



Myth and Ideology in Smartphone Advertisement

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Abstract*

In the digital era, smartphone advertising extends beyond the promotion of technical features and increasingly functions as a medium for constructing cultural meanings, myths, and ideologies. This study examines YouTube advertisements for the Samsung Galaxy A34 using Roland Barthes' semiotic framework, which includes the levels of denotation, connotation, myth, and ideology. Through qualitative analysis, the research identifies how visual narratives and technological representations in the commercials generate symbolic associations with empowerment, mobility, multicultural harmony, and futurism. These connotative meanings evolve into broader cultural myths that portray technology as a liberating force, a unifying agent, and a marker of social progress. At the ideological level, the advertisements naturalize values of modernity, consumerism, technological determinism, and hyper-individualism. Additionally, the study highlights YouTube's algorithmic and multimodal features, which amplify the reach and ideological influence of such advertisements by enabling targeted dissemination and interactive user engagement. The findings demonstrate that YouTube smartphone commercials function not only as marketing tools but also as cultural texts that shape societal perceptions of technology, identity, and modern life.

1. Introduction

Smartphones are now a necessity in the modern technology age as they offer a plethora of features. Socially, culturally, and personally, flagship models such as Samsung Galaxy A34 serve as sophisticated pieces of technology that shape one's identity. It has been demonstrated in research that such devices are not only sold because of their technological advancement but are placed within societal trends that take advantage of contemporary myths and ideology (Martins et al., 2019; PAN, 2023). It is plausible to argue that the marketing of top-end smartphones is not about selling a product—it is about selling an idea, a dream, or a lifestyle one wishes to obtain. Thus, the advertisements bear

a different cultural meaning that allows the purchaser to look at it as a ticket to self-achievement, achievement in life, and being connected to the world (Martins et al., 2019; Sembiring & Fahlevi, 2023)

The marketing of smartphones, much like any contemporary product, invokes certain myths and ideologies that appeal to both the reasoning and emotions of their target audience. Myths, as described by Barthes, are not purely fantasies; instead, myths are as real as beliefs and capture the essence of different cultures which shape the way people understand and interpret the realities (Garibay et al., 2024; Martin, 2011). In the case of smartphones, these myths technology an overwhelmingly beneficial impact on one's life. For example, advertisers proclaim that smartphones foster innovation and unparalleled self-confidence, reinforcing the belief that technology is an all-encompassing remedy (Karamchandani et al., 2021). This belief strongly reflects technological determinism, which assumes that technological innovations are the main contributors to social advancement and personal achievement (Sayah, 2024). Furthermore, Consumerism in these ads claims that social recognition and self-satisfaction are achieved through owning the latest gadgets (Roth-Cohen et al., 2021).

In order to address and deconstruct these deep-seated myths and ideologies, this research makes use of semiotic analysis, which is a vital aspect of studying meaning creation in media texts. Barthes' semiotic theory allows analyzing advertisements in a systematic multi-layered manner (Sulatra & Pratiwi, 2020). For example, to smartphones, advertisements at the denotative level present factual features like the quality of the camera, processing speed, or even the AI features (Karim et al., 2024). Devoid of context, these details simply state what the device does. Factual features take on cultural meanings at a higher level (Hasyim & Arafah, 2023; Karim et al., 2024). A high-resolution camera transforms beyond just being a picture quality feature, but becomes an object of self-expression, status, and creativity. Smartphones are sleek not just as an aesthetic element, but as a signal of sophisticated modernity. Additionally, the mythical level emerges, where the product becomes interred within culturally constructed narratives that raise the device far beyond what it actually is (Kayacan, 2023). It could serve to advance innovation, intelligence, active empowerment, or even global citizenship aspirations at an elemental level. In the end, these myths serve underlying ideologies which include technological determinism, consumerism, and individualism.

The perception that possessing the latest smartphone is a form of success is indicative of the belief systems advertising propagates. At this level, the advertisement is a reflection of the smartphone's culture, politics, and ideology. The semiotic does not simply depict what lies on the surface, it seeks to interrogate the meaning systems advertising embeds within the smartphone beyond its functional value.

