CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the writer analyzes the types of semiotic based on Roland Barthes's Semiotics theory in Wardah Cosmetics "Lightening Series On 2016". The structure of writing research is presented in two steps. First, in findings the writeranalyzes the data found based on the statement of the problems. Second, in discussion section the writerexplains the result of finding.

4.1 Research findings

In this analysis, the researcher will categorize what kind of signifier (form) of spoken text or spoken language that is very influential to interest the consumer by finding out the denotative and connotative meaning (signified).



4.1.1. WARDAH BB CREAM

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"Jadwalmu padat hari ini, <u>cantik dalam</u> <u>satu menit</u>. Solusi praktis skin care dan make-upmu. <u>Wardah BB Cream bekerja</u> <u>secara magic</u>, <u>memberi sepuluh manfaat</u> <u>bagi kulit.Cantik seharian dalam sekejap</u>. Dengan wardah BB Cream True Multi Tasker"(transcribed data source)

- Cantik dalam satu menit
 - Denotatively, the verbal expression that is said by the woman of this advertisement, explain that we will look beauty in one minute, So it will make us more beauty than before for a while. In this part of secene, we will look that there is an actris Tatjana Saphira make-up her self. Connotatively, the sentence "*cantik dalam satu menit*" describes us that this product will work fastly. Just one minute to make us more beauty than before. It is interested expressions, only in one minute we became pretty woman. Whereas, when we go to a beauty center, we need more than an hour to make our face more beauty, more bright, and more clean. But, this product with all of the compotitions offer us to be prettiest only for a while.
- "cantik dalam satu menit dan Wardah BB Cream A Multitasker". It is a slogan showing that there is no product can excel it in Wardah cosmetic result.
- "soft blue, and soft green are used in Wardah BB Cream Multitasker, soft blue symbolizes thought limpidity and communication, emosion comes down, full spirit, positive

thinking and fresh inspiration. Soft green shows natural ingredients, healthy skin, windfall, renewal, and youthful appearance, advent of spring and jealousy of other girls. White colour refers to fairness, cuteness, marriage, spotlessness, simplicity, sanitation, peace, virtue, youth, snow and excellence (*Symbolism of Color: Using Color for Meaning*, n.d)

Wardah BB Cream bekerja secara magic

Denotatively, the verbal expression that is said by the woman of this advertisement, tells that Wardah BB cream works magically. So, this product will conjure up our face become beautiful like a magic. Connotatively, the Sentence *"Wardah BB Cream bekerja secara magic"* describes us that this product will work fast and miraculous.So, it will help to speed up beauty processes for our face to be beautiful and bright like a magic.

Memberi sepuluh manfaat bagi kulit.



Denotatively, the verbal expression that is said by the woman of this advertisement, She explaints that wardah BB cream gives ten benefits for skin. In this scene, we can looks ten benefits of wardah BB cream. They are (1) extra moisturizer (2) triple lithening system (3) oil free formula (4) anti oksidan (5) long lasting (6) perlindungsn terhadap sinar UV (7) wajah tampak lebih cerah seketika (8) meratakan warna kulit (9) kulit terlihat lebih halus (10) Bebas polusi dan noda. Connotatively, the sentence *"Memberi sepuluh manfaat bagi kulit"* describes us that this product gives ten benefits for skin. As we look the picture above that describing ten benefits for skin. And actually, this reason why this products brave to stated "cantik dalam satu menit". Those benefits help to speed up beauty process for our skin.

Cantik seharian dalam sekejap



Denotatively, the verbal expression that is said by the woman of this advertisement, she explains that we will look beauty in a day of split second. In this part of scenes, we can see an actris, Tatjana Saphira.She uses wardah product of her make-up. Connotatively, the sentence "*Cantik seharian dalam sekejap*" describes us that this product will work fast and keep our make up strongly in a day, it can not be fade away soon. It will keep our face stay in beauty. Like the sentence "*cantik seharian dalam satu menit*". This product with all of the compositions offer us to be pretiest only for a while.

