INTRODUCTION

In this digital age, our lives have become simpler with the advance of the mass media. This includes the advertisements, which have been developed to become more creative in order to attract consumers into buying the advertised products. Advertisements have become part of our daily lives as they can be found everywhere in any form. They can be displayed on billboards on the side of the road, on transportation like trains and buses, as well in the form of posters on the wall, or advertisements can also be found in digital media such as television and internet, which further accentuate that advertisement has become in our social lives. Their purpose is to introduce and to give information about their products to their targeted consumers. Without advertisements, consumers would never get the information about the products, which made the products hard to sell. Therefore, advertisements were used as a tool to communicate with their targeted consumers and attract them into buying the products (Fadillah & Sounvada, 2020).

Advertisement, according to Rodgers and Thorson (2019), is a form of paid information from an established promoter to grab attention of the consumers regarding the product they are selling through the use of mass media. Advertisers and the company have to pay in order to display their advertisements on the media such as television, radio and newspapers, which then be visible by the viewers of the media. Andrews and Shimp (2018) further explained that advertisements were made in order to influence the consumers to interfere with the products advertised, either at the current time or in the future. Advertisements can be displayed through the mass media, social media and even face-to-face communication, and they were designed to manipulate the consumers to buy the product in order to increase brand

awareness in the market. Suhandang (Sopiyan, 2020) explained that advertisements are a form of non-personal communication used by the producers and services to express their ideas to the audience in order to earn revenue and brand awareness through sponsorships or agreements with the mass media. Dyer (in Damayanti et al., 2021) stated that the purpose of the advertisement is to publicize the product to the mass audience in order to earn influence and brand awareness in the market. The advertisements were made in persuasive nature by displaying the product's descriptions to convince the consumer into buying the product. It is the most effective way to share information and ideas of a product or services to the audience (Surhayanto in Purba & Tambunan, 2021).

Stelvina (in Alam et al., 2019) stated that advertisements can spread the information regarding their products in any form to be forwarded to uncertain amount of people to grab their interest into the products advertised. Therefore, advertisements were made by giving the information and the advantages of the advertised product in order to make the consumer to keep remembering the advertised product until they buy the product itself. In order to acquire as many consumers into their product, advertisement typically displayed and spread everywhere throughout their daily life, which increased the brand's awareness in the market (Alam et al., 2019).

In addition, advertisements were displayed to earn public response and reception regarding with the product, which in turn will increase the brand awareness of the product. Fathoni and Fadillah (2021) stated that advertisements must build a positive reception from the consumers, which in turn would increase the amount of people into supporting the product. Therefore, advertisers would

typically make the advertisement in relation with the real-world events to attract the consumers. This is done by implicitly displaying signs and symbols as a way to communicate with the audience. Advertisements used representation process, which Hall (in Purwandari & Nugroho, 2021) described as a method to use the language in the more meaningful messages. The process includes creating a relation between meaning and language depending the culture, and used signs, language and images to represent something. In order to determine the messages contained within the signs of the advertisements, the semiotic theory was used to identify the representation and meaning from the signs.

Language, according to Andriani et al., (2021), is a symbolic and meaningful tool to expressed people's ideas, thoughts and beliefs to others. Saussure (in Rosmaidar et al., 2017) explained that language itself contained arrangement of signs that expressed meanings and messages through the use of writing. People must be able to identify and understand the messages that were contained within the signs on depending on their cultural background (Chandler in Rosmaidar et al., 2017). Tinaburko (in Fasikh & Murtadho, 2020) defined that sign was part of language or imagery that contained meaning that can be comprehended by the people, which was known as the signifier, and how the meaning was transcribed to the others, which was recognized as the signified. In order to determine the meanings that was conveyed within the signs, semiotic theory was proposed to find out the messages that contained within the signs. Semiotics itself were related with meanings, which are presented in different media such as text or images. Chandler (in Pratiwi & Amri, 2020) further explained that the signified

meanings of the signs were divided into two, denotation, the literal and dictionary meaning of a sign, and connotation, the hidden and deep messages within the signs.

This research that the author conducted analyzed the denotation and connotation meanings of the foundation advertisements, as well as to identify the elements that the advertisements used. These advertisements were typically displayed with different combination of colors and symbols. Advertisers also used famous models and actresses with different poses to attract the consumers into buying the product. These can be identified as the signs and symbols of the advertisements, which the author was interested to find out and identify the meaning within the foundation advertisements. The symbols and signs within the advertisements can interpret hidden messages that the producers wanted to convey to its consumer, hence why this research is important to be done in order to find out the meanings and the elements that the advertisement used to attract their consumers. This study selected three foundation advertisements from famous cosmetic brands, such as Revlon, Maybelline and Giorgio Armani, and were then be analyzed its elements using Kustadi Suhandang's theory and its denotative as well as connotative meanings using Roland Barthes' semiotic model.

Semiotic itself was first conceived by Mayr (in Fasikh & Murtadho, 2020) as a field of study that investigate the communicative relation between the language, such as words or sentences with signs and imagery. Semiotic analyzed the messages that contained within the signs as a visual tool to interact with the people around (Fasikh & Murtadho, 2020). Roland Barthes invented a semiotic model that was originally proposed as an expansion to Saussure's semiotic theory, in which Barthes' accentuated culture and background context as part of the communicative

relations with the text and the signs that contained meanings (Fasikh & Murtadho, 2020). Below is the Roland Barthes' proposed semiotic diagram based on his statement regarding semiotics.

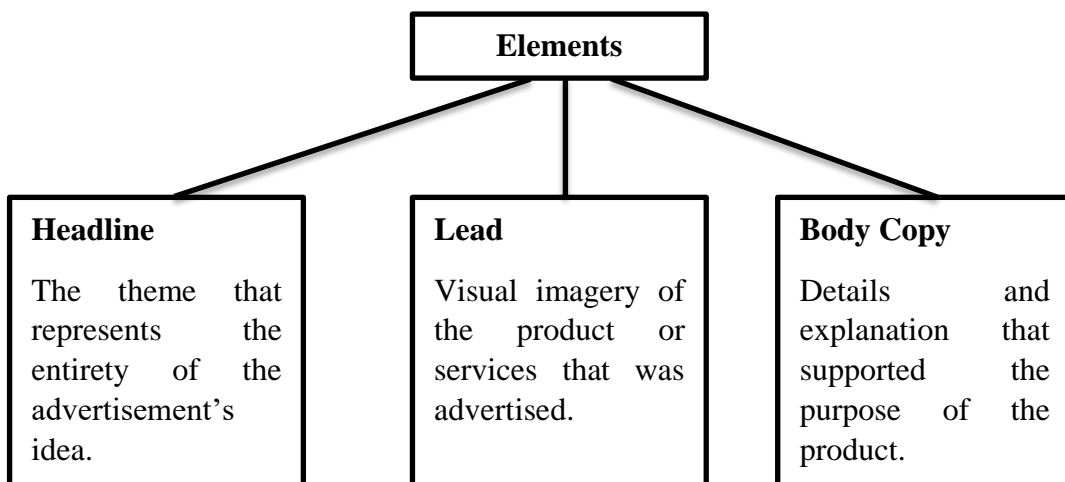| 1. Signifier	2. Signified	
3. Denotative Sign		
4. Connotative Signifier		5. Connotative Signified
6. Connotative Sign		

Figure 1. Roland Barthes Semiotic Diagram

Roland Barthes stated (in Fakh & Murtadho, 2020) that denotative sign (3) consisted of two systems, which were signifier (1) and signified (2). Furthermore, denotative sign itself contain connotative signifier (4), which in turn created a relation with connotative signified (5) to produce the connotative sign (6) of the object it was represented. Signs and symbols that contained meanings would always be related with the society's cultural contexts and its ideological values (Fasikh & Murtadho, 2020).

Roland Barthes (in Fasikh & Murtadho, 2020) also stated that advertisements can determined its meaning based on how the messages perceived, which Barthes categorized into message linguistics, messages encoded and iconic messages that was not encoded. Message linguistics were sentences and texts that was presented in the advertisements. Iconic messages were the connotative meanings that was contained within the visual imageries in the advertisements such as photos, colors and background. Iconic messages that were not encoded were the

denotative meanings that were presented in the visual imageries of the advertisements (Fasikh & Murtadho, 2020).

Along with the signs and its meanings, advertisements also have several elements that were used to contained the signs and idea within the advertisements. Kenneth and Mass (in Cyntia, 2020) proposed the six elements, headline, subheading, body copy, slogan, logo and theme. However, Suhandang (2018) stated that only three important elements in the printed advertisement, headline, lead and body copy, and these were used to complement the construction of ideas within the advertisements in order to grab the consumers' attention into buying the advertised product.

