A SEMIOTIC STUDY ON FOUNDATION PRODUCT VIDEO ADVERTISEMENT

THESIS



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ABSTRACT

Farida, V. N. 2020. *A Semiotic Study on Foundation Product Video Advertisement*. English Department, UIN Sunan Ampel Surabaya. Advisor: Murni Fidiyanti, M. A.

Keywords: semiotic, advertisement, foundation products

This study discusses the semiotic analysis of foundation product advertisements. The researcher used semiotic theory from Ferdinand de Saussure to analyze the sign contained in the advertisement. The purpose of this study is to describe the signs found in this advertisement through the signifier and signifier concept and to know the message from the advertisement. There are two points that discusses on this study; (1) what are the signifier and signified in foundation product advertisement. (2) what messages are conveyed through signs in foundation product advertisement.

This study used descriptive qualitative method. From this method, the researcher analyzed verbal and visual signs in the advertisement by using the semiotic theory of Ferdinand de Saussure. Then, the researcher described the meaning and the message contained in the foundation product advertisements. The data used in this study were taken from advertisements of foundation products from several leading cosmetic brands, such as; Covergirl, Maybelline, and Make Up Forever.

The results of the study, the researcher found that the signifier and signified on the foundation advertisement are about the images of the foundation products, the color of the foundation products, and the description about the foundation products. The researcher found that each advertisement had different meanings. From the finding above, the researcher can conclude that through the help of the signifier and signifier concept, the researcher can find the meaning and the message contained in the advertisement. In the advertisement above, the advertisers want to deliver the message about the superiority of the foundation product so that it can be attracts the attention of customers to try the product.

ABSTRAK

Farida, V. N. 2020. *Analisis Semiotika pada Iklan Produk Video Alas Bedak*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Murni Fidiyanti, M. A.

Kata Kunci: semiotika, iklan, produk alas bedak.

Penelitian ini membahas tentang analisis semiotika pada iklan produk alas bedak. Peneliti menggunakan teori semiotika dari Ferdinand de Saussure untuk menganalisis tanda yang terdapat dalam iklan. Tujuan dari penelitian ini adalah untuk mendeskripsikan tanda yang ditemukan dalam iklan produk alas bedak melalui konsep penanda dan petanda dan untuk mengetahui pesan dari iklan tersebut. Ada dua hal yang dibahas dalam penelitian ini; (1) apa yang menjadi penanda dan petanda dalam iklan produk alas bedak. (2) pesan apa yang disampaikan melalui tanda di iklan produk alas bedak.

Penelitian ini menggunakan metode deskriptif-kualitatif. Dari metode ini, peneliti menganalisis tanda verbal dan visual, kemudian menganalisisnya dengan menggunakan teori semiotika dari Ferdinand de Saussure. Lalu, peneliti mendeskripsikan makna dan pesan yang terdapat dalam iklan produk alas bedak. Data yang digunakan dalam penelitian ini diambil dari beberapa iklan produk alas bedak dari beberapa brand kosmetik ternama, seperti; Covergirl, Maybelline dan Make Up Forever.

Hasil penelitian, peneliti menemukan bahwa penanda dan petanda pada iklan produk alas bedak adalah tentang gambar produk alas bedak, warna produk alas bedak, dan deskripsi tentang produk alas bedak. Peneliti menemukan bahwa setiap iklan memiliki arti yang berbeda. Dari temuan diatas, peneliti dapat menyimpulkan bahwa melalui bantuan konsep penanda dan penanda, peneliti dapat menemukan makna dan pesan yang terkandung dalam iklan. Dalam iklan di atas, pengiklan ingin menyampaikan pesan tentang keunggulan produk alas bedak sehingga dapat menarik perhatian pelanggan untuk mencoba produk tersebut.

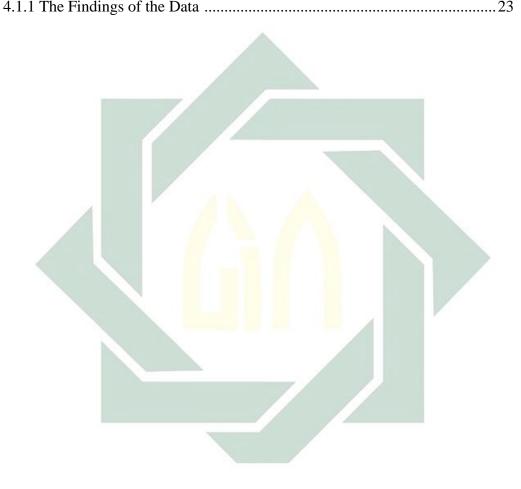
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CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, statement of the problems, objectives of the study, significance of the study, scope, and limitation, and the definition of key terms.

1.1 Background of the Study

Advertisement is one of the forms of communication. Through the advertisement, the advertisers indirectly try to convey messages to customers. Advertisement is one of the things that cannot separate from human life. In everyday life, we can easily find various kinds of advertisements, both in print or electronic media. Besides that, we often find the advertisements in a way, mall, cinema, etc. From many advertisements that we are founds in various places, most of the advertisements contain the promotion of a product or service. Advertising is one of the media often used by producers to introduce their products to customers. The advertisers are competing to create the advertisement as attractive as possible. It aims to attract the attention of the public to be interested in buying the products offered.

The topic of advertisement is an interesting thing to discuss. Through the advertisement, there are many hidden messages that the advertisers want to convey to the public. Therefore, the advertisement must be made as attractive as possible so that customers can catch the message that wants to be conveyed. Also, attractive advertisements will attract customers' attention to buy these products. According to Brierley (1995, p. 51), most advertisers use advertising agency

services to create advertisements as attractive as possible, both in print or electronic media. The attractive advertising and good marketing strategy depend on unique, creative, and interesting visual arts.

The analysis of advertisements is an interesting study to learn. Because as we know, through the advertisement, there are many hidden messages that the advertisers want to convey through a sign, symbol, or language. The interesting thing about the advertisement is not only in the use of language but also in the selection of visual images. In creating visual images, there are many things to consider, such as object selection, color selection in advertisements, product photo placement, etc. It needs to be well considered by an advertiser so that consumers can understand the aims and objectives contained in the advertisement. Besides that, the advertisements are made to look more attractive so they can make customers interested in the products.

According to Boorstin (cited in Dyer, 2009, p. 66), the visual image contained in the advertisement is more interesting than the original. It means that in this era, the advertisers succeeded in creating attractive visual images. The visual images depicted in the advertisement were more interesting than the original product. The advertisers use visual images as a medium for delivering messages contained in advertisements. However, in reality, there are many customers do not understand the message implied in the advertisement, and this makes the researcher interested to analyze advertisements because there are many hidden messages through a sign in the advertisement.

