

ABSTRAK

Kurangnya diferensiasi produk dalam persaingan industri air minum dalam kemasan (AMDK) telah menimbulkan tantangan signifikan bagi merek-merek dalam mempertahankan keunggulan kompetitif mereka. Seiring dengan itu, branding merek AMDK juga telah mencapai titik jenuh dalam persepsi audiens. Untuk mengatasi masalah ini, penelitian ini bertujuan untuk mengidentifikasi dan menganalisis representasi dari *brand personality* merek Liquid Death dalam konten media sosial Instagram @liquiddeath, serta memberikan wawasan tentang bagaimana merek-merek air minum dalam kemasan lainnya dapat merevitalisasi upaya pendekatan komunikasi pemasaran mereka dan mengembangkan brand personality yang lebih menarik dan berbeda. Teori *brand personality dimension* Aaker dan teori semiotika Peirce digunakan untuk menganalisis representasi brand personality merek Liquid Death pada sosial media Instagram menggunakan pendekatan kualitatif dengan paradigma interpretif. Metodologi penelitian mencakup pengambilan data melalui observasi dan studi literatur, dengan analisis data menggunakan taksonomi triadik Peirce.

Kata Kunci: *Brand Personality*, Semiotika, Taksonomi Triadik Peirce, Media Sosial

ABSTRACT

The bottled water industry faces the challenge of homogeneous communication strategies that make brand differentiation increasingly difficult. This study aims to analyze the representation of Liquid Death's brand personality through the Breaking The Law campaign published on the official Instagram account @liquiddeath. Charles Sanders Peirce's triadic semiotic approach is employed to examine the relationship between representamen, object, and interpretant in both visual and narrative content. The research applies a qualitative method with an interpretive paradigm, utilizing content observation and literature review. The findings indicate that Liquid Death's brand personality is strongly reflected in the dimensions of excitement and ruggedness (Aaker, 1997), constructed through the skull icon, death metal typography, and ironic humor that subverts industry norms. The study concludes that brand personality differentiation based on visual semiotics is capable of creating a brand identity that is unique, engaging, and relevant to young audiences within the saturated bottled water market.

Keywords: *Brand Personality, Semiotic, Peirce's Triadic Model, Social Media*