

INTRODUCTION

In everyday life, humans cannot be separated from the application of advertising in any form of media. Advertisements have become part of our social life, and is an essential element in economic industries. The development of advertising has made advertising applies in various mass media such as television, newspapers, magazines, posters to the internet. Advertisement is a tool for the producers that creates the products to communicate with consumers or the public to grab attention into buying the product (Ulfa et al., 2021). Within advertisements, there are messages convey by the producers to communicate to the consumers or the public. She adds that the information is then be delivered to the consumers with persuasive language in order to convey the description of the products to the public.

Advertisement is defined by Einstein (2017) as a form of paid communication by the companies to entice the audience into buying their product or services. These advertisements are publicized through the use of mass media, and can be in different form, namely printed advertisements, which can be found in newspaper or magazines, and digital which are found in television, radio and internet. The advertisements contain messages and meanings that will be transmitted to the product's target audience in order to grab their attention into buying the product.

Hill (2017) also explains that advertisement is a form of marketing used by the companies to publicize their products. Advertisements or commercial uses branding, which is a way to affect the consumers into associating their products with certain aspect or elements that will increase the general consumption of the

products in the market. Therefore, advertisements are made in mind to grab the attention of the consumers in order to increase their product sales in the market.

According to Sagimin and Priyani (2018), advertisement has a role to offer their products to the consumer by manipulate their emotions and their belief with the description about the products or services. Kelley and Sheehan (2022) states that there are four components in advertising. People, which means managing and directing the people into developing their advertised products, process, which is how the process into working as efficiently as possible, planning, which is to plan ahead and predict the result in the future, and profit, the sales and the attention the product had gathered with the use of advertisement.

Nurcahya et al., (2018) further explains that advertisement is a form of marketing communication that has its own hidden and indirect messages that the audience will perceive. Advertisement itself contains signs that used the relation of symbols to create an explicable message that the company wants to interpret to their consumers. These signs are later create a unity or system that was known as sign system, which can further be analyzed with the study of signs, commonly known as semiotic (Nuswantara in Nurcahya et al., 2018).

This study research the semiotic analysis of Mascara poster advertisements from several cosmetic brands on the web. Mascara advertisements uses different color combinations and slogans that reflect the product they are selling. In addition, the advertisement featured famous models that uses the product to showcase the effect of the mascara once applied. These color combinations, slogans and models used on the mascara advertisements can be considered as part of signs or symbols

that has its own denotative and connotative meanings to attract the audience. This study is to uncover the meanings and the messages within the mascara advertisement that the producer wants to convey to its consumer using the visual and verbal signs of the advertisements. This study selects four different mascara advertisements from different cosmetic brands, namely Revlon, L'Oréal Paris, Maybelline and Lancôme Paris. These advertisements are used as the data of this research as they are established cosmetic brands that has been widely recognized by the public, with the Revlon's product garners 3,7 stars in Amazon.com, L'Oréal Paris product garners 4,0 stars in Amazon.com, Maybelline's product garners 4,5 stars in Amazon.com, and Lancôme Paris' product garners 4,5 stars in Amazon.com. In addition, these advertisements features slogans, texts, and images that can be considered as the visual signs and verbal signs of the data, and they contains meanings that the brand wanted to convey to its consumers. These data are analyzed using Barthes' semiotic model, which comprises of denotative and connotative meaning.

Semiotic itself is a field of study that related to the use of signs. According to Barthes (Kemalahayati & Putri, 2021), sign itself produces by the object that it is represented, which Barthes defines it as a signifier. The signifier creates a relation between the images that is represented by the object or the signifier. This relation is known as the signified, which is the process of how an object of the signifier creates a relation with the perception from the sign itself (Barthes in Kemalahayati & Putri, 2021). Barthes invents the semiotic model that formulate the denotation and connotation within signs.

1. Signifier	2. Signified
3. Denotative Sign	
4. Connotative Signifier	5. Connotative Signified
6. Connotative Sign	

Figure 1. Roland Barthes semiotic model

From the model itself, Barthes states that denotative sign (3) comprises into two categories, signifier (1) and signified (2). In addition, denotative sign also produced connotative signifier (4) and connotative signified (5), which then creates a relation that resulted into connotative sign (6). Therefore, a connotative sign produces two instances of denotative sign that implicitly related to the object that was described (Kemalahayati & Putri, 2021). Barthes defines denotative meaning as the messages that are shown literally and explicitly, which regard to the dictionary definitions, whereas connotation meanings are hidden meanings that cannot be identified explicitly and created a relation that describes the cultural and ethical values within a society (Riyadi et al., 2022). According to Barthes (in Solihatun, 2018), connotation meanings relates with the existence of denotation, and usually contained within the visual signs. These visual signs comprises of images and ideological structures that are related within the symbolical and cultural context of the sign it is presented (Solihatun, 2018).