Research on language and visual advertising has been a favorite topic for some researchers in a few decades. Some of the researchers analyzed the signs contained in advertisements using semiotics theory. Semiotics is a favorite topic for some researchers because not all signs can be understood, and not all messages can be delivered well. For example, in mass communication, semiotics can also be used to analyze films, advertisements, music, picture, and other unique and interesting fields.

Research on advertising using the theory of semiotics is not the first thing to be done. Many studies have discussed advertising using semiotics theory. Yasin (2011) conducted a semiotic study using triadic-concept by C.S Pierce. The data that he analyzed taken from education advertisement on-campus magazine, and he took seven pictures to be analyzed. The result is in the education advertisement on-campus magazine in each university explaining the visions, programs, and facilities found on campus.

Furthermore, Eriana (2015) also analyzed semiotic. She used triangle of semiosis process from Charles Sanders Pierce's theory to analyze the sign in the advertisement. The source of the data in her research is the perfume advertisements, and she takes 29 pictures to analyze. In her research, she analyzed the icons and symbols contained in the perfume advertisement, and she found 29 icons and 23 symbols from 29 advertisements. From her research, she states that the icon gives a direction to get the meaning of the advertisement and the symbol as the effect of the icon in interpreting sign.

Lestari (2016), analyzed about semiotic in KFC advertisement posters. She also used triangle of semiosis process by C.S Pierce in analyzing the data. She discussed the icon and symbol in the advertisement and took 15 images of data to analyze. The result of this study, she found the icon and symbol in the 15 images of KFC advertisement. She also used a questionnaire to interpreting the meaning of the advertisement. Fourth, Ali (2017) analyzed semiotic by using a semiotic theory from Roland Barthes. He analyzed the data by using denotative and connotative meanings. The source of the data taken from the Wardah Cosmetics advertisement, and he took five videos to be analyzed. The result of this study is in the five videos of the Wardah cosmetics advertisement. He found 12 sentences that consist of denotative and connotative meaning from the video.

Agustini (2017) analyzed semiotic by using a theory from Saussure about signifier and signified and supporting theory by Leech about the structure of advertising. The data that she analyzed taken from Maybelline lipstick advertisement, and she took three pictures to be analyzed. The result of the study, she found that the verbal and non-verbal signs are related to each other. The relationship between verbal and non-verbal signs will help the readers understand and figure out the messages. And the last, Pauzan (2018), analyzed about semiotic by using the theory from C.S Pierce. He used triadic-concept in analyzing the data. The data of the study taken from John Wick's film. The result of the study, he found all the categories of signs based on C.S Pierce's theory, namely, icon, index, and symbol. In his research is he found 16 icons, 12 indexes, and 9 symbols, but he only analyzed 5 icons, 3 indexes, and 3 symbols.

Yasin (2011), Eriana (2015), and Lestari (2016) examined semiotic in the advertisement by using the theory of C.S Pierce. In semiotic theory from C.S Pierce, there are three categories of the sign, namely; icon, symbol, and index. But from three studies, they only analyzed two categories of signs that is icon and symbol. Pauzan (2018) also examines semiotic by using the same theory from Pierce. In his research, he found nine kinds of signs, but he only analyzed three signs, that is; icon, index, and symbol. So, for further research, it needs to research in the other field to find the other categories of signs from C.S Pierce, especially in the advertisement or the other field which has never studied before. Ali (2017) also discussed semiotic by using Roland Barthes's theory. He discussed denotative and connotative meanings. But, his research focused more on verbal expression in the video. And the last is Agustini (2017), she analyzed semiotic by using Saussure's theory, but her research is limited because she only uses three images as her research data. In addition, her research is also limited in lipstick product advertisements and only one brand of cosmetics.

Based on previous research, all of them already analyzed semiotic by using various semiotic theory. Most of them used semiotic theory from C.S Pierce and Roland Barthes. Only one study used semiotic theory from Saussure. In addition, some studies that used beauty products as the data of the research are more focused on one cosmetics brand. In this study, the researcher used semiotic theory from Ferdinand de Saussure to analyze the data. However, what distinguishes this research and previous research is the data. In this study, the researcher used advertising for foundation products from several famous brands such as Covergirl,

Maybelline, and Make Up For Ever. The selection of the advertisement as the main data of this research because, in the advertisement, there are many meanings and messages that the advertisers want to convey through the text and images contained in the advertisement. Besides that, advertising is also one of the media that often found in everyday life.

The researcher chooses the foundation product as the main data of research because, from some previous studies that discussed semiotic, it is still rare to use beauty products, especially foundation products, as the data of the research. Other than, it is very interesting in analyzing beauty product because, in these advertisements, the advertisers create unique and attractive words, visual image, and colors in the advertisement. In addition, research on the beauty product advertisement is very interesting because this advertisement is often found everywhere, and beauty products especially foundation products, are one of the products that are often used by women.

The researcher analyzed the signs in the advertisement by using the signifier and signified concept by Saussure. The signs in this advertisement contained with verbal and visual signs. The verbal sign, including the text, title, description of the product, slogan, and the visual element related to the picture and the color in the advertisement. The researcher also interprets the meaning and the message from the foundation product advertisement.

1.2 Research Problems

- 1. What are the signifier and signified in the foundation product advertisements?
- 2. What messages are conveyed through signs in foundation product advertisements?

1.3 Significance of the Study

The writer hopes that this study gives theoretical and practical significance. In theoretical significance, the writer hopes that this study gives additional information to readers, especially the people who are interested in the semiotic study. Other than that, the writer also hopes that this study can use as the reference material for English Department students, especially for students who take linguistic field and interest to analyze about semiotic in the advertisement.

In the practical significance, the writer hopes that this study can give the knowledge of semiotic theory, especially in foundation product advertisements. Through this research also, the writer hopes that the reader can understand the intent and purpose of an advertisement. In addition, semiotics is also useful in analyzing hidden meanings or messages contained in advertisements through images and text contained in the advertisement.

1.4 Scope and Limitation

Regarding the statement of the problem, the scope of this study focuses on analyzing semiotic by using Ferdinand de Saussure's theory about signifier and signified concept. These theory used to analyzed the verbal and visual signs,

including text, utterance, and pictures contained in the advertisement to get the meaning in the advertisement. The data used in this research was taken from their official youtube channel of foundation product advertisements from several famous brands such as; Covergirl, Maybelline, and Make Up For Ever. However, the researcher did not study all of the foundation product video advertisements because the researcher wants to focus on the best-selling foundation product from each brand cosmetics.

1.5 Definition of Key Terms

Sign is something that deals with the words or images that give meaning.

Signifier is things that are captured by our minds, such as sound images, visual images, or anything else.

Signified is the meaning or impression in our minds about the signs.

Verbal sign is the sign in the form of texts, words, sentences, and utterances.

Visual sign is the sign in the form of pictures, gestures, and colors.

Advertisement is the media to promote the product or service, which aims to persuade the reader to be interested in the product or service offered.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the theory used in this study. Those are the definition of semiotics, Saussure's theory of semiotic, verbal and visual signs, and advertisement.

