

**SEMIOTIC ANALYSIS IN THE ADVERTISEMENT OF
CLEMENCE ELLERY FINE JEWELRY LOCAL BRAND**

THESIS



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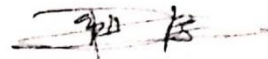
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ABSTRACT

Astriningsih, F. 2022. *Semiotic Analysis in the Advertisement of Clemence Ellery Fine Jewelry Local Brand*. English Department, UIN Sunan Ampel Surabaya. Advisor: Tristy Kartika Fi'aunillah, M.A.

Keywords: semiotic, advertisement, signifier, signified

This research discusses Semiotic Analysis in the Advertisement of Clemence Ellery Fine Jewelry Local Brand. The researcher utilized Ferdinand de Saussure's signifier and signified theory. This research aimed to describe the signs presented in the advertisement, which are the signifier, and the signified. This research discusses two topics: (1) the signifier and signified in the advertisement of Clemence Ellery? (2) what messages that are conveyed through the signs in the advertisement of Clemence Ellery?

This study used a descriptive qualitative approach. Using the theory of Ferdinand de Saussure, the researcher analyzed the visual and verbal signs in advertisements. The researcher then described the purpose and message of the advertisement for Clemence Ellery products. This research data originated from Clemence Ellery's website and Instagram posts.

This research results in Clemence Ellery's advertisements using signs, including signifier and signified, which consists of visual and verbal signs. Furthermore, the messages from each sign represents jewelry products and a message from the owner to customers that refers to the signs. The research found that every advertisement had different meaning, including 18 visual and 14 verbal signs. The signifier and signifier on the visual and verbal signs are related. Then, the message from the signifier and signifier through visual and verbal signs has been explained in more detail. Furthermore, the message from each sign represents a jewelry products and a message from the owner to customers that refers to jewelry. In conclusion, the signs in the advertisements have signifier and signified. The message the owner wants to convey can be represented in the signs of the advertisements.

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ABSTRAK

Astriningsih, F. 2022. *Analisis Semiotik Pada Iklan Perhiasan Bagus Merk Lokal Clemence Ellery*. Program Studi Bahasa Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Tristy Kartika Fi'aunillah, M.A.

Kata kunci: semiotik, iklan, penanda, petanda

Penelitian ini membahas tentang analisis semiotika dalam iklan perhiasan lokal merek clemence ellery. Peneliti menggunakan teori penanda dan petanda Ferdinand de Saussure. Penelitian ini bertujuan untuk mendeskripsikan tanda-tanda yang disajikan dalam iklan, yaitu signifier, dan signified. Penelitian ini membahas dua topik: (1) penanda dan petanda dalam iklan Clemence Ellery? (2) pesan apa yang disampaikan melalui tanda-tanda dalam iklan Clemence Ellery?

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Dengan menggunakan teori Ferdinand de Saussure, peneliti menganalisis tanda-tanda visual dan verbal dalam iklan. Peneliti kemudian mendeskripsikan tujuan dan pesan dari iklan produk Clemence Ellery. Data penelitian ini berasal dari website Clemence Ellery dan postingan Instagram.

Penelitian ini menghasilkan iklan Clemence Ellery yang menggunakan tanda-tanda, meliputi penanda dan petanda, yang terdiri dari tanda visual dan verbal. Selanjutnya, pesan dari setiap tanda mewakili produk perhiasan dan pesan dari pemilik kepada pelanggan yang mengacu pada tanda tersebut. Hasil penelitian menemukan bahwa setiap iklan memiliki makna yang berbeda, termasuk 18 tanda visual dan 14 tanda verbal. Penanda dan petanda pada tanda visual dan verbal saling berkaitan. Kemudian, pesan dari penanda dan petanda melalui tanda visual dan verbal dijelaskan secara lebih rinci. Selanjutnya, pesan dari setiap tanda mewakili produk perhiasan dan pesan dari pemilik kepada pelanggan yang mengacu pada perhiasan. Kesimpulannya, tanda-tanda dalam iklan memiliki penanda dan petanda. Pesan yang ingin disampaikan pemilik dapat direpresentasikan dalam tanda-tanda iklan.

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CHAPTER 1

INTRODUCTION

This chapter discusses the background of the study, problem of the study, object of the study, significance of the study, the scope and limitations, and the definition of the key term.

1.1 Background of the Study

Advertising is essential to promote a product the primary purpose of posters, logos, commercial videos, and others. Brierley (2005) argues advertising is to attract people's attention and motivate them to buy something displayed (p. 1). Apart from being free and comprehensive, online media is the best advertising. It also has the added benefit of effective advertising. An advertisement's foundation should be simple, informative, and easily understood by viewers.

Electronic commerce/e-commerce is also entirely developed in Indonesia; this technology enables consumers to do easy buying and selling operations. Negara and Soesilowati (2021) assert that Indonesia is Southeast Asia's largest digital economy, accounting for over 40% of the marketplace. Several reasons have led to Indonesia's e-commerce industry's quick rise. Increased smartphone and internet access and an expanding middle class are significant predictors of e-commerce growth, as is a young, tech-savvy populace. The government is striving to increase regulatory clarity. Presently there are two fundamental regulations relating to the operating legitimacy of the e-commerce sector, notably Government Regulation (PP) No. 80/2019 and Regulation of the Minister of

Trade (Permendag) No. 50/2020 (p. 3-5). With the advancement of technology and the ease of accessing it, the e-commerce industry is increasing rapidly. The government provides issues validity in operations relating to the e-commerce sector to be assessed correctly by the government and the Indonesian people who utilize e-commerce to buy and sell.

The Indonesian Ministry of Industry (2018) states that they actively encourage everyone to appreciate, use, and promote domestic industrial products. This strategic move will stimulate domestic industry growth through increased productivity and demand. It may even reduce reliance on imported products (pp. 1). As a result, local products are expanding, and the economies of local products are improving. Local brands in Indonesia keep growing in amount and demand, demonstrating that they can compete with imported goods. Thus, local brand owners can improve the quality of their brand in their target market. Several local brands in Indonesia utilize English for promotional purposes, and many offer domestic and international shipping. By promoting in English, domestic and international consumers can get familiar with and understand local products. Therefore, the local brand has increased in recognition of local businesses and the economy on a national and international scale.

Jewelry is associated with luxury items and has a high resale value. Various independent brands create unique ways to manufacture jewelry that appeals to consumer preferences. For the business competition, owners must develop promotions that captivate consumers' hearts and establish a price point commensurate with the jewelry's quality and materials to be worthwhile to

purchase. Therefore, the brands have their uniqueness and quality. Several advertisement elements support upgrades, such as editing, photography, textiles, captions, and others. These elements can also be found in semiotics.

Semiotic studies signs, including signifiers and signified from Saussure's theory. Signified is the concept, meaning, or item denoted by the signifier. Signifiers and signified usually exist in the form of images and texts. Many things can be found that contain semiotic elements, such as advertisements that many people often encounter on the street, television, internet, print media, and so on. People very often see not only advertisements but various things related to semiotics.

The study of semiotic analysis was conducted by Solihatun (2018), who examined an advertisement for shampoo entitled "*A Semiotic Analysis in Clear Shampoo Commercial Advertisement.*" The researcher focused on visual and verbal signs in Clear shampoo commercials. The researcher also used a descriptive qualitative method and Barthes's theory, denotation, and connotation. As a result, the researcher found denotative and connotative meaning in some words from 5 variants of Clear Shampoo, there are 47 visual and 25 verbal signs.

A study about a semiotic study on foundation product video advertisement was conducted by Farida (2020). The researcher focuses on describing the signs and messages through signified and signified video ads. This research used the descriptive qualitative method and Saussure theory. The researcher found that the advertisements have different meanings. From the advertisement above, the advertisers give messages about the benefits of foundation. Furthermore, people

will be interested in buying these products. As a result, the researcher found 111 signs from nine advertisements. Those signs are 44 verbal signs and 67 visual signs.