Signs, as defined by Chandler (2017), is a system of relation consisting of the object that is being represented within a particular language and the meaning that will be perceived by the people. Littlejohn (in Sitanggang, 2019) further

theorizes that signs are the meaning that were conveyed by itself, whereas the meaning are the messages that were resulted from the relationship of objects, ideas and signs. Saussure (in Rafkahanun et al., 2022) states that signs are the relation between the form that was created by someone's inner thoughts and the meanings that are understood by the readers. Sign, according to Saussure (in Chandler, 2017) is divided into two categories, signifier, which is how the signs are represented, and signified, which is the meaning contained within the sign itself. Meaning itself is defined as the message or purpose derived from the text, and it must have a relation with the object and the ideas in order to determine the meaning of the sign itself (Tjiptadi in Sitanggang, 2020).

Saussure (in Andina et al., 2021) defines language as organization of signs that contained meaning within their relationship. Language is used by many people to carry their ideas and information to others, and within that language are signs and symbols that are used to help humans into acknowledging their ideas without any problems (Ariwibowo & Priyaditya, 2019). Advertisement itself contains combinations of text, images, and descriptions regarding with the product that will attract the consumers into determining their opinion about the product or services that it is offered (Ariwibowo & Priyaditya, 2019).

There are several past researches that analyzed advertisements using Barthes semiotic theory, in which the author uses in order to have better understanding regarding the study. The first research is a study conducted by Sidauruk et al., in 2019, which aims to analyze the semiotic elements found within the printed advertisement of Pantene "Zooney Deschanel" edition. This research used Barthes' semiotic theory in order to find the denotation, connotation and myth

within the advertisement. The study has found 32 data within the advertisement, which consists of signifier, denotative sign, and connotative sign, and used as a way to attract the target consumer of the market. The result shows that the advertisement imply that the product will bring natural and healthy hair to those who used the shampoo. Furthermore, the advertisement also give motivation to the consumers, particularly women to be strong (Sidauruk et al., 2019).

The second research is a study done by Dessiliona in 2019, which analyzed the representation of German women's beauty from the denotation and connotation meanings of the Nivea advertisement. This research used Barthes' semiotic study and used descriptive qualitative method, with the data taken from Nivea beauty advertisements in Germany. The result of this research shows that the Nivea advertisements imply the beauty of German women of having a healthy, fresh toned and youthful facial skin, and they are also confident and smart while living as simple as possible (Dessiliona et al., 2019).

The third research is an analysis conducted by Sari in 2020. This study aims to find out the denotation, connotation and myth within the Garnier Men advertisement starring Joe Taslim and Chiko Jeriko. This research used Barthes' theory to analyze the signified, significant, denotation, connotation and myth found in the advertisement. The result of the study shows that the advertisement implies the masculine men image, combined with urban, metropolis and metrosexual male images were denotatively represented with races, martial arts and other modern male activities. In connotative meaning, it implies that men are the dominant form

of human in social life, and the signs showed the social relationship between the community and the men (Sari, 2020).

All of the past research analyzes the denotation, connotation, myth and signified of the advertisements. However, the previous researches did not analyze the denotation and connotation meanings of the individual visual and verbal signs of the advertisements, and instead present the overall meaning from all of the visual and verbal signs that are found from the advertisements. Therefore, this study that the researcher conducted determines the denotation and connotation meanings within each of the verbal and visual signs of the advertisements, and describe its messages that the companies wanted to convey its consumers.

Based from the previous description, the research questions are: (1) What are the signs that have denotative and connotative meanings found in the mascara advertisements, and (2) What are the denotative and connotative meanings found in the mascara advertisements. This study intends to achieve the purpose of the study, which are: (1) To determine the signs that have denotative and connotative meanings in the mascara advertisements, and (2) To analyze the signs with denotative and connotative meanings represented in the mascara advertisements. This research is conducted in order to analyze the signs of denotative and connotative meanings of the mascara advertisements. The research is expected to give readers insight and information into semiotic studies, particularly the denotative and connotative meanings within signs. The results of the study are expected as a useful reference for the other researchers that analyzed the semiotic

and signs, as well as to guide the advertisement makers to design more communicative and creative advertisements with combinations of text and images.

METHOD

This research used descriptive qualitative research, in which was defined by Miles et al., (2014) as research that conducted through continued communication with the participants in natural context to study the daily and social phenomena that was occurred within the community of people, groups and organizations. In addition, qualitative research acknowledges the significant understanding throughout the multiple data analysis instead of single datum.

The data source of this study are the mascara advertisements that are taken from the internet. The data chosen as the data are the advertisements that have signs that contain meanings, either denotatively or connotatively. The advertisements come from several famous cosmetic brands, namely Revlon, L'Oréal Paris, Maybelline and Lancôme Paris. The type of the data for this study are visual and non-verbal, as the analysis used posters to analyze the signs. The first mascara poster advertisement is "*Revlon So Fierce! Big Bad Lash Mascara*", which is released in 2019. The second poster advertisement is "*L'Oreal Paris Lash Paradise Mascara*", released in 2021. The third poster is "*Maybelline New York the Falsies False Lash Effect Mascara*", which is released in 2019. The final poster is "*Lancome Paris Lash Idole Mascara*", released in 2021. These mascara poster advertisements are used as the data analysis of this study. The data later be analyzed using Roland Barthes' semiotic theory.