



Common cosmetic advertisements found in Indonesia are *Wardah Cosmetic*, *Citra Cosmetic*, *Viva Cosmetic*, *Pixy*, *Purbasari*, *Sariayu*, *Mustika Ratu*, etc. They do the same way to promote and increase their product. It represents a woman as a model or object. It means that the advertisement is only for woman. And from those cosmetic brands, the writer is interested in studying one famous brand, Wardah Cosmetics. This product is so unique than others because it uses woman moslem as the object to promote this product.

Wardah Cosmetics is the one of famous brand that growing fast in our country. The product is famous with “Inspiring Beauty” slogan. It is different from others. This product also has “*Halal*” Certificate. This product has more values for its consumers. Besides that, all of the model are wearing hijab, so the major of consumers in Indonesia is moslem who believing on this product.

Basically, there are so many kinds of Wardah cosmetic advertisements. But the writer focuses on Wardah Cosmetic Lightening Series because Wardah Lightening Series is complete product of cosmetics. This product is set of cosmetics used for brightening face. It consists of 2 steps. Each step consists of lightening day cream and lightening night cream. Lightening series product contains of active substance AHA which the function is to make skin regeneration grow fast. On the step one, AHA concentrate is only 2%, but on step two, AHA concentrate is 4%. It is because the step two is continuous process from step one ([www.wardahbeauty.com](http://www.wardahbeauty.com)).

Then, from the long explanation above, the writer wants to know more about this product, what are the difference of this product between others even

thought they use a woman as their model by using semiotic theory. And what is the sign and symbol that are presented by Wardah cosmetic advertisement especially on verbal expressions spoken by woman models in that advertisement.

The writer is also interested to analyze the meaning of verbal expressions spoken by woman models in the advertisement, like what is the signifier and what is the signified such as denotative meaning and connotative meaning of verbal expressions in the advertisement especially in cosmetics advertisements "*Wardah Cosmetics Lightening Series*".

Furthermore, having been aware of the previous studies is really important to get more qualified results in the research. There are some writers who wrote in the same field. Research of sign and meaning in communication has been done by Codrutta Porcar (2011). *Science of Semiotic Usage in Advertisements and Consumer's Perception* written by G.D. Dharma Keerthi Sri Ranjan (2010) explains about Advertisement is capable of manipulating the perception and the behavior of the consumers. The study about woman in advertisement especially in perfume advertisement has been done by Ma Lin (2008). Ismail Aysad Gudekli (2014) also said that woman in advertisement is a symbol of sex by setting the woman to be flawlessly beautiful like the one exhibited.

Ma Lin (2008) wrote *The Study about Woman in Advertisement Especially in Perfume Advertisement*. By using a semiotic analysis, she tries to reveal how race and gender are combined to create and reinforce female roles and define femininity in western societies. It discusses the representation of the Orient in

western women perfume advertisements—the one type of advertisement where woman images have been a focal point and most fully exploited. She stated that research studies have long challenged the ways in which advertising and marketing campaigns in western countries employ gendered imagery that women and reinforce power differences between the sexes in order to sell their products, yet not much attention has been given to the images of the Orient that are adopted to create woman imagery in advertisements.

G.D. Dharma Keerthi Sri Ranjan (2010) used multidisciplinary approaches to construct brand images in the consumer's perception. She stated that “each advertisement is a cultural document and has a cultural shadow which carries to readers to share and negotiate the cultural themes. These symbolic and the iconic conversation are ritualized enactments through the dimensions of cultural esteem.” So, the advertisement has many symbol and we are using, learning, reading and deconstructing signs and symbols, even though it is too difficult to studying Semiotics ideally.

Ismail Aysad Gudekli (2014) used semiotic analysis method. He claimed that advertisements have power/ability to change the perspective of individuals about the events and options by affecting the society and norms. Advertisements are naturalization of culture(s). This naturalization function carried out through several mythic discourses. These mythic discourses/expressions are reproduced by advertisements through advertisements and adopted by the women in time. The woman has an important rule in advertisement because the woman should be like the exhibited and flawlessly







**Cosmetic:** Cosmetics, also known as makeup or make-up, are beautiful product made from substances that used to enhance the appearance or odor of the human body and make them more beautiful and comfortable with their look to shows in public. And *Wardah Cosmetics Series* is one of cosmetics brand that was growing fast in this country. There are many products that put on the market such as beautiful cream, lipsticks, body mist, etc.

**Semiotic:** Semiotics is the study of meaning-making, the study of sign processes and meaningful communication. This includes the study of signs and sign processes (semiosis), indication, designation, likeness, analogy, metaphor, symbolism, signification, and communication. According to the early semiotician; Saussure, signs occur as arbitrary combinations of a signifier/form and a signified/meaning (Saussure, 1983:67, 78; Saussure, 1974:67, 78 cited by Chandler, 2012).

**Denotative:** Sign level which explains the relationship between signifier and signified that as explicit meaning. Denotative meaning covers appointed things by words or explicit relation between sign and reality. For example there is picture of human, animal, tree or house which is colored red, yellow, blue and white. Denotative stages just mention the data information. (Piliang in Tinarbuko, 2008)