The choice to examine smartphone advertisements on YouTube rather than in other media is quite thoughtful. YouTube has been recognized as a major advertising medium with particular advantages for myth and ideology creation and circulation (Sanjaya et al., 2023; Shabrina et al., 2022). YouTube's ads often go beyond simple graphics to include videos, catchy songs, and storylines That make the audience feel more fully engaged. This

heightened level of engagement enables marketers to promote myths that appeal to the hopes and dreams of consumers (Kayacan, 2023). From a technological viewpoint, the platform's algorithm has the capability of reaching precise target audiences consisting of a wide range of smartphone users from techies to lifestyle bloggers. These demographic distinctions serve ideologues and marketers construct myths and ideologies that depend upon diverse consumer expectations. In addition, myths and icons the world wants to consume can easily be channeled into culturally adapted yet universal branded mobile messages devoid of contextual boundaries. Such messages convey branded innovations, success, and creativity (Sohal & Kaur, 2018).

YouTube also differs from other media in that its functionality is interactive. Ads on YouTube, unlike TV ads, allow for some interaction on comments, likes, and sharing videos which makes the construction of myths and ideologies dynamic and participatory (Zheng et al., 2019). With this interaction, brands can receive feedback about the advertisement, which allows them to strengthen the dominant narrative. Furthermore, ads on YouTube often overlap with influencers, as sponsors are often reviewed, unboxed, and discussed (Bhattacharya & Dhingra, 2023). This type of promotion erases the division between paid advertisement and sponsored content and injects myths of prowess and class mobility within casual digital culture. In addition, advertisers can use shorts or long ads and tell complex stories using emotional appeal which makes the consumers see and understand advertising ideologically. Therefore, technology is perceived and understood profoundly and profoundly and deeply, shaped by consumers and ideologically saturated.

Fundamentally, smartphone YouTube ads serve a purpose greater than just advertising. They are sociocultural texts that formulate and perpetuate dominant ideology (West & McAllister, 2023). By means of strategic narrative, such advertisements position smartphones within the aspirational myths of creativity, innovation, and success, thus determining how people relate to and use technology. Utilizing Barthes' semiotic model, this research looks into the ways such advertisements serve as ideological devices which, in addition to depicting contemporary culture, construct it as a digital one. Looking at smartphone ads from the semiotic perspective sheds light on the complex relationship between media, technology, and the ideology of consumer society, demonstrating the profound significance of advertising in a contemporaneous sociological context.

2. Methods

This study employs a qualitative research design which is useful for examining the intricacies of cultural meanings as well as social relationships and ideological constructs in media content. The qualitative method suits semiotic analysis because it involves describing smartphone advertisements and interpreting their symbolic meanings and cultural representations. Unlike quantitative approaches that focus on numbers, qualitative research emphasizes the in-depth, narrative explanation of how media as an institution shapes and conveys messages articulating several layers. This approach helps in understanding how Samsung Galaxy A34 advertisements are not only promotional materials but also cultural documents that shape contemporary society's myths and ideologies.

The principal source of information for this research includes video advertisements

sourced from YouTube videos as a result of the site's active multimedia nature and its value as a cultural site of production and consumption. YouTube ads combine visual, sound, and text elements, making them appropriate for layered semiotic analysis. The ads for Samsung Galaxy A34 were selected because of their cultural significance, popularity, and because they are flagship devices of the two dominant smartphone manufacturers. The researcher implemented non-participant observation and advertisement analysis as an outsider. Essential visual scenes were extracted by means of screenshots, and verbal components like tag lines, voicing, and dialogues were captured. With this thorough capturing, it was possible to detail the documents for a breakdown with content analysis of both surface or denotative content and deeper connotative and ideological content.

The collection of this data has been done within the semiotic framework set forth by Barthes, which analyzes signs at four levels: denotation, connotation, myth, and ideology. This model of analysis works well to answer the second research question; how can the advertisement be explained using the four levels of meaning articulated by Barthes? At the denotative level, a representation was identified for such items as the phone's technical features – its's user interface, camera's quality, and physical design – aspects that, to some degree, communicate to the viewer what the device can do. At the connotative level, analysis sought out the ways in which these elements invoke culturally and emotionally charged responses—for example, sleek design evokes associations with elegance and professionalism, and high-definition photography evokes the idea of creativity and freedom. The myth level of analysis dealt with how the advertisements create unifying cultural narratives. Responding to the first research question: how do the Samsung Galaxy A34 advertisements on YouTube construct and reproduce cultural myths and ideologies through visual and narrative strategies? Take the Samsung Galaxy A34 ad nurtures the myth of global connectivity and innovation claiming the device transcends linguistic and cultural divides, empowering users to succeed in a boundless digital world. Finally, at the ideological level, the analysis has shown how these myths are construing and reinforcing dominant beliefs in the society based on the assumption of technological determinism, consumerism, hyper-individualism and individualism.

