INTRODUCTION

Nowadays, all people need information and people cannot leave their new behavior in operating the internet, newspapers, magazines, and advertisements to get some information. The word information is derived from Old French that is informacion, which is meaning giving a communication of news. Moreover, information can be in the form of languages or language meaning. In addition, part of information can be found from the printed advertisement and have languages in its advertisement which can make people know it easily by that and can get attention from it. 'Know your customer', is the simplest principle used by advertisers, and also when businesses know information about consumers, it becomes easier to target them and get them to buy their products. Some of the consumers don't mind if the information they use and are more receptive to advertising with easily accessible links (Hill, 2017).

Advertisement becomes an important part of human life. Advertisements are designed and displayed as attractive as possible without omitting the important messages contained in the ads. The language of advertising must be persuasive and interesting to influence the reader. The language used is clear, short, solid language effective and can affect the customers (Candra & Putri, 2019).

Language is used to convey messages, purpose, or for someone who wants to convey information. Language can also be used to persuade, especially in the world of the trade between sellers and buyers in a product. There is an advertisement that has a great influence on society. One of the advertisements is an advertisement for beauty products that build a new frame in people's minds (Daulay, 2019). People will easily understand what is being said in the advertisement. They can know by symbols, slogans, headlines as well as in

pictures, colors, and, words. The printed advertisement becomes an important part of information and persuading people to buy the product. Customers will easily be more interested in it and It can attract some people to get the attention of it. Similarly, the printed advertisement has a lot of signs such as verbal and visual signs as well as the meaning and messages realized by those signs and also in interpreting sign language or even system, some advertisement has multidimensional meaning and not only to market a product but also to interpret sign language (Widyahening, 2015).

On this topic of Semiotics, there are important things that must be considered such as a sign, its object, and its interpretant. This research is significant to conduct because it will help to the analysis of the sentences as the verbal word or written language with the pictures and words of the advertisement and also the meaning of sign images of ads. These signs have a very important role in conveying advertising objectives such as persuading and inform the public. It can be said that the use of verbal and visual aspects in the advertisement can be used as the right combination. Moreover, the important reason for using Charles Peirce's semiotics in this study is because this theory makes it easier to understand for the analysis of the data in research or studies on advertising.

The verbal signs or written languages and visual signs in English printed advertisements to find out the messages from the aspects as well as the functions and meanings from the advertisement. The verbal signs and visual signs in the advertisement support the advertisement, such as; headlines, body copy, tagline, illustration or images techniques, etc. Verbal signs in the advertisement are found to have informational and directive functions and also conceptual, affective meanings and are used to persuade the audiences. The pictures of visual signs in

the advertisement are printed in the form attractive and impressive picture (Wahyuni, 2014). The presentation of the verbal messages is appropriate to the non-verbal messages which make the readers or the consumers interested and wanted to know more in reading or seeing the lipstick advertisement. The relationship between verbal and non-verbal signs will help the readers understand and figure out the information, messages, and meanings carried out by the lipstick advertisement (Agustini et al., 2017).

This research contains semiotics. Semiotic derives from the Greek semesion, meaning sign, semainon which means signifier, and semainomenon meaning signified or indication. Generally, semiotic is the study of signs or an epistemology about the existence or the actuality of signs in societal life (Yakin & Totu, 2014). Semiotics is the study of symbols and signs, including their processes and systems.

This research will focus on analyzing the semiotics theory of Charles Sanders Peirce emphasizing the meaning that consists in all of the lipstick selected posters of advertisements which have a relation to the interpretation. This research is finds out the interpretants of the advertisement. This study also uses the process of semiosis in each advertisement printed based on Peirce's Theory and using the triangle of the semiosis process. Semiosis is the process to analyze the sign. Signs in relation to their objects, signs in relation to their interpreters stand in a special relationship with each other which is logically a triadic relationship. There are three aspects of the triadic, each of which can be divided into three elements, with respect to their relationship to their objects, signs can be divided into icons, indexes, and symbols. The icon is the relationship between representamen and

object, based on similarity or resemblance. A tagged image that is directly characterized as an icon. An index is a sign that has a physical and existential relationship, between a representamen and an object. The index also means a sign which cause and effect. Symbols are signs that have written language vocabulary as symbols (Yohana, 2015).

