

Therefore, the writer used descriptive qualitative, because this method is suitable to analyze semiotic that is applied in Woman Appearance in Wardah Cosmetic Advertisement. In this study, the writer conducted a research with descriptive qualitative research in analyzing content of semiotic applied in verbal expressions spoken by woman models on Wardah Cosmetic Advertisement. This method is also simple and easy to use in some of reasons like in method of data collection, and data analysis. So the writer used descriptive qualitative and content analysis to semiotic applied in verbal expressions spoken by woman models in Wardah Cosmetic Advertisement.

And the writer tried to describe every types of semiotic in verbal expressions spoken by woman models in Wardah Cosmetic that is included in; denotative and connotative. And the analysis will be explained clearly in the paragraph form

3.2. Data and Data Sources

In this study, the data sources (audiovisual) will be video that taken from www.youtube.com or any other web site which contains "*Wardah Cosmetics Lightning Series*". There are five videos that have been downloaded, they are: *Wardah BB cream*, *Wardah lightning day cream and night cream*, *Wardah lightning day cream and night cream*, *Wardah lightning serum and night cream*, and *Wardah lightning creamy foam*. Those videos have been downloaded because it does not enough if the data sources is just taken from the television which we do not know when the schedule of that advertisement.