2.1 Semiotics

Semiotics is a study of signs. This study argued that every sign has meaning. The term semiotic itself comes from the Greek word semeion or seme, which means sign. Everything can be a sign, not only the word but also pictures, sounds, gestures, etc is a sign. According to Alex Sobur (cited in Sulaiman, 2020, p. 23), by means of signs, humans can think because, without a sign, we cannot communicate. Because communication always occurs with the mediation of signs, where the signs are the basis of all communication, and semiotics is the most instrumental approach in the study of sign communication. Based on the statement, it can see that sign is a part of communication because, without a sign, people cannot communicate with each other. Study about the sign is an interesting topic to discuss because the sign has a lot of meaning. According to Zoest (cited in Sari, 2017, p. 41), semiotics is a science that learns about a sign and anything to do with it, a function of a sign, the meaning of a sign, a relationship between one sign and another, and the process of sending and receiving messages by those who use the sign. It means that semiotic study is not only analyzed about the meaning of sign but also analyzed the other components contained in the sign.

Semiotic introduced by Ferdinand de Saussure and Charles Sander Pierce. Saussure is a linguist from Europe. He uses the term semiology in analyzing signs, while the term semiotic itself used by Charles Sander Piece. Semiotics began to become the main approach in cultural studies in the late 1960s. Semiotic and semiology are the two terms that often used for the science of signs. The focus of both is the same, especially in analyzing the sign. It is just the term semiology is triggered by Saussure, and European people prefer this term, while the term semiotic more often used by Pierce and English people prefer this term.

Semiotics science is very useful for us to learn about the signs contained in the mass media. Semiotics is a science that learns about the signs found in human life. Semiotic studies have been widely known in many regions as well as at various levels, especially at the media level and distributing the message—the level of semantic production in the shift from the dated technologies of print to digital and electronic. In representation, semiotics experienced a shift from the mode of writing to the mode of image, etc.

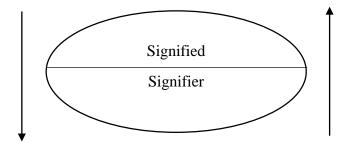
2.2 Saussure's theory of Semiotics

Ferdinand de Saussure, or commonly known as the father of modern linguistics, was born in Geneva on November 26th, 1857. He took studies in German and had taught in Paris for several years, and then back to Geneva in 1881. He is a linguistics professor at the University of Geneva. He founded semiology early in the 20th century, as well as linguistics, as a science that studies the role of signs as part of social life.

The semiotic concept put forward by Saussure consists of two inseparable components, which are signifiers and signified. These two things are interrelated and cannot be separated. According to Saussure (cited in Baskin 2011, p. 66), the concept of emphasis in the study of signs based on sound-images and concepts. According to him, language signs cannot combine things with names but rather sound images and concepts. In a linguistic sign, several words have meaning that is very easy and so easy to conceptualize. However, the word does not guarantee that perceptions between one person and another can be the same. So, Saussure defines that a sign formed from something made from a person's concept related to sound-images and printed words. Therefore, Saussure divides the sign into three types, namely, sign, signifier, and signified.

In his book entitled Course in General Linguistic, he states that there is the three-element distinction from Saussure of the structural semiotics approach, there are:

1. Linguistic sign by Saussure defined as two side entities. First, signifier and the second one signified. A signifier is the material aspect of sign, and signified is the mental concept of sign. The relationship between signifier and signified are describe as the following diagram:



From this, it can conclude that signifier is things that give meaning, include the word, image, or sound. Then, signified is the concept, the meaning or the thing indicated by the signifier, or can be said that signified is what is evoked in the mind when we hear or see the signifier. Signifier and signified are related to each other.

- 2. The general phenomenon of language (in French call as language) made up of two factors, between parole (an individual act of speech) and the langue (system of difference between sign).
- 3. According to Saussure (cited in Baskin 2011, p. 100), the concern of linguistic research is the synchronic aspect and diachronic aspect. Saussure describes synchronic linguistic will be concerned with the logical and psychological relations that bind together coexisting terms and form a system in the collective mind of speakers. Then, diachronic linguistic will study relations that bind together successive terms not perceived by the collective mind but substituted for each other without forming a system.

2.3 Verbal sign

The verbal sign is one of the types of communication-related to word, sentence, or phrase. According to Dyer (2009, p. 112), words are not only limited to expressing ideas or feelings, but words have a big influence on our thinking. For example, if we hear the word school, what will be reflected in our thinking is a place for learning, consisting of many classrooms, as well as many students and teachers.

Verbal sign aspects found in our lives, one of the example is advertising.

Verbal sign in advertising has a big influence on selling a product because, through a verbal sign, the customer will be easier to remember the product. In addition, through a verbal sign, advertisers will easily attract the attention of consumers in buying the products offered. The language in the advertisement was generally informal and colloquial. Sentences are usually simply constructed and short; it aims to make customers more easily understand the purpose of the advertisement itself.

2.4 Visual sign

The visual sign is a type of signs without words. This sign is generally referring to the picture. Visual signs in the advertisement are usually presented by the logo of the company, model, or product image. Image is one thing that is very identical to advertising because, through images, consumers are easier to know about the description of a product. Also, through the image, the customer can easily understand the message that the advertiser wants to convey.

Images are easier to understand and have a big influence than a word.

According to Dyer (2009, p. 65), images have a very large influence on a product because, with images that are interesting and easy to understand, it will make consumers more interested in buying a product. The visual sign also found in a lot of beauty product advertisements. Usually, advertisers make attractive visual images to attract consumers' attention. In many beauty advertisements, the image which often displayed is a woman who has an attractive appearance. Besides that,

the advertisers usually include testimonials from a product. It intended for consumers interesting in buying these beauty products.

2.6 Color Theory by Anna Wierzbicka

According to Wierzbicka (cited in Hawan, 2018, p. 17), color is not a universal human concept but is related to the sense of sight that is considered universal. At least, there are six basic colors proposed by Wierzbicka, including:

1. Black and white

Black and white, both have quite striking color differences, even both of them are often associated with light and dark symbols. In addition, the black color also interpreted as a symbol of power, mystery, formality, elegance, elegance, and evil.

While the white color itself is a color that is closely related to perfection and purity, the white color itself is associated with symbols of light, kindness, cleanliness, and purity. In an ad, white is often identical to the symbol of cleanliness and coolness.

2. Green

Green is very identical to nature. This color symbolizes freshness and fertility. This color is a color that is soothing to the eye, whereas the dark green color is identical with greed, ambition, and jealousy. Yellow-green color interpreted as a color that is identical to disease, strife, cowardice, and jealousy.