The advertisements propose that social success, identity, as well as social affiliation increasingly relies on possessing sophisticated gadgets and technologies. This analysis responds to how advertising perpetuates and disseminates social ideologies, in this case, effective advertising serves ideologically promoting products as technology. Additionally, the analysis incorporates the third research question: What is the role of YouTube as a digital platform in crafting and circulating the ideological narratives charged within smartphone advertisements? YouTube allows advertisers to construct captivating and emotionally engaging multimedia stories designed to reach very specific and broad audiences due to its algorithmic design, multi-faceted format, and global accessibility. The platform enhances the connotative and mythical elements of the ads through visual storytelling, while its interactivity in the form of comments, sharing, and recommending enables rapid circulation and bolstering of ideological messages. Thus, YouTube does not simply host these advertisements; rather, it also plays a role in the ideological circulation of these ads, serving as a digital space where consumer culture myths are crafted and

subsequently naturalized.

3. Result

This part of the research, paying particular attention to the discussion of the results within the framework of Roland Barthes' semiotic analysis on the levels of meaning: denotation, connotation, myth and ideology. The analysis focuses on the YouTube advertisements of Samsung Galaxy A34, elucidating how these brands construct cultural representation and impart profound ideological significances through advertisements.

Data 1. Samsung Galaxy A34 Advertisement

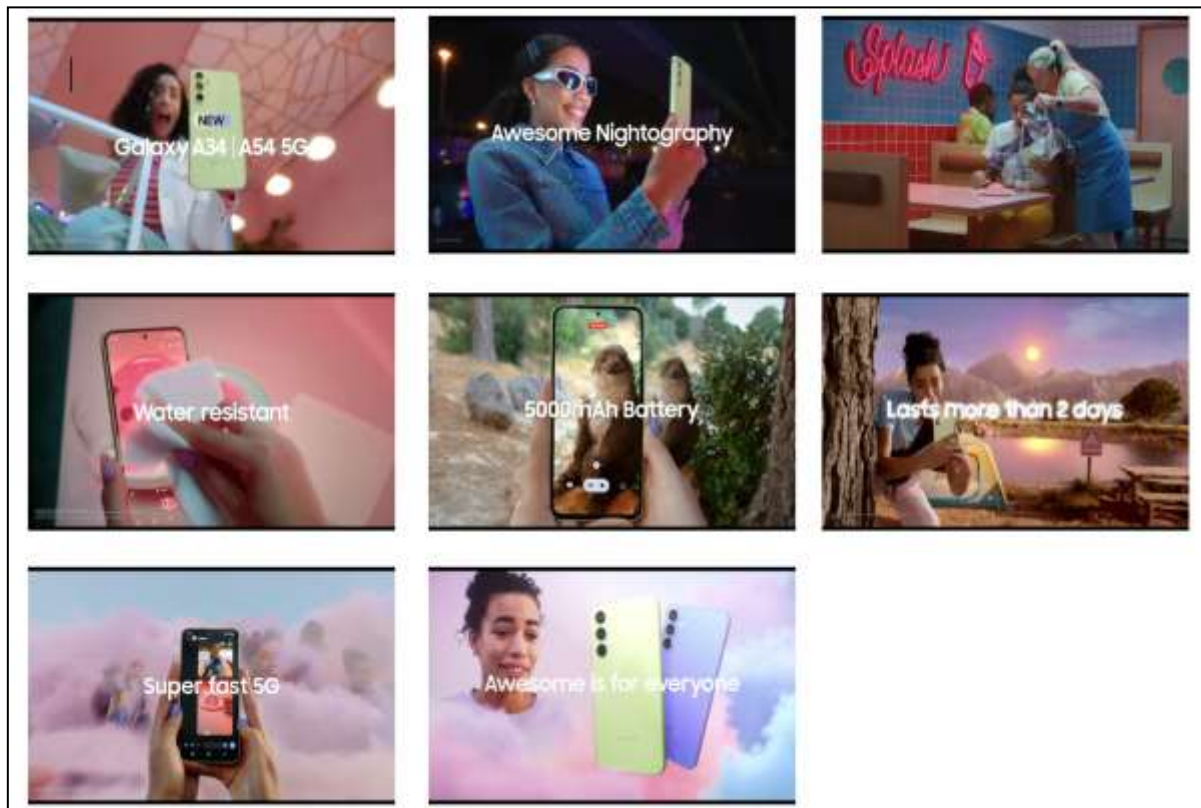


Figure 1. Samsung Galaxy A34 Ads Fragment. Source: (Samsung US, 2024)