The meaning of verbal expression that is said by the woman of this advertisement is this product will give us the best result with ten benefits to make our face more beauty for a while like a magic show.An actris, Tatjana Saphira, makes consumer more interested in the product and can be very influnced to buy this product because the beauty of Tatjana Saphira hipnotyzes us, with close up video of her face, give more detail that this product work effectively with ten benefits which one of them is triple lightning system that will make girl's face brighter.

"Soft blue, and soft green are used in Wardah BB Cream Multitasker, soft blue symbolizes thought limpidity and communication, emosion comes down, full spirit, positive thinking and fresh inspiration. Soft green shows natural ingredients, healthy skin, windfall, renewal, and youthful appearance, advent of spring and jealousy of other girls. White colour refers to fairness, cuteness, marriage, spotlessness, simplicity, sanitation, peace, virtue, youth, snow and excellence (*Symbolism of Color: Using Color for Meaning*, n.d)

4.1.2.WARDAH LIGHTNING DAY CREAM AND NIGHT CREAM



<u>Untuk mencerahkan Kulitmu, satu</u> <u>saja tidak cukup</u>. Gunakan wardah Lightning Day Cream and Night Cream, di pagi dan malam hari. Seven active white complex dan skin lightning systemnya, lembut dan halal untuk kulitmu. Wardah Lightning Day Cream and Night Cream. (transcribed data source 2)

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, emosion 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 beatiful, 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.



4.1.3.WARDAH LIGHTNING DAY CREAM AND NIGHT CREAM

"<u>Cerahnya pagi, siap kau jalani.</u> <u>Tapi selalu ada sisi lain hari</u> <u>yangmenunggumu.</u> <u>Untuk merawat kulitpun, satu saja tidak</u> <u>cukup.</u> Gunakan Wardah Lightning Day Cream and Night Cream di pagi dan malam hari. Seven active white complex dan skin lightning systemnya, lembut dan halal mencerahkan kulit. Wardah Lightning Day Cream and Night Cream. Wardah, Inspiring beauty. "(transcribed data source 3)

Cerahnya pagi, siap kau jalani

 \triangleright

Denotatively, this advertisement is told by the woman, we can see the transcribed above, we can know the sentence above that is denotative. In that video she explains that she is ready to go and doing some activities in day. We can see the actress who becomes a figure of that advertisement so look energy and powerful to do her activities without feeling unwell. Connotatively, the sentence *"Cerahnya pagi, siap kau jalani"* describes us that we ready to go and doing activity well without problem especially for our face. Because, mostly woman is very sensitive person when they do something or work in out side, they fell afraid of their face is black and un-bright. They are very afraid that they can not give the best perform in their day as the figure of advertisement did below.



She is a figure who is powerful to do something and nothing afraid feeling to do. She stays confront to do and gives smile to show that she is very happy and well for doing anything. She is an actress of that video recommends Wardah product series as woman's makes up. The beauty of the actresscan hipnotyzes usbecause this product can make us confident to perform in public and nothing nervous feeling to express them selves because they has beautiful skin. They use the soft color to look so beautiful. The soft color used by some models is the symbol of wardah cosmetic and to make differences from others cosmetics. 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.

Tapi selalu ada sisi lain hari yang menunggumu.



Denotatively, this advertisement is told by the woman, we can see the transcribed above, we can know the underline sentence above that is denotative. In that video she explains that there is a day which is waiting us, it is meant that we do not only do activity in a day but we can find it in other days. We can see the actress who becomes a figure of that advertisement so look energy and powerful to do her activities without feeling unwell all the day. Connotatively, the sentence *"Tapi selalu ada sisi lain hari yang menunggumu."* describes us that the day will always change. So we will find others day. If we got the fell of the sentence, we know that we meet with night, because the day is always change from morning to the night. There is implicit meaning of the sentence "sisi lain hari", it means that is "night" which is always we waiting. The writer knows that is "night" because the writer can catch the meaning from the video above that is happened in "night".

Untuk merawat kulitpun, satu saja tidak cukup.



