

Semiotic Analysis of the Advertisement “iPhone 15 Face ID” Using Peirce’s Theory

Fairuz Khalisha Firdaus

Universitas Islam Negeri Sunan Gunung Djati Bandung, Indonesia

R. Myrna Nur Sakinah

Universitas Islam Negeri Sunan Gunung Djati Bandung, Indonesia

Andang Saehu

Universitas Islam Negeri Sunan Gunung Djati Bandung, Indonesia

Abstract

This research aimed at analyzing how Apple’s Face ID technology is represented in the advertisement “iPhone 15 Face ID” using Charles Sanders Peirce’s semiotic theory. This study highlights how Peirce’s semiotic elements—icon, index, and symbol—are employed to emphasize privacy, personalization, and innovation in the iPhone 15 advertisement. Utilizing a constructivist methodology and qualitative research, this study focused on the visual, linguistic, and contextual components of the advertising and used the coding method for data analysis. The analysis focuses on how the advertisement leverages these elements to position Face ID not just as a security feature, but as an integral part of a personalized and private user experience. The findings contribute to a deeper understanding of how semiotics are employed in contemporary advertising to shape consumer perceptions of technology. The advertisement’s narrative shows that the others failing to access the device, highlighting its advanced security features. The rightful owner’s success reinforces the technology’s precision and the importance of privacy in modern society.

Keywords

Advertisement, Icon, Index, Semiotic Analysis, Symbol

Corresponding author:

Fairuz Khalisha Firdaus, Universitas Islam Negeri Sunan Gunung Djati, Bandung, Indonesia

Email: fairuzkf17@gmail.com

INTRODUCTION

Advertisements serve as powerful tools for communicating messages and persuading audiences. Advertising is based on marketing activities, one of which is part of the presentation of products or services to the public (Musarrofah, 2023). They not only showcase the functionality of products but also embed deeper meanings that resonate with cultural, social, and individual values. One notable example is Apple's advertisement for the iPhone 15 Face ID, which highlights the technological sophistication and reliability of its facial recognition feature ('Facial Recognition Technology', 2023). As privacy and security concerns become increasingly prominent in the digital age, the ability of advertisements to address these issues while appealing to the emotions and logic of consumers is of significant interest (More, 2023). Apple maintains its position as a dominant force in the IT industry by using semiotic tactics in its branding and advertising to create a sense of exclusivity, innovation, and dependability. This involves carefully constructing the interplay of icon, index, and symbol to communicate these desired brand attributes. The Apple logo itself serves as a powerful symbol that is readily identifiable and connected to these attributes. Product design, advertising imagery, and even the in-store experience are all painstakingly created to serve as indicators of the brand's dedication to quality and innovation. The brand's promise of a smooth and dependable user experience is immediately reflected in the user interface and product features, which are frequently portrayed as intuitive and user-friendly. Apple develops a unified brand identity that appeals to customers and retains its market leadership by carefully adjusting these semiotic components.

A methodical approach is necessary to comprehend the deeper meanings included in these commercials, especially one that has semiotics as its foundation. Semiotics provides important insights into how ads create and communicate meaning. Semiotics is the study of signs and symbols and how they are used or interpreted (Ibrahim & Sulaiman, 2020). The triadic relationship between icon, index, and symbol in Charles Sanders Peirce's semiotic theory offers a thorough framework for examining the various levels of meaning in an advertising. Icons represent a direct resemblance to the object, indexes indicate a causal relationship, and symbols rely on cultural conventions for their interpretation (Peirce & Peirce, 1978). These concepts are particularly relevant in the context of Apple's Face ID advertisement, which uses a combination of visual, textual, and contextual elements to emphasize the exclusivity, security, and personalization of its technology. The context of this study is the growing use of biometric technologies in consumer devices, such as facial recognition. Privacy and data security being critical concerns for users worldwide, understanding how companies like Apple address these issues through advertising is essential. The advertisement's narrative humorously shows others failing to access a device protected by Face ID. It reflects societal expectations of privacy and highlights the importance of technological precision. By examining this advertisement through the lens of Peirce's semiotic theory, this study aims to uncover the underlying messages and strategies employed by Apple to establish its brand as a leader in innovation and trustworthiness.

Sign	Icon	Index	Symbol
Potentially being signed	Similarity	Causal relationship	Convention
Example	Pictures, statues Reagen	Smoke/fire Symptom/disease (red stain/measles)	Cue words
Process	Able to see	Able to guess	Necessarily to learn

Table 1. *Trichotomy of Icon / Index / Symbol from Peirce (Berger, 2010)*

Charles Sanders Peirce’s semiotic theory categorizes signs into three types: icon, index, and symbol based on the distinct ways in which they convey meaning. An icon functions by resembling its object, with meaning derived from a perceptible similarity between the two (Nwuche et al., 2024). This direct resemblance allows the observer to immediately understand the connection without requiring prior knowledge or learning. An index establishes its meaning through a causal or physical relationship with its object (Rosas et al., 2020). The connection is not based on resemblance but on an observable link that requires logical inference or deduction to understand the relationship between the sign and what it signifies. Unlike icons and indexes, symbols convey meaning through conventions or socially established agreements (Casiraghi & Cusumano, 2024). A symbol's relationship to its object is arbitrary and must be learned through exposure to cultural or social norms. This learned association makes symbols dependent on prior knowledge or education for their interpretation. Peirce’s framework categorizes signs into three types, offering a comprehensive understanding of how meaning is constructed. It emphasizes the different cognitive processes involved in perceiving, inferring, and learning from signs.

