



AN ANALYSIS OF SEMIOTIC FOUND IN THE SELECTED SKINCARE ADVERTISEMENT

Ni Luh Nita Suwitri, I Dewa Ayu Devi Maharani Santika, Desak Putu Eka Pratiwi

Department of Foreign Language, Mahasaraswati University, Bali

Nitasuwitri1@Gmail.com; devimaharani17@gmail.com;
desak.eka.pratiwi@gmail.com

Journal History

Submitted 15th Februari 2021

Revised 28th March 2021

Accepted 25th April 2021

Published 29th July 2021

Keywords:

*Advertisement, Semiotic
Analysis, Verbal And Non-
Verbal Sign, Skincare*

ABSTRACT

Advertisement is a media that use to promote a product or service for the public. In the advertisement there are signs.. This study concern to analyze the verbal and non-verbal signs found in the skincare advertisement. There two aims of this study such as: (1) to find out the verbal and non-verbal signs in the skincare advertisement, (2) to analyze the meaning of verbal and non-verbal signs of the skincare advertisement. This study use descriptive qualitative method. The data were analyzed based on theory proposed by Barthes (1964) about the signifier and signified and about the meaning. The researcher used supporting theory by Wierzbicka (1996) about six color terms. The result of this study showed the verbal sign in form of written text and for the non-verbal sign showed in form of image. In this research the researcher found twenty (20) verbal signs and seven (7) non-verbal signs. And this sign also contains the denotative and connotative meaning.

INTRODUCTION

Language is a tool that usually uses by people to do a communication with other. According to Walija (1996:4) language as communication tools is the most complete and effective way to convey ideas, messages, intentions, feelings and opinion to the others. This sentence means that language has a purpose to deliver the ideas, feelings and messages from the speaker to the others. Language also uses to deliver the meaning of something. Meaning is one of the linguistics parts which can be analyze as the semantic approach, especially semiotic. Semiotic is a study about sign.

Sign system is including phrase, sentence, image, color, number and also object. Saussure (1839-1914) defines the sign as composition of the signifier and signified. Signifier is a form that takes the sign as the concept and signified is a form that takes the verbal and non-verbal sign as the concept. Verbal and non-verbal sign usually has a meaning. Verbal sign is a sign that used in communication which is written and spoken for example sentence, phrase. Non-verbal sign is a sign that used in communication in form of image, symbol, and color. It is how the speaker conveying the ideas, feeling without saying any word.

Verbal and non-verbal sign usually found in the advertisement. A good advertisement usually contains with the image and sentence or phrase to grab the attention. Advertisement is an announcement that used to promote product, service, job vacancy and event. Advertisement need to use unique and attractive word or sentence and also image to persuade and influence people because it will make the customer interest and also trust with the product and service and it will makes the customer want to get the product. According to Gilson and Berkam (1980) advertisement is persuasive communication media are designed to produce a response and help to achieve objectivity or marketing purposes. It means that advertisement need to use a persuasive word and image to achieve the objectivity or it used to promote the product to get customer.

There are many advertisements that have been publishing in the public. Nowadays, most of the company used online advertising because it is very effective to share the advertisement. In this research, the researcher focused to analyze the online advertisement that found in the internet especially in the google and the official website. This research will analyze the verbal and non-verbal sign that found in the skincare advertisement and analyze the meaning of the verbal and non-verbal sign. The researcher wants to share to the audience the meaning of the skincare advertisement. The specific things that focused in this research is first, to find out the verbal and non-verbal sign that found in the advertisement, second, to analyze the meaning of the verbal and non-verbal sign found in the skincare advertisement. By this research, the researcher hopes that this research can give a better understanding about the skincare advertisement.

METHODS

The researcher uses the library research to collect and analyze the data. The data in this research were taken from the internet especially from www.google.com and from the official website. There are three data in this research that are the Hada Labo Moisturizer, Garnier Facial Wash, and Clinique Moisture Surge. The research used observation method to collecting the data. There are three steps to collecting the data such as: (1)

reading and understanding the skincare advertisement carefully from the internet, (2) Finding and taking note the verbal and non-verbal sign in the skincare advertisement, (3) analyzing the data based on theory. In analyzing the data the researcher used descriptive qualitative method. This research used the theory proposed by Barthes (1964) about the signifier and signified and also used his theory to analyze the meaning. The researcher also used supporting theory proposed by Wierzbicka (1996) about six color terms.

