

SALILA: A Narrative Study of Sigur.id's Necklace Product as a Symbol of "Forever"

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Abstract. Semiotics studies the nature of signs, where perceptions and views of reality are constructed by words and other signs used in social contexts. Signs or symbols shape human perception more than just reflecting existing reality. Necklace products from Sigur.id have special signs and symbols in each color intensity and component. One of them is a necklace named "Salila" as a symbol of forever and eternity. The purpose of this study is to reveal the signs or symbols contained in the "Salila" necklace product from Sigur.id in Brangas Village, West Ungaran, as a reference. To reveal this, Ferdinand de Saussure's semiotic theory is used which reveals signs or symbols based on two parts, namely the signifier and the signified, and Roland Barthes' semiotic theory which reveals signs or symbols based on denotative, connotative, and mythical meanings. The research method used is field research, namely, by conducting research directly in the field to see the creative process carried out by the Sigur.id team of workers. The name "Salila" comes from the Hindi language which means "forever", but more than that the signs or symbols poured on each color entity and its components are a combination of the reality of the universe, so that the indication of its meaning is to express an eternity. Based on that, the meaning of a name on a product is not only based on beauty, but there are signs or symbols that underlie the naming.

Keywords: Sigur.id, Semiotics, Culture, Salila, Symbol.

1 Introduction

Humans, since ancient times, have had an aesthetic need to capture moments, feelings, and bonds. This aesthetic need is evident from prehistoric cave paintings, to magnificent monuments such as Candi Borobudur and Prambanan. This was done to create something of "forever" value which became the fundamental drive of civilization [11]. In the era of modernization, this aesthetic need is manifested in various forms, one of which is through personal objects that produce symbolic meanings. These personal objects can be like jewelry, especially necklaces because necklaces are jewelry that holds many meanings. Necklaces become a medium to express identity, status, memories, and even promises. Necklaces serve as a bonding marker and a reminder of something timeless, having proven their relevance across cultures and generations [12].

The development of home-based creative industries today is progressing rapidly following technological developments, especially in Sigur.id products that are designed with meaning. The phenomenon of "jewelry is identity" is increasingly reinforced in

the current era of modernization. In the midst of rapid technological development and instant consumption tendencies, people are looking for different products. Products that offer more value, not just a reflection of momentary beauty. People want objects that can become personal narrators, tell valuable stories in life, represent prayers and hopes, and reflect commitment. The concept of timelessness will be very valuable in this fast-paced society, where eternal things become a counterweight to transience [2].

Sigur.id is one of the home industries that produces necklaces with distinctive characteristics. Sigur.id is located in Ungaran, Central Java which produces beautiful products. Janu (2025) as the owner of sigur.id said that sigur.id products are not just ordinary products, but are hand dances that provide a different world for buyers [4]. Different from other products, the "Salila" necklace is designed not just as an accessory, but as a narrative ornament. The name Salila is etymologically rooted in Hindi which means eternity which is indirectly the aspiration for the creation of this product. The presence of the Salila necklace as a representation of promises, memories, relationships, endeavors that are believed to last forever, thus, the Salila necklace is rich in symbols and signs. Examining symbols and signs is necessary to be able to analyze perceptions and views of reality that are constructed by words and other signs for use in social contexts. Signs or symbols shape human perception more than just reflecting existing reality. Sigur.id's Salila necklace products have special signs and symbols in each color intensity and component. One of the theories that can be used to analyze symbols and signs is semiotic studies [5].

Semiotics according to Saussure is the study of signs in social life which includes what these signs are and what laws govern the formation of these signs [1]. Ferdinand de Saussure is known as the father of semiotics who became the originator of the structuralism movement born in France in the early 20th century. Saussure divided the sign consisting of signifier and signified. In interpreting symbols and signs in depth, we can use denotative, connotative, and mythical meanings as the second level of meaning. Myth is a form in which ideology is created and emerges through an assumption of observation which has the main function of naturalizing a belief. Myths make certain views seem impossible to oppose because that is the way it should be [9]. Thus, this research will analyze the signifiers, markers, denotative meanings, connotative meanings, and myths in Sigur.id's Salila necklace product.

2 Methods

To analyze the signifiers, markers, denotative meanings, connotative meanings, and myths in Sigur.id's Silala necklace products, a qualitative research method or field research is used with the following flow and steps.

