



## ANALYSIS OF VISUAL SIGNS FOUND IN VASELINE ADVERTISEMENTS

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### ABSTRACT

*In general, the visual signs have meaning to deliver the messages about the product or service that is advertised to society. This study aims to find out the visual signs and analyze the meanings in Vaseline brand advertisements. To collect the data this study used observation methods. The source of the data was taken from [www.vaseline.com](http://www.vaseline.com) website in the form of six body lotion products with various variants. In analyzing the data this study used theory from Saussure (1983: 67) to find out the visual signs in the advertisement, the second theory from Barthes (1961-1974) to analyze the meanings, and the last theory from Cerrato (2012) to analyze the color meaning. The results of this study there are several objects such as pictures and color choices that are found in Vaseline advertisements, also each sign has denotative and connotative meanings which are interconnected.*

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### INTRODUCTION

Communication has an important role in social life; it is to interact or exchange ideas with one another. There are many ways to communicate, one of them is by using language. Sapir (1921:8) explained language is a tool or method used by humans to communicate ideas or concepts and express emotions by orally or written. For example, language can be expressed orally by speaking or "body language" which is conveyed using gestures, eye contact, facial expression, etc. The delivery of messages in written communication can be done by using words or sentences. Other than that, language is related to linguistics because language is a scientific study of

linguistics. Many parts of linguistics itself, one of parts in linguistics that is semantics.

According to (American Encyclopedia: 536), semantics is the study that discusses meaning, which is related to the concept of a word, symbol, and object. A meaning has an important role in speech act situations. Because without meaning, there will be no communication that can be done in daily life because the utterances in a language do not have any meaning. Besides semantics is a part of linguistics, semantics also divided into several parts, one of which is semantics.

Based on Saussure (1983) semiotics is a study that discusses the signs. He also describes a sign as a signifier and signified. The signifier is the physical form of the signs such as language, symbols, and objects included in it. While the signified is the idea or concept referred to by the signifier. The signs are usually found in an advertisement, the components in an advertisement cannot be separated from the sign because it is used to convey a message to the reader and make the advertisement itself more attractive. Basically, the use of advertisements to promote the product or service by the seller.

In social life, society cannot be separated from the existence of media, a media is used to provide information to the listeners and readers. There was an indirect effect between exposure to information on customer's loyalty (Semara & Lestari, 2021). In general, media is divided into two types : printed media and electronic media. One of the media that is often found is an advertisement. Based on Williamson (1978:57), advertisements can be categorized into several types and one of them is printed advertisement. As known, advertisement has a function to promote the products and services to society. Advertisements are made to attract people's attention so that they are interested in buying or using the products. Advertisement is widely used by business actors from various fields because it has a big influence on the marketing of the products or services offered. Almost all companies or famous brands in the world use advertising as a tool to introduce and promote the products or services they sell. One of the famous brands that use advertising as a business tool is the Vaseline brand. Vaseline brand is a company that sells products for skincare.

Based on the background above, this study aims to analyze the visual signs and meanings contained in Vaseline body lotion advertisements using semiotic analysis. The author is interested in analyzing this advertisement because it contains many visual signs like pictures, ornaments, and colors also have meanings. Certainly it's interesting to know.

To support the novelty of this study using some previous studies that related. The first study from (Prasojowati, et al 2019) is entitled "A Semiotic Analysis Found on the Cigarette Products' ". This study aims to analyze the