The following the previous study is about semiotic analysis in Loreal Paris advertisement, was conducted by Syahdini (2019), entitled "*Semiotic Analysis of L'oreal Paris Advertisement*" the researcher focused on the signs present in a video, verbal or non-verbal signs. This research also used a descriptive qualitative method. Barthes theory was used in this research, but the researcher only used it to describe the data with connotation theory. The results of this study that beauty is made by society. French women use natural make up, however, in the videos not only show natural make up but various looks, such as luxury, colorful, and pierce make up. From the explanation above, show that L'oreal Paris representing French women but also in other countries.

The next study is closely related to this study conducted by Putra (2014), entitled "*A Semiotic of English Printed Jewelry Advertisement of Thomas Sabo Group Company.*" This study describes signifier and signified concepts of verbal and visual signs related to Thomas Sabo ads in a fashion magazine. The researcher used descriptive qualitative and the theory of Ferdinand de Saussure about signifier and signified. This study shows that words and sentences represent the verbal signs in a printed advertisement. As a result, this research shows that the verbal signs are coherent with visual signs. Then, each signifier and signified concepts from visual and verbal signs support each other in generating meaning.

In the previous studies above, all the research analyzed advertisements with one focus such as verbal-nonverbal signs, audio-visual and others, and little data. However, as far as the researcher knows, there is no analysis of jewelry ads on websites and Instagram posts. Hence, the researcher analyzes Clemence Ellery with Saussure's theory about signifier and signified.

The researcher chose Clemence Ellery Fine Jewelry as the data source since it is associated with luxury goods and commands a high retail price. Additionally, owners create beautiful product advertisements that highlight specific aspects of the goods, such as materials, models, colors, images, and descriptions. As a result, customers develop a sense of trust for the promoted goods and are motivated to purchase them.

Clemence Ellery creates something unique in jewelry products and promotions, generating interest in the brand's products from consumers in every city and country. There are various local jewelry brands in Indonesia, including Clemence Ellery Fine Jewelry. Each brand has different charms, such as items that stand out in terms of quality, uniqueness, and promotional media. As a result, companies can fulfill orders domestically and internationally, demonstrating that Indonesian brands continue to grow and compete with global brands.

This research analyzed the signs in the Clemence Ellery Fine Jewelry advertisement using a signifier and signified from Saussure theory. The signs include verbal and visual signs in the advertisement. The verbal signs comprised description, caption, text, and the visual signs refer to the image and the color in

the advertisement. The researcher also reveals the message and the meaning of Clemence Ellery's advertisement.

1.2 Problem of the Study

Following the background of the study, this research formulates the research problem from an advertisement by Clemence Ellery Fine Jewelry as follows:

1. What are the signifier and signified in the advertisement of Clemence Ellery Fine Jewelry?
2. What messages that are conveyed through the signs in the advertisement of Clemence Ellery Fine Jewelry?

2.3 Significance of the Study

This research is expected to serve knowledge and contribute to linguistics. This research intends to identify and analyze an advertisement from Clemence Ellery Fine Jewelry, a local brand in Indonesia. This study aims to learn more about linguistics and semiotics in commercials, as they are primarily represented in Clemence Ellery social account and how they promote their products. Furthermore, this research may be informative and valuable for people to quickly understand the ads they see or watch.

2.4 Scope and Limitation

The researcher uses advertisements from Clemence Ellery Fine Jewelry local brand in Indonesia. The researcher limited the source data to six images, including some descriptions from the website, and twelve images, including captions from Instagram posts. The researcher uses semiotic analysis based on the Saussure

framework. According to Saussure's theory, there are two types of signs: signifier and signified. Therefore, the researcher focuses on analyzes such as the signs represented in ads. These limitations should make the researcher focuses on the linguistic framework and the sign-in ads such as websites and Instagram posts.

2.5 Definition of Key Terms

Semiotics: The study of signs, symbols, and signification.

Advertisement: Information about products and services is communicated in an impersonal manner.

Signifier: Things that human minds perceive, including auditory pictures, visual images, and others.

Signified: The meaning or impression in human minds about the signs.



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CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the theory in this research. There are definitions of semiotics, Saussure's theory of semiotics, verbal and visual signs, advertisement, electronic commerce, and Clemence Ellery Fine Jewelry.

2.1 Semiotics

According to Roland Barthes (1967), semiology is a part of linguistics, mainly covered in discourse (p.11). Other fields of study, such as psychoanalysis, sociology, anthropology, and stylistics, deal with meaning issues. Sabeok (2001) asserts that semiologists, on the other hand, cannot rely on language; people cannot claim that everything with a title is significant because everything without a tag is insignificant. (p. 128). While Saussure defined "semiology" as "the study of the role of signals in social life", philosopher Charles Peirce defines "semeiotic" (or "semiotic") as "formal". Signs doctrine is inextricably linked to logic (Chandler, 2007, p. 3). Therefore, from the explanation above, Semiotic is the study of signs and how they work and the structures, principles, and agreements that allow characters to have meaning. Semiotic is research that investigates a sign's purpose and those specific components.

2.2 Saussure's Theories of Semiotics

. Saussure states that the semiotic concept comprises two irreplaceable components: signifiers and signified, which are interconnected. These two things are inextricably linked and cannot be considered separately (Krampen, 1987, p.59-

61). Saussure asserts that the signs are made of a 'signifier' (signifiant) and a 'signified' (signifié). Based on contemporary critics, the signifier is the physical embodiment of the sign, and the signified is the thought to which the sign refers. Both the signifier (the 'acoustic pattern') and the signified (the concept) were solely 'psychological' for Saussure (Chandler, 2007, p.14)

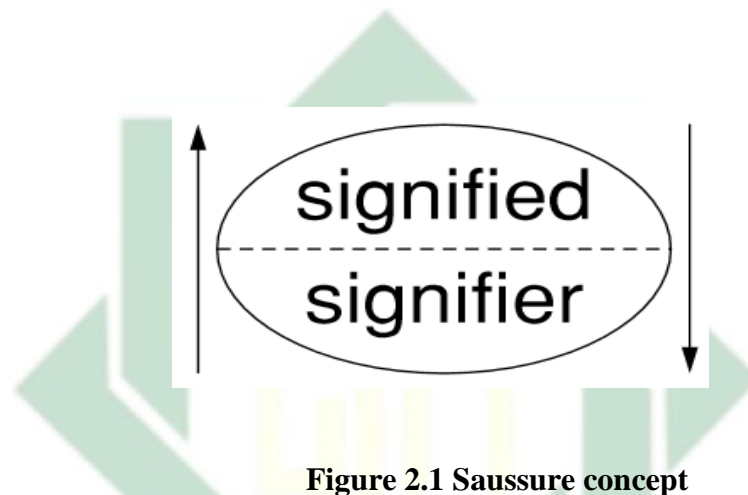


Figure 2.1 Saussure concept

As a result, it can be concluded that a signifier conveys significance, such as a phrase, a visual, or a sound. Then, signified is the concept, meaning, or item denoted by the signifier. It can be said that signified is what the signifier evokes in humans minds, when they hear or see it. The signifier and the signified are inextricably linked.

2.2.1 Verbal signs

Dyer (2009) declares that words not only refer to things but also convey thoughts, feelings, and attitudes; in other words, words act as a conduit for thoughts to enter the human mind (p. 112). For example, the words “hospital” as mirrored in the human mind. A hospital is a location for ill people in needing treatment, specifically patients treated by doctors, nurses, and other staff. Verbal

signs play a significant part in advertising, promoting, and selling advertised products. People may recognize and recall a product just by recognizing the verbal sign in the advertisement. This enables words or verbal signs to be as attractive as possible to capture the customer's attention. Additionally, great effort is taken to ensure that consumers clearly understand the message sent by the sign when creating verbal signs.