Denotatively, this advertisement is told by the woman, she explains that we are as woman must keep our beauty skin, the way of keep our beauty skin is not enough if it is just one product. Connotatively, the sentence "Untuk merawat kulitpun, satu saja tidak cukup." This sentence describes us that we must keep our beauty skin. If we see the sentence, there is implicit meaning that we do not know. If we understand it, we know that the sentence contains the special meaning to understand. 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, emosion 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 beatiful, 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.

4.1.4.WARDAH LIGHTENING SERUM DAN LIGHTNING NIGHT CREAM



"<u>Waktunya istirahat, waktunya</u> <u>jadikan kulit lebih cerah.</u> Wardah Lightning Serum dan Lightning Night Cream, dengan seven active white complex plus (AH), <u>paduan optimal untuk pagi</u> <u>cantik cerah.</u> Wardah Lightning series." (transcribed data source 4)

- Waktunya istirahat, waktunya jadikan kulit lebih cerah.
 - Denotatively The verbal expression that is said by the woman of this advertisement, she explains that we must spend our time to rest for a moment. It is meant for our skin. Because it is not only body to rest but we must keep our healty of skin in order to make our skin is 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 Serum dan Lightning Night Cream*.

Connotatively, the sentence "Waktunya istirahat, waktunya jadikan kulit lebih cerah." This sentence describes us that we must keep our beauty skin. From the sentence, we can understand that the suitable time to spend our healty skin is in the night by using Wardah Lightning Serum dan Lightning Night Cream, dengan seven active white complex plus (AH). This product will work effectively and fast to help our problem of skin face to make it bright. If we use the product Wardah Lightning Serum dan Lightning Night Cream, dengan seven active white complex plus (AH), will get the best result for keeping our beauty skin and our skin is more brigth, we can get our face bright everyday because Wardah Lightning Serum dan Lightning Night Cream, dengan seven active white complex plus (AH), is the unit one make up to use in the night to help our skin is more bright than before. It will keep our face stay in beauty. The actress who can hypnotize us easily by using her beauty face, with using close up video, we can know that *Wardah Lightning Serum dan Lightning Night Cream, dengan seven active white complex plus (AH)*can give more detail explanation that this product works effective and make skin is bright, it is just using in the night because our skin need to rest, the system of serum and cream is more better in the night, the way of work is so fast. It will keep our face look so beautiful all the day and bright everyday by using Wardah Lightning Serum dan *Lightning Night Cream, dengan seven active white complex plus (AH)*.

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 images that show the same characteristic of wardah cosmetic.



Paduan optimal untuk pagi cantik cerah

- 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.

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4.1.5. WARDAH LIGHTNING CREAMY FOAM

"<u>Aktifitas<mark>mu</mark>, bikin kamu kelihatan</u> <u>nggak fresh?</u>

Wardah Lightning Creamy Foam, dengan double lightning system.

Wajah fresh, cantik cerah dan <u>tetap lembab.</u>

Wardah Lightning Creamy Foam"(transcribed data source 5)

Aktifitasmu, bikin kamu kelihatan nggak fresh?

- Denotatively, this advertisement is told by the woman as a figure of advertisiment, she explains that our activities make us look unfresh. Indirectly, she told that we are unwell for our skin if we do some activities in a day. 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 one of her make up combination. That is the way how is describing of using make up wardah especially in *Wardah Lightning Creamy Foam*.

Connotatively, the sentence "Aktifitasmu, bikin kamu kelihatan nggak fresh?" describes us that our activities make our face is unfresh and disbright. We must not only use one product of wardah such as Wardah Lightning Serum dan Lightning Night Cream, dengan seven active white complex plus (AH) that is using in the night and Wardah Lightning series in a day, but it must compare with using Wardah Lightning Creamy Foam. It use for adding our skin is so fresh in day, because if using one of the wardah product, it is not enought to make our skin bright, so must be helped with others wardah combination product.