RESULTS AND DISCUSSION

RESULTS

The three advertisements are contained verbal and non verbal signs. According to Barthes (1964) each sign has signifier as the form of the sign itself and signified as the concept of the form. After the data were classified according to the types of sign, the meaning of each sign was analyzed. The meaning then categorized into Denotative or Connotative meaning. The finding of this research can be seen in the table below:

Table 3.1 The Occurrences of Verbal and Non-Verbal Signs in the Skincare Advertisement

Data		Verbal Sign	Non-Verbal Sign
Hada Moisturizer	Labo	Japan no 1 lotion	White bottle
		The secret to deeply moist skin	Water
		Hada labo lotion	Blue background
		Hydrating lotion (rich)	
		For normal and dry skin	
		First step after cleansing	
		4 types of hyaluronic acid	
		Improved dehydrated skin	
		Rich texture	
		No animal test, fragrances, colorant, mineral oil, alcohol	
Garnier Wash	Facial	Gentler, deeper cleansing	Sakura flower
		Get brighter, baby soft skin in 1 wash	Water droplets mix with sakura flower
		The new sakura white formula for the ultimate pinkish glow	
		Now infused with hyaluron and sakura extract	
Clinique Moisture Surge		Clinique	Drowning the cap of the jar
		Extend thirst relief	A half of sinking jar
		It's got depth	
		Your skin will love our moisture marvel	
		Moisture surge	
		Allergy tested 100%. Fragrance free	

The table above present the result of the verbal and non-verbal signs found in the three-skincare advertisement. From the three data, the researcher found twenty-seven (27) verbal and non-verbal sign, twenty (20) of the verbal signs and found seven (7) of the non-verbal signs. It shows that the skincare advertisement is contain with the verbal and non-verbal signs. Verbal sign found in form of the written text and the non-verbal sign found in form of image and the color.

DISCUSSION

3.1.1 Hada Labo Moistiruzer Advertisement



Figure 3.1 Hada Labo Moisturizer Advertisement

3.1.1.1 Verbal Signs of Hada Labo Moisturizer Advertisement

This advertisement is shows the product that launched in Japan. The advertisement above is contain with the verbal and non-verbal sign. The first verbal sign is “Japan no.1 Lotion” that is the signifier of the advertisement. It aims that this product is the best product that launched in Japan. Hada Labo moisturizer is the best product to make the skin feel hydrated and keep the skin moist. It has connotative meaning because it claimed that this product is number one in japan, actually this product is not really the number 1 lotion in japan.

The second verbal sign is “the secret to deeply moist skin” that is the signifier of the advertisement. This statement means that this product will give the moist skin until the deep layer of the skin. This product has a good ingredient to keep the skin hydrated and did not make the skin feel dry.

This statement has connotative meaning because it implicitly tells that this product is good for keep the skin hydrated to the deep layer of the skin.

The third verbal sign is “Hada Labo Lotion” that is the signifier of the advertisement. This statement means the product itself, which is this product, has a lotion texture which is thick texture and also tells the series of the product itself. The thick texture is good for hydrated the skin. This statement has denotative meaning because it explicitly tells about the series of the product and also the texture of the product.

The fourth verbal sign is “hydrating lotion (rich)” that is the signifier of the advertisement. This statement aims that this product is for hydrating the skin and rich here means that this product use a good ingredients for keep the skin hydrated and has a thick texture like a lotion. This statement has connotative meaning because it implicitly shows that the product is good for keep the skin hydrated and has a thick texture.

The fifth verbal sign is “for normal and dry skin” that is the signifier of the advertisement. This statement aims that this product is intended people who has normal and dry skin. This product is not intended for the sensitive skin because this advertisement only tells that this product is for the normal and dry skin. This statement has denotative meaning because it explicitly tells that this product is suitable for the people who have normal and dry skin.

