiotic investigation because every uploaded post consists of multiple interconnected signs. Images, slogans, colors, typography, icons, and captions operate simultaneously to communicate particular meanings and influence audience perception. The interpretation of these meanings is not determined solely by the visual appearance of the content but also by the relationships among the signs that compose it. Therefore, understanding how these signs interact becomes essential for explaining how companies communicate their identities and persuade audiences through digital media.

To understand how visual communication conveys meaning within corporate advertising, an appropriate theoretical framework is required to explain the relationship between signs and interpretation. One of the most influential approaches in the study of meaning is semiotics, a discipline concerned with the production, organization, and interpretation of signs in human communication.

Semiotics assumes that meaning is not naturally embedded in objects or images but is constructed through systems of signs that are recognized and interpreted by members of a particular culture (Eco, 1976). Consequently, every visual element appearing in an advertisement—including photographs, illustrations, typography, colors, symbols, and slogans—functions as a sign that carries communicative meaning rather than serving merely decorative purposes.

Among the pioneers of modern semiotics, Ferdinand de Saussure introduced a structural perspective that has become one of the fundamental theories in linguistics and communication studies. In his seminal work *Course in General Linguistics*, Saussure (1916/1983) argued that language is a structured system composed of interconnected signs. According to his theory, every sign consists of two inseparable components: the signifier (*signifiant*), which refers to the physical form of the sign, and the signified (*signifié*), which refers to the mental concept or idea represented by that form. These two components cannot function independently because meaning emerges only through their relationship. Therefore, a word, an image, or a symbol does not possess inherent meaning; instead, its meaning is produced through the association established between its physical representation and the concept understood by members of a language community.

Saussure further emphasized that the relationship between the signifier and the signified is arbitrary rather than natural. In other words, there is no intrinsic reason why a particular word, image, or symbol should represent a specific concept. The association exists because it has been socially agreed upon and continuously reinforced through cultural practices and communication. This principle explains why the same visual representation may produce different interpretations across cultures, historical periods, or communicative contexts. Consequently, understanding signs requires researchers to examine not only what is visually presented but also the cultural and contextual meanings associated with those representations (Chandler, 2017).

Within the context of advertising, the interaction between signifier and signified becomes increasingly significant because advertisements are intentionally designed to communicate multiple layers of meaning simultaneously. A single advertisement may contain numerous signifiers, including colors, typography, product images, icons, and slogans, all of which interact to construct a unified message. These signifiers collectively evoke particular signifieds such as innovation, reliability, sustainability, luxury, or environmental responsibility. As a result, advertising does not simply provide factual information regarding products or services but also constructs symbolic meanings intended to influence how audiences perceive a company and its values (Barthes, 1964).

The application of Saussure's theory has expanded considerably in contemporary digital communication research. In digital environments, visual signs are increasingly multimodal, integrating images, written language, animation, graphic design, and interactive elements within a single communication medium. Such multimodal compositions allow organizations to communicate complex messages more efficiently while simultaneously encouraging audiences to interpret meanings through combinations of verbal and visual signs. Consequently, the meaning generated in digital advertising cannot be understood solely by examining textual language or visual images independently; instead, both elements should be analyzed as interconnected sign systems that collectively construct meaning (Jewitt, 2014).

This theoretical perspective is particularly relevant to Instagram because every post published on the platform represents a carefully designed combination of visual and verbal signs. Corporate Instagram posts typically integrate photographs, slogans, typography, graphic layouts, and captions to communicate organizational values beyond literal promotional messages. Through these combinations, companies seek to establish credibility, strengthen brand identity, and persuade audiences by constructing particular interpretations rather than merely presenting

objective information. Therefore, Ferdinand de Saussure's concept of signifier and signified provides an appropriate analytical framework for examining how meanings are systematically constructed within Instagram advertisements.

In the present study, Saussure's semiotic framework serves as the primary analytical lens for investigating the tagline posts published on GE Vernova's official Instagram account. Specifically, the research identifies the visual and verbal signifiers embedded in each selected post before interpreting the corresponding signifieds that represent corporate values, environmental sustainability, technological innovation, and renewable energy. Through this approach, the study seeks to explain how the interaction between signifier and signified contributes to the construction of meaning in corporate digital advertising and how these meanings shape audience understanding of GE Vernova's corporate identity.

Following the discussion of semiotic theory, it is important to contextualize its application within a specific object of study. In this research, the selected object is the official Instagram account of GE Vernova (@gevernova), a multinational energy company focusing on accelerating the transition toward sustainable and renewable energy systems. As one of the world's leading energy technology companies, GE Vernova integrates innovation, digital transformation, and environmental sustainability into its corporate communication. Through its official social media platforms, particularly Instagram, the company disseminates information regarding renewable energy technologies, environmental initiatives, corporate achievements, and global sustainability campaigns. These communications are carefully designed to strengthen the company's identity while promoting public awareness of clean energy and sustainable development.

