



Another definition of advertising is according to the Investor words glossary: “Description or presentation of a product, idea, or organization, in order to induce individuals to buy, support, or approve of it.” (<http://www.investorwords.com/129/advertising.html>)

All these definitions have in common the fact, that advertising is a means of promotion the products, ideas, or organization on the market with the aim to give information and to persuade people of the advantage of the product and induce them to take and action (e.g. buy it).

To consolidate the terminology, we must describe the advertisement of Wardah Cosmetics product. Wardah lightning series 2016 is one of the best product that is promoted through mass media. Wardah series 2016 can become an important element of identification in the public’s perception of the product.” (<http://www.motto.com/glossary.html>) there are some parts which must be attended by consumers to choose this product by understanding the main part of the advertising message, the function, signature line (a mention of a brand-name, often accompanied by a price-tag, slogan or trade-mark) and standing details (e.g. the address of the firm). (See Leech 1966: 59).

Therefore, from the explanation above advertisement can influence for everyone. To make everyone is interested, it needs a good coloboration between interesting language, symbol, and message in order to attract the consumer. Language of advertisement is the important tool, it is not only

verbal language but also some aspects such as body movement, gesture, etc, because it represents the product. It is arranged as good as possible to get people's attention. The aim of advertisement language is persuade consumer to use the product or the service. By using good, creative and effective language, the consumers will get impression product offered.

Then, we know that language of advertisement has their own characters. Based on Rapp and Collins (1955:152) language of advertisement must be able to arouse, to inform, and to persuade. The word arouse means that the language of advertisement must pay attention to people's necessary. It can give the solution for what the consumers need at that time. Then, to inform means the language used in advertisement is communicative. It is simple, clear, and makes people easy incomprehending message. By comprehending message, the consumers can attract the product. And the word persuade means that the words used in advertisement makes consumers are interested and curious in products offered. Persuasion is an umbrella term of "influence"; in the sense that, persuasion can effort to influence an individual's "beliefs, attitudes, intentions, motivations, or behaviors" (Seiter 2010:33). So, by using language of advertisement, the producer tries to persuade the consumers to follow what the advertisement said by using creative language as language advertisement.



is closely related to the field of linguistics, which, for its part, studies the structure and meaning of language more specifically. The Semiotic Tradition explores the study of signs and symbols as a significant part of communications. Saussure illustrates that a sign consists of signifier and signified. Those two elements are like two sides of a coin that cannot be separated.

Ferdinand de Saussure was regarded as a figure of modern structural linguistics. Saussure emphasizes on the arbitrary nature of the sign, defined as sound-image and concept. Saussure divides sign into sound-image and concept because he wants to give the emphasis that linguistic sign does not unite a thing with a name but a concept with sound-image. (Saussure, 1916:98). We can understand his idea that linguistic sign does not unite a thing with a name because some words produce easy meaning to be concept as like; tree, car, or chair. But if those words have philosophy or mystery meaning, it is not easy to concept. We may also have easy words to concept but it does not create the same perception in other people. For example, no one can guarantee that the word "car" create the same perception on the readers. From this case, Saussure defines sign as something which is created from someone concept which relates with sound-image of the something's name. In written language, a sign consists of a concept and a printed word. Saussure divides sign into three kinds, those are sign, signifier, and signified.











sadness, and many more. Therefore there is no right or wrong perception. (Renisintawati, 2009: 11)

The myth's analysis was focused on the second level of the semiotic system. It is uneasy because what we see, listen and read is the first level of the semiotic system by seeing at the connotation components as the components of meaning former. It has to be focused on the signification system on the connotation level. (Sunardi, 2002:120-121)

The connotation works on the subjunctive that makes its present cannot be realized. The reader can read easily the connotative meaning as the denotative fact. Therefore one of the semiotic aims is to furnish the analysis method in order to handle the misreading.

In handling misreading of the advertisements of photograph, Barthes distinguished the sign in two parts that have to be underlined. They are verbal part and non verbal sign. (Paul Cobley, 1999: 51-52). The verbal part is of course the text of the advertisement. It can be the name or slogan of the product or people, information about something, persuasion sentences, or anything else in text form. The non verbal signs are the signs which appearances are aimed to support the verbal part in order to be an interesting package of advertisement. They have deep meaning that can produce message to the reader, not only as a compliment. They are:







