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## CHAPTER I INTRODUCTION

### 1.1 Background of the Study

In the world of advertising, currently products or brands, whether well-known brands or brands that are just starting out, are both promoting products through advertising which aims to attract people's interest in buying the product. Especially in cosmetic advertising which is related to verbal and non-verbal signs which can also be used as a communication strategy.

In this case, semantics is clearly related to advertising, especially cosmetic advertising because cosmetic advertising often uses verbal and non-verbal signs in advertising their products. Semantics can also be interpreted as the study of meaning and signs which are interconnected and also as an intermediary for those who use semiotic sign. (Van Zoest in Sobur 2001, p. 96). Semiotics is not only the study of meaning and signs, but can also be used to understand or see communication methods, for example from language, visuals can create body movements used to communicate. This cosmetic advertisement not only promotes

their products, but also through this advertisement the messages they want to convey can be conveyed through this advertisement.

Cosmetic advertisements that use verbal and non-verbal signs also function to convey the essence and intent of the advertisement being promoted which aims to attract people's attention, because if the advertisement can make people interested it can automatically attract their interest in buying the product. Cosmetic advertising can be divided into two types they are print and digital. Advertisements in print form which promote the field of beauty or advertisements for skin care products that are usually displayed on magazines, billboards, posters or in this digital era more often use social media, for example posting products on Instagram. This is taking advantage of visual power to display product benefits and effects accompanied by textual descriptions.

Y.O.U Cosmetics advertisement uses a combination of verbal and visual signs as a communication strategy to convey the meaning and message contained in the advertisement. Y.O.U Cosmetics uses visual and verbal signs to create advertisements that are not only advertisements that function to promote products but can function as self-expression. Self-expression here means that a person, especially a woman, by using cosmetics can increase their self-confidence and also be able to express themselves.

By using a combination of verbal signs and visual signs perfectly Y.O.U Cosmetic. Advertisements can stand perfectly as proof that through advertising they have succeeded in capturing the imagination of consumers. We have selected advertisements from Y.O.U Cosmetics as the data source. Y.O.U Cosmetics is an

international beauty brand from HEBE Beauty Group which has been established and famous since November 2018. It has grown very rapidly and can attract the interest of people who see it. With this advertisement buyers are also attracted to cosmetic products from Y.O.U cosmetics, starting from looking at the benefits contained in this product, the attractive colour choices in Y.O.U cosmetic advertisements. Not only to beautify yourself, this Y.O.U product is also designed to have several meanings that can be conveyed through the images implied in it.

### 1.2 Problems of the study

Based on the background above, the problem to be raised in this study are formulated as follows:

1. What verbal and non-verbal signs are used in Y.O.U Cosmetic Advertisements?
2. How is self-expression delivered through meaning of the verbal and non-verbal sign found in the Y.O.U Cosmetic Advertisements?

### 1.3 Objectives of the Study

Based on the problems of the study above, there are two objectives to be achieved in this study those are:

1. To find out the verbal and non-verbal signs in Y.O.U Cosmetic Advertisements.
2. To analyse how self-expression delivered through meaning of verbal and non-verbal signs found in Y.O.U Cosmetics Advertisements.

#### **1.4 Limitation of the Study**

Based on the problem and the objective of the study above, this study will be focused to analyse the verbal, non-verbal signs and how self-expression delivered through meaning of verbal and non-verbal signs found in Y.O.U Cosmetics Advertisements. This study applied the theory by Saussure (1983) as theory of signs and Barthes (1967) as the theory of meaning. Addition to these theories, this study also relies on Wierzbicka's (1966) theory of colour terms as supporting theory, which discusses the significance of six different colour categories.

#### **1.5 Significance of the Study**

There are two significances of the study in this research, such as theoretical significance and practical significance

##### **1.5.1 Theoretical Significance**

Theoretically, this study aims to increase people's knowledge about semiotics, especially verbal and non-verbal reading marks in advertisements. Hope in the future they can use this research as a literature review that can help them to solve their problem if they are interested in analysing the similar subject

### 1.5.2 Practical Significance

This research is expected to make readers better understand semiotics, especially verbal and non-verbal punctuation advertisements by displaying analytical data directly from advertisements, and can also be useful for people who are interested in raising semiotic topics as well



## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter presents previous research or literature reviews on the same title as well as a literature review that can support this analysis. The previous research that will be discussed here related to semiotic advertising. The several previous studies that will be discussed here are as follows.