Elements		
Headline	**Lead**	**Body Copy**
The theme that represents the entirety of the advertisement's idea.	Visual imagery of the product or services that was advertised.	Details and explanation that supported the purpose of the product.

Headline was the theme or the main topic that represent the entirety of the advertisement's ideas that were conveyed to the consumers, usually in form companies' logos or slogans. Lead are the visual representation or images that signify the product or services that was being advertised, which can be identified by the use of product's images and slogans that described the product. Body copy are the supporting details of the product, which are presented in a description that explained the purpose of the advertised products (Suhandang, 2018). According to

Schwab (2015), headline is the most important elements in advertisement because the headline is where the most important messages and purposes of the product listed in order to grab the readers' attention to the product that was advertised. Therefore, the headline of advertisements must contain the main message that the advertisement wanted to convey as persuasive as possible in order to attract the consumers with the product advertised, while the other elements function as the additional features that supported the messages presented in headline (Schwab, 2015).

There are many researches that was conducted in the past in which were used to prove insight for this study. The first research is a study that was conducted by Utami and Kurniawan in 2019. This study was conducted to find out the representation of Muslim women on the visual elements of several hijab shampoo advertisements. The study used descriptive qualitative research with Roland Barthes' theory of signification to identify the depiction of Muslim women within the advertisement. The result of the study identified that the Muslim women in the advertisements was represented as a pure, beautiful, healthy and modern woman, and was influenced with the use of color, physical appearances, frame sizes and camera angles in the advertisements (Utami & Kurniawan, 2019).

The second research was an analysis done by Sari and Fadilah in 2020. This study aimed to analyze the meaning of symbol and the representation of the woman's image found within the Dolce & Gabbana mascara advertisements. This is a descriptive qualitative research that used two different semiotic theories, namely Roland Barthes and Ferdinand de Saussure semiotic model, as well as the structure of advertisement theory proposed by Leech. The result of the research

found that there are 22 signs that have symbolic meanings on both of the advertisements, and women was represented in the first advertisement as strong, natural, elegant and attractive, while the second advertisement was represented as mysterious, powerful, confident and unique people, as well as can be considered as the leader of the people (Sari & Fadilah, 2020).

The third is a study done by Liliyana et al. in 2021. This study was conducted to find out the representation of woman's masculinity in the Agnez Mo and Megan Fox version of Lakme television advertisement. This study used descriptive qualitative method with Roland Barthes semiotic model as the theory to find the denotation, connotation and myth in the advertisement. The result of the study found that the advertisement showed the representation of woman as someone who strong and independent, but still has a beautiful appearance without focusing on woman's body line. This was done by the advertisers to attract the consumers into buying the product advertised (Liliyana et al., 2021).

There are several differences between the previous researches. The first two previous research used several poster advertisements as the data for the analysis, while the third research analyzed television advertisement instead. The past researches also have differences in terms on how they analyze the data. The first research analyzed the signification present in the signs of the advertisements, the second research used two different semiotic theories, Roland Barthes and Ferdinand de Saussure, to analyze the symbolic meanings within the advertisement as well as the structure of how the advertisements are presented using theories by Leech, the third research analyzed the denotation, connotation and myth within the signs found in the advertisement. The research that the author was conducted is to determine

the elements within the foundation advertisements, as well as to find out the denotation and connotation meanings within the signs of the foundation advertisements. All of the previous researches studied the representation of signification in the advertisements, such as the representation of woman's masculinity and Muslim woman, while this research not only to analyze denotation and connotation meanings within the signs of the advertisements, but also to identify the elements of found in the advertisements.

Based on the previous description, the research questions are: (1) What are the elements found within the foundation advertisements using Kustadi Suhandang's theory, and (2) What are the denotation and connotation meanings found within the foundation advertisements. The Roland Barthes' semiotic model can be used to identify both the literal meaning and the hidden meaning found within the foundation advertisements. The purpose of this study are: (1) To determine each element using Kustadi Suhandang's theory within each of the foundation advertisements., (2) To find out the denotative and connotative meaning within each of the foundation advertisements using Roland Barthes' theory. The reason as to why Kustadi Suhandang's theory of elements was used in this research is to categorize and determine each element, which are headline, lead and body copy within the advertisements. After determining the elements, Roland Barthes' model is then used to identify the literal or denotative meaning and hidden or connotative meaning on both verbal and visual signs within the foundation advertisements.