The objective of this research is to analyze the interplay of icon, index, and symbol in Apple’s iPhone 15 Face ID advertisement and how these semiotic elements work together to convey messages of security, personalization, and innovation. This study seeks to examine how the advertisement utilizes visual, textual, and contextual elements to construct a cohesive narrative that reflects the technological sophistication and trustworthiness of Face ID (Akaka & Schau, 2024). By focusing on the triadic relationship proposed by Charles Sanders Peirce, this research aims to reveal the deeper meanings embedded within the advertisement and how they resonate with the audience. This analysis provides a comprehensive understanding of how semiotic strategies are used in modern advertisements, particularly in the technology sector, to shape consumer perceptions, enhance product appeal, and reinforce the brand's identity as a leader in innovation and user security.

While Apple’s branding and advertising strategies have been extensively studied, the research specifically examining the semiotic elements in the context of Face ID remains limited. Existing studies largely focus on Apple’s overarching branding techniques or consumer perceptions without delving into the semiotic frameworks employed in specific advertisements. The present study fills this knowledge gap by providing insights into the function of semiotics in technology marketing as well as a

more sophisticated understanding of Apple's advertising tactics. This analysis provides a comprehensive understanding of how semiotic strategies are utilized in advertisements to shape consumer perceptions, enhance product appeal, and reinforce brand identity as a leader in innovation and user security

LITERATURE REVIEW

The advancement of semiotics as a discipline has significantly contributed to understanding how meaning is constructed and interpreted in various contexts, including advertisements. The theoretical foundation of this research is rooted in Charles Sanders Peirce's semiotic theory, which proposes a triadic relationship between sign, object, and interpretant (Peirce & Hoopes, 1991). This framework provides a systematic approach to examining the interconnected roles of icon, index, and symbol in the creation and communication of complex messages. It highlights how these three elements work in harmony to construct meaning, ensuring that the intended message is effectively delivered to and understood by the audience. The triadic relationship allows researchers to deconstruct the layers of meaning within advertisements, focusing on how visual, textual, and contextual elements interact to influence perception (Rebello Cardoso Jr, 2018). This approach is particularly relevant for analyzing advertisements in the technology sector, where brands often rely on sophisticated messaging to emphasize innovation, reliability, and personalization. Researchers can use this paradigm to understand the underlying semiotic methods utilized to engage audiences, develop brand identification, and communicate the distinctive value propositions of technical products.

Semiotics is particularly relevant in the technology sector, where advertisements emphasize innovation, reliability, and personalization. Studies like (Sanjaya et al., 2023) have analyzed smartphone apple ads, revealing the strategic use of icons and symbols to highlight features such as user-friendly design and technological sophistication. (Udris-Borodavko et al., 2023) explored the influence of cultural codes on audience interpretation, demonstrating how these codes shape the way advertisements resonate with diverse demographic groups. This perspective underscores the importance of shared cultural frameworks in decoding messages embedded in media texts. Building on this foundation, (Chandler et al., 2017) emphasized the relational and contextual dimensions of semiotic analysis, arguing that signs derive their meaning not in isolation but through their interactions within complex sign systems. Together, these insights provide a nuanced understanding of how semiotics operates in media and advertising, highlighting the interplay between culture, context, and interpretation. Empirical studies have also investigated the role of semiotics in technological advertisements. A study by (Fadlilah, 2022) examined the use of semiotic elements in smartphone advertising, revealing that brands often employ icons and symbols to emphasize innovation and user-friendly design. Similarly, (Lawes, 2023) emphasized the importance of aligning semiotic elements with cultural codes in the tech industry, where advertisements often rely on specific imagery and narratives to resonate with target audiences. Lawes' work demonstrates how

semiotics can help marketers refine their strategies to communicate effectively and differentiate their brands.

Despite growing interest in Apple's Face ID technology, limited attention has been given to its advertising strategies from a semiotic perspective. While (Baeza Argüello et al., 2021) examined Face ID as a tool for drag, queer, and trans design, their focus was primarily on technology design rather than the semiotic elements in advertising. This gap highlights the importance of conducting a more comprehensive analysis of how Apple incorporates semiotic frameworks within its advertising strategies to effectively communicate the cultural and technological significance of Face ID. Such an exploration could provide valuable insights into how semiotic elements are strategically employed to shape consumer perceptions, emphasize innovation, and resonate with diverse audiences. Researchers will gain a better understanding of the connection between technology, culture, and marketing in Apple's advertising efforts by tackling this underexplored component.

The novelty of this research lies in its innovative application of Peirce's triadic model of semiotics comprising the icon, index, and symbol to the analysis of a specific advertisement. By focusing on the interplay of these semiotic categories, this study explores how a complex and technologically driven narrative can be effectively communicated through visual and contextual cues. With its undercurrents of security, innovation, and personalization, the selected ad showcases the iPhone's Face ID technology. This study explores how the ad's designers employ signals to create meaning, obtain feelings, and influence viewers using the semiotic framework. This approach not only enriches the theoretical discourse surrounding semiotics in advertising but also bridges a critical gap in understanding how advanced technologies are visually and symbolically communicated to diverse audiences (Serafinelli, 2024).