The sixth verbal sign is “first step after cleansing” that is the signifier of the advertisement. This statement means that this product is use after the cleanser. It is the first step when using the skincare. It has denotative meaning because it explicitly shows that this product is used after the cleansing and it is the first step in using the skincare.

The seventh verbal sign is “4 types of hyaluronic acid” that is the signifier of the advertisement. This statement means that this product is contains with 4 types of hyaluronic acid. Hyaluronic acid is well known of the best ingredient for the hydration. The four hyaluronic acid in this product such as: large-size hyaluronic acid, medium-size hyaluronic acid, super hyaluronic acid, Nano hyaluronic acid. It has denotative meaning because it explicitly tells that this product use 4 types of hyaluronic acid which is perfect to make the skin hydrated.

The eighth verbal sign is “improved dehydrated skin” that is the signifier of the advertisement. This statement aims that this product is good to make the skin moist and keep the skin hydration. This statement has connotative meaning because it implicitly tells that this product can improved the skin hydration and keep the skin moist.

The ninth verbal sign is “rich texture” that is the signifier of the advertisement. This statement aims that this product has a thick texture and

thick texture is good for the dry skin to make the skin moist, soft and plump. Thick texture usually use when the product is claimed for the hydration. This statement has connotative meaning because it implicitly tells that this product has thick texture.

The last verbal sign is “no animal test, fragrances, colorant, mineral oil, alcohol” that is the signifier of the advertisement. This statement aims that this product does not do animal test, does not use fragrances, colorant, mineral oil, and also alcohol. It means that this product is safe for the skin. This statement has denotative meaning because it explicitly tells that this product is safe for the normal and dry skin.

3.1.1.2 Non-Verbal Signs of Hada Labo Moisturizer Advertisemnet

This advertisement also contain with the non-verbal signs. The non-verbal sign here represent with the picture and the color that used. The first non-verbal sign is “white bottle” it is the signifier of the advertisement. The white bottle here shows that this product is light and this product is clear. According to Wierzbicka (1996) white represent light and clearness. It has connotative meaning because it implicitly shows that this product has a light texture and this product make with the clear tools.

The second non-verbal sign is “water” it is the signifier of the advertisement. The water here shows that this product used ingredients that based on water and here water also means freshness. Water is drowning as freshness because after using this product the skin will feel fresh. This statement has connotative meaning because it implicitly tells about the ingredient and also tells that water is for freshness.

The third non-verbal sign is “Blue background” it is the signifier of the advertisement. According to Wierzbicka (1996) blue means soft. It tells that this product is really soft for the skin. Skin will love the product that has soft ingredients because it will keep the skin hydration. It has connotative meaning because it implicitly shows that this product is really soft for the skin.

3.1.2 Garnier Facial Wash



Figure 3.2 Garnier Facial Wash Advertisement

3.1.2.2 Verbal sign of Garnier Facial Wash Advertisement

This advertisement shows one of the garnier products. Garnier is the drugstore product. This advertisement has verbal and non-verbal signs. The first verbal sign is “gentler, deeper cleansing” that is the signifier of the advertisement. This statement aims that this product is really gentle for the skin and also this product claimed that used to deep cleansing. Deep cleansing here means that the product could help to clean the skin until the deep. It has connotative meaning because it implicitly tells the product is gentle or soft for skin and it is good to clean the skin to the deep layer.

The second verbal sign is “get brighter, baby soft skin in 1 wash” it is the signifier of the advertisement. This statement means that this product could make the skin brighter and it claimed that the customer will get the baby soft skin from the first time using the product. Baby soft skin here means that the people could get the soft, plump skin. It has connotative meaning because it implicitly tells that this product can give the brighter effect in using for the first time.

The third verbal sign is “the new sakura white formula for the ultimate pinkish glow” it is the signifier of the advertisement. This

statement aims that this use sakura flower to be the ingredients, and sakura flower could give the pinkish glow effect for the skin. Pinkish glow effect here means a skin that has pink undertone and glowing face. It has connotative meaning because it implicitly tells the ingredients that could give the pinkish glow effect for the skin.