#### 2.1 Review of Related Literature

The first thesis was written by Purnama (2021) entitled “*Semiotic Analysis of HALA MOVIE*”. This research focused on verbal and non-verbal signs in *HALA MOVIE* expressed by the main character. The aims of this research are to find the signs in the *HALA MOVIE* and the meaning of each sign. The methodology used in this research is a qualitative descriptive method. This researcher used two different theories, the first about determining the signs and the meaning of each sign that was performed by the characters classified the sign using the theory by Pierces’ theory. And for the second about determining the significance using Saussure’s theory. The researcher is interested in raising this topic because in the “*HALA MOVIE*” the researcher finds several signs related to semiotic signs. The researcher can conclude that from the sign, people can understand what others mean, so everything in this world is looked at as a sign, sometimes people can find something and wonder to find out, in their minds especially when they communicate with each other. Therefore, this research was published with the title “*A Semiotic Analysis of Hala Movie*”.



In this research there are similarities, where the equation is the research method used

The second thesis was presented by Dewi (2021) entitled "*A Semiotic Analysis Found in Maybelline Cosmetic Advertisements*". The researcher is interested in taking the topic of cosmetic advertisement because it is seen from the society especially women who like makeup. The study aims to find out the verbal and non-verbal signs in Maybelline Cosmetic Advertisements. This study used qualitative methods to collect the data and the data were taken from the internet and Maybelline website. This study used the theory by Saussure (1983) and the theory by Barthes (1967) to analyze the meaning of verbal and non-verbal meaning. From the finding of this study the researcher found 22 and for the connotation found 23, because advertisements often use hidden meanings to convey messages and attract people's attention. This is the conclusion of this research. From the verbal side, Maybelline advertisements use declarative sentences which aim to introduce product name, benefits and how to use the product. Then, most of the sentences in Maybelline advertisements contain denotative meaning. In several parts there are also several sentences which have a connotative meaning, which means that the messages in the advertisement are conveyed implicitly or it could mean that the message in the advertisement does not say anything. Then from a visual perspective, the Maybelline advertisement consists of two main images, namely an image of the product being promoted and an image of a female model holding the product or applying the product. The purpose of the Maybelline advertisement displays these images, namely to introduce the product and make it familiar to the

public and also to attract the attention of someone who sees the advertisement. Besides that, models also have an important role in advertising.

In this second study there are several differences, this second study only used qualitative methods and also this research only analyzed verbal and non-verbal signs along with their meaning without analysing color.

The third was an article entitled *“From Semiotic Perspective: Male Endorsements In Cosmetic Advertising”* by Peng (2020). This article aims to detect semiotics as the motivation behind the male ambassador advertisement. This article will examine the symbols and underlying meaning of male endorsement advertising using Pierce's semiotic triangle. and using Estee Lauder as a case study, since Estee Lauder has used for male endorsers over the previous two years and has generated amazing market sales, which is undeniably successful in advertising sales. By the process of analyzing these four advertisements, this article seeks to uncover a comprehensive understanding of gender in modern Chinese society in order to provide theoretical references and recommendations for the diverse growth of advertising. The conclusion that can be drawn from these four advertisements is that in contemporary China it is not difficult to see that there is still general agreement regarding the first gender as male. However, the potential for male chauvinism in China in traditional advertising for men or new types of advertising for women still exists in China. In China, the role of men who fulfill women's tastes is also carried out through male chauvinism to show sexual behavior



charm to win more fans. In this article differences are found because this article only analyses symbols and meanings using semiotic pierce triangles and also this article does not analyse verbal and non-verbal signs.