2.1 Data collection

In analyzing symbols and signs with the theory of Ferdinand de Saussure, researchers use a qualitative approach research method because the qualitative approach is more descriptive, making it easier for researchers to conduct research. In fulfilling efforts to collect various data, researchers use methods that are part of a qualitative approach, namely, observation and library research. According to Denzin and Lincoln in Kaharuddin (2021) qualitative research allows for more in-depth research, and provides a means to understand subjective experiences and deeper meanings [6].

2.2 Data analysis

The technique used in analyzing data in this poetry analysis research uses the Miles and Huberman model. According to Miles and Huberman in Zulfirman (2022) analyzing a data using qualitative research methods takes place during the data collection process and after data collection is completed at an indeterminate period of time by reducing data, namely, researchers summarize and sort out important points, presenting data, namely, researchers present data in the form of brief descriptions, and draw conclusions from the reduced and processed data [13].

3 Result and Discussion

In analyzing the symbols and signs contained in the "Salila" necklace, the author analyzes each component that unites the form, thus creating this necklace [3]. The following is an analysis of denotative, connotative, and myth on the components that make up the "Salila" necklace.

Table 1. Components of meaning toward Salila

No.	Signified	Signifier	Denotative Meaning	Connotative Meaning	Mythical Meaning
1	Coral reef	Marine biodiversity	Visual pendant component	Symbol of multifunctionality and strength	Natural balance as a symbol of eternal relationships
2	Pearl shell	Source of purity	Ornament from the sea	Symbol of pure love and beautiful memory	Long journey toward eternity
3	Conch shell	Process and transformation	Spiral motif	Time's slow, certain journey; regeneration symbol	Path to prosperity and happiness
4	Beach sand	Foundational base	Textural design	Memory of a special place or moment	Frozen time, like preserved memory
5	Ocean depth	Infinite and unreachable	Narrative element	Mystery of love and hidden secrets	Deep love beyond words
6	Ocean blue color	Calmness and depth	Dominant necklace color	Peace, depth, meaning of love	Ocean as metaphor for boundless mystery in eternal relation

This analysis uses Ferdinand de Saussure's semiotic approach which divides the sign into two components, namely, signifier and signified, and relates it to Roland Barthes' theory which reveals denotative, connotative, and mythical meanings created by the interaction between the sign and the cultural context [8]. In the context of the Salila necklace, the visual and narrative symbols it contains create a representation of deep meaning, in line with the concept of eternity.

3.1 Natural Elements of the Sea as Spiritual and Ecological Representations

Some visual elements on the necklace such as coral reefs, pearl shells, conch shells, sea sand, and sea colors are not only presented as mere decoration, but as symbolic markers of larger aspects of life [7].

3.2 Coral reef

Coral reefs are denotatively underwater structures that are home to various forms of life. Conotatively, coral reefs represent diversity, emotional richness and the complexity of human relationships.

Apart from the fact that I love the sea, coral reefs are strong and sturdy against the waves, having an important function in maintaining the balance of the marine ecosystem. I hope that Salila is like a coral reef that is important to many people and is strong in any exposure, and at the same time it holds prayers and hopes for the sigur.id business.

Based on the interview excerpt with Janu (2025) as the owner of sigur.id, it can be seen that the selection of coral reef elements as a form of Salila necklace has a very broad meaning, the owner hopes that Salila will become an important product, so that people like it [4]. In addition, the owner of sigur.id hopes that his business can be strong and have many functions like coral reefs. Thus, the myth that emerges is that humans and nature have a relationship to create balance. This is the meaning of the function of coral reefs and the eternal cycle of relationships.

3.3 Pearl shell

A pearl shell is the shell or shell of a mussel that produces pearls. It symbolizes purity and hidden beauty. Denotatively, the pearl shell is a biological process produced by the marine ecosystem, while connotatively the pearl shell is a symbol of the purity of love and as a beautiful memory. Because, the shell is something that does not look beautiful, but through a process that is not easy and takes a long time can produce beautiful pearls. This proves that to create beautiful memories requires time and patience because something valuable is not created instantly. This is in accordance with the results of an interview with the owner of sigur.id, Janu (2025) [4].

People might prefer pearls because they are considered beautiful, but I chose the shell because it symbolizes the process itself-the process of protection, endurance, and travel. The shell is home to the suffering shellfish and transforms that suffering into something beautiful. Without the shell, the pearl would never be formed.

The interview excerpt proves that the pearl shell is a representation of the symbol of the process that produces beautiful memories. Thus, this perception results in the myth that Salila's necklace is a representation of the long journey to infinite and endless eternity..