Table 1. Samsung Ads Connotative Signification

Signification	Description
Freedom of Movement and Social Mobility	The depiction of effortless cross-language communication connotes unrestricted mobility, suggesting that the smartphone enables users to transcend geographical, linguistic, and cultural barriers. The device is symbolically associated with global access and fluid movement across social spaces.
Personal Empowerment and Autonomy	Scenes showing individuals confidently navigating new environments imply that the phone provides empowerment and self-reliance. The device is connoted as an enabler of autonomy, equipping users to independently manage challenges in unfamiliar contexts.
Inclusivity and Cultural Harmony	The representation of diverse ethnic and cultural groups conveys connotations of inclusiveness and unity. The smartphone is positioned as an instrument that bridges social differences, symbolically aligning technology with ideals of multicultural coexistence and social cohesion.
Futurism and	The emphasis on AI-driven translation and device performance connotes intelligence,

Technological Sophistication	precision, and futurism. The smartphone becomes associated with advanced, human-friendly innovation, symbolizing progress and modern technological capability.
Enhanced Relational Connectivity	Scenes of meaningful social interaction suggest that technology strengthens rather than disrupts human relationships. The device is connoted as a facilitator of emotional warmth and smoother interpersonal communication, reinforcing its role in sustaining positive social bonds.

Table 2. Samsung Ads Constructed Myth

Signification	Description
Technology as a Liberating Force	The advertisement reinforces the myth that technological devices possess the inherent capacity to liberate individuals from social, linguistic, and geographical constraints. The smartphone is framed not merely as a tool but as a symbolic agent of freedom that enables users to transcend limitations imposed by their environments.
Universal Connectivity and Global Harmony	By depicting seamless interaction among culturally diverse individuals, the ad constructs the myth that global unity is achievable through digital technology. It suggests that cross-cultural harmony naturally emerges through the adoption of advanced communication devices.
The Smartphone as a Cultural Unifier	The representation of people from multiple ethnic and social backgrounds positions the phone as a unifying symbol that harmonizes difference. This myth implies that technological consumption dissolves cultural boundaries and creates a shared global identity mediated by the device.
Technological Progress Equals Social Progress	The emphasis on AI features and high-speed performance reinforces the myth that advancements in technology directly correlate with improvements in human life and social relations. The advertisement naturalizes the belief that innovation inherently leads to a better, more efficient society.
Human Relationships Enhanced by Technology	Scenes showing meaningful interpersonal interactions mediated by the smartphone perpetuate the myth that digital devices enrich, rather than diminish, human connection. This myth positions the device as an essential facilitator of emotional intimacy and social cohesion.

Table 3. Samsung Ads Constructed Ideology

Signification Ideological Theme: Modernity	Description
Technology as the Core Marker of Modern Life	The advertisement embeds the ideology that modernity is fundamentally defined by the use of advanced digital technologies. The smartphone is portrayed as an essential artifact of contemporary living, suggesting that individuals who adopt such devices occupy a more advanced and modern social position.
Rationality and Efficiency as Modern Values	By emphasizing the phone's speed, precision, and AI-driven capabilities, the ad promotes the belief that efficiency and optimization are central values of modern life. The device becomes a symbolic representation of rational problem-solving and streamlined communication.
Progress as Technological Advancement	The narrative associates progress with continuous technological improvement, reinforcing the modernist ideology that innovation equates to societal advancement. The smartphone is framed as both a product and a driver of forward movement in everyday life.

4. Discussion

In this section, the results of the semiotic analysis are discussed to answer the following 3 research questions: (1) Through Barthes' four levels of meaning: denotation,

connotation, myth, and ideology, how can these set of advertisements be analyzed? (2) In what ways do the YouTube ads for the Samsung Galaxy A34 create and reinforce cultural myths and ideologies using images and storytelling, including the visuals and narratives employed? (3) As a digital platform, what functions does YouTube serve in terms of constructing and communicating the ideological messages that advertisements for mobile phones convey?