Unlike commercial advertisements that primarily emphasize product specifications or purchasing decisions, GE Vernova's Instagram content reflects a broader corporate communication strategy. The company consistently combines

visual imagery with concise taglines to communicate abstract values such as innovation, resilience, environmental responsibility, collaboration, and technological progress. In many cases, these values are conveyed implicitly through symbolic representations rather than explicit explanations. Images of wind turbines, solar facilities, engineers, natural landscapes, and advanced technology are frequently accompanied by short textual expressions that encourage audiences to associate the company with sustainability and innovation. Consequently, the meaning of each post is constructed not only through the written tagline but also through the interaction between verbal and visual elements.

The use of taglines represents one of the most distinctive characteristics of GE Vernova's communication strategy. A tagline is more than a promotional slogan; it functions as a concise linguistic expression that encapsulates a company's vision, mission, or brand identity in a memorable and persuasive form. Because of its brevity, every lexical choice within a tagline carries significant communicative value. Simultaneously, the accompanying visual design reinforces and expands the intended meaning of the textual message. Therefore, understanding a tagline requires examining its relationship with the surrounding visual components rather than interpreting the text in isolation.

From a semiotic perspective, every element appearing in GE Vernova's Instagram posts can be regarded as a sign. Photographs, illustrations, color palettes, typography, logos, and taglines serve as signifiers, while the concepts they evoke—such as sustainability, renewable energy, technological innovation, environmental stewardship, and corporate credibility—represent the corresponding signifieds. The interaction between these two components enables audiences to construct meanings that extend beyond the literal content of the posts. Consequently, GE Vernova's Instagram account provides a rich source of data for investigating how visual and verbal signs collaborate to communicate corporate values within contemporary digital media.

Another reason for selecting GE Vernova as the object of this research is the distinctive nature of its industry. As a company operating in the renewable energy sector, GE Vernova communicates issues that are not only commercial but also closely related to global concerns regarding climate change, carbon reduction, and sustainable development. Such issues require communication strategies capable of simplifying complex technological concepts while simultaneously building public trust. Instagram therefore functions as an effective medium through which the company translates technical information into accessible visual narratives that can be understood by diverse audiences. This characteristic makes the company's Instagram posts particularly suitable for semiotic analysis because each visual and textual component is intentionally designed to represent broader ideological and environmental values.

Furthermore, the official Instagram account of GE Vernova provides publicly accessible data that have been systematically produced within an authentic corporate communication context. Unlike experimental materials or researcher-generated texts, the posts published on the account represent genuine communication practices implemented by an international corporation. This authenticity increases the relevance of the data for qualitative semiotic analysis, allowing the researcher to examine naturally occurring signs and meanings without intervention. By focusing on tagline posts published on the official account, this study seeks to reveal how corporate messages are encoded through visual and verbal signs and how these signs contribute to constructing a coherent corporate identity in digital environments.

Based on these considerations, GE Vernova constitutes an appropriate research object for investigating the relationship between signifier and signified within corporate social media communication. The combination of visual imagery and concise taglines published on Instagram offers valuable empirical material for exploring how meaning is constructed through semiotic processes. Therefore, the

analysis of GE Vernova's Instagram posts is expected to provide a deeper understanding of the role of signs in shaping corporate branding, communicating sustainability values, and influencing audience interpretation in the context of digital advertising.

To establish the novelty of this research and demonstrate its academic contribution, five previous studies published within the last four years (2022–2025) were reviewed. These studies were selected because they are closely related to semiotics, digital advertising, Instagram communication, and corporate branding. Although they provide valuable insights into the use of visual signs in digital media, several limitations remain, particularly concerning the application of Ferdinand de Saussure's theory to corporate sustainability communication on Instagram.

A. Review and Synthesis of Previous Studies (Research Gap)

To establish the novelty of this research and demonstrate its academic contribution, five previous studies published within the last four years (2022–2025) were reviewed. These studies were selected because they are closely related to semiotics, digital advertising, Instagram communication, and corporate branding. Although they provide valuable insights into the use of visual signs in digital media, several limitations remain, particularly concerning the application of Ferdinand de Saussure's theory to corporate sustainability communication on Instagram.

1) Kowalska et al. (2022) – Getting Emotional or Cognitive on Social Media? Analyzing Renewable Energy Technologies in Instagram Post.

