













- *Untuk mencerahkan Kulitmu, satu saja tidak cukup.*
- Denotatively, this advertisement is told by the woman, she explains that Wardah lightning day cream and night cream is a product that must be used in the morning and night to give the best result for our beautiful face. In this part of scenes, we can see the picture that explains about system of wardah in day and night. Connotatively, the sentence “*Untuk mencerahkan Kulitmu, satu saja tidak cukup.*” describes us that if we want to perfect result, we have to complete our equipment. Similar with that, this advertisement offer 2 products to complete our beauty process. Not only lightning day cream which protect us from ultra violet (UV), this products also present night cream to take care our tired face after daily activity.















- The color of wardah cosmetic that is used is white and soft blue. White means purity, spotlessness, fairness, chastity and innocent beauty. Soft blue symbolizes thought limpidity and communication, emotion comes down, full spirit, positive thinking and fresh inspiration.

So, the meaning of this verbal expressions of this advertisement is, product of Wardah lightening day and night cream will give us the best result for our skin because this product is completing each others. This product has the best process system to make a beautiful, bright, white face. Those creams are soft and suitable to use for our skin. This product series will be really helps us to solve our problem in beauty skin because they have different process system in work than other product.









- Denotatively, the verbal expression that is said by the woman of this advertisement, she explains that there is product series to use for day after using product series for night. It uses for help our skin stays in bright and keep our skin is healty. And that combination is suitable for us to make our face more bright.
- From the figure of video above, there is an actress as a figure of the advertisement. She is a sample for describing the product of wardah as her make up. That is her way how is describing of using make up wardah especially in *Wardah Lightning series*.
- Connotatively, the sentence “*Paduan optimal untuk pagi cantik cerah.*” This sentence describes us that we must not only use one product of wardah such as Wardah Lightning Serum dan Lightning Night Cream, that is using in the night, but it must compare with other product of wardah to help and keep the skin is more bright, it is Wardah Lightning series. We can understand that the wardah series must be used as the time of using wardah to make our healty skin is bright everyday by using Wardah Lightning series after using Wardah Lightning Serum dan Lightning Night Cream, dengan seven active white complex plus (AH) in the night. This product will help our problem of skin face to make it bright. If we use the product Wardah Lightning series, will get the best result for keeping our beauty skin and our skin is more bright, we can get our face bright

everyday because Wardah Lightning series, is the unit one make up to use in the day after using Wardah Lightning Serum dan Lightning Night Cream, dengan seven active white complex plus (AH) in the night. It helps our skin is more bright. It will keep our face stay in beauty.

- We can see the color of clothes that model used, they use white color to indicate that cosmetic wardah has specific color as symbol. We can also see other image that shows the same characteristic of wardah cosmetic.

So, the meaning of that verbal expressions in this advertisement is the product will give us the best result because the product *Wardah Lightning Serum dan Lightning Night Cream*, can help our beauty skin stay bright everyday and give the optimal result for our beauty skin.





- We can understand that Wardah Lightning Creamy Foam, must be used to wash our face only. It is to help and make our skin is bright everyday and look at fresh in doing some activities. This product will help our problem of skin face to be fresh. If we use the product Wardah Lightning Creamy Foam, dengan double lightning system will get the best result for keeping our beauty skin and our skin is more fresh because it contains of double lightening system which can add our beauty is more bright and fresh more and more. we can get our face bright and fresh everyday because Wardah Lightning Creamy Foam can become the problem solving of our beauty. Wardah Lightning Creamy Foam is the unit one make up to be used for wash our face to clean our face from dust. It helps our skin is more bright. It will keep our face stay in beauty, clean and look at fresh all day.
- The video of advertisement presents an actress as a figure of the advertisement wardah product, by using her beauty face and bright her skin although she looks fresh. She also makes the consumers more interested to use *Wardah Lightning Creamy Foam, dengan double lightning system* product as their make up. The actress who can hypnotize us easily by using her beauty fresh face, with using close up video, we can know that *Wardah Lightning Creamy Foam* can give more detail explanation that this product works effective and make skin looks fresh, It will





*Wardah Lightning Creamy Foam* will get the best result for keeping our beauty skin and our skin is more fresh, bright and moist. Must use complete product of wardah to get the best result. It can become the problem solving of our problem in beauty. *Wardah Lightning Creamy Foam* is the unit one make up to be used for wash our face to make fresh, moist, and bright more and more. It will keep our face stay in beauty all day.

- The color of wardah cosmetic that is used is white and soft blue. White means purity, spotlessness, fairness, chastity and innocent beauty. Soft blue symbolizes thought limpidity and communication, emotion comes down, full spirit, positive thinking and fresh inspiration.

So, the meaning of that verbal expressions in this advertisement is the product will give us the best result because the product *Wardah Lightning Creamy Foam* can help our beauty skin stay fresh and moist everyday and give the optimal result for our beauty skin. This product is a solution for our skin to keep our skin stays healthy. It is best product to use because it can help us to solve this problem in beauty skin. Skin is fresh and moist everyday.







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. In today's world, the woman has an important rule in advertisement because the woman should be like the exhibited and flawlessly beautiful with the help of "Photoshop God" and in parallel with the woman image depicted. As a result, fancy, luxury, bright life, beauty and sex are packed and presented with dominant message forming technique in many customer goods.

It has different finding that the finding of the reseracher is about denotative and connotative meaning in semiotic that the researcher analyzes in "*Wardah Cosmetics "Lightening Series On 2016"*" of advertisement. It is clear that denotative and connotative meaning that the researcher found is types of semiotic. Wardah Cosmetic has one characteristic that used as the different one than others, it is about color, the color that is used in wardah is soft blue, soft green and white as their identic image.