4.1 Samsung Galaxy A34 Advertisement Denotative Analysis

At the denotative level, the Samsung Galaxy A34 advertisement presents a series of visual and auditory elements that emphasize the device's core functional features. The ad explicitly showcases the smartphone's AI-powered translation tool, high processing speed, and smooth performance across various everyday situations. These technical capabilities are represented through scenes in which users employ the device to communicate with individuals speaking different languages, navigate unfamiliar environments, and access information in real time. Such depictions operate at the most literal level of meaning: the phone is shown as a reliable technological instrument designed to facilitate efficient communication and problem-solving.

The advertisement also displays a diverse set of characters—from different cultural and ethnic backgrounds—interacting with the device in a range of settings, including public spaces, social gatherings, and travel environments. These scenes, at the denotative stage, simply illustrate people using the smartphone in common, relatable contexts. The visuals focus on the screen interface, translation pop-ups, and gesture-based interactions, highlighting the device's user-friendly nature and its ease of operation. Moreover, the narrative demonstrates straightforward cause-and-effect sequences: the user encounters a communication challenge, activates the translation feature, and successfully engages with others.

Additionally, the advertisement includes explicit cues about the phone's material qualities, such as its sleek design, camera capabilities, and display clarity. These aspects are introduced through product shots, close-up angles, and dynamic transitions that foreground the physical appearance and functional reliability of the Galaxy A34. The audio elements, including upbeat background music and clear voice-over explanations, further reinforce the literal emphasis on performance and technical efficiency.

Taken together, the denotative meanings construct a foundational layer in which the smartphone is portrayed as an advanced tool that supports clear communication, smooth navigation, and user convenience. This literal representation provides the basis for subsequent connotative, mythical, and ideological interpretations, which draw upon and extend the straightforward depiction of the device's features and usage scenarios.

4.2 Samsung Galaxy A34 Advertisement Connotative Analysis

The connotative meanings embedded in the Samsung Galaxy A34 advertisement reveal how the commercial goes beyond the literal presentation of technological features to construct a symbolic narrative around the smartphone. While the denotative layer highlights the device's translation capabilities, processing speed, and user-friendly

interface, the connotative layer reframes these functions as signs of broader social and emotional values. In this sense, the advertisement positions the smartphone as more than a communication tool; it becomes an emblem of empowerment, mobility, and modern social engagement.

One of the strongest connotative dimensions is the portrayal of the smartphone as a medium that grants users freedom of movement. By depicting seamless conversations between individuals who do not share a common language, the advertisement suggests that the device enables users to transcend linguistic, cultural, and geographical boundaries. This symbolic association creates an impression that the smartphone expands the user's world, providing access to previously unreachable spaces and interactions. The technology thus connotes not only accessibility but also the ability to navigate global environments with ease and confidence.

A second connotative theme concerns individual empowerment and autonomy. Scenes showing users independently resolving communication challenges imply that technological mastery enhances personal agency. The smartphone is implicitly framed as an extension of the self—an instrument that allows individuals to act decisively and confidently within unfamiliar situations. This portrayal aligns with contemporary discourses that position technology as a facilitator of self-efficacy and adaptive competence. The advertisement also connotes ideals of inclusivity and cultural harmony. By featuring diverse actors engaging harmoniously in public and social settings, the commercial suggests that technology fosters unity across cultural differences. The device functions symbolically as a bridge, allowing individuals from varied backgrounds to forge meaningful social connections. This representation aligns the smartphone with broader narratives of multiculturalism and global coexistence.

Another prominent connotative element relates to the association of the device with futurism and advanced technological sophistication. The emphasis on AI-based translation tools and smooth operational performance constructs a symbolic image of the smartphone as a gateway to an advanced, forward-looking lifestyle. The device is positioned as an artefact of innovation—one that embodies the promise of a technologically enhanced future.

Finally, the depiction of people forming and sustaining social relationships through the phone's communicative features contributes to the connotation of enhanced relational connectedness. Far from portraying technology as isolating, the advertisement underscores its capacity to support emotional warmth and interpersonal closeness. Through these visual and narrative cues, the smartphone is framed as a facilitator of meaningful social interaction and communal belonging.