The next is the article entitled "*The Concept of Beauty in Elsheskin's #ImPerfectBeauty Campaign: Semiotic Analysis of Advertisement*" by Yolinda (2021). The semiotic analysis of a local Instagram beauty campaign is the main topic of this study. This study tries to assess the campaign's semiotic indications and messages. The #ImPerfectBeauty Campaign by Elsheskin, which comprises three chosen feed posts, is the subject of this study. This study uses a descriptive qualitative technique, and the information was gathered through posts made in June 2021 on Instagram by the official @elsheskin account. The triadic semiotic models put forward by Charles Sanders Pierce are used in this study (1931). The results indicate that the campaign's dominant semiotic indicators were the color red and the presence of a woman with down syndrome as the lead model. The result of this study also demonstrates that there are two types of beauty: inner beauty and exterior beauty. While good manners are considered part of inner beauty, a person's physical attractiveness is considered part of outer beauty. Also, the sign maker aims to raise awareness of the Elsheskin brand and the Indonesian misconceptions about beauty. These are the ideas they want to convey to their audience. There are similarities in this article, namely that this article also uses descriptive qualitative methods. However, the difference is this article only analyses the semiotic indications and messages of the campaign, they do not analyze verbal and non-verbal signs and their colors.

The last is an article entitled “Verbal and Non-Verbal Signs of “Moana Movie Poster” by Dhananjaya (2019) The aim of this study was to identify the verbal and non-verbal signs found in “Moana” movie posters. It was also aimed at explaining the meaning of verbal and non-verbal signs in those movie posters. qualitatively and descriptively analysed based on the theories applied in this study, namely the theories of semiotics proposed by Saussure, theory of verbal and non-verbal signs proposed by Dyer, and supported with the theory of color terms proposed by Wierzbicka, and theory of color meaning proposed by Eisman. The result of the analysis shows that “Moana” movie posters have verbal and non-verbal signs.

The similarity of this article is that this article analyses verbal and non-verbal signs along with their meanings and colours, but the difference is that this article also analyses the meaning of colours.

## 2.2 Concept

Describing the concept is highly necessary since it provides better understanding to both the researcher and readers. There are some concepts of definition related to the topic of this study as follows: Semiotic, Advertisement, Verbal Sign, Non-verbal Sign, YOU Cosmetics.

### 2.2.1 Verbal Sign

Verbal sign is the text on advertisements and it serves to describe the advertisement to viewers. The text in advertisements typically takes the form of a

name, slogan, and tagline. Words not only describe things, express feelings, emotions, and attitudes, but they also help us think of ideas. Nearly all advertising contains text in the form of phrases, idioms, words, and sentences (Dyer 1993: 131).

### **2.2.2 Non-verbal Sign**

Non-verbal signs are how we convey meaning without speaking, and they are used in advertisements. Pictures are generally easier to understand and have more impact than words, and they provide more opportunities to express enthusiasm, mood, and creativity. Dyer (1993: 133) Non-verbal signs can also be diagrams, colors, and drawings.

### **2.2.3 Self Expression**

Self-expression is very important for individuals and for society, because through self-expression it allows us to convey our thoughts and feelings and also communicate them with other people, and self-expression is also the formation of self-identity and the way we see ourselves or the way we interact in a group or social environment. According to Deaux et al (in Sarwono & Meinarno 2018, p. 53) self-concept is a person's feelings and beliefs about himself. Meanwhile, according to Brooks (in Putra 2017, p. 7) self-concept is an individual's view and feelings towards himself and as a person that other people expect. Self-concept is not only something that emerges from a person's personality, but self-expression emerges through interactions with other people (social processes).

## 2.3 Theories

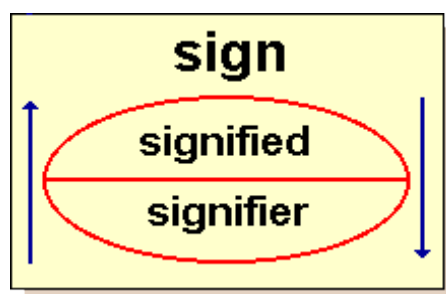
Two theories were employed in this study to examine the data and arrive at a conclusion that could be validated by science. The first theory by Saussure (1983) is theory of signs and Barthes (1967) is theory of meaning. The theory from Saussure (1983) and Barthes (1967) as the main theory. In addition to these theories, the study also relies on Wierzbicka's (1966) theory of color terms as supporting theory, which discusses the significance of six different color categories.