Furthermore, the icon, index, and symbol (written language) and that using the semiosis process can find out in lipstick advertisements. Icons, index, and symbols are found in the part of language written of the ads and in the image of the ads. According to Peirce, a sign may be simple or complex. Anything or phenomenon, no matter how complex, may be considered as a sign from the moment it enters into a process of semiosis. The process of semiosis involves a triadic relationship between a sign or representamen (a first), an object (a second), and an interpretant (a third). In Peirce terms, they are the relationship between representamen and its object or its interpreter (Ramadhan et al., 2018) . The research focuses on analyzing the meaning of the text and image, and symbol in lipsticks advertisement using the triadic concept of Peirce. Pierce's theory of semiotics is known as a triadic concept (triangle meaning semiotics), which consists of representamen, object, and interpretant. Representamen or sign is something representing something else in some respect or capacity. The object is something represented by something translated on the sign or a loading representative by reference. While the interpretant is the effect is caused by the sign and as perceived by our mind. Interpretant will appears when a sign is captured and understood as a 'meaning' (Robingah, 2020). The Representamen-Object-Interpretant (R-O-I) relationship,a process of meaning and interpretation of signs is called the semiosis process. Pierce's triadic model ofsign:

Representamen

Object   **Intrepretant**
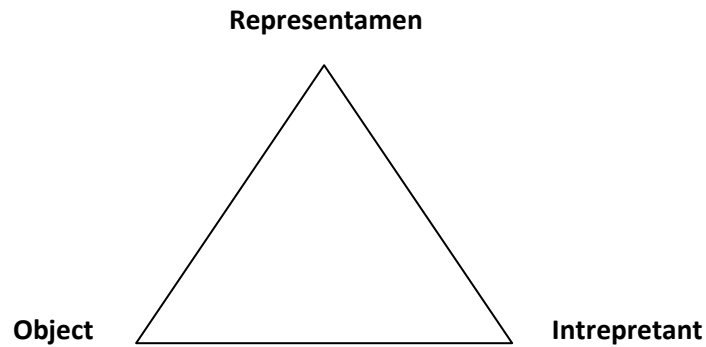
To support this research, the researcher finds two examples of previous studies by using Charles Sanders Pierce's theory. The first one was conducted by (Darajah, 2020) from State Islamic University (UIN) Sunan Kalijaga, Yogyakarta. She used a Charles Sanders Peirce's theory which focused on representamen, object, and interpretant in the advertisement of Satā'ir Panasonic al-Hawā'īyah in Al Ahrām, Egypt's Newspaper. This study indicates that in terms of representamen, pink flowers in the advertisement show that what is seen is something that smells nice, soft, and comfortable; the object in the advertisement is all the images and writing contained in the ads; meanwhile, the interpretant of the advertisement shows that the Panasonic brand AC cover product is fragrant, soft, clean, fresh, and comfortable to use. The methodology used in this research is the qualitative method with descriptive analysis. The last one was conducted by (Priaditya & Ariwibowo, 2018) from English Literature Program Faculty of Letters. She used a Charles Sanders Peirce's theory which focused on qualitative research as her research design to analyze the sign in the ads then she uses descriptive method to explain the finding of problem in the data. The study of this

thesis will be started by finding the meaning of icon and symbol by using triadic process, which is a semiosis theory by Charles Sanders Peirce. Finding out the symbol and icon meaning through representamen and interpretant in triangle figure. After finding out the meaning behind the icon and symbol, the thesis writer will be able to describe the role of icon and symbol in Subaru car ads pictures. The conclusion of her research was to choose Subaru among other advertised products because of their reputation in producing advertisements for their transport equipment.

In contrast to the two studies above which are already known, this research focuses on what is the semiosis process and the meaning of icons, indexes and symbols in the lipstick printed advertisements. The distinctive items are the source of this advertising is only limited to the type of cosmetic ads and more precisely lipstick ads from several good brands with the aims consumers feel are not too complicated to understand or hard to understand the advertisement. Hence, the purpose of this research is to find out the meaning of icons, index, and written language by symbols in the lipstick printed advertisement and get to know about the semiosis process formed in the lipstick advertisements. It can help the readers also to get to know there what signs of these ads.