- **Similarities**

Both studies investigate Instagram as a communication platform related to renewable energy. Furthermore, both emphasize the importance of visual and textual communication in shaping public understanding of sustainability issues.

- Differences

Kowalska et al. employ a socio-cognitive linguistic approach to analyze approximately 1,500 Instagram posts associated with renewable energy hashtags. Their study focuses on emotional and cognitive language patterns rather than examining the relationship between visual signs and meaning.

- Research Gap

Unlike Kowalska et al., the present study applies Ferdinand de Saussure's semiotic framework to investigate how visual and verbal signs interact in corporate Instagram advertisements. Rather than analyzing public discourse generally, this research focuses specifically on the official Instagram posts of GE Vernova to reveal how signifiers and signifieds construct corporate identity and sustainability values.

2) Amri and Subekti (2025) – Proses Branding Pertamina New & Renewable Energy pada Media Sosial Instagram dan TikTok

- Similarities

Both studies examine renewable energy companies that utilize Instagram as a strategic communication platform to strengthen corporate image and public engagement.

- Differences

Amri and Subekti analyze branding strategies from a communication management perspective, emphasizing content planning, audience interaction, and digital branding activities. They do not analyze the meanings embedded within visual or verbal signs.

- Research Gap

The present research extends this discussion by investigating how corporate branding is constructed semiotically through the relationship between signifier and signified. Therefore, the emphasis is placed on meaning construction rather than branding strategy alone.

3) Hanif (2025) – Semiotic Analysis of Signifiers and Signifieds in Social Media Advertisements: Brand Identity and Consumer Perception

- Similarities

Both studies employ Ferdinand de Saussure's theory of signifier and signified to analyze visual and verbal elements in social media advertisements. Additionally, both adopt qualitative methods to interpret symbolic meanings represented in digital advertising.

- Differences

Hanif analyzes advertisements from various international commercial brands, including Nike, Apple, Coca-Cola, and Starbucks, with the primary objective of explaining how advertising shapes brand identity and consumer perception.

- Research Gap

Unlike Hanif's broader comparative analysis of commercial brands, this research focuses on a single renewable energy company—GE Vernova. The study investigates how semiotic elements communicate sustainability, technological innovation, and environmental responsibility within corporate Instagram posts, an area that has received limited scholarly attention.

4) Suryono et al. (2025) – Constructing Brand Credibility Through Influencer Personal Branding on Instagram: A Semiotic and Qualitative Analysis

- Similarities

Both studies utilize qualitative approaches and examine Instagram as a medium for constructing meaning through visual communication. They also acknowledge the role of semiotic interpretation in understanding digital advertising messages.

- Differences

Suryono et al. focus on influencer-based advertising and personal branding strategies for small and medium-sized enterprises (SMEs), emphasizing credibility generated through influencers instead of corporate communication.

- Research Gap

The present study differs by examining communication produced directly by a corporation rather than by influencers. It investigates how a multinational renewable energy company constructs corporate meaning through visual and verbal signs published on its official Instagram account.

5) Della et al. (2025) – Semiotic Analysis of the H&M Conscious Exclusive Advertisement: Exploring Sustainability Issues and Greenwashing Practices

- Similarities

Both studies analyze advertisements related to sustainability and environmental responsibility using a semiotic perspective. In addition, both investigate how visual and textual elements communicate environmental messages.

- Differences

Della et al. employ Roland Barthes' semiotic framework to identify denotative and connotative meanings associated with sustainability claims and greenwashing in fashion advertising.

- Research Gap

In contrast, the present study adopts Ferdinand de Saussure's structural semiotics, focusing specifically on the relationship between signifier and signified rather than denotation and connotation. Furthermore, the object of this research is a renewable energy company instead of a fashion brand, thereby broadening the application of Saussure's theory to corporate sustainability communication.

B. Research Gap Synthesis

The review of previous studies demonstrates that recent research has extensively explored digital advertising, corporate branding, sustainability communication, and semiotic analysis on Instagram. Nevertheless, several important gaps remain. First, most studies emphasize marketing effectiveness, branding strategies, influencer communication, or public responses to sustainability issues rather than the structural relationship between visual and verbal signs. Second, although semiotic approaches have frequently been employed in advertising studies, the majority adopt Roland Barthes' framework or focus on commercial consumer brands instead of Ferdinand de Saussure's theory of signifier and signified. Third, research specifically examining the semiotic construction of meaning in the Instagram communication of renewable energy companies remains limited.