3. Blue

Blue is the basic color of the sky and sea. This color is identical to the symbol of stability and depth. In addition, this color is also a symbol of trust, loyalty, wisdom, and truth. The blue color can believe in having a calming effect on the human body. Blue, symbolized as a symbol of sincerity and tranquility. Light blue is identical to health, healing, calmness, understanding, and tenderness, whereas the dark blue color depicts knowledge, strength, integrity, and seriousness.

4. Red

Etymologically, red is closely related to blood. Besides, the red color is also closely related to fire. Red also associated with courage, strength, passion, emotion, danger, and determination. Light red represents joy, sensitivity, passion, and sexuality. Identical pink with the symbol of love and friendship, this color also shows the feminine side. Dark red is associated with vigor, willpower, rage, anger, leadership, and courage.

5. Yellow

Yellow is a color that is so warm because this color is identical to the color of the sun. This color symbolizes happiness, joy, and intelligence.

Yellow also symbolizes honor and loyalty. Dull (dingy) yellow describes caution, jealousy, and disease. Light yellow is closely related to the symbol of intelligence, freshness, and excitement.

6. Brown

The brown color is a composite color, which consists of a visual mixture of yellow and black with a mixture of red. According to Hurvich (cited in Hawan, 2018, p. 17), writes that "brown is mainly dark- grayish orange and dark- grayish or blackish yellow colors." This color is identical to the objects that are around us, such as earth, wood, skin, and human skin color.

2.5 Advertisement

Advertisement is one form of communication to promote a product, service, or ideas through mass media, both printed and electronic, to be conveyed to the public. Advertisement is a medium to convey information about the product or service from a company that will be sell to costumers. Advertisements are made as attractive as possible by sellers of products, services, or ideas to attract the attention of the public to buy these products or use services that have advertised. Advertising has a significant role in influencing people's thinking. It is a process of communication, process of marketing, economic and social process, public relations process, or process of information and persuasions that all depend on our perspectives.

The language in advertising plays an important role in describing a product. Through language, consumers will understand the message conveyed by the advertiser about the product. But not quite up there, an attractive visual image is also no less important in attracting the attention of consumers to buy a product. Therefore, in making attractive advertisements, there needs to be a lot of

consideration and accuracy. It starts from the choice of words, images, and also the color selection in the advertisement.



CHAPTER III

RESEARCH METHODS

In this chapter, the researcher discusses the methods of this research. Those are research design, research data, data source, research instrument, data collection, and data analysis

3.1 Research Design

The researcher used descriptive qualitative method. Qualitative research itself is a study used to explain an object that refers to a concept, meaning, definition, and description of an object or phenomenon. It means that this method used to explain an object related to the meaning or the definition of an object or phenomenon in the form of description and explained in detail. According to Arikunto (cited in Rahmah, 2019, p. 17), qualitative research is a study that describes a data by using words or sentences by dividing it into several categories to get a conclusion.

Qualitative research was suitable for this research because it used to describe the semiotic analysis and the description of verbal and visual elements of the foundation product video advertisement. This method was chosen because the researcher was analyzing and describing the meaning of signs contained in the foundation product video advertisement. This research also discussed the use of color in the advertisement. The data are displayed descriptively and systematically based on the theory used in this research.

3.2 Data Collection

In this part, the researcher shows the sources of the data, the instrument of the research, the step in collecting the data, and the step in analyzing the data.

3.2.1 Research Data

The data in this research was verbal and visual data, which contained verbal and visual signs. For the verbal signs, the data was all of the words, sentences, and utterances contained in the foundation product advertisement. For the visual sign, the data was the pictures and selection of colors found in the foundation product video advertisement. The researcher chooses nine foundation advertisements consisting of three cosmetics brands.

3.2.2 Data Sources

The source of the data was the foundation product video advertisement in social media, especially youtube. The data randomly selected from several famous beauty brands, such as; Covergirl, Maybelline, and Make Up Forever, that have been produced in 2016 and 2019. The researcher chooses three videos from each beauty brand. The data taken from the official youtube channel foundation product advertisement, they are; https://youtube.com/user/maybellinenewyork, and https://youtube.com/user/MakeUpForEverUSA.

3.2.3 Research Instrument

The instrument of this research was the human instrument. It means that, in this research, the main instrument was the researcher. The researcher became an

active person to collect and to continue the analysis of the data from the foundation product video advertisement. The researcher also used a laptop as the main tool of this research to search the data from the internet.

3.2.4 Data Collection

The data in this study are taken from the official youtube foundation product advertisement. In collecting the data, there are several steps done by the researcher:

- The researcher searched the foundation product video advertisement on youtube from several leading brand cosmetics, that are; Covergirl, Maybelline, and Make Up For Ever on youtube. The researcher got the data from their respective official youtube.
- 2. The researcher selected the foundation product video advertisement from several cosmetics brands that have English languages and collected the data by downloading it.
- 3. The researcher listened, watched, transcribed, and identified the word, sentences, slogan, picture, and color effects on the foundation product video advertisement to get the data.

3.3 Data Analysis

In analyzing the meanings of signs contained in foundation product video advertisement, the researcher did several steps to analyze the data:

 The researcher identified every scene in the video contained verbal and visual signs in foundation product video advertisement. To make the easiest in identifying the data, the researcher gave some code to the verbal and visual signs.

Table 3.1 The Example of Coding of the Data

Types of Sign	Code	
Verbal sign written text	Vrb. Wt	
Verbal sign utterance	Vrb. Ut	
Visual image	Vis. Im	

- 2. The researcher divided the data into two categories. The first category was verbal, and the second was visual signs. The researcher also categorized the data based on the code and analyzed it by using the signifier and signified concept.
- 3. The researcher interpreted the meaning of each signifier contained in the data by looking up the signifier (verbal sign and visual sign) in those advertisements to uncover the hidden meaning of the foundation product advertisement.
- 4. Then, the researcher drew the conclusion based on the result of the analysis.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the researcher shows the finding of the analysis. The researcher analyzed the foundation product video advertisement by using the theory of semiotic by Ferdinand de Saussure. The researcher presents the result of the research through the steps that already mentioned in the data analysis. Based on the data, there are nine foundation product advertisement videos from three leading cosmetics brand.

4.1 Findings

In this part, the researcher shows the data as the results of the study. This section focuses on two points. The first point is the signifier and signified in the foundation product advertisements. The second point is the message that the advertisers want to convey through signs in foundation product advertisements.