### 2.3.1 Semiotic

As a system of signs that have meaning as a result of their interaction with one another, according to Saussure (1983: 65). According to Saussure's explanation, a "sign" is not a singular thing. He described a sign as being made up of a signifier and a signified.

1. A "Signifier" is the physical form that signs assume. The actual letters, sounds, and symbols used to symbolize what the speaker or writer wants to say are the tangible signs of the language.
2. A "Signified" the ideas it stands for. It is not the material object, but rather the signifier's abstract meaning.

This can be further illuminated by the following diagram of the sign



Picture 2. 1

The sign is the overall impression that is created when the signifier, signified, and signified are combined or associated. The arrows in the picture to the left reflect the relationship between the signifier and signified, while the horizontal line designates "the bar," and is known as "signification," which describes the relationship between the signifier and signified. So, it is clear from the above diagram that the signifier and signified, though they are represented by different parts of a sign, cannot be separated from one another; rather, they both serve to complement one another and are inseparable.

If we use a linguistic example, the word "Restaurant" is a sign made up of the following elements when it is given meaning by someone who finds a restaurant for eating:

- A signifier: the word 'Restaurant'
- A signified: that there is a restaurant to eat

A sign must consist of a pure "psychological" signifier (the sound pattern) and signified (the concept). Even if they frequently do not, and even though it may still directly refer to things in the real world, signified is a paradigm that continues to approach this as a mental construct. The signified is a concept rather than an actual item. In other words, it evolved into an idea or meaning to which signifiers refer to.

### 2.3.2 Theory of Meaning

Barthes, a French structuralist and philosopher, believes that there are two levels of signs, with the first level serving as the "signifier" and the second level serving as the "signified." In other words, a sign has two levels of meaning: its

literal meaning, which is typically found in dictionaries, and its associated meaning. After all, meaning is produced at two levels: literal and associative levels, or "denotative" and "connotative," respectively, according to (Barthes, 1967:12)

### 2.3.2.1 Denotation and Connotation

Both literal and associative definitions are suggested for the terms "denotation" and "connotation" by Barthes. Every symbol in society has a denotative or dictionary meaning, however the connotative meanings are dependent on the situation, relationship, and context. Red is a color that stands out from all other colors, for example, at the denotative level. It represents the color's binary opponent. Yet, on a connotative level, or second level of connotation, it stands for peril, revolution, or blood. Because of this, a sign's connotation might have more than one interpretation and is determined by a number of elements. (Barthes, 1967:19)

### 2.3.3 Color Term

Wierzbicka (19960) proposed that while seeing is the sole way to define color, this does not make it a universal human idea. Rather, it is associated with the meaning of seeing, which is thought to be universal. Though there are some noticeable cultural differences in how color is conceptualized, there are also some. There are six most fundamental color terms:

#### 2.3.2.1 Black and White, Dark and Light



Although perceived as being opposites, dark and light are closely related to black and white. The adjectives "dark" and "bright" (used to describe colors) are associated with, respectively, the darkness of night and the light of day. They are reminded of their experiences viewing objects in the light when they see a dark object. The semantics of the English words for black and white, on the other hand, reflect both their status as fundamental color terms that are learned by extension and their associations with the concepts of dark and light.

Black color has always been the difference between many circles. This is because there are many perceptions about the true meaning of black. There are those who think that the black color philosophy is a symbol of mourning, there are also those who think it is a symbol of courage, and so on. and white is purity, innocence and perfection. The meaning of a color can also be determined by people's culture. In Western culture, the white color is often associated with weddings, hospitals and angels. Some western societies believe that white conveys a sense of purity, cleanliness and peace. While, in eastern culture, the philosophy of white is often associated with sadness and death.