2.2.2 Visual sign

A visual sign is devoid of words and is based on images. That is also related to visual signs supporting verbal signs in conveying messages. Consumers can see and identify the advertised product through the visual sign. Additionally, consumers can see the visual image to know the product description and message within the visual image.

Dyer (2009) asserts that advertising's impact can be linked to technological advancements and innovations in graphic or virtual reality displays (p. 65). In recent years, technology has developed. Advertising has advanced in terms of quality and inventiveness. As a result, several innovations can be generated from advanced technology. It is the same with advertising, like jewelry ads that show how to wear jewelry or focus on rings, necklaces, and other items to inform consumers about colors, models, and other features.

2.3 Color Theory by Anne Wierzbicka

According to Wierzbicka (1996), "color" does not refer to a universal human concept. However, it is tied to the sense of sight, which is considered universal

because color can only be defined through sight. Color conceptualization varies by culture. However, there are some notable parallels (p.287). Five fundamental color concepts are considered contradictory in the same way and to the same extent. They are as follows:

1. Black and white

Black and white have a pronounced contrast characterized as day and night. White is a color associated with light, purity, and snow. White is the best possible background for an object that is not itself white, such as a snowy scene, white paper, or other white objects. At the same time, black can be associated with darkness and elegance.

2. Green

Green is an etymological term that refers to nature, greenery, grass, and everything fresh. *Dark green* is a color that evokes feelings of envy, ambition, and avarice. Yellow-green is associated with envy, sickness, and cowardice

3. Blue

Blue is an etymological term that refers to the sky and something natural, specifically the sea and lake. In different languages, blue is the "Natural prototype" of the blue category. The following semantic component of the English word blue aims to expand on the significance of this "fundamental color phrase." This color is associated with truth, trust, and loyalty.

4. Red and yellow

Etymologically, the color Red can be related to "blood". According to Wierzbicka (1996), red is represented as "a rich, warm color". Red as "warm" is

associated with fire, whereas yellow as “warm” is associated with the sun. Light red indicates joy, sexuality, passion, sensitivity, and love. Pink represents femininity, romance, love, and friendship. Dark red is connected with anger, rage, and leadership.

5. Brown

Brown is frequently considered a composite color. Consider this color to be the color of the ground. In English, the term “brown” refers to “earth-earth”. In a hypothesis that brown has a positive model, and in observation, brown is a “surface color”. Human’s surroundings have several brown hues equivalent to wood, dirt, and human skin.

2.4 Advertisement

Frolova (2014) states that advertising is a piece of information about a product and service communicated impersonally. Alternatively, ideas via various media, even though it is usually convincing and supported by identifiable sponsors. Furthermore, advertising's economic function is to enhance revenues and profit from a specific product for a particular period. Advertising informs consumers about a product or service and entices them to purchase it. As a result, more people pay attention to advertising, a larger market, and a higher living standard (p. 5-10). Additionally, advertising is not just about promoting something; it is also a defining feature of its brands. As a result, individuals can identify which ones they are interested in and special offers and discounts. According to Brierley (2005), advertisers try to get us to practice can consume advertising, and they often succeed (p. 1).

Advertisers aim to make their ads as attractive as possible and even addictive. Many people attempt to imitate the ad. Attention-grabbing ads can become a trend, and curious people can access them via app, web, or other means. Advertising is essential for other things and other businesses and individuals. The first thing that people learn is through advertising. Advertising must make effective use of promotion due to its enormous influence. As a result, advertisers must ensure their ads are relevant and effective in gaining new customers.

2.5 Electronic Commerce

Electronic commerce/ e-commerce employs telecommunication networks to automate business connections and workflow. For instance, e-commerce is the application of electronic communication and digital information (Taher, 2021, p. 156). People choose to make use of the existence of e-commerce to facilitate online purchasing and selling transactions. Convenience is provided to sellers and customers, including quick access for buyers to order goods and make payments. Similarly, sellers can list their available items and offer information about the purchasing and selling procedure to help customers understand how to order in their e-commerce. E-commerce makes it extremely simple for anyone to conduct business on online platforms.

Klein (2017) observes a growing interest in this topic through exercise. Various areas of study use business models to recognize or describe e-business trends, such as the use of IT in organizations, technology management, and innovation management. Companies must understand how and when to extract value from technology (p. 443). As technology advances, various facilities

become available to everyone in education, economics, and industry, among other sectors. One of the most common Internet uses Business, specifically e-commerce. Countless people utilize the internet as a means of marketing. Apart from being accessible and free, the increasing number of internet users expands its reach. As a result, internet promotion is highly effective at increasing interest in our Business and customers. It enables customers to easily access a business platform for the products they are looking for without searching in an offline store. Enthusiasts and the benefits of conducting business online are generating interest. Therefore, e-commerce is becoming many enthusiasts. The benefits of doing business are becoming a trend and making people interested.

2.6 Local Brand

Sapic et al. (2018) assert that a local brand is a brand available in a country or a small area, even though this brand may be held by local, foreign, and other entities. Additionally, local brands are established to fulfill the demands and desires of the local market. The uniqueness that only local companies possess is that the concept of uniqueness, originality and something that only local brands possess is ingrained in the country's culture (p. 620-622). Local brands in Indonesia are incredibly diverse, with producers making shoes, clothing, and bags of comparable quality to imported goods. Local producers create items or services required by local citizens, who occasionally prefer global brand over domestic brand. This requires innovation and creativity, and the quality of local brand is comparable to foreign items, even better than imported goods.

Sulhaini et al. (2020) comment that solid awareness of local brands will increase consumers' confidence and desire to purchase stronger local brands. The motivation is to demonstrate his love and pride for his people. Domestic consumers must purchase local brands because they are viewed as national identities. Customers pick local brands because they value brands owned and distributed by domestic companies (p.5). Local brands must be prioritized while purchasing and selling genuine Indonesian goods; on occasion, local firms create something distinct from imported products that reflect something. Local brands can serve as a source of national identities, such as clothing featuring batik or *songket* themes, which are integral to the Indonesian culture. Choosing a local brand is the proper decision; on the other hand, developing the local economy and opening up job opportunities.

2.7 Clemence Ellery Fine Jewelry

Clemence Ellery Fine Jewelry is a brand from Indonesia located in Menteng, Central Jakarta, since 2017. This brand works closely with skilled artisans in their Hong Kong workshop. Therefore, this jewelry is designed and handcrafted in Hong Kong, which Clemence Ellery owners, an Indonesian people. This jewelry brand's collection is one-of-a-kind, luxurious, and expansive, ranging from timeless classics to signature pieces reflecting unique individuality. Clemence Ellery embodies the concept of fusing the old and the new, immortality and innovation. This piece is inspired by culture and movement. Clemence Ellery philosophy is predicated on an understanding of time and space. This brand is 100% committed to creating fine and high jewelry of the highest quality in their

Hong Kong workshop and employs technically talented artisans. Clemence Ellery recommends only GIA-certified diamonds, the industry's only independent grading authority. Other labs overestimate stone grading, offering users a false exceptional quality.

The diamonds in Clemence Ellery Fine Jewelry collections are all GIA certified. The GIA was the first institution of higher learning to establish the internationally known standard for describing diamonds, referred to as the 4Cs: Color, Cut, Clarity, and Carat Weight. When combined, the 4Cs accurately define the quality and rareness of a diamond. Color- The most gem-quality diamonds are colorless. A chemically and structurally perfect diamond has no hue, making it rare and valuable. The GIA range of colors is D-Z, with D being perhaps the most colorless and Z being the brownest or yellow. As a result, Clemence Ellery core concern is on made-to-order pieces. This brand caters to those seeking everyday fashion accessories to one-of-a-kind wedding gowns needs, from everyday delicate pieces to one-of-a-kind diamonds (Clemence Ellery Fine Jewelry, 2018).

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CHAPTER III

RESEARCH METHODS

In this chapter, the researcher presents the methods of this research. There are five components to research, research design, research data, data source, research instrument, data collection, and data analysis.