4.1.1 Signifier and Signified on the Foundation Products Advertisement

The first research question of this research deals with the signifier and signified in the foundation product advertisement. According to Saussure (cited in Baskin, 2011 p. 66), a signifier is the material aspect of sign, and signified is the mental concept of sign. In this research, the signifier on the foundation products advertisement is the visual signs and verbal signs. The findings of the signifier in the foundation products advertisement can be seen on the table below:

Visual Signs	Verbal Signs	
The images of the foundation product	The durability of the foundation	
	products	
The images of the women models of	The name of the products	
the foundation products		
The colors in the foundation moducts	The description of the results of the	
The colors in the foundation products	foundation products	
The images of the foundation shades		
The images of the texture of		
foundation products		

For more detail of the analysis from each signifier of visual signs and verbal signs on foundation products advertisement. The analysis can be seen in the explanation below:

4.1.1.1 The Signifier and Signified of the Visual Signs on the Foundation Products Advertisement

In an advertisement, the main thing the customer focuses on is an attractive visual image. Through attractive visual images, readers can understand the product descriptions offered by the advertisers, especially beauty product advertisements. In the advertisement of beauty products, especially foundation products. The advertisers always provide attractive visual images about the foundation products offered, so that readers are interested in trying these foundation products. In this study, from the 47 data that has been analyzed, the

researcher found several visual images as signifiers contained in foundation advertisements.

4.1.1.1.1 The images of the foundation product

The first one is about the images of the foundation products advertisement. Most of the advertisement shows the images of the foundation products to give information about the name and the shapes of the foundation products. From the analysis that has been done by the researcher, from 47 data that has been analyzed before. Then, the researcher found 9 data in the foundation advertisement, which shows the images of the foundation product. Here, several examples of the analysis of the signifier and signified about the images of the foundation products.

Data 1



Table 4.2 Signifier and Signified of Data 1

Types of Sign	Signifier	Signified
		Shows about the shapes of the
	The visual image of two	foundation products from
Vis. Im	foundation products with	Covergirl's company, which has
	different shapes.	two types of foundation
		products.

From data 1 above, the main focus of the signifier is the visual image of two foundation products with different shapes. As the signified from the data above, in this scene, the advertisers want to show about the packaging form of the foundation products produced by Covergirl's company. In this visual image, it can be seen that the foundation products from Covergirl have two different forms of packaging that are; packaging in bottles and packaging in a round shape. This scene shows that Covergirl's company gives readers the freedom to choose a foundation packaging product that suits customer needs. The advertisers show the shape and packaging of foundation products so that readers can find out the product packaging so that readers will easily find the foundation products if they want to buy these products.

4.1.1.1.2 The images of the women models of the foundation products

The second signifier in the foundation product advertisement is the visual images of the women models in the advertisement. As we know, the beauty product is the product that is closely related to women's daily lives so that the models in the beauty product advertisement, most of the models are women.

Based on the analysis that has been done by the researcher, there are 25 data shows the women models in the foundation advertisement. Most of the foundation product advertisements used the young women models as the models in the advertisement, only one advertisement that used old women models as the models of the foundation products advertisement. The image of the women models in the foundation advertisement has a different look. Here, the example of the analysis the images of the women models in the foundation advertisement:

Data 2



Table 4.3 Signifier and Signified of Data 2

Types of Sign	Signifier	Signified
	The visual image of a young	Shows the foundation products
Vis. Im	woman model with brown hair	when applied on the facial skin,
	using a full makeup look on the	which can make the appearance
	face.	loo <mark>ks</mark> beautiful.

From the data 2 above, there is a signifier of the visual image of a young woman model with brown hair using a full makeup look on the face. As the signified from the data above, the use of makeup in this scene shows the results of using foundation products when applied to the face. It can be seen that the appearance of a young women model in the data above looks prettier and fresher using makeup. It also happens to customers when using makeup. The face will look fresher and more beautiful. In addition, in the data above, the advertisers display young women models as models in foundation advertisements that indicate the target customers of foundation products. A young woman model in the foundation advertisement shows that this foundation product was made for young women who like to use makeup, so this foundation product is suitable for

use as their base makeup. The other analysis of signifier the images of women models in the foundation advertisement can be seen below:

Data 3



Table 4.4 Signifier and Signified of Data 3

Types of Sign	Signifier	Signified
Vis. Im	The visual image of an older woman model with full makeup wearing a black dress looks youthful.	Shows the products on the face, which can make the appearance looks youthful, also indicated the target customer who bought a product.

On the data 3 above, the signifier is the visual images of an older women model with full makeup wearing a black dress looks youthful. As the signified from the data, this scene shows that this foundation product was specially made for women who are older but still want to look younger. It can be seen from the selection of an old woman model in the advertisement. In the data above, it can be seen that even though the women model is old, she still looks young with the makeup used. The use of the woman model in data 3 is certainly different from

the example of using the model in data 2. If in data 2 above the advertiser chooses to use the young woman model, in data 3, the advertiser chooses to use an older women model. Indirectly, this shows that foundation products are not only for young women but also for older women who can still use foundation products to keep their appearance looks youthful.

4.1.1.3 The colors in the foundation products

The third signifier in the foundation products advertisement is the use of the colors in the advertisement. The use of colors in foundation advertisements makes the advertisements look more attractive and less monotonous. In addition, the use of colors in foundation advertisements also has its meaning from each color used in foundation advertising products. From 47 data that has been analyzed, all of the data used different colors in each scene, but the researcher found that three colors dominantly used in foundation advertisements, they are; brown, white, and pink. To know the detail of the analysis the signifier the use of color in foundation advertising products, the analysis can be seen below:

Data 4



Table 4.5 Signifier and Signified of Data 4

Types of Sign	Signifier	Signified
	The brown colors as the	Represents the color of the
Vis. Im	background of the advertisement.	foundation products and the color of the skin.
	advertisement.	color of the skin.

In data 4 above, what becomes the signifier is the brown color as the background of the advertisement. As the signified from the data, the brown color in the foundation advertisement indicated the color of the foundation and the color of the skin. As we know, the foundation color is brown, and the skin color mostly identic with brown color. The choice of brown colors in foundation product advertisements shows that foundation is one of the products used for facial skin and most skin tones are brown. So, choosing brown colors in foundation advertisements is the right choice to represent the usefulness of foundation products.

Data 5



Table 4.6 Signifier and Signified of Data 5

Types of Sign	Signifier	Signified
	The white colors as the	Represents about perfection
Vis. Im	background of the advertisement and the color of the jacket.	when using the foundation products.

The signifier from the data 5 above is the white colors as the background of the advertisement and the color of the jacket. As the signified from the data above, the white color in the foundation advertisement shows about perfection when using the foundation products. By using foundation products, your face will look perfect, smooth without any deficiencies. All of the flaws on the face can be covered when using foundation products so that the makeup looks good and perfect. It can also be seen from the makeup used by the model that the skin tone looks flatter, and the face looks smooth without any deficiencies.

Data 6



Table 4.7 Signifier and Signified of Data 6

Types of Sign	Signifier	Signified
	The pink colors as the background of the advertisement.	Represents the feminine side of
Vis. Im		the women and represents the
		customers of the foundation
		products.