visual signs and meanings contained in cigarette products using semiotic analysis. The source of data obtained in this study is from all cigarette brands in Indonesia. To identify the signs found in cigarette products, this study uses the semiotic theory by Mayr (2013), while analyzing the meaning using the theory from Yule (2010). The results in this study show that the signs in cigarette products contain elements of activity and have meaning to convey information to the reader. The second is article from the journal (Sihite, et al 2021) entitled "A Visual Semiotic Analysis on the Spongebob Movie". This study analyze visual signs and it interpretations in the Spongebob movie. The signs contained in the data were analyzed using the triadic sign theory (Representamen, Object, and Interpretant) from Charles Sanders Peirce and to interpret the sign, this study used three techniques: non-verbal communication legislation, framing techniques and communicative act. The results of this study are sign analysis based on representation of triadic sign theory that shows the situations or feelings that occur in the Spongebob movie that are feelings of happiness and sleepiness. While the object is the physical form of the two characters in the Spongebob movie, namely Spongebob and Patrick. The last Interpretant is the thing that supports the situations or feelings by the object in the movie that is the image shows that the Spongebob character has feel happy and Patrick character is feeling sleepy. The results of the analysis of meaning or interpretation in this study indicate that the use of non-verbal communication legisign techniques identifies the body language of the characters in the movie. While the framing technique refers to what is shown by the picture, and finally the communicative act technique refers to the verbal signs contained in the Spongebob movie.

Some previous studies above, certainly have similarities and dissimilarities to this study. The difference between this study and the others is that this study focuses on identifying visual signs based on the signifier and signified theory proposed by Saussure, and analyzing the meaning based on the denotative and connotative theory by Barthes. Also using data from Vaseline body lotion advertisements. The similarity with previous research is using semiotic analysis and visual signs.

## METHODS

This study is qualitative and descriptive. In analyzing the data, the researcher used several theories. The first theory from Saussure (1983: 67) used to analyze the visual sign, the second theory from Barthes (1961-1974) to analyze the meaning of the visual sign, and the last theory from Cerrato (2012) to analyze the meaning of the colors contained in Vaseline advertisements. This study uses six data that are Vaseline body lotion variant Calming Lavender, Deep Restore, Aloe Fresh, Ice Cool Hydration,

Cocoa Glow, and Daily Sun Protection SPF 50 advertisement which was taken from the [www.vaseline.com](http://www.vaseline.com) website. In collecting the data this study used several steps: 1.) Searching and downloading the data on [www.vaseline.com](http://www.vaseline.com) website. 2.) Identify the visual signs in the advertisements. 3.) Analyze the signs and its meaning found in advertisements. The reason why the writer uses six Vaseline body lotion advertisements as the data is because each advertisement has many visual signs that are interesting to analyze.

## RESULTS AND DISCUSSION

### RESULTS

The theory from Saussure (1983: 67) discussed the signifier and signified in a sign. He explained that the signifier is the material or object of the sign itself, while the signified is the idea or concept of the sign. The second theory from Barthes (1961-1974) he explained about a meaning that has 2 types, namely denotative and connotative meanings. Denotative meaning is the actual meaning or dictionary meaning of the sign, while connotative meaning is another meaning of the actual meaning. Theory from Cerrato (2012) explained the meanings of the existing colors. In this study, there was data in the form of visual signs found in this Vaseline body lotion advertisement which discussed based on the theory above.

The table below presents data from the visual signs contained in the six Vaseline Body Lotion advertisements of various variants. There are 5 visual signs Vaseline Deep Restore advertisements, 6 visual signs Vaseline Aloe Fresh advertisements, 6 visual signs Vaseline Calming Lavender advertisements, 6 visual signs Vaseline Ice Cool Hydration advertisements, 6 visual signs Vaseline Cocoa Glow advertisements, and 6 visual signs Vaseline Daily Sun Protection SPF 50 advertisement. The data of visual sign that appears as follows:

No.	Data	Signs
1.	Vaseline variant Calming Lavender advertisement	<ul style="list-style-type: none"> <li>- A woman model</li> <li>- The blue clothes</li> <li>- Lavender flowers</li> <li>- A bottle with purple color</li> <li>- The expression touched her skin</li> </ul>

		- White and purple color behind the model
2.	Vaseline variant Deep Restore advertisement	- A woman model - The blue clothes - The expression shows word “dry on her hands” - The dark blue color behind the model - A bottle with yellow color
3.	Vaseline variant Aloe Vera Fresh advertisement	- A woman model - The blue clothes - Smiled expression with touched both of her hands - Aloe Vera - A bottle with green color - The dark blue color with clouds behind the model
4.	Vaseline variant Ice Cool Hydration advertisement	- A woman model - The blue clothes - Ice - A bottle with light blue color - The expression touched her skin - Light blue color behind the model
5.	Vaseline variant Cocoa Glow advertisement	- A woman model - The blue clothes - Cocoa beans - Smiling expression - A bottle with brown color