This research not only enriches the theoretical discourse on semiotics in advertising but also bridges a critical gap in understanding how advanced technologies are visually and symbolically communicated to audiences. By analyzing how Apple employs semiotic strategies, this study provides practical insights into the intersection of technology, culture, and marketing in shaping consumer perceptions and reinforcing brand identity as a leader in innovation.

RESEARCH METHOD

This study uses a qualitative descriptive approach (Akcem et al., 2019) to analyze the "iPhone 15 Face ID" advertisement using Charles Sanders Peirce's semiotic theory. The qualitative descriptive method was chosen due to its ability to explore and interpret the intricate meanings embedded within the advertisement's visual and textual components. This method offers a thorough framework to investigate how meaning is created and communicated by concentrating on a descriptive study, which encourages a greater comprehension of the semiotic interaction of icon, index, and symbol. In order to systematically dissect the advertisement's story, thematic coding is employed as an analytical tool to find recurrent patterns and topics. This approach is especially well-

suiting for dissecting the advertisement's multi-layered visual and contextual components since it demonstrates how semiotic aspects relate to the main themes of innovation, security, and personalization. The study provides insights into the strategic application of semiotics in technological advertising by demonstrating through thematic coding how semiotic elements cooperate to support Face ID's technological complexity and reliability. This methodological framework ensures a robust analysis, enabling the study to uncover the deeper meanings embedded in the advertisement and contribute to a broader understanding of the role of semiotics in shaping consumer perceptions within the tech industry.

The primary objective is to critically examine the use of Peirce's triadic model of signs—icon, index, and symbol—within the advertisement and to explore how these sign categories contribute to the construction of meaning in the context of modern consumer technology marketing (Peirce & Hoopes, 1991). The research is centered around a purposively selected advertisement, chosen for its relevance in conveying Apple's branding and its emphasis on Face ID technology. The advertisement is analyzed through a close reading of its visual and textual elements, with particular attention given to how signs are employed to communicate messages related to identity, technology, and consumerism (Mick, 1986). Peirce's semiotic theory serves as the analytical lens, focusing on three distinct categories of signs. Icons are analyzed for their resemblance to the objects they represent, examining how visual cues such as images or metaphors evoke immediate associations with technology and innovation. Indexes are explored to understand how certain elements in the advertisement create a causal or associative link to the product's functionality. Symbols are interpreted in terms of the broader cultural and conventional meanings they carry, including how Apple uses widely recognized symbols to invoke brand identity and technological progress.

The analysis follows a rigorous process of thematic coding to identify and categorize these semiotic elements, providing a systematic and structured interpretation of the advertisement (Mingers & Willcocks, 2017). This method not only isolates the distinct sign types but also explores their interrelationships and collective role in shaping the advertisement's overall message. By engaging with Peirce's theory, the study seeks to understand how the advertisement utilizes signs to convey complex ideas about innovation, personal identity, and security. While also contributing to broader discussions about the role of semiotics in contemporary advertising. This approach provides a comprehensive and critical analysis of Apple's advertising strategies, offering insights into the ways in which meaning is constructed and communicated through visual and textual signs in modern technological marketing.

FINDINGS AND DISCUSSION

The findings of this study revealed thirteen key analytical findings derived from image snippets within the advertisement of "iPhone 15 Face ID", using semiotic analysis grounded in Peirce's theory. Each snippet was meticulously examined to identify the interplay of icon, index, and symbol elements that contribute to the overall meaning and

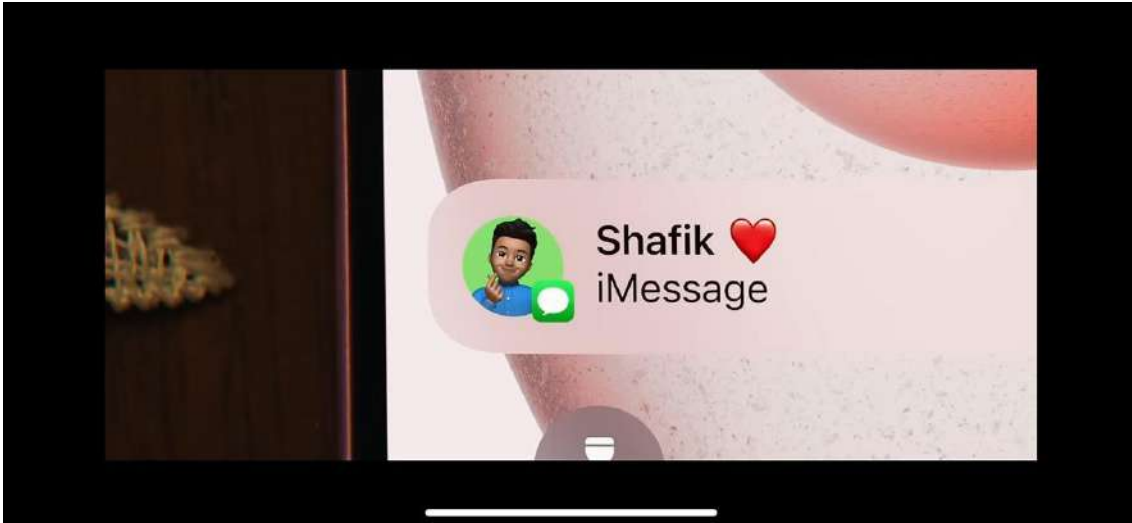
effectiveness of the advertisement. These findings include the representation of the product through direct visuals (icon), the depiction of reactions and contextual cues indicating causal relationships or sensory impacts (index), and the use of culturally recognized signs or textual elements to convey abstract meanings and branding messages (symbol). This detailed analysis highlights how each visual element in the advertisement strategically aligns with Peirce's triadic model to effectively communicate Apple's narrative of innovation, security, and personalization.