Taken together, these connotative meanings reveal that the advertisement strategically transforms functional aspects of the Samsung Galaxy A34 into symbolic resources that communicate empowerment, inclusivity, cosmopolitan identity, and technologically driven social cohesion. The connotative layer thus plays a crucial role in constructing the smartphone not merely as a device but as a cultural and emotional mediator capable of shaping contemporary social experiences.

4.3 Samsung Galaxy A34 Advertisement Myth Analysis

The Samsung Galaxy A34 advertisement produces a series of cultural myths that function to naturalize particular understandings of technology and its role in contemporary life. Drawing on Barthes' conception of myth as a second-order semiological system, the commercial transforms the denotative and connotative meanings of the device into broader ideological narratives that appear self-evident and universally accepted. These myths not only shape audience perceptions of the smartphone but also reinforce dominant cultural discourses surrounding technological progress and social connectivity.

One of the central myths embedded in the advertisement is the notion of technology as a liberating force. While the denotative level presents a device capable of translating languages and facilitating communication, the mythical level reframes this functionality as a form of personal liberation. The smartphone is depicted as empowering users to overcome linguistic and cultural constraints, thereby presenting technology as a medium of escape from the limitations of everyday life. This myth naturalizes the belief that technological tools inherently enhance individual freedom and mobility.

A second prominent myth is the ideal of universal connectivity. Through scenes showing individuals from diverse cultural and ethnic backgrounds engaging seamlessly through the device, the advertisement suggests that global unity is attainable through technological mediation. This representation implies that cultural differences can be effortlessly bridged by the adoption of a common technological platform. In doing so, the commercial perpetuates the myth that technology serves as a neutral and universally accessible means of fostering global harmony, despite the complexities of real-world cultural communication.

The advertisement also constructs the myth of the smartphone as a cultural unifier. By foregrounding the device as the central element enabling cross-cultural interaction, the commercial positions the Galaxy A34 as an artefact capable of harmonizing diverse identities. This myth implies that participation in a global technological culture supersedes more traditional forms of cultural belonging, thereby elevating the smartphone as a key mediator of cosmopolitan identity.

Furthermore, the narrative reinforces the myth that technological progress equates to social progress. The emphasis on AI-driven translation tools and efficient device performance contributes to a storyline in which innovation is portrayed as the primary driver of human advancement. This myth naturalizes the assumption that societal improvement is inherently tied to the continuous development and consumption of new technologies, reinforcing a techno-utopian worldview.

Finally, the advertisement perpetuates the myth that technology enhances human relationships. The portrayal of individuals forming meaningful bonds and experiencing emotional warmth through technologically mediated communication constructs the belief that digital devices enrich rather than diminish interpersonal connection. This myth supports contemporary cultural narratives that normalize the integration of technology into intimate aspects of daily life.

Taken together, these myths reveal how the advertisement discursively frames the Samsung Galaxy A34 as more than a functional communication tool. Through myth-

making, the commercial situates the smartphone within broader ideological narratives that validate the cultural centrality of technology, promote visions of global unity, and affirm the perceived inevitability of techno-driven social progress. In this way, the mythical layer contributes significantly to the advertisement's persuasive power by transforming technological features into symbolic assurances of liberation, harmony, and advancement.

4.4 Samsung Galaxy A34 Advertisement Ideology Analysis

The ideological dimension of the Samsung Galaxy A34 advertisement reflects a broader cultural discourse that positions technology as central to the construction of contemporary life. Operating at Barthes' ideological level, the advertisement naturalizes a worldview in which modernity is equated with technological proficiency, efficiency, and global connectivity. Through this ideological framing, the commercial encourages viewers to interpret the smartphone not merely as a functional device but as an essential component of a modern lifestyle.

A key ideological message conveyed in the advertisement is the notion that technological mastery is a defining marker of modern identity. The repeated emphasis on the phone's AI-driven translation capabilities, rapid performance, and intuitive interface positions the device as a necessary tool for navigating the complexities of contemporary society. This framing reinforces the belief that individuals must rely on advanced digital technologies to participate fully in modern social and cultural processes. The ideology of modernity, in this context, becomes synonymous with digital fluency and the capacity to integrate technology seamlessly into everyday life.