3.1 Research Design

The researcher used a descriptive qualitative approach. Descriptive studies represent concepts decorated by data, and qualitative research defines comprehending information and phenomena in some situations. Qualitative research aims to comprehend holistic illustration and the interpretation of people's experiences (Ary et al, 2010, p.30). Qualitative expressions are related to significant meaning in the research results in descriptive data, and qualitative has an empirical approach in the study (Taylor et al, 2016, p. 7). The descriptive approach was adopted for collecting the signs represented in Clemence Ellery Fine Jewelry ads. The researcher chose the qualitative method because the results cannot be ordered through statistical or quantitative procedures but only through explanation and descriptive methodologies.

3.2 Data Collection

In this part, the researcher demonstrated the data sources, the research instrument, the data collection, and the data analysis process in this section.

3.2.1 Research Data

The data for this research were verbal and visual, including verbal and visual signs. The data for the verbal signs consisted of all of the words, sentences, and captions in jewelry advertisements. Then, the data for the visual signs came from the images there are the objects, gestures, models, jewelry products and color schemes used in jewelry advertisements. The researcher chose 18 advertisements on websites and Instagram posts. This data already represents all the sources data in Clemence Ellery Fine Jewelry ads on the website and Instagram posts.

3.2.2 Data Source and Subject of the Study

The source data in this research was captioned in the form of sentences and pictures of the sign-in websites and Instagram posts from Clemence Ellery Fine Jewelry ads. The researcher used the image that contained the signs that exists on both websites (<http://clemenceellery.com/>) and Instagram posts (@clemenceellery). The images are selected according to the images and captions from Instagram. While websites in some images and both images and descriptions. The subject of this research was Clemence Ellery Fine Jewelry, a local brand from Indonesia which manufactures and sells jewelry.

3.2.3 Research Instrument

The research instrument in this research is a human instrument. The researcher was the main instrument in this research because the researcher interpreted, collected, analyzed, and concluded this research—the data collected

by the researcher to identify the signs represented in an advertisement from Clemence Ellery Fine Jewelry.

3.2.4 Data Collection Technique

The data in this research was collected from an advertisement of Clemence Ellery Fine Jewelry. The data collection technique was explained as follows:

1. The researcher searched Clemence Ellery account in the browser (<http://clemenceellery.com/>) and Instagram app (@clemenceellery)
2. The researcher chose twelve posts in Instagram and six posts in the website which jewelry image related to the captions or just images
3. The researcher screenshot visual and verbal signs that exist in an advertisement of Clemence Ellery.

3.3 Data Analysis

1. The researcher identified selected data that contained signifiers and signified in an advertisement of Clemence Ellery Fine Jewelry. To make data identification as straightforward as feasible, the researcher gave verbal and visual cue code

3.3 The following is an illustration of data coding

| Types of Signs | Code |
|-----------------------|-------------|
| Visual image | Vis. Im |
| Verbal signs | Ver. Wt |

2. The researcher categorized the data into two groups. The first type of signs was verbal, while the second type was visual. Additionally, the researcher classified the data according to its coding and analyzed using the signifier and signified concept
3. The researcher interpreted the meaning of advertisements that comprised a signifier and a signified, as in the forms of, namely verbal signs and visual signs, found on the Clemence Ellery brands' website and Instagram
4. The researcher then reached a conclusion based on the finding and discussion.



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CHAPTER IV

FINDING AND DISCUSSION

The researcher presents the analysis's findings in this chapter. The researcher analyzed an advertisement of Clemence Ellery Fine Jewelry brand using Ferdinand de Saussure's semiotic theory. The researcher delivers the investigation findings by following the processes outlined in the data analysis. According to the data, there are eighteen advertisements on the website and Instagram of Clemence Ellery.

4.1 Finding

In this section, the researcher presents the data as the research findings. This section concentrates on two items. The first item concerns the signifier and signified in advertising. The second item to consider is the message that the advertiser wishes to send through signs in Clemence Ellery Fine Jewelry brand adverts on their website and social media accounts.

4.1.1 Signifier and Signified on Clemence Ellery brand advertisement

The first research comes from the signifier and signified in Clemence Ellery Fine Jewelry on website and Instagram posts. The term "signifier" refers to the visual and verbal signs used in this research. The table below summarizes the signifier's findings for Clemence Ellery Fine Jewelry advertisements.

Table 4.1 Findings of Signifier on Clemence Ellery Advertisement

| Visual Image | Verbal Signs |
|---|--|
| <ul style="list-style-type: none"> The image of jewelry product, such objects, gesture, model. The colors in jewelry product such as objects, background, and products. | <ul style="list-style-type: none"> The description on the websites jewelry products. The captions on Instagram jewelry products. |

Then, the second research question is about the messages offered verbally and visually in Clemence Ellery Fine Jewelry advertisement. The verbal signs included text, captions, and descriptions, among other things. Then, the visual signs relate to the advertisement's objects, products, artist, color (objects, background, and products).

Data 1 (Figure 4.1 Scallop Bicolor Ring [full diamond])



Descriptions

Romantic yet unique, this eternity ring features white gold and rose gold with fully paved diamonds.

Table 4.2 Signifier and Signified of Data 1

| Types of Signs | Signifier | Signified |
|----------------|--|--|
| Vis. Im | Scallop bicolor ring with white background | The focus is on the scallop rings with details, colors, and models with a mixture of |

| | | |
|---------|--|--|
| | | white gold and rose gold. The white background conveyed purity. |
| Ver. Wt | Romantic yet unique, this eternity ring features white gold and rose gold with fully paved diamonds. | “Romantic yet unique” rings can be connected with various types of relationships, including friendship, engagement, weddings, and so on. |

Data 2 (Figure 4.2 Trilogy Rings)

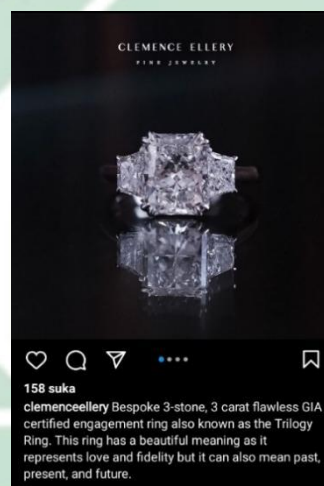


Table 4.3 Signifier and Signified of Data 2

| Types of Signs | Signifier | Signified |
|----------------|--|--|
| Vis. Im | Trilogy ring with black background | The ring is silver and has sparkling clear diamonds. The black background conveyed elegance |
| Ver. Wt | Bespoke 3 stone, 3 carat flawless GIA certified engagement ring also known as the Trilogy Ring. This ring has beautiful meaning as it represents love and fidelity but it can also mean past, present, and future. | Trilogy rings have the meaning of representing love and loyalty. When it comes to engagement rings, the second sentence might be seen as the memories, events, and hopes shared in a relationship. |

Data 3 (Figure 4.3 The Signet Ring)

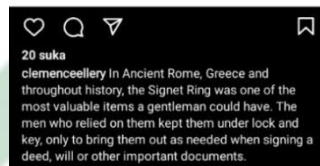


Table 4.4 Signifier and Signified of Data 3

| Types of Signs | Signifier | Signified |
|----------------|---|---|
| Vis. Im | The signet ring with brown background | The background color; is the "surface color" of the wood, which is identical to brown. The signet ring model represent gentlemen in ancient Rome which has a vintage and classic impression. |
| Ver. Wt | In ancient Rome, Greece and throughout history, the Signet Ring was one of the most valuable items a gentleman could have. The men who relied on them kept them under lock and key, only to bring them out as needed when signing a deed, will, or another important. | The signet ring was often linked with masculinity. It was considered a gentleman's most expensive possession. The ring is only worn when signing documents. The ring can create a lasting effect on the wearer. |

Data 4 (Figure 4.4 Jewelry)