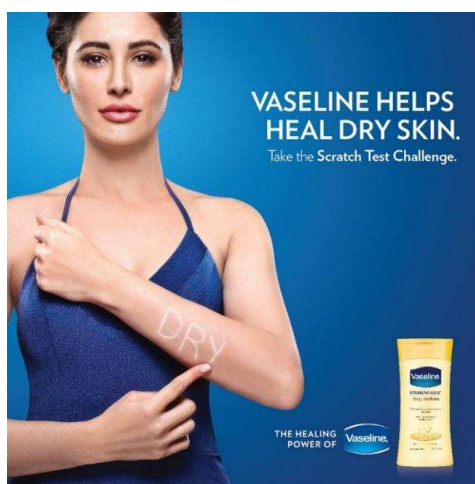
		- The white and brown colors behind the model
6.	Vaseline variant Daily Sun Protection SPF 50 advertisement	<ul style="list-style-type: none"> <li>- A woman model</li> <li>- The blue clothes</li> <li>- The sun</li> <li>- A bottle with pink color</li> <li>- Smiling expression with touched her skin</li> <li>- The dark blue color behind the model</li> </ul>

According to table 1 above, it shows the types of derivational affixes found on the twitter account of Taylor Swift. There are 61 occurrences and all of those are categorized as suffixes which are divided into 7 types of affixes to form adjectives from nouns. Accordingly, the total number of suffix -y that were found are 7 words (11.48%), suffix -ful are 13 (21.31%), suffix -less are 17 (27.87%), there are only 3 of suffix -ous (4.92%), suffix -ic are also 3 words (4.92%), suffix -ial are 11 (18.03%), and the last data is suffix -al with the total are 7 (11.48%). Furthermore, suffix -less is the most occurrences of derivational suffixes based on the data source with the total of data where found are 17.

## DISCUSSION

**Picture 1**

### **Vaseline Deep Restore Advertisement**



The first signifier is “A woman model”, the location on the left of the advertisement. The meaning of this sign is the object that was found in the Vaseline Deep Restore advertisement. It also has a denotative meaning of the existence of this object as a complement in this advertisement which makes it more interesting. The selection of a woman model in this advertisement aims to strengthen the selling power of this product because the model has a beautiful face and good skin. Indirectly consumers will be interested in buying this product because they want to have skin like the model.

The second visual sign that is categorized in signifiers is “The blue clothes”. The meaning of this sign is the clothes that the model wears. In denotative meaning it means the characteristic of Vaseline brand. The selection of blue and type of her clothes aim to show her body curves so we can see her skin condition. It is the connotative of this sign.

The visual sign of “Her expressions show the word ‘dry’ on her hand” is the third signifier. The signified of this sign is the skin problem that the model faced. The denotative meaning means the problems caused by lack of nutrition in the skin. The Connotative meaning of this sign is to persuade the readers to use this variant body lotion from Vaseline.

The next signifier is “The dark blue color behind the model”. The signified of its sign is the color of background that was used in this advertisement. The dark blue that was used as the background of this advertisement is the characteristic color of Vaseline brand. Vaseline company chooses blue as the official basic color. The connotative Based on Cerrato (2012) explanation about the meaning of color blue has the meaning of peace, trust, and responsibility.

The next signifier in this advertisement is non-verbal sign of “A bottle with yellow color”. The sign has signified the packaging of Vaseline Deep Restore product. The denotative meaning of this sign is the use of bottles as product packaging has a function to keep quality and protect the product from damage so it is safe to use. Its connotative meaning is the existence of the bottle as a promotional tool to attract consumers' attention. Yellow color in the bottle Vaseline Deep Restore also identifies ingredients that use it as mineral oil.