The advertisement also promotes the ideology that progress is inherently tied to technological advancement. By showcasing innovation as central to the user experience, the commercial naturalizes the assumption that continual adoption of new devices is both desirable and inevitable. This perspective reinforces a techno-progressive worldview in which societal improvement is perceived as directly linked to the development of more sophisticated technological tools. The smartphone is thus constructed as an emblem of progress, symbolizing the forward movement of society as well as the individual.

Another ideological strand present in the advertisement is the valorization of autonomy and individual self-determination through technology. The scenes depicting users confidently overcoming communication challenges suggest that independence is achieved through technological empowerment. This ideological message aligns with neoliberal discourses that privilege self-sufficiency, framing technology as the mechanism through which individuals assert control over their circumstances. The device becomes not only a tool for communication but also an ideological symbol of personal capability and agency. The advertisement further embeds an ideology of global orientation and cosmopolitanism, presenting the world as a borderless space in which cultural differences can be navigated through digital means. The portrayal of diverse characters communicating harmoniously through the smartphone reinforces the ideological belief that global connectivity is both attainable and expected in modern life. This naturalizes the assumption that participation in a globalized world is mediated through technological devices, positioning the smartphone as an indispensable mediator of cosmopolitan identity.

Collectively, these ideological elements demonstrate how the Samsung Galaxy A34 advertisement constructs a vision of modern life that is fundamentally shaped by digital technology. Through its representation of technological efficiency, autonomy, global connectivity, and progress, the commercial promotes a coherent ideological narrative that normalizes the integration of advanced technology into everyday practices. In doing so, it reinforces a broader cultural understanding of modernity in which technological consumption is not only beneficial but essential to contemporary existence.

4.5 The Role of YouTube play as a Digital Platform in Shaping and Disseminating the Ideological Narratives Embedded in Smartphone Advertisements

YouTube plays a pivotal role as a digital platform that not only hosts but also actively shapes the ideological narratives embedded within smartphone advertisements. As a visually driven, algorithmically curated medium, YouTube provides a communicative environment in which technological ideologies—such as modernity, progress, global connectivity, and digital empowerment—are distributed, normalized, and reinforced. The platform's affordances enable advertisers to position smartphones not merely as functional devices but as cultural symbols deeply intertwined with contemporary values and social expectations.

First, YouTube's algorithmic recommendation system significantly amplifies the reach and persuasive potential of ideological messages. By curating content based on users' interests, viewing histories, and demographic profiles, YouTube ensures that smartphone advertisements circulate within highly targeted and receptive audiences. This personalized circulation contributes to the naturalization of ideological narratives: viewers repeatedly encounter ads that frame technological consumption as essential to modern living, thereby reinforcing the ideology of digital modernity as a taken-for-granted component of everyday life.

Second, YouTube's multimodal nature—combining audio-visual storytelling, dynamic editing, and affective sound design—intensifies the semiotic construction of ideological meanings. Advertisers leverage the platform's visual affordances to create immersive representations of global mobility, cultural diversity, efficiency, and autonomy. These representations do more than describe technological functions; they articulate a worldview in which smartphones become symbolic tools for navigating contemporary society. The platform thus becomes a mediating space where ideology is made emotionally resonant and visually compelling.

Third, the participatory and interactive features of YouTube contribute to the dissemination of ideology by enabling users to engage with advertisements beyond passive viewing. Features such as likes, shares, comments, and embedded links transform ads into social texts that circulate across networks, extending their ideological influence. User engagement also functions as a form of endorsement that legitimizes the ideological narratives embedded in the ads. When viewers share or positively comment on smartphone commercials, they reproduce and validate the underlying ideologies, further normalizing them within digital culture.

Fourth, YouTube's global accessibility allows smartphone advertisements to reach audiences across geographic and cultural boundaries. This global reach is particularly conducive to the spread of ideologies such as cosmopolitanism and universal connectivity. The platform situates viewers within a transnational media environment where technological consumption is presented as a universal marker of modern identity. Consequently, the ideological messages embedded in smartphone ads—such as the belief that technology bridges cultural differences or enhances personal autonomy—become globally standardized narratives that transcend local contexts.

Finally, YouTube operates as a commercialized digital ecosystem in which corporate interests align with broader ideological discourses about technology. Through monetization structures and partnerships with advertisers, the platform incentivizes the production of content that promotes aspirational, technology-centered lifestyles. This institutional environment perpetuates a consumerist ideology in which smartphones are portrayed not only as necessary tools but as symbols of progress, efficiency, and global participation. Thus, YouTube becomes an ideological apparatus that supports and reproduces the commercial and cultural dominance of technology companies.