Based on the results of the above data analysis, several pieces of images have been identified from the advertisement for "iPhone 15 Face ID" which is shown in the following analysis:



Data 1. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tIRPZIFWj-E>

In data 1, the image of people sitting together at a dining table about to share a meal function as an **index** according to Peirce's semiotic theory. An index is a sign that has a direct causal or associative connection to its object (Peirce & Peirce, 1978). In this context, the scene of a shared meal signifies themes of togetherness, community, and cultural traditions. The setting, characterized by warm lighting, traditional attire, and a festive table arrangement, points to a cultural or familial gathering, likely symbolizing joy and shared experiences. The body language and facial expressions of the individuals, which convey happiness and comfort, further reinforce this association.



Data 2. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 2, the image of an iMessage notification from “Shafik ❤️” functions as a **symbol** according to Peirce’s semiotic theory. A symbol is a type of sign that relies on conventional or cultural understanding to convey meaning (Peirce & Peirce, 1978). In this case, the notification with heart emoji and the name “Shafik” represents affection, connection, and communication through culturally recognized conventions. The heart emoji is a symbolic representation of love or care, which relies on the shared understanding of its meaning in digital communication. The inclusion of the iMessage interface reinforces the idea of seamless and personal communication facilitated by Apple’s technology. Through the use of these symbols, the commercial evokes feelings and presents the iPhone as a tool that promotes deep connections rather than just a gadget. The image signifies Apple’s branding of the iPhone 15 as a product designed to connect users with their loved ones in a personal and relatable way. This symbolic representation aligns with broader themes of connection and emotional resonance, which are central to Apple’s messaging.



Data 3. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 3, the close-up of the woman's curious expression as she glances to the side functions as an **index** according to Peirce's semiotic theory. An index is a sign that points to something through a direct or causal connection, and here, her facial expression and body language indicate curiosity or intrigue (Peirce & Peirce, 1978). This graphic component implies a plot or interaction involving the sender "Shafik" and the message's content, indicating her interest in the iMessage notice she received on her phone. The indexed meaning in this image is tied to human emotion and behavior, as her expression reflects a relatable moment of curiosity about someone else's message. By employing this indexical representation, the commercial successfully highlights how the Face ID function protects privacy and security by limiting access to the phone's content to the designated user. This adds a sympathetic and human element to the story while quietly reiterating Face ID's technological advantages.



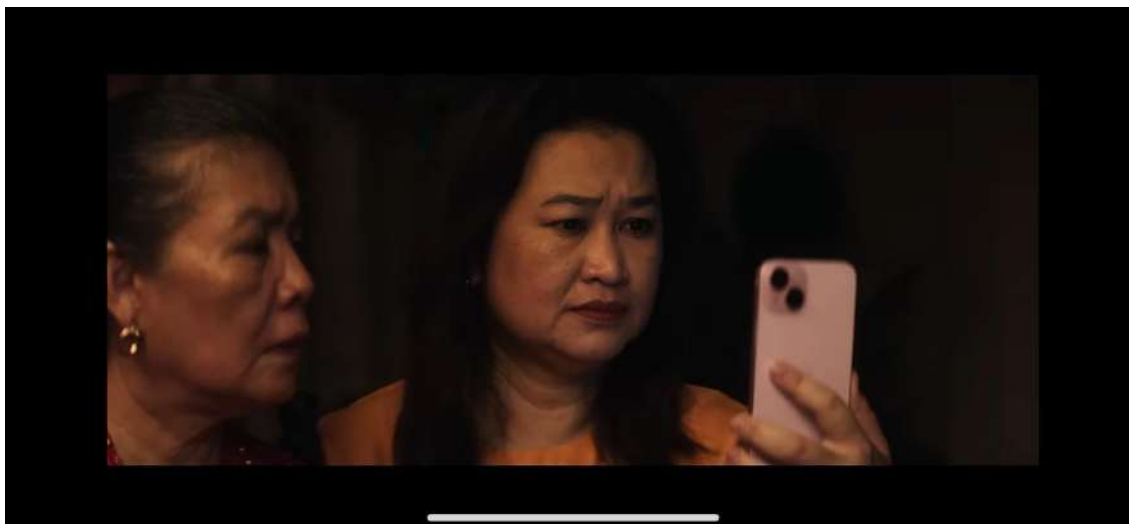
Data 4. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 4, the image of the woman reaching for the phone subtly functions as an **index** within Peirce's semiotic framework. Her action directly indicates an attempt to access the phone, driven by curiosity or interest in the message from Shafik. The indexical indicator of intent represented by the hand's movement toward the phone is the desire to discover something private or intimate, which is a relevant human action (Peirce & Peirce, 1978). The commercial's story about the Face ID feature revolves around the theme of security and privacy, which is emphasized in this scenario. The phone's subtle glow and placement emphasize its exclusivity to the rightful owner, hinting at the technological safeguard provided by Face ID. By presenting this indexical action, the advertisement not only illustrates a common scenario but also strengthens the message of the iPhone 15 as a tool that prioritizes user privacy in everyday interactions.