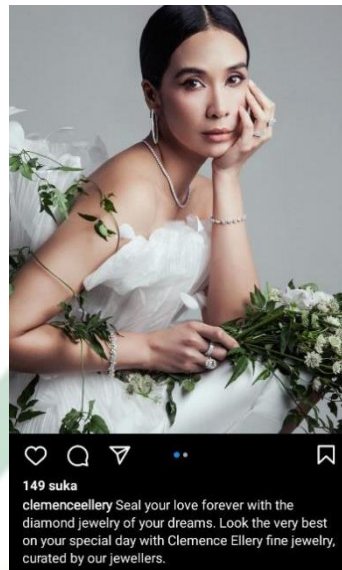


Table 4.5 Signifier and Signified of Data 4

| Types of Signs | Signifier | Signified |
|----------------|--|---|
| Vis. Im | Model, gestures and a grey background | The woman represents the bride, while the white background symbolizes marriage's purity—the gestures in this model with crouching and showing a hands-on chin and holding flowers by wearing jewelry. |
| Ver. Wt | Seal your love forever with the diamond jewelry of your dreams. Look the very best on your special day with Clemence Ellery fine jewelry, curated by our jewelers. | Unite relationship to marriage with diamond jewelry from Clemence Ellery |

Data 5 (Figure 4.5 Barre Arm Cuff)



Descriptions

Sophisticated and edgy, this arm cuff is handmade in gold with pave diamonds. This cuff is perfect for both casual look and black tie events.

Table 4.6 Signifier and Signified of Data 5

| Types of Signs | Signifier | Signified |
|----------------|--|---|
| Vis. Im | Arm cuff with white background | The ring with gold pave diamond. The white background in this image indicates purity. |
| Ver. Wt | Sophisticated and edgy, this arm cuff is hand-made in gold with pave diamond. This cuff is perfect for both casual look and black tie events | This arm cuff give the impression of being classy, trendy, luxurious, and elegant. While black tie events are formal or official occasions where the attendees dress according to the formal event. |

Data 6 (Figure 4.6 Pink sapphire aria ring)

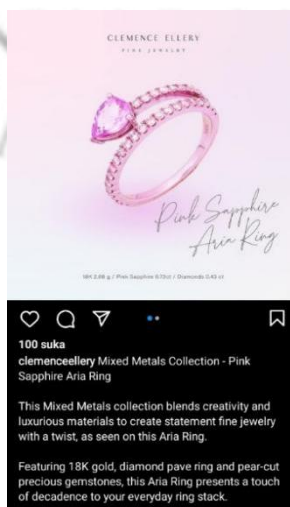
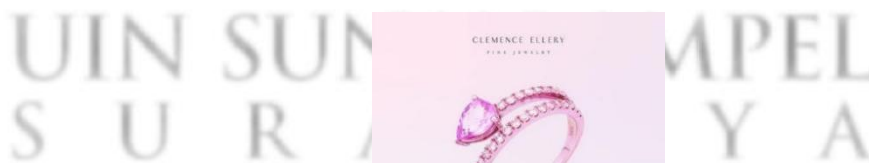


Table 4.7 Signifier and Signified of Data 6

| Types of Signs | Signifier | Signified |
|-----------------------|--|---|
| Vis. Im | Pink Sapphire Aria Ring with pink background | The pink color represents femininity and romanticism. The aria rings give a pear-cut pink diamond at the end. |
| Ver. Wt | This Mixed Metals collection blends creativity and luxurious material to create statement fine jewelry with a twist, as seen on this Aria Ring. Featuring 18K gold, diamond paves ring, and pear-cut precious gemstones, this Aria Ring presents a touch of decadence to your everyday ring stack. | Aria is a creative blend of metals developed by the owner. This ring has 18K gold with a pear-shaped diamond at the end and elegance to the wearer's everyday ring stack. |

Data 7 (Figure 4.7 Rings)

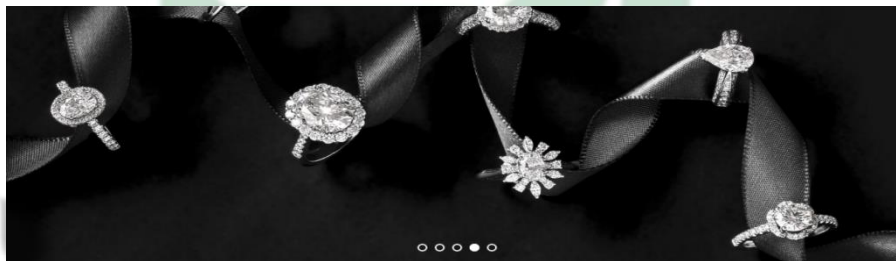


Table 4.8 Signifier and Signified of Data 7

| Types of Signs | Signifier | Signified |
|-----------------------|---|---|
| Vis. Im | Rings on black ribbon with black background | The black background also plays a significant role in the black ribbon. While identical in color, the black band is a black band between the diamond rings. Customers' gaze is drawn to several |

diamond rings in this image.

Data 8 (Figure 4.8 The diamond & Blue sapphire butterfly loop earrings)



Table 4.9 Signifier and Signified of Data 8

| Types of Signs | Signifier | Signified |
|----------------|---|--|
| Vis. Im | Blue sapphire butterfly loop earrings with brown background | This image with a brown background reflects nature because of the butterfly accents that blend in with the surroundings on the details of the earrings. |
| Ver. Wt | Cool blue sapphires meet icy diamonds to bring color and fire to a new jewel just in time for the holidays. Introducing the Diamond & Blue sapphire butterfly loop earrings by #ClemenceElery | Clemence Elery created these blue sapphire butterfly loop earrings. Cool blue s/hear meet icy diamonds to create a unique treasure just in time for the holiday's. |

Data 9 (Figure 4.9 Muzo emerald)

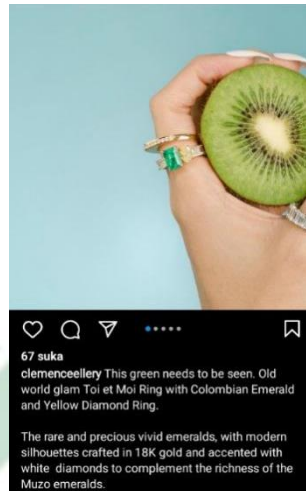


Table 4.10 Signifier and Signified of Data 9

| Types of Signs | Signifier | Signified |
|----------------|--|---|
| Vis. Im | Muzo emerald with blue background and holding a kiwi | Emeralds from Muzo set on a model holding a kiwi represent honesty, trust, and loyalty. Green emeralds are emeralds that are equivalent to the color green. Then, blue background produces a fresh, natural impression. |
| Ver. Wt | This green needs to be seen. Old world glam toi et Moi Ring with Colombian Emerald and Yellow Diamond Ring. The rare and precious vivid emerald, with modern silhouettes crafted in 18K gold and accented with white diamond to complement the richness of Muzo emeralds. | This ring is made of 18K gold and features a modern design. It is surrounded by white diamonds that complement the muzo emerald's richness, elevating it to a new level of elegance and luxury. |

Data 10 (Figure 4.10 Wings necklace broch)



Table 4.11 Signifier and Signified of Data 10

| Types of Signs | Signifier | Signified |
|----------------|--|--|
| Vis. Im | Wing's necklace broch with white background | The Wings necklace brooch is in the shape of a bee in this image. The color yellow or gold and black give the illusion of 18K. This shot represents purity and highlights the necklace's design. |
| Ver. Wt | A picturesque season is upon us, as Patrick invites you to immerse yourself in an exquisite world of wonder. As a divine symbol of fertility and prosperity, this queen bee is constructed with an 18K gold zipper mechanism, embellished with Onyx, Malachite, South Sea Black Pearl and natural diamonds. The limited collection is available as earrings, necklaces, and one a kind multi-way key chains. | The jewelry concept inspires us to be ourselves and view a more beautiful world. A limited number of bee-shaped necklaces, earrings, and key chains are available. |

Data 11 (Figure 4.11 Daisy Addiction)