#### **2.3.2.2 Green**

Green also refers to a color and is morphologically or etymologically associated with grass, herbs, or generally vegetative matter. Wierzbicka (1996: 308). Dark green is linked to envy, ambition, and green. Yellow and green are often associated with disease, cowardice, strife, and jealousy. Water is connected to emotional healing, and the color green is connected to goodwill and the safety of daily life.

### 2.3.2.3 Blue

The closest translation of the English term blue may be morphologically or etymologically linked to the word sky in several languages. The semantic elements of the English word blue that follow seek to clarify the meaning of this "fundamental color phrase." Wierzbicka (1996:313). Light blue symbolizes wellbeing, recovery, peace, wisdom, and tenderness. Dark blue symbolizes informational strength, power, sincerity, and seriousness.

### 2.3.2.4 Red

The word for "blood" has etymological to red in several languages. Nevertheless, synchronous analysis cannot be performed on the English word red. Red is "a rich warm color," according to Wierzbicka (1996:315), albeit the terms "rich" and "warm" are metaphorically applied in this context. When asked which hue makes them tired, most individuals choose red, even though it is associated with the word tire and is therefore seen as warm. It is important to note that fire extinguishers are also painted red because, generally, the color red denotes danger or a warning. Wierzbicka (1996: 318) Light red is a symbol of happiness, passion, sexuality, sensitivity, and love. Pink is the color of love, passion, and friendship. It suggests passivity and diminutive traits. Dark red symbolizes strength, willpower, resentment, fury, leadership, and courage, malice, and wrath.

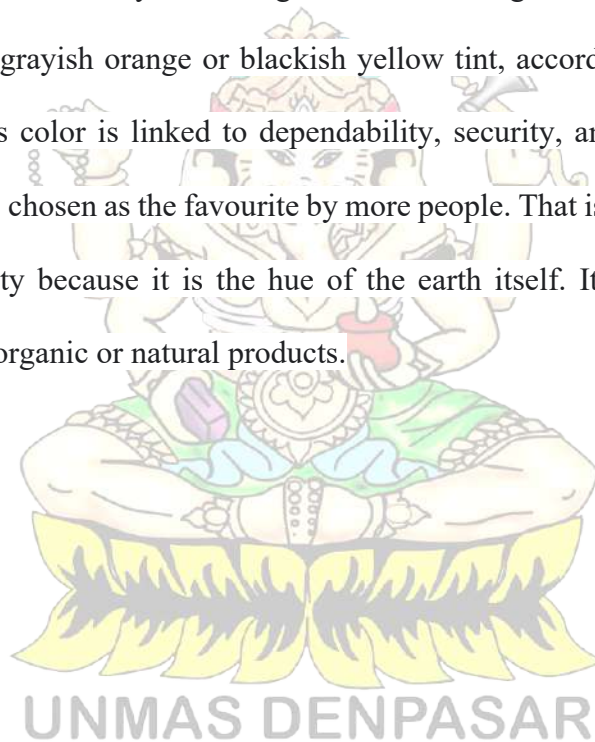
### 2.3.2.5 Yellow

Based on red, yellow is also regarded as "warm" due to its connection to the sun. Yet, it is more of a pale color than red yellow. Wierzbicka (1996: 316) yellow

that is dull or discolored stands for caution, disease, decay, and enmity. Bright yellow is linked to science, and joy.

#### **2.3.3.5 Brown**

Brown is frequently thought of as a composite color, similar to pink, purple, grey, and orange. It is a visual admixture of yellow and black with a small amount of red, which is essentially an amalgamation of orange and black. Brown is primarily a dark-grayish orange or blackish yellow tint, according to Wierzbicka (1996: 327). This color is linked to dependability, security, and companionship. This color will be chosen as the favourite by more people. That is what might better symbolize stability because it is the hue of the earth itself. It has an unhealthy association with organic or natural products.



### **CHAPTER III RESEARCH METHOD**

Research method or scientific method is a procedure or steps in obtaining scientific knowledge or science. In addition, the research method is an important thing and a kind of systematic work plan that is used in order to make the research in a good arrangement. This chapter presents the way of conducting this study about