Data 5. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 5, the image of these the woman reaching for the phone and attempting to unlock it using Face ID functions as an **index**. Her action of leaning toward the device and positioning herself to align with the Face ID sensor directly signals an intent to bypass the phone's security. This behavior points to the narrative of curiosity and an attempt to gain unauthorized access, a relatable situation that highlights the importance of secure technological features. The act serves as an indexical representation of the phone's protective mechanism, emphasizing that Face ID ensures only the rightful owner can unlock the device. This visual element reinforces the advertisement's message about the reliability of Face ID technology while creating a relatable scenario that underscores its practical significance in safeguarding user privacy. The causal link is evident because their behavior (leaning in and attempting to use Face ID) directly leads to the phone's response, highlighting the technology's ability to distinguish authorized users from others (Peirce & Peirce, 1978).



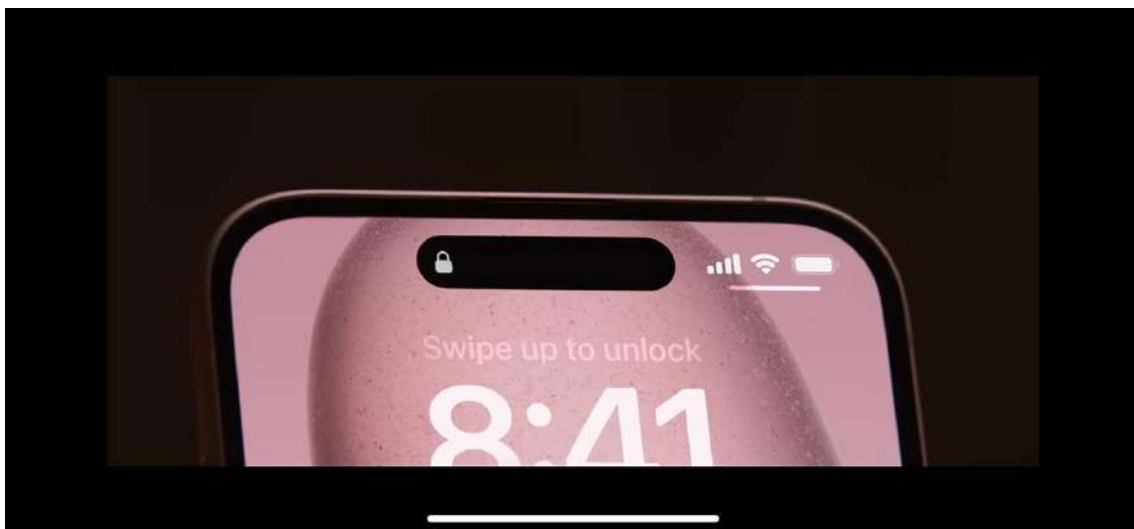
Data 6. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 6, the picture illustrates the second woman's attempt to unlock the phone using her Face ID which ultimately fails. This scene visually emphasizes the robustness of the iPhone's Face ID technology, as the phone remains locked despite her effort. This failure serves as an **index**, indicating a causal relationship between the woman's unregistered facial data and the phone's inability to grant access (Peirce & Peirce, 1978). The woman's facial expression and the additional observer in the picture imply a subliminal sense of mystery and secret that connects to the advertisement's larger theme. The sequence highlights the uniqueness and accuracy of Face ID technology by presenting this unsuccessful attempt. It emphasizes how dependable the security feature is, guaranteeing that the gadget can only be accessed by the registered user. This reinforces the Apple brand's focus on privacy and security, while the playful storyline keeps the audience engaged.



Data 7. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 7, the picture show that the third woman attempts to unlock the phone using her face, but like the first and the second woman, she fails. This scene reinforces the effectiveness of Face ID technology in ensuring only the registered user's facial data can unlock the device. The act serves as an **index**, demonstrating the causal relationship between the third woman's unregistered facial features and the phone's continued locked status (Peirce & Peirce, 1978). Her intent look and the other woman's interest in the picture support the advertisement's message of security and secrecy. This reiteration of unsuccessful attempts highlights Apple's dedication to privacy, and the humorous yet realistic scenario draws viewers in and successfully conveys the strength of the iPhone's security safeguards.