3.4 Conch shell

The conch shell is a hard structure that protects the conch's body. It serves as a home, protection, and support for the conch. The conch shell denotatively means a beautiful spiral motif. Conotatively, it symbolizes the slow but sure passage of time, as a symbol of regeneration or birth.

I chose conch shells as one of the elements of Salila because their perfect spiral shape and natural color make them a beautiful object. In addition, many cultures associate the shell with the cycle of life and the ability to give birth again, just like sea creatures coming out of their shells.

The interview excerpt with Janu (2025) proves that conch shells have a meaning that is not just an ordinary house [4]. The myth of the conch shell is a long journey to prosperity and happiness. Based on the concept of Greek mythology proposed by Rahman and Ruslan (2016), the conch shell is associated with the goddess Lakshmi (goddess of wealth) and the god Vishnu (caretaker of the universe), so it is believed to bring financial and spiritual blessings to the owner, thus ushering in happiness and prosperity [10].

3.5 Sea sand

Sea sand is sediment particles that come from the erosion of rocks and minerals on land which are then carried by sea water and deposited in coastal areas. Denotatively, sea sand is a memory of a special place or moment. Meanwhile, connotatively, sea sand symbolizes time stopped, like a frozen memory.

I love the sea and the beach because besides being beautiful, they are rich with precious moments. When I look at the sea sand, it feels like time has stopped, humans are like small grains of sand.

The interview quote with the owner of sigur.id shows that sea sand is not just ordinary particles. However, it has a broad meaning because sea sand represents a very long

geological time span. Sea sand is constantly moving, deformed by waves and winds, but the amount seems infinite. This can be a reflection of eternity or at least the continuity of nature amidst the transience of human life.

3.6 Ocean deep

Depth is the vertical distance from the sea surface to the seabed. Denotatively, the depth of the sea symbolizes a narrative element. Meanwhile, connotatively, it symbolizes the relationship between the mystery of love and secrets.

The depth of the sea is difficult to reach, which is why it holds many mysteries and stories. I chose to depict the depth of the sea because it symbolizes tranquility-a characteristic idealized in eternal relationships.

In the interview excerpt, it can be seen that the depth of the ocean has a deep symbolism because it symbolizes the infinite and its powerful force symbolizes eternity, the invincible power of nature, and the continuous cycle of life. The depths of the ocean are mysterious because they are largely unexplored and uncharted by humans. Sunlight is unable to penetrate the bottom, making it dark and invisible. However, the depths of the sea are also related to love because just as the sea stretches infinitely with endless depths, true love feels endless and immeasurable in depth-its depths are beyond rational understanding. Thus, love and secrets are represented by the depth of the sea because in many loving relationships, there are secrets that are kept in the depths of each individual's heart, or secrets that are shared and guarded together. These secrets can be the foundation of deep trust if kept well.

3.7 Elements of ocean blue

Both the sea and the blue sky appear infinite, stretching as far as the eye can see with no apparent end in sight. This phenomenon naturally triggers the idea of something that transcends time and space, referring to eternity. The ocean has tidal cycles, waves that come and go, and constant currents. Although constantly moving and changing, the sea itself remains, eternal in its existence. It symbolizes the continuity of eternity and timelessness. Thus, it can be concluded that Salila is a symbol of eternity. Salila which comes from the hindi language means "forever" or "eternal". Denotatively, it is the main signifier of the message that this product wants to convey. In a connotative context, the name forms an emotional impression of something that is unbroken by time. For consumers, a unique name like "Salila" can evoke a sense of universality and lasting, thus expanding the range of meaning from just a product to part of a deeper product narrative. In terms of myth, "Salila" creates an ideology of love, commitment and timeless relationships. The naming of the necklace as "Salila" is not merely to fulfill the aesthetic element, but to be ideologically functional. The name "Salila" shapes the

buyer's perception that by owning or giving this necklace to someone, they are framing an eternity.

4 Conclusion

The analysis of the "Salila" necklace as a symbol of eternity and forever uses Ferdinand de Saussure's semiotic theory approach. By focusing on signifier, signified, denotative meaning, connotative meaning, and myth, the author can obtain symbols and signs with broad meanings.

In the coral reef element as a symbol of multifunctionality and strength, the pearl shell element as a symbol of the sanctity of love and as a beautiful memory, the conch shell element as a symbol of a long journey to prosperity and happiness, the sea sand element as a symbol for contemplation of eternity, the sea depth element as a symbol of love and secrets, and the sea blue color element symbolizes clarity and openness. Thus, the Salila necklace is a symbol of eternity to create an ideology of love, commitment, and timeless relationships. For its owner, this necklace will frame an eternity.

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