From the data above, the signifier is the use of pink colors as the background of the advertisement. As the signified from the data 6 above, the use of pink colors in the foundation advertisement shows the feminine side of the women. The feminine side depicted in the advertisement for foundation products is shown by the appearance of the women models who like makeup. It can be seen from the various makeup styles that are different from each young woman model in the foundation advertisement. In addition, the use of pink in foundation advertisements also shows customers who use foundation products as it is known that customers who use foundation products are identical with the women and women identic with the use of pink color. Thus, in the advertisement for foundation products, the use of pink also shows the target customers who use foundation products, which are; women.

4.1.1.4 The images of the foundation shades

The fourth signifier that found in the foundation products advertisement is the images of the foundation shades in the advertisement. In the foundation advertisement, the researcher found 8 data that shows the images of the various shades of foundation. Most of the foundation advertisements give information about the choices of the foundation shades which are suitable for the skin colors. Here, the example of the analysis of signifier and signified can be seen below:

Data 7



Table 4.8 Signifier and Signified of Data 7

Types of Sign	Signifier	Signified
	The visual image of many hands	Shows that the foundation
Vis. Im	holding foundation products	products have many selections
V 18. 1111	with different shades and skin	of colors that suitable for all skin
	colors.	tones.

On the data 7 above, the signifier is the visual image of many hands holding foundation products with different shades and skin colors. From the signifier on the data above, the signified shows that the advertisers give information about the choices of the foundation shades that has so many color selection. In the data above, it can be seen that the hand holding the foundation product has the same skin tones as the shades of the foundation product that held. It was shown that foundation products have many color choices that are suitable

for all skin tones. In addition, in the data above, it can also be seen that the color shades of the foundation products are available in various colors ranging from light to dark shades, so customers can choose the shades of the foundation that match with their skin tone.

4.1.1.1.5 The images of the texture of the foundation products

The fifth signifier of the visual signs in the foundation products advertisement is the images of the texture of foundation products. In a foundation product advertisement, the advertiser shows the texture of the foundation product so that readers understand how the texture of the foundation product, whether liquid, compact, powder, or gel. In foundation product advertisements, almost all advertisements for foundation products show the texture of the foundation products. So, the readers know more about the texture of the foundation products, so that they can choose the texture of the foundation that suits their skin. In addition, from 47 data that has been analyzed, the researcher found that there are 4 data that shows the texture of the foundation. To know the example of the analysis can be seen below:

Data 8



Table 4.9 Signifier and Signified of Data 8

Types of Sign	Signifier	Signified
Via Im	The visual image of the brown	It is indicated the liquid texture
Vis. Im	liquid foundation products.	of the foundation product.

From data 8 above, the main focus of the signifier is the visual image of the brown liquid foundation products. As the signified from the data 8, it was shown that the texture of the foundation products is liquid. It can be seen from the data in the visual image above, which illustrates the texture of a foundation product that looks liquid and light. In addition, the texture of the liquid foundation is one of the advantage from the foundation products because it is easy to apply to the facial skin. Besides being easy to apply to the face, the texture of the liquid foundation also feels lighter when used so that the face feels like it's not using makeup and facial makeup looks more natural.

4.1.1.2 The Signifier and Signified of the Verbal Signs on the Foundation Products Advertisement

In an advertisement, apart from having a visual sign element, of course, there is a verbal sign element, either in the form of text or utterance. The existence of verbal signs in advertisements, especially in beauty product advertisements, intends to clarify the message that the advertiser wants to convey so that readers can more easily understand the messages. In this study, there were 47 data analyzed, and the researcher found several verbal signs as the signifier in the advertisements of foundation products.

4.1.1.2.1 The durability of the foundation products

The first one of signifier of verbal signs in the foundation products advertisement is the durability of the foundation products. In this research, the researcher also found that there are 4 data that shows the durability of the foundation products. In the foundation advertisements, the advertisers show the time that the foundation products have to stay on the face to make the readers interested in the products offered. The example of the analysis signifier and signified about the durability of the foundation products can be seen below:

Data 9



Table 4.10 Signifier and Signified of Data 9

Types of Sign	Signifier	Signified
		Shows the usage time of a
Vrb. Wt	Up to 24H wear.	foundation product that can be
		used up to 24 hours.

From the data above, the main focus of the signifier is the verbal signs, which can be read as "up to 24H wear". As the signified from the data above, this signifier shows the usage time of foundation products. In this scene, the

advertisers give the information that the foundation products able to stay on the face for up to 24 hours so that the makeup will stay on the face from morning to night. It is also reinforced by the visual signs on the data above, which shows it is nighttime, and the women model is still wearing makeup on her face. The ability of foundation products that last a long time on the face is one of the advantages of the product because customers do not need to frequently retouch up the makeup that fades due to daily activities.

4.1.1.2.2 The name of the foundation products

The second signifier of visual signs in the foundation products advertisements is the name of the foundation products. In the foundation products advertisement, most of the advertisers mentioning the name of the foundation products at the beginning of the video or the end of the video, in the form of text or utterance. From 47 data that has been analyzed, the researcher found 14 data that shows the name of the foundation products. To know the example of the analysis of signifier and signified of the name of the foundation products can be seen below:

Data 10



Table 4.11 Signifier and Signified of Data 10

Types of Sign	Signifier	Signified
	Ultra HD invisible cover	Shows the name of the
Vrb. Wt	foundation	foundation products from Make
		Up For Ever's company.

On the data 10 above, the signifier is the verbal signs which can be read as "Ultra HD invisible cover foundation." As the signified from the data, this signifier shows the name of the foundation products. This scene aims to introduce the newest foundation product produced by Make Up For Ever's company. It can also be seen from the verbal sign in the form of writing contained in the packaging of the foundation product, which mentioning the name of the cosmetics brand. In addition, mentioning the name of the foundation products and the cosmetics brand that issue the product also aims to make the reader know the name and brand of cosmetics that issued the foundation product so that it can make it easier for readers when interested in buying the foundation product.

4.1.1.2.3 The description of the results of the foundation products

The third signifier of the verbal signs in the foundation products advertisement is the description of the results of the foundation products. The description of the results of using foundation products aims to provide information to readers to find out how the final results of using foundation products so that readers have an idea of the final results of using foundation products when used. In this research, the researcher found 8 data that explained

the results of the foundation products, and each foundation product has different results when used. The example of the analysis can be seen below:

Data 11

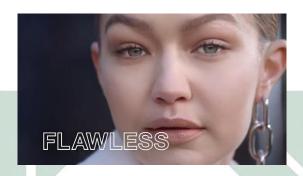


Table 4.12 Signifier and Signified of Data 11

Types of Sign	Signifier	Signified
		Shows the results of the
Vrb. Wt	Flawless.	foundation products, which can make the facial skin looks flawless.