## Picture 2

### Vaseline Aloe Vera Fresh Advertisement



The first signifier that is found as a visual sign is “A woman model”, the existence of this sign means the object that was found in Vaseline Aloe Fresh advertisement. Not only signifies and signified, this sign also has denotative and connotative meaning. The denotative meaning is the existence of this object as a complement in this advertisement which makes it more interesting. The selection of a woman model in this advertisement aims to strengthen the selling power of this product because the model has a beautiful face and good skin. Indirectly consumers will be interested in buying this product because they want to have skin like the model.

The second visual sign of this advertisement is the signifier “The blue clothes”. The meaning of this sign is the clothes that the model wears. In denotative meaning it means the characteristic of this Vaseline brand. The connotative meaning means the selection of blue and type of her clothes aim to show her body curves so we can see her skin condition.

The third signifier of the visual sign in this advertisement is “Smiled expression that touched both of her hands”. This signifies the feeling when she uses this product. Besides the signifier, the denotative meaning of this sign is the expression of smiling and touching both of her hands is a communication by using body language to convey messages to the recipient of the message. The connotative meaning of this visual sign is as an attraction thing.

The next signifier is “Aloe Vera”, the position around the green bottle. The signified of this sign is a type of plant which is green in color and has a slimy texture. Its sign also has a denotative and connotative meaning.



The denotative meaning of this sign is the variant of the product that advertises. In addition, the connotative meaning means the main ingredients that use this product.

The fifth signifier that is found in this advertisement is “A bottle with green color”, position of the sign beside the woman model. The sign has signified the packaging of Vaseline Aloe Fresh product. Its sign also has a denotative and connotative meaning. The denotative meaning of this sign is the use of bottles as product packaging has a function to keep quality and protect the product from damage so it is safe to use. Its connotative meaning is the existence of the bottle as a promotional tool to attract consumers' attention. Moreover the green color of the bottle represents the ingredient, that is Aloe Vera.

The last signifier of this advertisement is “The dark blue color with clouds behind the model”. The signified of its sign is the color of background that was used in this advertisement. The dark blue color used as the background of this advertisement is the characteristic color of the Vaseline brand. It also aims to help the reader's memory so that it is easy to remember the advertisement from the Vaseline brand. Not only denotative meaning, its sign also has connotative meaning based on Cerrato (2012) explanation about the meaning of color blue has the meaning of peace, trust, and responsibility.

### Picture 3

#### Vaseline Calming Lavender Advertisement



The first signifier that is found as a visual sign is “A woman model”, the existence of this sign means the object that was found in Vaseline Calming Lavender advertisement. Not only signifies and signified, this sign also has denotative and connotative meaning. The Negative meaning of this

sign is that the selection of a woman model in this advertisement aims to strengthen the selling power of this product because the model has a beautiful face and good skin. Indirectly consumers will be interested in buying this product because they want to have skin like the model.

The second visual sign of this advertisement is the signifier “The blue clothes”. The meaning of this sign is the clothes that the model wears. In denotative meaning it means the characteristic of Vaseline brand. The connotative meaning means the selection of blue and type of her clothes aim to show her body curves so we can see her skin condition.

The next signifier is “Lavender flowers”. The signified of this sign is a type of plant which has purple color. The denotative meaning of this sign is the variant of the product that advertises. The connotative meaning means the main ingredients that use this product.

The fourth signifier that is found in this advertisement is “A bottle with purple color”. The sign has signified the packaging of Vaseline Calming Lavender product. The denotative meaning of this sign is the use of bottles as product packaging has a function to keep quality and protect the product from damage so it is safe to use. Its connotative meaning is the existence of the bottle as a promotional tool to attract consumers' attention and the purple color of the bottle will make the readers directly understand the ingredients is Lavender.

The next visual sign of this advertisement is signifier “The expression touched her skin”. This signifies the feeling when she uses this product. Besides the signifier, the denotative meaning of this sign is the expression of touching her skin as a communication by using body language to convey messages to the recipient of the message. The connotative meaning of this visual sign is as an attraction thing.