Therefore, this study seeks to address these gaps by applying Ferdinand de Saussure's semiotic theory to analyze the relationship between signifiers and signifieds in the tagline posts published on GE Vernova's official Instagram account. By focusing on a multinational renewable energy company, this research is expected to contribute to the fields of semiotics, digital advertising, corporate communication, and sustainability branding while expanding the application of Saussure's theory within the context of contemporary social media communication.

1.2 Statements of the Problems

Based on the background of the research and the review of previous studies presented above, this study seeks to investigate how meanings are constructed through the relationship between signifiers and signifieds in GE Vernova's Instagram tagline posts. Since Instagram advertisements combine visual and verbal elements to communicate corporate identity and sustainability values, it is important to examine how these signs function in conveying meaning from a semiotic perspective. Therefore, the problems of this research are formulated into the following research questions:

- 1) What are the signifiers and signifieds represented in the Instagram tagline posts published by GE Vernova?
- 2) How do the relationships between signifiers and signifieds construct and enhance the meanings conveyed to audiences in GE Vernova's Instagram tagline posts?

1.3 Objective of the Research

In line with the statements of the problems presented above, this research aims to investigate the meanings constructed through the relationship between signifiers and signifieds in GE Vernova's Instagram tagline posts. Specifically, this study seeks to identify the visual and verbal signs employed in the advertisements and to explain how these signs function in communicating corporate identity, sustainability values, and brand messages. Accordingly, the objectives of this research are as follows:

- 1) To identify and analyze the signifiers and signifieds represented in the Instagram tagline posts published by GE Vernova.
- 2) To examine how the relationships between signifiers and signifieds construct and enhance the meanings conveyed to audiences through GE Vernova's Instagram tagline posts.

1.4 Significances of the Research

This research is expected to contribute both theoretically and practically to the study of semiotics, digital communication, and corporate advertising. By examining the relationship between signifiers and signifieds in GE Vernova's Instagram tagline posts through Ferdinand de Saussure's semiotic theory, this study is anticipated to enrich the understanding of meaning construction in digital advertising while providing useful insights for researchers, students, and practitioners involved in communication and branding. The significances of this research are categorized into theoretical and practical aspects as follows.

1) Theoretical Significance

From a theoretical perspective, this research is expected to contribute to the development of semiotic studies, particularly those concerning Ferdinand de Saussure's concept of signifier and signified within the context of digital communication. The expected theoretical contributions are presented as follows:

- Enriching Semiotic Studies

This research is expected to enrich the existing body of knowledge in semiotics by providing an empirical analysis of how signifiers and signifieds interact to construct meaning in digital advertising. Specifically, it demonstrates the applicability of Saussure's structural semiotic theory in interpreting visual and verbal signs presented on social media platforms, particularly Instagram.

- Expanding Research on Digital Advertising

The findings of this study are expected to broaden academic discussions regarding digital advertising by explaining how corporate messages are systematically communicated through visual and textual signs. This research also contributes to the growing literature on social media

communication, particularly in understanding how advertising messages are designed to represent corporate identity and organizational values.

- Contributing to Corporate Communication Studies

This study is also expected to contribute to research on corporate communication by demonstrating how multinational companies communicate sustainability, innovation, and environmental responsibility through symbolic representations in digital media. Consequently, the research provides additional academic references for future studies integrating semiotics with corporate branding and digital communication.

2) Practical Significance

Practically, this research is expected to provide valuable insights for various stakeholders, including students, researchers, educators, and communication practitioners. The practical contributions of this research are described as follows:

- For Students and Future Researchers

This research is expected to serve as an additional academic reference for students, particularly those majoring in English Literature, Linguistics, Communication Studies, and related disciplines who are interested in semiotic analysis. Furthermore, the findings may provide methodological guidance for future researchers conducting studies on visual communication, advertising, branding, and social media using Ferdinand de Saussure's semiotic theory.

- For Educators

The findings of this study may be utilized as supplementary teaching materials in courses related to linguistics, semiotics, discourse analysis, media studies, and digital communication. Moreover, this research provides practical examples illustrating how semiotic theory can be applied to analyze authentic communication materials from social media.

- For Communication and Marketing Practitioners

This research is expected to provide useful insights for corporate communication specialists, digital marketers, branding professionals, and content creators regarding the importance of integrating visual and verbal elements in digital advertising. Understanding the relationship between signifiers and signifieds may assist practitioners in designing communication strategies that effectively represent corporate identity while conveying persuasive and meaningful messages to audiences.

- For Corporate Organizations

The findings of this research may also provide recommendations for organizations, particularly companies operating in the renewable energy sector, on how visual communication strategies can strengthen corporate branding and communicate sustainability values more effectively through social media platforms. By understanding how audiences interpret visual and textual signs, organizations may develop more meaningful and engaging communication with the public.