The signifier from the data 11 above is the verbal signs which can be read as "flawless." As the signified from the data, it is indicated about the results of the foundation products when applied on the facial skin. These foundation products have flawless makeup results, which can make a face look flawless. These verbal signs also reinforce by the visual images that show a young woman model's face that looks smooth without any blemishes on her face. Through this data, the advertisers provide the information about the results of using foundation products that can make facial makeup smoother and flawlessly perfect. Thus, making the

reader interested in buying foundation products. Another example of the description of the results of the foundation products can be seen below:

Data 12



Table 4.12 Signifier and Signified of Data 12

Types of Signification	ier	Signified
		Shows the matte results of the
Vrb. Wt Matte	+ poreless.	foundation products, which can make the facial skin looks smooth without pores.

The signifier from the data 12 above is the verbal signs which can be read as "matte + poreless," which signified about the finish results of the foundation products. The verbal sign "matte" shows the final results of using foundation products that can make makeup look smooth, shine-free without any oil sheen on the face, to make a face look smoother without any visible pores. The final result of using foundation can also be seen from the visual image of the young women model contained in the data, which shows her facial skin that looks smooth without any pores. The description of the final result of using the foundation in

the above data makes it easier for readers to know the results of using foundation, so that it can attract the attention of readers to buy foundation products, especially for readers who like the final result of using a matte foundation.

4.1.2 The Messages on the Foundation Products Advertisement

To answer research question number two, the researcher elaborates the messages contained in the foundation product video advertisement based on the analysis of the signifier and signified on the previous discussion. In this research, there are nine videos of foundation product advertisements from several leading brand cosmetics, they are; Covergirl, Maybelline, and Make Up For Ever. Many advertisements, especially on the video, there is a verbal and visual sign. Through the verbal and visual signs in the advertisement, there are hidden messages that the advertisers want to convey to the reader. The advertisers create the advertisement as attractive as possible so that the readers can catch the messages from the advertisement.

From the foundation product advertisements shown in this research, there are several meanings that the advertisers want to convey. It is undeniable that three foundation products, which have different ways of displaying advertisements on their products, try to highlight the advantages of each product—every product designed to have its message meaning both verbal and visual.

Verbally, each foundation product video advertisement explains the benefits, product characteristics, the superiority of the product, and the target consumers they are looking for. Visually, each foundation product video

advertisement that is displayed focuses on how the product displayed can highlight the visual side regarding the type of product, product benefits, how to use the product, the model that represents the product, the expression of the product model, and the colors used as visualization the product. So that, from various scenes of this video advertisement, it is undeniable that there is a visual image displayed that cannot separate from the elements of the verbal text. It is shown that the visualization element is not enough to deliver the message of every scene of the video advertisement; additional elements of the verbal text are needed to make the advertisement more interesting.

Based on the analysis that has been done by the researcher, there are hidden messages that the advertisers want to convey to the readers. The first messages are about the superiority of the foundation products. From the nine videos, all of them tell about the superiority of each product issued by each brand cosmetics. Almost all products have a maximum level of coverage, long durability, have many color choices that match the color of the skin, transfer-resistant, etc. The information about the strengths of the foundation's products is needed so that the reader understands the superiority of the product. In this research, there are 27 data tell about the superiority of the foundation product. Here, one of the example about the superiority of the foundation products:

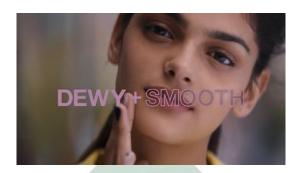
Data 13



In the data above, the advertisers explained some of the advertisers show some advantages of foundation products, including; transfer resistance, pore minimizing, oil control, 12-hour comfort wear. Some of the advantages of this foundation product can attract the attention of readers to buy the products offered because these products have several advantages.

The second messages are about the results of the foundation product, which shows that the foundation products have good results, such as the flawless result, the natural result, etc. The results of using the foundation product are shown by the advertisers so that the reader knows the results of the use of the foundation product through the visual images that are displayed. The researcher found 8 data that shows the results of the foundation product. Here the example of the data about the results of the foundation products;

Data 14



In the image above, it can be seen that the facial skin condition of young women models looks moist and healthy. It is shown that by using this foundation product, facial skin will look healthy and moisturized, and look brighter without oily on the face.

The third message in this advertisement is about the ingredients contained in the foundation product. In some foundation advertising scene, the advertisers show the ingredients used in foundation products aimed to convince the customers about the products. So, the customers will be more interested in buying the products. The researcher found 3 data in this research which shows the ingredients of the foundation product. The example of the data can be seen below:

Data 15



From the data above, the advertisers mention the verbal sign (written text), which can be read as a "non-acne genic formula," which indicated the ingredients of the foundation products which can prevent acne on the face. So that, the facial skin will look smooth without blemishes, as illustrated by a young woman's models contained in the advertisement.

The last message of foundation product video advertisement shown in this research is that the advertisers try to show the beauty of women. As we can see that women are identical to beauty, and every woman is beautiful. In the advertisement for the foundation products above, the advertisers show that all women are beautiful, and the beauty of women does not depend on their skin color. Skin color does not determine a woman's beauty because every woman has her own beauty. There are 14 data which shows the beauty of the women. Here, the example of the data that shows about the beauty of women:

Data 16



In the data above, it can be seen that there are five models of young women with different skin tones, ranging from light to dark skin color with different makeup but still look beautiful. From these data, it can be seen that each woman is

beautiful with their respective skin colors. There is nothing more beautiful because basically, every woman is beautiful.

Then, in the advertisement above, the advertisers also campaign to every woman to dare to appear as they are and be themselves; it can be seen on the data 17. The data can be seen below:

Data 17



In the data above, the advertisers mentioning the verbal sign (written text), which can be read as "as individual as you," which means that through this advertisement, the advertiser invites readers to dare to appear confident being themselves because every woman has a unique and different personality.

Dare to appear as yourself is one part of loving yourself; therefore, stop comparing yourself with others because everyone has their uniqueness.

4.2 Discussion

This research is raining to answer the two questions contained in the research questions. The first point is about signifiers and signified contained in the foundation product video advertisement, and the second is the message that the advertisers want to convey through signs in foundation product advertisements.

In this case, the researcher analyzed verbal signs in the form of the text contained in advertisements and visual signs that include the analysis of images contained in the advertisement. In the foundation product advertisement, the researcher found signifier and signified meaning from the verbal and visual signs in the advertisement. Most of the foundation product advertisement shows the superiorities of the product, the results of the product, and the formula of the product.

In business activities, we realize that many product innovations continue to be developed by one company with other companies, causing business competition. The effect of product innovation will create a more competitive climate both from the perspective of technology, price, and both so that the product reaches more markets, and the potential for higher competition stimulate product innovation (Castaño, Méndez, & Galindo, 2016). With high competition in the business world, it requires a company to be more creative and have a competitive advantage compared to other companies to be able to compete in global business (Dwianti, Lestari, & Nurfebiaraning, 2015). The presence of advertisements is a form of communication carried out by companies to promote the products they sell. With advertising, the company indirectly uses a sign to send messages about the product to be marketed so that people can interpret the sign. Therefore, cosmetics companies try to design cosmetic products with benefits and characteristics that have the advantage of representing the target consumers sought.