The last signifier is “White and purple color behind the model”. The signified of its sign is the color of background that was used in this advertisement. The dark blue color used as the background of this advertisement is the characteristic color of the Vaseline brand. It also aims to help the reader's memory so that it is easy to remember the advertisement from the Vaseline brand. The connotative meaning According to Cerrato (2012) about the meaning of color explain purple is a combination of blue which means balance and red which means strength or energy, the color purple has the meaning of elegance and ambition. While the white color symbolizes goodness and purity.

## Picture 4

### Vaseline Ice Cool Hydration Advertisement



The first signifier that is found as a visual sign is “A woman model”, the existence of this sign means the object that was found in Vaseline Ice Cool Hydration advertisement. Not only signifies and signified, this sign also has denotative and connotative meaning. The denotative meaning of this sign is that the selection of a woman model in this advertisement aims to strengthen the selling power of this product because the model has a beautiful face and good skin. Connotatively, the model will make the consumers be interested in buying this product because they want to have skin like the model.

The second visual sign of this advertisement is the signifier “The blue clothes”. The meaning of this sign is the clothes that the model wears. In denotative meaning it means the characteristic of Vaseline brand. The connotative meaning means the selection of blue and type of her clothes aim to show her body curves so we can see her skin condition.

The next signifier is “Ice”, the position around the blue bottle, it has signified something that can produce cold. Besides signifier and signified, it also has denotative and connotative meaning. The denotative meaning of this sign is this advertisement convinces the readers by using this product, the sensation which gets on our skin is cold and refreshing like ice. In addition, the connotative meaning of this sign is as an object to attract the reader's attention.

The fourth visual sign of this advertisement is signifier “A bottle with light blue color”. The sign has signified the packaging of Vaseline Ice Cool Hydration product. The denotative meaning of this sign is the use of bottles as product packaging has a function to keep quality and protect the product from damage so it is safe to use. Its connotative meaning is the existence of

the bottle as a promotional tool to attract consumers' attention.

The fifth visual sign of this advertisement is signifier “The expression touched her skin”. This signifies the feeling when she uses this product. Besides the signifier, the denotative meaning of this sign is the expression of touching her skin as a communication by using body language to convey messages to the recipient of the message. Meanwhile, the connotative meaning of this visual sign is to tell the readers that she has experienced the benefit of the product when used on the skin.

The last signifier is “Light blue color behind the model”. The signified of its sign is the color of background that was used in this advertisement. The denotative meaning of dark blue color used as the background of this advertisement is the characteristic color of the Vaseline advertisement. It also aims to help the reader's memory so that it is easy to remember the advertisement from the Vaseline brand. The connotative meaning Based on Cerrato (2012) explanation about the meaning of color blue has the meaning of peace, trust, and responsibility.

#### Picture 5

#### Vaseline Cocoa Glow Advertisement



The first signifier that is found as a visual sign is “A woman model”, the existence of this sign means the object that was found in Vaseline Cocoa Glow advertisement. Not only signifies and signified, this sign also has denotative and connotative meaning. The denotative meaning of this sign is that the selection of a woman model in this advertisement aims to strengthen the selling power of this product because the model has a beautiful face and good skin. Indirectly consumers will be interested in buying this product because they want to have skin like the model.

The second visual sign of this advertisement is the signifier “The blue

clothes". The meaning of this sign is the clothes that the model wears. In denotative meaning it means the characteristic of Vaseline brand. The connotative meaning means the selection of blue and type of her clothes aim to show her body curves so we can see her skin condition.

The third signifier is "Cocoa beans", the place of the sign around the brown bottle of this advertisement. It also signifies a type of plant and is usually used as a material for making food. The denotative meaning of this sign is the variant of the product that advertises. The connotative meaning means the main ingredients that use this product.

The fourth signifier is "Smiling expression". This signifies the feeling when she uses this product. Besides the signifier, the denotative meaning of this sign is the expression of smiling is a communication by using body language to convey messages to the recipient of the message. The connotative meaning of this visual sign is to tell the readers that by using this product, the benefit they get will make them happy.