Table 4.12 Signifier and Signified of Data 11

| Types of Signs | Signifier | Signified |
|----------------|---|---|
| Vis. Im | Women wearing jewelry and daisy flowers with yellow background | This model's white shirt represents casualness and daisy petals with the gestures showing his face and hands on the table with real daisies on them. The yellow background indicates joy. |
| Ver. Wt | Bloom beautifully with our mini capsule collection 'Daisy Addiction' especially curated and designed by Caroline. These daisy pieces feature vibrant Yellow Sapphire, Diamonds, and a gold Cuban chain. Add a playful touch to your look by pairing these with denim and a crisp white shirt for an elevated and luxurious casual look. | This piece of jewelry has a vibrant Yellow Sapphire, Diamonds, and a Cuban gold chain referred to as the daisy found in nature. With the theme 'Daisy Addiction' was inspired by white daisies. |

Data 12 (Figure 4.12 Diamond Tennis Necklace)



Table 4.13 Signifier and Signified of Data 12

| Types of Signs | Signifier | Signified |
|----------------|---|---|
| Vis. Im | Diamond Tennis Necklace, cake, and lightening | The white background is a plate, then jewelry on the cake as a promotion and to attract consumers' attention. Furthermore, the shadow of the light refers to the morning. |
| Ver. Wt | Good morning! Who wouldn't want breakfast with a side of diamonds? Diamond Tennis Necklace is the bread and butter to your fine jewelry collection, it's a must have! | Bread indicates breakfast in the morning. "side of diamonds" is marketing for individuals who enjoy bread with diamond-shaped sides. This collection's owner devours rings and necklaces like bread and butter. |

Data 13 (Figure 4.13 Heritage)

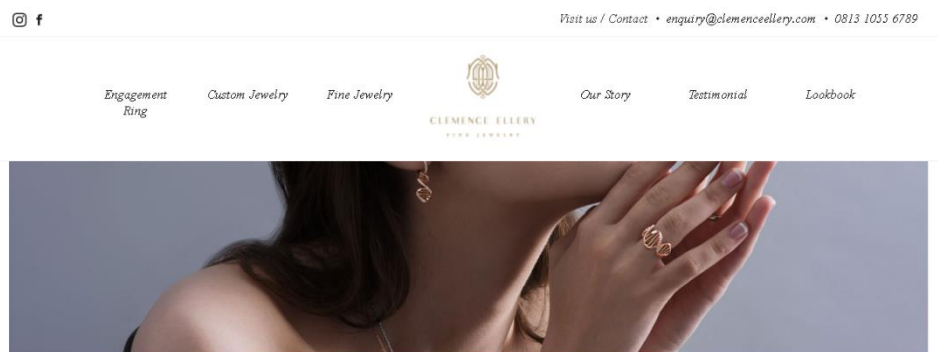


Table 4.14 Signifier and Signified of Data 13

| Types of Signs | Signifier | Signified |
|----------------|---|--|
| Vis. Im | The model and blue background, heritage jewelry | The female model wearing jewelry and the blue background connect to nature; they convey an image of elegance and mystery because the model's face is covered and the customer's attention is drawn to the gold jewelry she is wearing. |

Data 14 (Figure 4.14 Sans)

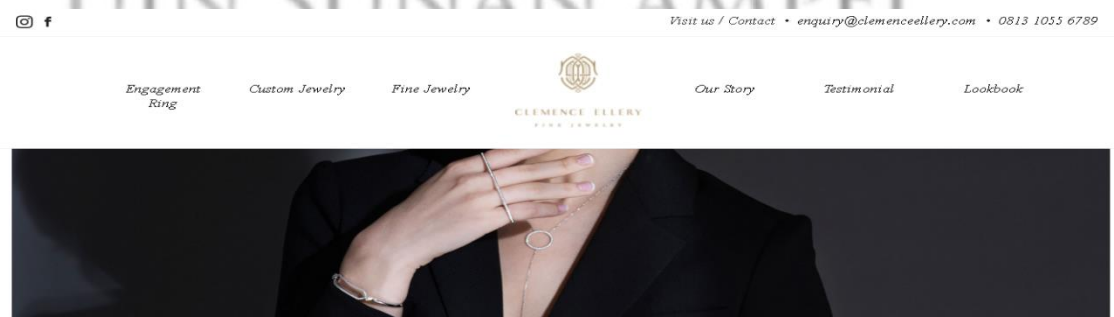


Table 4.15 Signifier and Signified of Data 14

| Types of Signs | Signifier | Signified |
|----------------|-----------|-----------|
|----------------|-----------|-----------|

| | | |
|---------|--------------------------------|---|
| Vis. Im | The woman and black background | The black background denotes elegance, and the jacketed model is formal, casual, opulent, and exquisite. Even if the black suit and background lack contrast, the image is appealing. |
|---------|--------------------------------|---|

Data 15 (Figure 4.15 DNA Circular Ring)



Table 4.16 Signifier and Signified of Data 15

| Types of Signs | Signifier | Signified |
|----------------|--|--|
| Vis. Im | Model, DNA ring and kiwi fruit | Kiwi fruit held by model is symbolizes nature and freshness, and the model's green head covering and green background. And the ring model is the same as the shape of the DNA. |
| Ver. Wt | DNA Circular Ring – Inspired by fine arts and fashion runway, Heritage embodies a thematic and fashion forward personality with certain peculiarity. | The owner was inspired to create this jewelry series from the fine arts and fashion foundation by expressing a unique idea in a design made on this DNA Circular Ring. |

Data 16 (Figure 4.16 Emerald and Yellow Diamon Toi et Moi)



Table 4.17 Signifier and Signified of Data 16

| Types of Signs | Signifier | Signified |
|----------------|---|--|
| Vis. Im | Model finger, plate, and white background | A model's finger wears a ring from this series in this image. White necklace and ring are in a strawberry on a white plate. The plate, nails, and background are white, symbolizing purity, light, and snow. |
| Ver. Wt | A combination between modern and vintage fine jewelry piece. Emerald and Yellow Diamon Toi et Moi, Gradation and Sapphire Eternity Band, and Enamel Pie Cut Necklace. | The owner blends his unique ideas in this jewelry series by combining emeralds with yellow diamonds. The verbal signs describe that modern and vintage styles inspire this jewelry series. |

Data 17 (Figure 4.17 Yellow Diamond Rings)



Table 4.18 Signifier and Signified of Data 17

| Types of Signs | Signifier | Signified |
|----------------|---|--|
| Vis. Im | Yellow Diamond Rings and yellow background | This ring's center is a giant yellow diamond surrounded by white diamonds. The ring's yellow background indicates sun and cheerfulness. |
| Ver. Wt | Add sunshine sparklies to your stack. Yellow Diamond Rings that can add an extra something to your daily stack if you want to experiment with colors. | The first sentence refers to the Yellow diamond as sunshine added to this ring. This ring is perfect for those who want to experiment with colors. |

Data 18 (Figure 4.18 Mecca)



Table 4.19 Signifier and Signified of Data 18

| Types of Signs | Signifier | Signified |
|----------------|---|---|
| Vis. Im | The model, jewelry and brown background | The black background denotes elegance, and the jacketed model is formal, casual, opulent, and exquisite. Even if the black suit and background lack contrast, the image is appealing. Model wearing gold-silver rings and earrings. |

4.1.2 The messages conveyed through signs in Clemence Ellery Fine Jewelry advertisement

Data 1

According to data one, this ring is shown on the Clemence Ellery Fine Jewelry website's showroom, there is a signifier of the image scallop rings and white background. As seen by the data above, the white background emphasizes the elegant and sumptuous scallop rings. Customers may immediately focus on these scallop rings' model, color, and line design because of the white

background. A mixture of white gold and rose gold looks very harmonious and shiny. While a verbal signs in the data, "*Romantic yet unique*" rings can be connected with various types of relationships, including friendship, engagement, weddings, and so on. The significance of giving a ring is profound, as is the case with themes, colors, and the source of inspiration for constructing a ring. Scallop rings have a romantic appearance, and the contrast of white and gold can represent purity and luxury. This ring is one-of-a-kind for the couple who will receive it with a paved theme. "*Eternity ring*" this ring is inspired by the relationship that lasts forever in any situation. The owner hopes that making the Scallop Bicolor ring can be a particular thing in a relationship and become a unique item for the wearer.