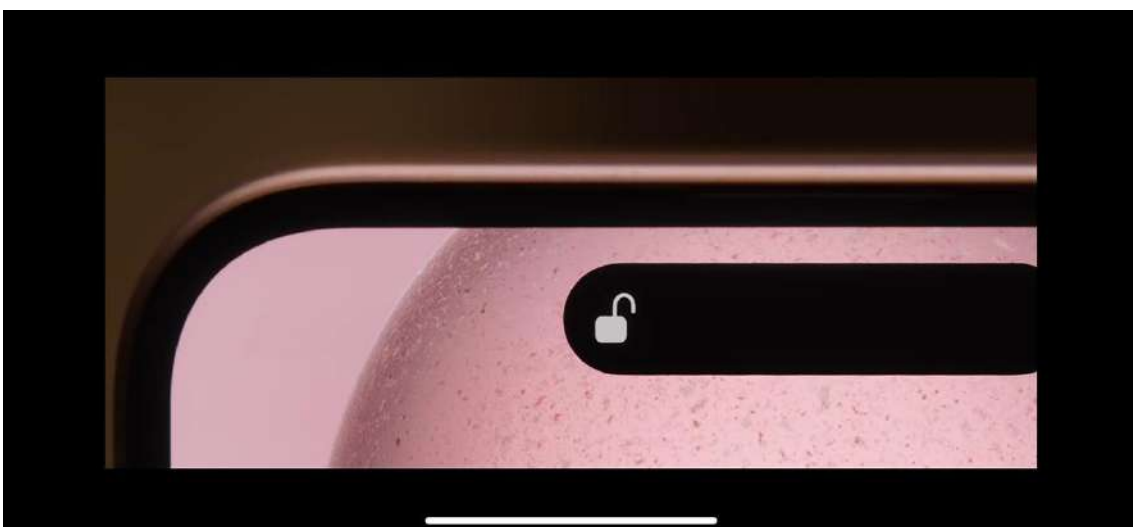
Data 8. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 8, the phone displaying the locked screen with the "Swipe up to unlock" text and the lock icon serves as an **index**. The locked icon and the inability to unlock the phone signify a direct causal relationship between the Face ID security feature and the unsuccessful attempts of the three women trying to access it (Peirce & Peirce, 1978). The cause is the mismatch between the phone's registered Face ID data and the women's faces, and the effect is the phone remaining locked. This indexical sign emphasizes the reliability and security of the Face ID feature, as it directly points to the fact that only the rightful owner can access the phone. The visual representation of the lock phone reinforces the idea of privacy and exclusivity, which aligns with the advertisement's narrative. By showing the failed attempts, the advertisement effectively highlights how Apple's Face ID technology protects user information, offering a practical demonstration of its functionality.



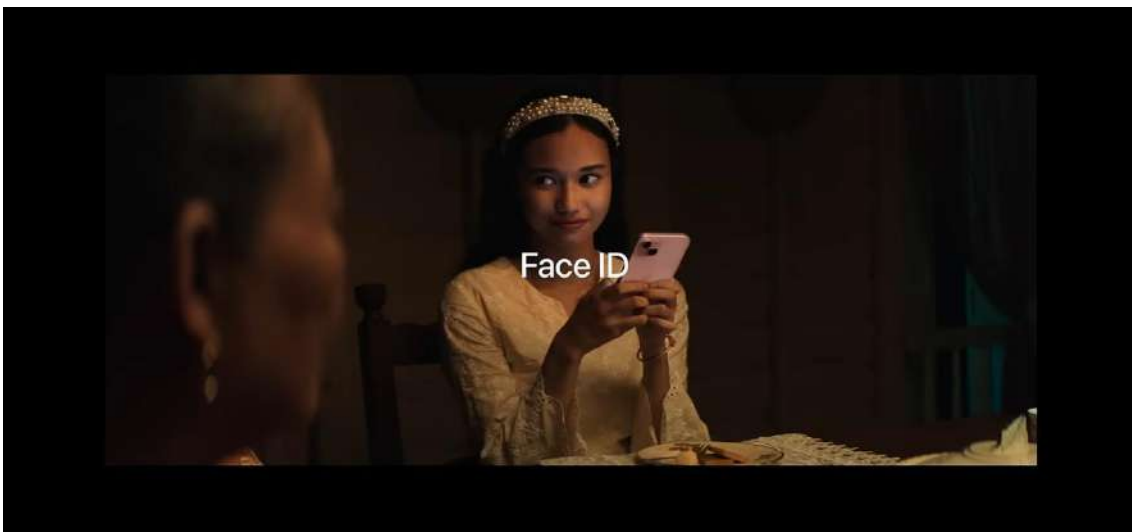
Data 9. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 9, the image of the phone's owner reaching for her device to unlock it using Face ID operates as an **index** and highlights the function of Apple's security technology through a causal relationship. Her deliberate action of taking the phone and positioning it for Face ID activation directly points to the link between the user's identity and the device's ability to unlock. This intentional interaction is the cause, and the phone unlocking upon recognizing her face is the effect, showcasing the seamless and exclusive functionality of Face ID (Peirce & Peirce, 1978). This scenario reinforces the advertisement's narrative by emphasizing the reliability of Face ID as a personal and secure feature. The owner's calm and confident demeanor contrasts with the earlier scenes of failed attempts by others, further underlining the exclusivity and precision of the technology. The moment exemplifies how Face ID recognizes only the rightful owner, adding a humanized and relatable touch to the technological narrative.



Data 10. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 10, the unlocked phone screen displaying an open lock icon visually signifies the successful recognition of the owner's face by the Face ID feature. Using Peirce's theory, this moment represents a **symbol** as the lock icon carries a conventional meaning within the context of technology—it universally denotes access or permission granted. As a symbol, it operates based on a conventional and learned association—globally understood as representing access or authorization. The lock symbol does not have a direct physical or causal relationship to the action of unlocking but instead relies on cultural and technological conventions to convey its meaning. According to (Peirce & Peirce, 1978), symbols are signs whose meanings are determined by agreed-upon rules or interpretations, and in this case, the open lock icon effectively communicates the successful authentication by Face ID.