- 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 systemwill 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 Foamis 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 vidoe of advertisiment presents an actress as a figure of the advertisement wardah product, by using her beauty face and bright her skin althought 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

keep our face look so beautiful all the day and fresh everyday by using Wardah Lightning Creamy Foam, dengan double lightning systemalthought our face stays in fresh.

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, emosion comes down, full spirit, positive thinking and fresh inspiration.

Wajah fresh, cantik cerah dan tetap lembab.



Denotatively, This advertisement is told by the woman as a figure of advertisiment, she explains that our face stays fresh, beautiful and moist with in an actrees that has brighly face is walking with the smile in her face.

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 one of her make up combination. That is the way how is describing of using make up wardah especially in *Wardah Lightning Creamy Foam*.



Connotatively, the sentence "*Wajah fresh, cantik cerah dan tetap lembab.*" This sentence describes us that our face will be fresh, moist and bright everyday altough our full activity.With double lightning system, this product will bright up our face so it will helps us to make our skin fresh in our day.

- 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 and make our face stays moist. This product will help our problem of skin face to be fresh and moist. If we use the product 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. Itcan become the problem solving of our problem in beauty.Wardah Lightning Creamy Foamis 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 beautyall 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, emosion 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.

| No. | The Title of Advertisment | Sentences | Semiotic | Types |
|-----|--|--|----------|------------------|
| 1 | Wardah Bb Cream | Cantik dalam satu menit | ✓ | D & C |
| | | Memberi sepuluh manfaat bagi kulit | ~ | D & C |
| | | Wardah BB Cream bekerja secara magic | ~ | D & C |
| | | Cantik seharian dalam sekejap | ~ | D & C |
| 2 | Wardah Lightning Day Cream And Night Cream | .Untukmencerahkan Kulitmu, satu saja tidak cukup. | ~ | D & C |
| 3 | Wardah Lightning D <mark>ay</mark> Cream And Night Cr <mark>ea</mark> m | Cerahnya pagi, siap kau jalani. | ~ | D & C |
| | | Tapi selalu ada sisi lain hari yang menunggumu. | ~ | D & C |
| | | Untuk merawat kulitpun, satu saja tidak cukup. | ~ | D & C |
| 4 | Wardah Lightening Serum Dan Lightning Night Cream | Waktunya istirahat, waktunya jadikan kulit lebih cerah | ~ | D & C |
| | | Paduan optimal untuk pagi cantik cerah | ~ | D & C |
| 5 | Wardah Lightning Creamy Foam Wardah Lightning Creamy Foam | Aktifitasmu, bikin kamu kelihatan nggak fresh? | ~ | D & C |
| | | Wajah fresh, cantik cerah dan tetap lembab. | ~ | D & C |

4.2. Table of type of Semiotic findings Used in the "Wardah Cosmetics "Lightening Series On 2016" Video of Advertisiment.

> This table is summarizing of finding the reseach, it is provided to make the

readers easier to understand about this study.

4.3. Discussions

Based on the description of the findings above, there are several things that can be noted down. It will be arranged based on the findings of each research problem. For the first research problem, the writer found and described 12 sentence that consist of denotative and connotative meaning from 5 video advertisiment of Wardah series 2016. The findings showed that connotative and denotative meaning is same number, it is 12 each other.

After the writer describes the type of semiotic (denotative and connotative meaning) that occurs in "*Wardah Cosmetics "Lightening Series On 2016*"video advertisiment, the reseracher can tell that denotative sign level which explains the relationship between signifier and signified that has explicit meaning. Denotation is the most conventional sign in a society because its relationship is on the reality or having meaning based on the dictionary.

Connotation is sign level which explains the relationship between signifier and signified that does not have explicit meaning. Its meaning is not available on the dictionary list or having literary meaning.

The writer finds denotative and connotative in every videos "Wardah Cosmetics "Lightening Series On 2016" of advertisiment.

The present study shares one important finding with the previous study Ismail Aysad Gudekli (2014) used semiotic analysis method. He claimed that advertisements have power/ability to change the perspective of individuals

options by affecting the society and norms. about the events and 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 advertisiment. 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.