The fourth visual sign of this advertisement is signifier "A bottle with light brown color", positioned beside the woman model. The sign has signified the packaging of Vaseline Cocoa Glow product. Also has denotative meaning the use of bottles as product packaging has a function to keep quality and protect the product from damage so it is safe to use. Its connotative meaning is the existence of the bottle as a representation of the ingredient of the product that is cocoa.

The last signifier is "White and brown color behind the model". Besides signifiers, it also signifies the color of background that is used in this advertisement. The dark blue color used as the background of this advertisement is the characteristic color of the Vaseline advertisement. It also has the aim to help the reader's memory so that it is easy to remember the advertisement from the Vaseline brand. The connotative meaning According to Cerrato (2012) about the meaning of color explain brown is associated with nature, healthy food, and agricultural products also have meaning strength and reliability. While the white color symbolizes goodness and purity.

## Picture 6

### Vaseline Daily Sun Protection SPF 50 Advertisement



This sign has a signifier and signifies that it is related to each other. The first signifier that is found as a visual sign is “A woman model”, position of the sign beside the bottle pink in this advertisement. The existence of this sign means the object that was found in Vaseline Daily Sun Protection SPF 50 advertisement. Not only signifies and signifies, this sign also has denotative and connotative meaning. The denotative meaning of this sign is that the selection of a woman model in this advertisement aims to strengthen the selling power of this product because the model has a beautiful face and good skin. Connotatively consumers will be interested in buying this product because they want to have skin like the model.

The second visual sign of this advertisement is the signifier “The blue clothes”. The meaning of this sign is the clothes that the model wears. This sign also has a denotative and connotative meaning. The denotative meaning it means the characteristic of Vaseline brand. Meanwhile, the connotative meaning means the selection of blue and type of her clothes aim to show her body curves so we can see her skin condition.

The third signifier is “The sun”, position of the sign on top corner of the Vaseline Daily Sun Protection SPF 50 advertisement. It means the planet that produces the biggest amount of heat. The sign also has a denotative and connotative meaning. In denotative meaning, this sign means something that causes damage to the skin. In addition, connotative meaning the sign has the meaning of a supporting object in the advertisement.

The next signifier is “A bottle with pink color” .The sign signified is the variant of Vaseline product. The denotative meaning of this sign is the use of bottles as product packaging has a function to keep quality and protect the product from damage so it is safe to use. Its connotative meaning is the existence of the bottle as a promotional tool to attract consumers'

attention. In addition, the pink color according to Cerrato (2012) expresses the product for women, and it also means this product will give a calming and relieving feeling on skin, especially when the skin gets burnt by the Sun.

The next visual sign of this advertisement is the signifier “Smiling expression that touches her skin”. This signifies the feeling when she uses this product. Besides the signifier and signified, it also has denotative and connotative meaning. The denotative meaning of this sign is the expression of touching her skin is a communication by using body language to convey messages to the recipient of the message. The connotative meaning of this visual sign is as an attraction to make the readers interested.

The last signifier is “Dark blue color behind the model”. The signified of its sign is the color of background that was used in this advertisement. The dark blue color used as the background of this advertisement is the characteristic color of the Vaseline brand. It also aims to help the reader's memory so that it is easy to remember the advertisement from the Vaseline brand. The connotative meaning Based on Cerrato (2012) explanation about the meaning of color blue has the meaning of peace, trust, and responsibility.

## CONCLUSION

From six advertisements of Vaseline body lotion, visual signs are dominantly used than verbal signs. The signs are in terms of a woman model, the ingredients visual, the bottle, and the background color, blue. All of them are attractive. The signs also have signifiers and signifiers that are related to each other, besides that there are also denotative and connotative meanings in each sign. Where connotative meaning can be used to deliver the messages promptly. The author hopes that this research can be used as a reference for future researchers who want to use the same topic. This research is expected as information to the readers.

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