Product innovation also needs to be published in the form of advertisements. Submission of advertisements can be implemented in a variety of media like; electronic media, print media, etc. One very interesting from advertising is the presence of video advertising media. In advertising, many factors influence these advertising activities. The world of advertising is currently very widespread, with a variety of ways of presentation and media used so that in terms of competing for creative strategies are needed (Putri, 2015). Therefore, the most important elements in advertising are not just effective creative visual designs but also verbal language in the advertisements themselves, which are considered important as a way to get consumers' attention and represent the product. The most important element in advertising must focus on visual and textual appeal to attract the attention of consumers (Levyda & Ismi, 2020).

In delivering advertisements, the researcher needs to analyze semiotics both in their visuals and the use of verbal language. Furthermore, to find out the meaning of each of these signs, the researcher used a semiotic theory from Ferdinand de Saussure about the signifier and signified concept. The interesting thing in this research is the researcher not only analyzed the verbal signs in the advertisement, but the researcher examines more deeply the visual elements that strengthen the meaning displayed in the advertisement. Saussure's semiotic concept describes a signifier aspect which is closely related to the physical, tangible content of the advertised product. Then signified, trying to see the meaning revealed through the concepts, functions, or values contained in the advertised product. Therefore, Saussure tries to examine the relationship between

signifier and signified as one entity. From the two components, customers can interpret the sign of each advertisement displayed by a product.

The researcher found that between the signifier of the verbal signs and visual signs are related to each other in creating the meaning of the signified. The signifier of verbal signs, both in the form of text and utterance described the characteristics of the foundation product, both in the form of the formula contained in the product or the advantages of foundation product. Meanwhile, the signifier of visual signs in the form of product images and advertising models aim to give an idea to the customer about the shape of the product, how to use the product, and the shades of the foundation colors so that the customers are interested in buying the product. These two signs are related to one another because, through verbal and visual signs, the customer will be easier to understand the purpose of the advertisement. The findings in this study seem reminiscent of previous related studies, which state that the relationship between verbal and visual signs is interrelated to each other to understand the meaning of the advertisement (Agustini, 2017).

After analyzing the signifier and signified and also the meaning and the message of foundation advertising. The researcher concluded that in cosmetics advertisements, especially in foundation advertisements, women are shown as beautiful figures. All kinds of beauty products made to support a woman's appearance to be able to look beautiful and attractive. Allah SWT does not forbid women to make up and beautify themselves as long as it is not excessive because

Allah SWT does not like anything that excessive. It is in accordance with the word of Allah SWT contained in the QS. Al-A'raf: 31

"O son of Adam, wear your beautiful clothes in each (enter) mosque, eat and drink, and don't overdo it. Indeed, Allah does not like overrated people." (Q.S Al-A'raf [7]:31)

This verse explains that Allah encourages people to maintain their appearance and everything else but not excessive because everything excessive is not good, as well as makeup. However, the beauty of women is not only measured by physical beauty, but also spiritual beauty both in how she behaves, looks, and speaks. As explained by the hadith narrated by H.R Muslim,

"The world is a jewel, and the best of its sweetness is a pious woman." (H.R. Muslim)

Therefore, the meaning of beauty found in the Qur'an and accordance with Islamic teaching is not merely physical beauty but also the beauty of the nature and character of a woman. Many privileges of women explained in the Qur'an that is a sign that Allah SWT so highly glorifies women.

To complete the discussion in this study, the researcher hopes that this research can give a contribution to the academic society. There is a lot of the signs that related to our lives, not only in the advertisement but also in the other field.

Hopefully, through this study, the reader will be able to understand the meaning of the signs not only in the advertisement but in the other aspects so that the readers can expand their knowledge in the field of semiotic. Besides that, they can also give the contribution to investigate the signs in different aspects.



CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents the conclusion and the suggestion of the study after analyzing the data. The researcher concludes the whole of the study. The researcher also gives the suggestion for future research that want to discuss a semiotic study in the different subject of the research.

5.1 Conclusion

The researcher drew the conclusion based on the analysis in the previous chapter. The data in this research are the foundation advertisement from several famous brands that are: Covergirl, Maybelline, and Make Up Forever. The study focused on semiotic theory from Ferdinand de Saussure about signifier and signified and also the meaning of verbal and visual signs in those advertisements.

Based on the finding of the research, the researcher finds two types of signs that are: verbal and visual signs. The verbal signs contained with the written text and utterance, while the visual signs are the picture in the advertisement. The researcher finds 111 signs from nine advertisements of foundation products.

Those signs are 44 verbal signs and 67 visual signs from 47 data that has been analyzed. The researcher finds all of the advertisers are using verbal and visual signs, namely: text, speech, and pictures. From the nine videos that have been analyzed, there are five videos that used speech that is COVERGIRL and Maybelline advertisement. Meanwhile, in the Make Up Forever product

advertisements, the advertisers only use text and pictures without using utterance or speech.

After analyzing the verbal and visual signs contained in foundation product advertisements, to get the meaning of each verbal and visual signs, the researcher analyzed it using the semiotic theory of Ferdinand de Saussure about the signifier and signified. The signifier in this advertisement is the images of the foundation products, the images of the women models, and the description of the characteristics of the products. It can be concluded that from nine foundation product video advertisement has different signs and different meanings. All of this advertisement describes the superiorities, the results, the ingredients, and the benefits contained in foundation products. In addition, the foundation advertisement also shows the beauty of a woman drawn from her face and appearance. However, the advertisers have different ways of conveying the messages contained in the foundation advertisements through different verbal and visual signs. The combination of the use of verbal and visual signs in this advertisement makes it easier for the customers to understand the meaning and the message in the advertisement.

5.2 Suggestion

This chapter discusses suggestions for further research which interested in discussing the semiotic approach. As we know that semiotic is a study of signs. The sign divided into two, namely verbal and visual signs. The verbal signs in the form of sentences, phrases, and text, while the visual signs in the form of images. We can find all the signs in everyday life, including advertisements. The

advertisers make advertisements as attractive as possible to attract the attention of customers to buy the products or services offered; besides, through these advertisements, the advertisers also have hidden messages conveyed through these advertisements. To find out the meaning and message contained in advertisements, we can analyze it by using semiotic theory. There are many semiotic theories put forward by experts such as Ferdinand de Saussure, C.S Pierce, Roland Barthes, etc. The future researcher can use a different theory or compare two theories to analyze the semiotic signs in subsequent studies. Furthermore, research on semiotics is very interesting. The researcher suggests analyzing about semiotics by linking it to the use of camera movement. In addition, the researcher also suggests analyzing semiotic by using different objects, such as; film, magazines, cartoons, songs, etc. Finally, the researcher hopes that this research can give a contribution to the next researcher who will conduct the semiotic approach.

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