Data 11. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 11, the text "Face ID" appearing alongside the phone serves as a **symbol** within Peirce's semiotic framework. According to (Peirce & Peirce, 1978), symbols are signs whose meaning is dependent on a learnt or accepted norm. The phrase "Face ID" does not have a natural or inherent connection to the concept of facial recognition; instead its meaning is derived from cultural and technological knowledge about Apple's branding and the functionality of the feature. The accompanying smile from the phone's owner reinforces the successful operation of Face ID, tying the symbolic text to the preceding narrative in the advertisement. This combination of symbolic and contextual elements emphasizes the exclusivity and security of the technology, a message that the advertisement seeks to convey.



Data 12. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 12, the phrase "Helps keep secrets safe" is a **symbol** according to Peirce's theory. As a symbol, this text relies on a shared understanding of language and context to convey its meaning (Peirce & Peirce, 1978). It suggests that the advertised technology (Face ID) provides robust security, ensuring privacy and protecting sensitive information. The text's placement in the scene, where the women are shown grinning and interacting pleasantly, links the security message to a realistic social context and highlights the value of confidentiality and trust. This symbolic statement strengthens the advertisement's narrative by aligning with the cultural value of keeping personal matters private, a concept that viewers can interpret through their understanding of the context.



Data 13. "iPhone 15 Face ID | Nice Try! | Apple" published on March 21, 2024 in Singapore. <https://www.youtube.com/watch?v=tLRPZIFWj-E>

In data 13, the Apple logo on the picture serves as an **icon** in Peirce's triadic model of signs. Its visual resemblance to the brand it symbolizes makes it an emblem that

viewers can recognize right away (Peirce & Peirce, 1978). The Apple logo does not rely on a direct causal connection (index) or a purely conventional understanding (symbol) alone; instead, its power lies in its iconic resemblance to the established visual identity of Apple Inc. The presence of the Apple logo in the advertisement reinforces brand recognition and trust, aligning the product with Apple's reputation for innovation and quality. Its placement subtly communicates ownership and authenticity, linking the advertised features (Face ID security) to the broader ecosystem of Apple's technology and values.

CONCLUSION

This study has delved into the semiotic intricacies of the advertisement "iPhone 15 Face ID" through the theoretical framework of Charles Sanders Peirce's triadic model of signs. The analysis of 13 photos from the advertising has shown how the visual components are purposefully designed to tell a coherent story that highlights the security, dependability, and user-centric innovation of the iPhone 15's Face ID feature. The advertisement's multiple meanings might be deciphered using a strong lens thanks to Peirce's semiotic categories of icon, index, and symbol. The complex interaction between the advertisement's visual, contextual, and interpretive elements was clarified by the triadic relationship of sign, object, and interpretant. The functionality of the Face ID feature was directly represented visually by icons, like as the phone's graphical representation of the locked and unlocked signals. The characters' physical encounters with the phone and their incapacity to unlock it without the correct owner are examples of indexes that created contextual and causal links, supporting the idea of exclusivity and security. Invoking cultural and brand-specific norms, symbols such as the Apple logo and the textual phrase "Helps keep secrets safe" connected with the audience's preconceived notions of Apple as a safe and creative leader in technology. These elements advanced the narrative that the iPhone 15 is not merely a smartphone but a trusted companion for safeguarding personal privacy and security.

In order to emotionally and intellectually engage the audience, the advertising also carefully uses semiotic elements. The plot which follows several characters as they playfully but provocatively try to get around the Face ID security feature, not only provides entertainment but also quietly emphasizes how unreliable the technology is. The resolution that allows the legitimate owner to easily unlock the phone emphasizes the primary point that the iPhone 15 Face ID is designed specifically for the intended user, which is consistent with Apple's overarching brand philosophy of prioritizing user privacy and data security. This comprehensive semiotic analysis highlights the effectiveness of employing Peirce's triadic model in unpacking the multimodal communication strategies utilized in advertisements. The findings underscore how semiotics can be a powerful tool in crafting and analyzing marketing messages that resonate with diverse audiences on cognitive, emotional, and cultural levels. The commercial effectively conveys its intended message while boosting audience engagement and product trust by coordinating narrative and visual components with

recognized semiotic principles. The study's findings highlight the importance of Peirce's semiotic theory in comprehending the relationship between technology, culture, and communication in addition to confirming its applicability in examining ads. The "iPhone 15 Face ID" advertisement exemplifies how semiotic principles can be harnessed to create a compelling narrative that elevates the perceived value and functionality of a product. This analysis adds to the larger conversation on semiotics in advertising by providing practitioners and academics with useful information for deciphering or creating effective marketing tactics in the digital era.

This study can help advertisers bridge the gap between complex technological features and consumer understanding by using semiotics. Advertisers can communicate effectively and guarantee that a broad spectrum of consumers understand the intended messages by coordinating their advertising strategies with cultural norms and values. Improving audience engagement and message clarity can be achieved by utilizing icons, indexes, and symbols that are consistent with broader cultural narratives. Future research should explore cross-cultural interpretations of technological advertisements, focusing on how different cultural frameworks influence the decoding of semiotic elements. This could provide deeper insights into global advertising strategies and help brands adapt their messaging to emerging technologies like artificial intelligence or augmented reality. This will refine semiotic theories and offer actionable recommendations for advertisers to navigate the complex interplay between technology, culture, and consumer behavior.