Taken together, these dynamics illustrate that YouTube functions not merely as a distribution channel but as an active ideological agent. The platform shapes how technological narratives are constructed, experienced, and internalized by viewers, ultimately contributing to the circulation and normalization of the ideological meanings embedded in smartphone advertisements. As a result, YouTube plays a central role in embedding digital technologies within the cultural imagination, reinforcing the belief that technological consumption is fundamental to contemporary life.

5. Novelties

This study offers several original contributions to the field of semiotic and media studies that distinguish it from existing research on smartphone advertising.

First, while previous studies on smartphone advertisements predominantly emphasize consumer behavior, branding effectiveness, or isolated semiotic elements, this research advances the field by applying Roland Barthes' four-level semiotic model (denotation, connotation, myth, and ideology) in an integrated and systematic manner. The analysis does not stop at myth construction but extends explicitly to the ideological naturalization process, demonstrating how technological meanings are stabilized as common sense within contemporary digital culture. This comprehensive operationalization of Barthes' framework remains underexplored in prior smartphone advertising studies, which often privilege either visual symbolism or myth alone.

Second, the study introduces YouTube not merely as a distribution medium but as an active ideological apparatus. Unlike earlier research that treats YouTube as a neutral hosting platform, this article conceptualizes YouTube as a semiotic and ideological amplifier, whose algorithmic curation, multimodal affordances, and participatory features (likes, comments, shares) actively shape the circulation, reinforcement, and normalization of technological ideologies. This platform-centered ideological analysis represents a novel

contribution, particularly within semiotic scholarship, where media infrastructures are still rarely theorized as co-producers of meaning.

Third, the research foregrounds the myth of technology as a cultural unifier and liberating force in a way that moves beyond techno-optimistic interpretations. By demonstrating how multilingualism, multicultural representation, and AI-driven translation are semiotically mobilized to construct narratives of global harmony, the study reveals how inclusivity and diversity function as mythic resources that legitimize technological determinism and consumerist modernity. This critical articulation of inclusivity as an ideological strategy remains marginal in existing analyses of smartphone advertising.

Fourth, the study contributes originality by positioning smartphone advertisements as cultural texts that actively participate in identity formation, rather than as reflections of pre-existing social values. The findings show that the Samsung Galaxy A34 advertisement constructs a model of the “modern subject” defined by autonomy, efficiency, global mobility, and digital dependence. This shifts the analytical focus from representation to subject formation, offering a deeper theoretical engagement with ideology in digital advertising discourse.

Finally, methodologically, the research offers a replicable qualitative semiotic model for analyzing digital video advertisements, integrating visual, verbal, and auditory elements within a single analytical framework. By combining detailed scene-based analysis with ideological interpretation and platform analysis, the study provides a methodological template that can be applied to other digital advertising contexts, particularly within algorithm-driven media environments.

6. Conclusion

This study demonstrates that smartphone advertising—specifically the Samsung Galaxy A34 commercial—constructs multilayered meanings that extend beyond its denotative representations of product features. Through Roland Barthes’ semiotic framework, the analysis reveals that the advertisement systematically deploys connotative signs to evoke associations with youthfulness, creativity, efficiency, and social connectedness. These connotations are then elevated into broader cultural myths, such as the belief that technological mastery is essential for modern identity formation, and that personal empowerment is attainable through continual consumption of the latest digital devices. Such myths ultimately reinforce deeper ideological structures that naturalize consumerism, technocentrism, and aspirational individualism as normative values in contemporary society.

Furthermore, the study highlights the crucial role of YouTube as a digital platform in shaping, amplifying, and circulating the ideological narratives embedded in smartphone advertising. YouTube’s algorithmic curation, participatory culture, and multimodal affordances enhance the persuasive power of these advertisements by extending their reach, enabling personalized targeting, and fostering user engagement through comments, likes, and shares. As a result, advertisements on YouTube do not merely inform audiences but actively participate in constructing cultural meanings and normalizing ideologies surrounding technology consumption.





Overall, this research underscores the importance of semiotic and critical media perspectives in understanding how digital advertising operates within broader socio-cultural and ideological systems. It also stresses the need for increased media literacy to critically assess the subtle ways in which digital platforms contribute to shaping public perceptions, desires, and technological worldviews.

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