Data 2

From the data two above, the visual image that the ring is silver and has sparkling clear diamonds. The black background represents elegance and can be mysterious. Then, a verbal signs signaled that this engagement ring has a perfect 3 carat GIA certification. This is because love and loyalty are at the heart of a relationship. Trilogy rings have the meaning of representing these two things. When it comes to engagement rings, the words "*but it can also mean the past, the present, and the future*" might be seen as the memories, events, and hopes shared in a relationship. The owner hopes that making Trilogy Rings into a ring will symbolize a unifying relationship. It is based on an unwavering loyalty philosophy related to a marriage promise. As such, this engagement ring serves as the first link in the wearer's love journey before marriage.

Data 3

The visual image created by data 3 is brown, the background color; this is the "surface color" of the wood, which is identical to brown. The table on which the signet ring was photographed and the background of the signet ring has a natural feel to it. The signet ring model represents gentlemen in ancient Rome, which has a vintage and classic impression. The ring's center is square and etched, so it has a simple and elegant impression. The gold color conveys an air of elegance and expensiveness appropriate for a man's most valuable possession.

Then the verbal sign is a reference by the owner inspired by history. In ancient Rome, the signet ring was associated with masculinity. It was considered one of the most expensive items a gentleman could own. Additionally, they secure it with locks and keys. The ring is only worn when it is necessary, such as while signing certain documents. The statement from the owner of this ring will have a remarkable impression on the wearer with the ring style and has a significant meaning.

Data 4

The visual image in this data is a woman dressed as a bride, associated with wearing a white gown. The bride and groom hold flowers, and flowers are in the backdrop. This model's gestures include crouching, showing hands on the chin, and holding flowers by wearing jewelry. A light gray background that appears to be slightly white represents purity in a relationship progressing toward marriage, just like the bride's image. Then the verbal signs "Seal your love

forever" are analogous to joining a relationship with the promise of eternal love in marriage through the use of diamond jewelry that can be customized to the customer's preferences. Clemence Ellery offers a diverse selection of jewelry for clients who will appear on their special day, all of which have been hand-picked by Clemence Ellery Fine Jewelry.

Data 5

This image shows a barre arm cuff with gold pave diamond detail on the diamond grouped lengthwise and circular. The white background in this image indicates purity, people see will be directed to the thing being advertised. Then, the verbal signs "*Sophisticated and edgy*" is a model portrayal of the barre arm cuff for this jewelry wearer, with the impression of classy, trendy, luxurious, and elegant. Barre arm cuffs can also be worn with a casual look that might look basic and easy. "*Black tie events*" this term refers to formal or official occasions where the invited attendees dress according to the formal event, "*black tie*" indicates formal clothing models such as shirts, suits, and ties. This arm cuff fits the formal occasion. The advertisement conveys that the barre arm cuff is a neutral style that may be used for various occasions. Customers will not be deceived by this arm cuff appropriate for formal and informal occasions.

Data 6

Aria Pink Sapphire Ring with pink accents. The visual image of this data is a pink ring. This ring model with a circular diamond and a pear-cut pink diamond at the end, which serves as the ring's focal point. The background that matches the color of the ring and diamond instills in the wearer a sense of

femininity and romanticism. Then comes the verbal signal, this caption indicates that the aria ring is a collection of mixed metals created by the owner's creativity. The material used to create this ring has a luxurious appearance. The Aria ring is 18K gold and features a diamond with a pear-cut pattern at the end. Additionally, this ring adds a touch of elegance to the wearer's stack of everyday rings.

Data 7

This image can be seen on Clemence Ellery website. The ring shown contains many models that correspond to the products in the catalog. The stunning color of the black ribbon wrapped around the ring creates a luxurious impression and focuses on what matters most. The black background also plays a significant role in the black ribbon. While identical in color can be seen as a black band between the diamond rings. As a result of the black background, this image conveys an air of elegance and luxury. When customers visit Clemence Ellery website, their gaze is drawn to several diamond rings in this image. The advertising conveys that the aria ring has a feminine appearance on the wearer due to its pink tint. The owner embodies this ring with a delicate and feminine aura appropriate for everyday wear.

Data 8

Blue sapphire butterfly loop earrings with a blue sapphire in the circle and diamond accents in a blue sapphire butterfly shape. This image with a brown background reflects nature because of the butterfly accents that blend in with the surroundings. Also, a glare effect adds an impression to these earrings. Then, the verbal signs "*Cool blue sapphire meet icy diamonds to create a new jewel just in*

time for the holidays” refers to the parable in which the blue sapphire in the circle motif on the earrings meets the ice diamond, precisely the butterfly motif on the sapphire, creating a new gem by fusing blue sapphire and diamond into one, the Blue sapphire butterfly loop earrings designed by Clemence Elery to coincide with the holiday season.

Data 9

The visual signs of Muzo emeralds on a model's palm holding a kiwi refers to an emerald stone identical to the color green; thus, the kiwi fruit clutched represents the green emerald. The blue background symbolizes truth, trust, and loyalty; it also creates a fresh, natural impression by supporting the model's image of kiwi fruit.

The verbal signs on this ring is made up of a green diamond, namely a Colombian emerald, and a yellow diamond ring that encircles the Colombian emerald. The vivid emerald is a rare diamond that has been highly precious throughout history and continues to be so now. This ring is fashioned in a modern design with 18K gold. It is surrounded by white diamonds, which match the muzo emerald's richness, making it more elegant and luxurious. The advertisement's message is that historical treasures are also precious; people can see and recall how valuable the emerald is, highly famous throughout the world. Emeralds are rare and hold significant meaning for the wearer.

Data 10

This photograph shows the wings necklace brooch in the shape of a bee, which corresponds to the jewelry concept created in collaboration with Patrick.

The shape of the necklace is identical to that of a bee, and the combination of yellow or gold and black creates a stunning and rich impression that the necklace is 18K. The white background in this photograph symbolizes purity, drawing attention to the design of this necklace.

“A lovely season is upon us” refers to the transitional period between rainy and impending summer. When Patrick (the person who collaborated with Clemence Ellery to build this jewelry concept) invites us to be ourselves to see a more beautiful world through this jewelry concept, which is a natural sign of fertility and wealth. The 18K gold necklace is embellished with Onyx, Malachite, South Sea Black Pearl, and natural diamonds. This jewelry is supplied in a limited number of distinctive bee-shaped designs, including necklaces, earrings, and key chains. This time, the owner's message on the jewelry concept is to be themselves and love themselves exactly as they are. People can see a more beautiful world than ever before by doing so.

Data 11

The visual image of a female model wearing the Daisy Addiction jewelry collection and holding actual daisies embodies the collection's inspiration. The model's white shirt refers to a casual appearance and white daisy petals. The gesture shows a face to the right and a hand on a table with real daisies. The yellow background represents joy, as do the yellow petals in the middle of the daisy flower.

Caroline developed and designed this jewelry collection in collaboration with Clemence Ellery. With the theme 'Daisy Addiction' is inspired by white

daisies. This piece of jewelry has a vibrant Yellow Sapphire, Diamonds, and Cuban gold chain identical to the yellow and white daisy found in nature. The owner's message is to mix and match the 'Daisy Addiction' collection by wearing denim and a white shirt for a casual yet elegant and classy look when wearing this jewelry.