The fourth verbal sign is “now infused with hyaluron and sakura extract” it is the signifier. This statement means that this product is containing with the hyaluron and sakura extract. Here hyaluron is already well-known that it is good to help the skin to get the hydration. Sakura extract here means it is for the brighter the skin tone. It has connotative meaning because it implicitly tells that this product is for brightens.

3.1.2.3 Non-Verbal Sign of Garnier Facial Wash Advertisement

This advertisement also contains the non-verbal. Here non-verbal signs are show in form of the image. The first non-verbal sign is “sakura flower” it is the signifier of the advertisement. This sign means that this product use the sakura flower as the main ingredients. Nowadays, many skincare product use sakura flower to give the brightening effect for the skin. It has denotative meaning because it explicitly tells the ingredients that used in the product.

The second non-verbal sign is “water droplets mix with sakura flower” it is the signifier of the advertisement. This sign is aims that here the ingredients are not only the sakura flower but this skincare also use water as the ingredients. Here water is good for give the skin hydration and it is for the freshness. The skin will feel fresh after using the product. This sign has connotative meaning because it implicitly shows the ingredients that used in this product.

3.2.3 Clinique Moisture Surge

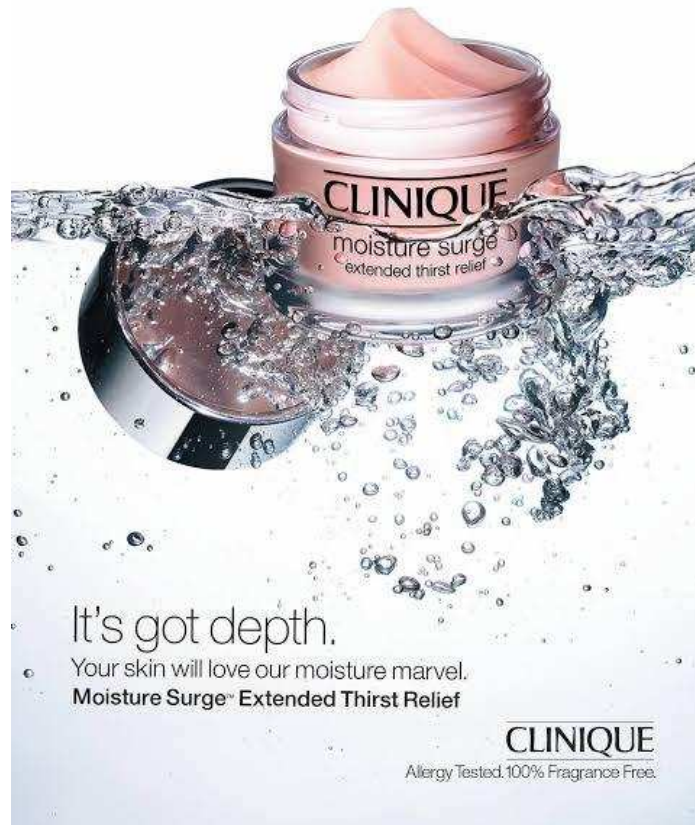


Figure 3.3 Clinique Moisture Surge Advertisements

3.2.3.1 Verbal Sign of Clinique Moisture Surge Advertisement

Clinique moisture surge is one of the highend products. This product is the best product series that launched by Clinique. This advertisement contain with verbal and non-verbal sign. The first verbal sign is “Clinique” this is the signifier of the advertisement. This statement means this is the name of the brand. Clinique is one of the famous brands that have a high price. This statement has denotative meaning because it explicitly tells the name of the brand.

The second verbal sign is “extend thirst relief” it is the signifier of the advertisement. This statement means that this product could keep the skin hydration for longer. This statement has connotative meaning because it implicitly tells the function of the product that can keep the skin hydration for longer.

The third verbal sign is “it’s got depth” it is the signifier of the advertisement. This statement means that this product could keep the skin hydration to the deep layer of the skin. This skincare can get into the pore so that the skin gets evenly moisturized. This statement has connotative meaning because it implicitly tells that this product could keep the skin hydration to the deep layer of the skin.