REFERENCES

- Akaka, M. A., & Schau, H. J. (2024). Telling stories with textual and visual analyses. In R. W. Belk & C. Otnes (Eds.), *Handbook of Qualitative Research Methods in Marketing* (pp. 460–470). Edward Elgar Publishing. <https://doi.org/10.4337/9781035302727.00048>
- Akcam, B. K., Guney, S., & Cresswell, A. M. (2019). Research Design and Major Issues in Developing Dynamic Theories by Secondary Analysis of Qualitative Data. *Systems*, 7(3), 40. <https://doi.org/10.3390/systems7030040>
- Baeza Argüello, S., Wakkary, R., Andersen, K., & Tomico, O. (2021). Exploring the Potential of Apple Face ID as a Drag, Queer and Trans Technology Design Tool. *Designing Interactive Systems Conference 2021*, 1654–1667. <https://doi.org/10.1145/3461778.3461999>
- Berger, A. A. (2010). Consumer Cultures. In A. A. Berger, *The Objects of Affection* (pp. 33–54). Palgrave Macmillan US. https://doi.org/10.1057/9780230109902_2
- Casiraghi, M. C. M., & Cusumano, E. (2024). *The international politics of logos: Colours, symbols, cues, and identities*. Routledge, Taylor & Francis Group.
- Chandler, M., See, L., Copas, K., Bonde, A. M. Z., López, B. C., Danielsen, F., Legind, J. K., Masinde, S., Miller-Rushing, A. J., Newman, G., Rosemartin, A., & Turak, E. (2017). Contribution of citizen science towards international biodiversity monitoring. *Biological Conservation*, 213, 280–294. <https://doi.org/10.1016/j.biocon.2016.09.004>

- Facial Recognition Technology: A Comprehensive Overview. (2023). *Academic Journal of Computing & Information Science*, 6(7).
<https://doi.org/10.25236/AJCIS.2023.060703>
- Fadlilah, Moch. I. (2022). Analysis of Speech Act of Instant Noodle Advertisement 50th on Television. *JELITA*, 3(2), 99–108. <https://doi.org/10.56185/jelita.v3i2.103>
- Ibrahim, I., & Sulaiman, S. (2020). Semiotic Communication: An Approach Of Understanding A Meaning In Communication. *International Journal of Media and Communication Research*, 1(1), 22–31.
<https://doi.org/10.25299/ijmcr.v1i1.4584>
- Lawes, R. (2023). *Using semiotics in marketing: How to achieve consumer insight for brand growth and profits* (Second edition). Kogan Page.
- Mick, D. G. (1986). Consumer Research and Semiotics: Exploring the Morphology of Signs, Symbols, and Significance. *Journal of Consumer Research*, 13(2), 196.
<https://doi.org/10.1086/209060>
- Mingers, J., & Willcocks, L. (2017). An integrative semiotic methodology for IS research. *Information and Organization*, 27(1), 17–36.
<https://doi.org/10.1016/j.infoandorg.2016.12.001>
- More, A. B. (2023). Implementing Digital Age Experience Marketing to Make Customer Relations More Sustainable. In A. Nayyar, M. Naved, & R. Rameshwar (Eds.), *New Horizons for Industry 4.0 in Modern Business* (pp. 99–119). Springer International Publishing. https://doi.org/10.1007/978-3-031-20443-2_5
- Musarrofah, S. (2023). Perlocutionary Act Analysis in the Indonesia Version of Tesla Electric Car Advertisement Video. *JELITA*, 4(1), 24–32.
<https://doi.org/10.56185/jelita.v4i1.104>
- Nwuche, A. G., Ngonebu, C. L., & Unachukwu, O. C. (2024). Imagic iconicity as thematic representation in selected Nigerian children’s poetry. *Semiotica*, 2024(257), 125–139. <https://doi.org/10.1515/sem-2021-0083>
- Peirce, C. S., & Hoopes, J. (1991). *Peirce on signs: Writings on semiotic*. University of North Carolina Press.
- Peirce, C. S., & Peirce, C. S. (1978). *Scientific metaphysics* (C. Hartshorne & P. Weiss, Eds.; 4. print). Belknap Press of Harvard Univ. Press.
- Rebello Cardoso Jr, H. (2018). Peirce’s resonances on Deleuze’s concept of sign: Triadic relations, habit and relation as semiotic features. *Semiotica*, 2018(224), 165–189.
<https://doi.org/10.1515/sem-2016-0212>
- Rosas, F. E., Mediano, P. A. M., Jensen, H. J., Seth, A. K., Barrett, A. B., Carhart-Harris, R. L., & Bor, D. (2020). Reconciling emergences: An information-theoretic approach to identify causal emergence in multivariate data. *PLOS Computational Biology*, 16(12), e1008289. <https://doi.org/10.1371/journal.pcbi.1008289>
- Sanjaya, A. G., Linuwih, E. R., & Fadilah, E. (2023). Revealing the Myths in Iphone 14 Advertisement: Semiotics Approach. *International Journal of English and Applied Linguistics (IJEAL)*, 3(2), 171–179.
<https://doi.org/10.47709/ijeal.v3i2.2746>

- Serafinelli, E. (2024). Semiotics of Drone Visuals: Views from the Blue. In E. Serafinelli, *Theorising Drones in Visual Culture* (pp. 85–118). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-75255-1_4
- Udris-Borodavko, N., Oliinyk, V., Bozhko, T., Budnyk, A., & Hordiichuk, Y. (2023). Aesthetics and semiotics in 21st century visual communications: Pedagogical and sociocultural aspects. *Research Journal in Advanced Humanities*, 4(4). <https://doi.org/10.58256/rjah.v4i4.1144>