Data 12

The verbal signs for breakfast are equivalent to eating bread in the morning. “*side of diamonds*” refers to a campaign for persons “*who want to eat bread with a diamond side*” in this case, the Diamond Tennis Necklace jewelry series. The owner of this collection presents bread and butter as a unit when consumed, just like this collection of rings and necklaces. The visual signs, the white background is a plate, and there is a shadow from the sunlight outside, which means it is morning for breakfast, including fruit and cake. The presence of jewels on top of the cake makes sense that people would want to consume the cake. The owner places it higher to grab customers' attention and expects customers to wear and use it daily.

Data 13

This image depicts a woman wearing earrings and a ring. The focus is not on the woman's face but her jewelry in the photograph. With such an impression, it is evident that this image focuses entirely on the woman's jewelry and not her facial features. The blue background refers to nature. If customers examine the female model and the blue background attentively, it gives off an elegant and mysterious vibe because the woman's face is not visible. On the Clemence Ellery website

display, there is a message that customers can focus on jewels, although displays highlight faces. However, the owner has a creative side by showing photo displays that grab customers' interest, such as taking photos of jewelry.

Data 14

The visual signs in this data show a female model wearing a black suit and jewelry around her neck and arms, but the model's face is obscured, and her neck, shoulders, and hands are emphasized. The black background signifies elegance, and the model wearing a jacket gives the sense of being formal, casual, luxurious, and elegant. This image features models wearing necklaces and bracelets as its primary focus. Even though there is no visible contrast between the black suit and the black background, the image is still pleasing to the eye and conveys a sense of luxury, elegance, and casualness. This photograph is quite arresting as if the owner is showing how to wear jewelry with a black suit to the customer. So it is highly suitable for seeing.

Data 15

The visual signs show that the female model is wearing a DNA Circular Ring and holding a kiwi fruit. The fresh color of the kiwi fruit is the same as the model's green head covering and green background, which signifies nature and freshness so that both the kiwi fruit and the headcover have the same impression. Then, the verbal signs disclosed that the owner was inspired to create this jewelry series from the fine arts and fashion foundation by expressing a unique idea in a design made on this DNA Circular Ring. It can be observed in the ring model that

looks like a shape from DNA. The owner produces a design that symbolizes a creative concept by constructing a distinctive and unique ring similar to DNA.

Data 16

The visual sign in this image is the finger of a model wearing a ring from this jewelry series. A necklace and ring are in the center of a strawberry on a white plate on the table. The color of the plate, nails, and background is white, which symbolizes purity, light, and snow. Therefore, the focal point of this image is a jewelry and brightly colored strawberries. Then, the verbal signs describe that modern and vintage styles inspire this jewelry series. In this jewelry series, the owner blends his unique ideas, such as combining emeralds with yellow diamonds to make them very attractive and elegant, and other jewelry that combines sapphire and other materials.

Data 17

The visual signs is the ring with a yellow background, the same color as the diamond in the middle of the ring. This ring features a focal point in the middle with a giant yellow diamond that suits the ring's theme and is surrounded by white diamonds. The yellow background indicates sun and cheerfulness. Then, the verbal signs "Add sunshine sparkles to your stack" refers to a Yellow diamond as sunshine added to this ring. This ring can be utilized as a colorful combination for everyday wear for the wearer. The owner makes Yellow Diamond Rings a striking and shiny yellow color that has its impression on the wearer who wants to experiment with color.

Data 18

The visual signs in this image is a woman wearing a shirt with open shoulders and wearing jewelry and a ring on her hand. The brown background relates to human skin. Model wearing gold-silver rings and earrings. The brown background has the same color as the model's skin for this image. So that this image has an exotic impression with human skin tone, especially brown skin, which is mainly held by native Indonesians. Sparkling jewelry offers an elegant image to the model.

4.2 Discussion

This subchapter analyzes the research finding, following an explanation. The researcher divides the findings into two subcategories in this section. First, this section discusses signifier and signified in Clemence Ellery Fine Jewelry advertising. Second, it examines the message that is conveyed visually and verbally. The researcher analyzed the visual signs in the advertisement's image and the verbal signs in the description and captions of Clemence Ellery websites and Instagram posts. In the Clemence Ellery products advertisement, the researcher found signifiers and signified from visual and verbal signs in advertisements. The verbal signs includes the description and caption displayed on the websites and Instagram posts of Clemence Ellery. Then, the visual signs contain the objects, gestures, models, jewelry products and color schemes in the advertisement.

The researcher evaluated advertisements of Clemence Ellery on the website and Instagram posts. By selecting 18 advertisements that were analyzed. As a result from research question one, the signifier and signifier on the visual and

verbal signs are related. Visual signs in the advertisement have several characteristics related to the theme carried on the jewelry concept. Thus, the creativity in the visual signs of these jewelry products is fascinating, and each jewelry series has a different idea and model. In contrast, the verbal signs in the advertisement have a special message that relates to the product being advertised. The description of jewelry alone is not enough to attract customers, but with a few sweet words for customers looking at the Clemence Ellery Fine Jewelry advertisement. In conclusion, the researcher has identified 18 advertisements, 18 visual signs, and 14 verbal signs.

The results of research question two, examine the message conveyed visually and verbally. The message from the signifier and signified through visual and verbal signs has been explained in more detail. Visual and verbal signs have their message in conveying something. Visual signs have meanings and impressions according to the objects. At the same time, verbal signs have written and verbal messages so that people who read can immediately understand and interpret the importance of the sentence themselves. The owner gives the same written and verbal message to attract the customer's attention, a message that also represents the advertised product and has a good impression in promoting the product.

Advertisement is a way to advertise products, campaigns, and others. The owner must have a creative idea for generating advertisements to draw the customer's attention. Numerous elements must also be regarded appropriately. Levyda & Ismi (2020) assert the most important thing in advertising is visual and textual to grab consumers' attention. These two aspects represent the advertised

product (p. 63). Visual and verbal signs have critical points. The owner must focus on product advertisements' visual and textual appeal with that ad. Thus, consumers have confidence and interest in buying a product from the advertisements that they view. In addition, the message from the commercial must be easily comprehended by consumers because customers can quickly receive the message from the advertisement and are interested in buying. Marketing methods are also crucial, such as ad placement, design, and others, to market products extensively and attract consumers.

According to the previous studies, some research uses a different theory to explain the data from advertising. Sholihatun (2018) and Syahdini (2019) conducted a study employing Roland Barthes's theory, while Farida (2020) used Saussure theory and the data only from ad videos. Then, research from Putra (2014) appears similar to this research in that it utilizes jewelry advertisement data from fashion magazines. Thus the data collected is limited to advertisements in fashion magazines. The research differs from previous studies. It focuses on advertisements obtained from social media platforms widely accessed by all ages, specifically Instagram posts and websites with e-commerce capabilities that make buying and selling easier for users. Additionally, the data from this research is based on Indonesian brands, allowing for increased recognition of local businesses on a national and worldwide scale because some utilize English-language advertisements and offer global shipping. In conclusion, the researcher also improves and expands previous research and provides additional information to readers especially semiotics studies.

CHAPTER V

CONCLUSION AND SUGGESTION

The researcher shows the last chapter of this research, and there are conclusion and suggestion.

3.1 Conclusion

The researcher aims to analyze the signifier, signified, and message expressed in Clemence Ellery Fine Jewelry local brand in advertising. This research uses Saussure's theory about the signs, especially signifier and signified on visual and verbal signs in advertisements. According to the research findings, the researcher identified 18 advertisements for jewelry products; there are 14 verbal signs and 18 visual signs. The signifier and signifier on the visual and verbal signs are related. Then, the message from the signifier and signifier through visual and verbal signs has been explained in more detail. Furthermore, the message from each sign represents a jewelry products and a message from the owner to customers that refers to jewelry.

3.2 Suggestion

In this chapter, the researcher suggests analyzing linguistics, particularly semiotics. Because semiotics will be intriguing in addition to semiotic analysis through other media such as magazines, videos, and advertisements, or there will be other exciting theories to explore. The researcher hopes this research will serve as a reference for future research using the same technique, especially semiotics.

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