The fourth verbal sign is “the skin will love our moisture marvel” it is the signifier of the advertisement. This statement means that this product has ingredients which are perfect to get smooth, soft, and plump skin. “The skin will love our moisture marvel” can persuade the readers to buy the product because it will give a change for the skin that was originally dry to get the moist skin. It has connotative meaning because it implicitly shows that the product uses good ingredients for get smooth, soft, and plump skin.

The fifth verbal sign is “moisture surge” it is the signifier of the advertisement. This statement aims the series of the product. This series is the best series that launched by Clinique. And this series of the product is intended for the hydration. It has denotative meaning because it tells the series of the product.

The sixth verbal sign is “Allergy tested 100%. Fragrance free” it is the signifier of the advertisement. This statement means that this product has done the allergy tested and also this product does not contain with the fragrances. Fragrance is really dangerous for the skin because it could damage the skin barrier. This statement has denotative meaning because it explicitly tells that the product has done the allergy tested and does not use fragrance.

3.2.3.1 Non-Verbal Sign of Clinique Moisture Surge Advertisement

This advertisement also contains the non-verbal sign in form of images. The first non-verbal sign is “the drowning cap of the jar” it is the signifier of the advertisement. This sign is aimed to give clarify for the verbal sign “it’s got depth”. It shows that the cap of the jar are drowning is the product can gets into the pores to give the skin moisture. This sign has connotative meaning because it implicitly shows that this product could protect the skin to the deep layer of the skin.

The second non-verbal sign is “A half of sinking jar” it is the signifier of the advertisement. This sign means that this product is really to skin so this product could get into the skin pores. It has connotative meaning because it implicitly shows that the product has a light texture for the skin so it will easy to gets into the skin pores.

CONCLUSION

From the three advertisements that were analyzed, there were 20 verbal signs and 7 non-verbal signs. The verbal sign that found in form of text used declarative sentence. Those signs show the connotative and denotative meaning of the sentence that used in the advertisement. For the non-verbal sign, here, found in form of image and the color that used in the advertisements. The non-verbal signs have connotative and denotative meaning of the color and image that contain in the advertisements. Those signs are supporting each other in order to deliver the messages of the products that are being advertised.

ACKNOWLEDGMENT

The researchers expresses the highest gratitude to Ida Sang Hyang Widhi Wasa for his blessing to finish this paper. The researcher also expresses her gratitude to her family and all her friends that have given supports, advices, and also motivation.

REFERENCES

- Clinique Moisture Surge. Retrieved November 6, 2020 from <https://id.pinterest.com/ColoradoBahamas/cosmetic-skincare-advertising/>
- Garnier Facial Wash. Retrieved November 22, 2020 from https://www.google.com/search?q=garnier+sakura+pinkish&tbm=isch&ved=2ahUKEwjCuPr8zbntAhW-gksFWXICFsQ2-cCegQIABAA&oq=garnier+sakura+pinkish&gs_lcp=CgNpbWcQAzICCAAyAggAMgIIADICCAAyAggAMgQIABAeMgQIABAeMgYIABAIEB4yBggAEAgQHjIGCAAQCBAeOgUIABCxAzoGCAAQBRAeUMvvA1i7pARg6qcEaABwAHgAgAG-AYgB3AuSAQM3LjeYAQCgAQGqAQtn3Mtd2l6LWltZ8ABAQ&sc=ient=img&ei=bfDMX4LODb6FrtoP5cSj2AU&bih=657&biw=1366&s=afe=strict#imgsrc=Y1lq0o5GYw3lwM
- HadaLabo Moisturizer. Retrieved November 6, 2020 from <https://www.hermo.my/mall/6302-hada-labo-super-hyaluronic-acid-hydrating-lotion-ji-run-bao-shi-hua-zhuang-shui170ml-rich/>
- Rusmana, Dadan (2014). *Filsafat Semiotika*. Bandung: Pustaka Setia
- Weirzbicka, A. (1996). *Semantics Primess and Universal*. United Kingdom. Oxford University.
- Juwita, Ratna. 2016. *Definition Advertisement and Advertising from The Expert*. Retrieved September 29, 2020, from <http://ratnajuwitasafitri.blogspot.com/2016/10/the-following-is-some-sense-of.html>