

## **INTRODUCTION**

In everyday lives, various kinds and forms of advertisement were displayed at anytime and anywhere. The advertisements can be found not only in the newspapers, magazines, radio, and television, but also in other media such as billboards on the side of the highway, public transportation, and social media platforms such as Facebook and Instagram. Advertisement is an effective way to introduce or promote a company's products to the target audience. Advertisement is often a very important concern because in addition to introducing the company's products to the public, they must also be able to influence people's buying interest with the advertised product, which will ultimately have an impact on increasing the number of sales for the company's products.

Kyle Hill (2017) defined Advertisement as a tool to promote business goods, products, and services in order to be recognized by the public audience. Advertisements were made to give assurance to the customers and employees by showing advantages of the company to increase their trust in public consumer reception. The advertisements were paid through business relationships and sponsorship and were spread across mass media such as newspapers, television, radio, and digital media like websites and social media.

Nurani and Harared (2016) have explained that one main purpose of advertisement is to persuade the people and the audience into buying or using the product that was advertised. Advertisement can be used to connect the consumers with the product, though require research to seek out different environments, reasonings, and attentions for the customers into buying the product.

Although there are several different advertisements in many different media, they have the same purpose of appealing to the target consumers that the product was aimed for. Suwitra and Suarjana (2018) have categorized different characteristics of each advertisement. The first characteristic is the language styles, which can be identified through the use of different language styling within an advertisement, either ethical or appropriate to the public, aesthetics that appeal towards the target consumers, and be artistic to have the advertisement being recognized by the public. The second characteristic is how the advertisement was presented, either appealing to the entire public consumer of the product, listing out the advantages of the advertised product or persuade the targeted market into buying the product. The third characteristic is the design of the advertisement, in which several advertisements have different and unique layouts that will distinguish them between the rest.

Another opinion regarding the definition of advertisement came from Wright (in Fadillah & Sounvada, 2020) which is defined as a communication that provides the marketing tool in the persuasive form to promote products, provide services and inform ideas to the public audience. Furthermore, Kotler and Keller (in Amallia & Rustanta, 2019) expressed that advertisement is a form of non-personal presentation ideas, products, or services by a paid company to spread the desired message as a way to educate the audience and building preferences towards the product it was advertised. Vera (in Amallia & Rustanta, 2019) expressed that advertisement has become part of communication that delivers messages and ideas about a product, be it either goods or services. Advertisement is delivered in a persuasive manner and aims to influence the target audience. Therefore,

advertisements are usually displayed in print or electronic mass media so that they can be consumed by a wide audience simultaneously. According to Kriyantono (in Santoso & Larasati, 2019), advertisement is also a form of non-personal communication that sells persuasive messages from clear sponsors in order to influence or persuade people to buy products by paying for the media used for advertising.

Pratiwi and Amri (2020) explained that advertisements can be delivered in signs, images, and text. Many advertisements interpret deep messages conveyed by the maker, either by using the play on languages and visual, or the usage of signs such as imagery and gestures. Advertisements have a close relationship between the visualization and its connotative meaning within its visual, which showed the true intention that the advertisement makers expressed for the product towards its public audience. The use of visualization and signs to express hidden meaning is what was known as semiotics, which revolved the use of signs in media texts.

Semiotics according to Wibowo (in Novitasari, 2018) comes from the Greek word *semeion*, which means sign, and was defined as something that becomes the basis of pre-established social life to represent an object or someone else. Terminologically, semiotics was identified as a study that analyses a variety of objects, phenomena, and cultures in sign form. Ferdinand De Saussure, in *Course in General Linguistics*, explained semiotic as the study of roles within signs with its structure, types and typology, and their use in society (in Kusuma & Nurhayati, 2017). Semiotics can be assigned for a range of different applied fields, including mass media reporting, communications within an advertisement, nonverbal signs and their cultures within films, music, comics, and literature.

Brown, as explained by Sobur (in Sitanggang, 2019), defined sign as a way to react or deliver the messages within the language. Littlejohn (in Sitanggang, 2019) had explained that signs expressed its meaning by itself whereas meaning is a relation between the ideas and the object within the sign. Mead, as quoted by Denzin & Lincoln (in Sitanggang, 2019) had stated that the meaning is obtained from the manifestation of culture and social experiences rather than personal reflection towards other people.

Based on the explanation above, sign is a language that has meaning by showing the relation between the social and cultural experiences. Sitanggang (2019) has stated that meanings, signs, and language are the result of the relationship between the social and cultural values in the society. Herawati and Rosidah (in Sitanggang, 2019) had explained that a sign requires an object, as sign will construct the meaning that can be implied by the people that understand the messages or meaning that was transpired. From this explanation, sign is just an object, but a meaning that can be understood by the public audience.

Therefore, advertisements have become a very interesting discourse to study, so that the writer has chosen semiotics as a method to find out the meaning of the signs contained within the advertisements, especially those that are related with the meaning and the message that will be conveyed through the exploitation of its nonverbal elements. In order to reveal the meaning and message in an advertisement, which is indicated by its verbal and nonverbal elements, the messages must be defined through the use of theory and method of semiotics. Piliang (in Dewi, Sari, & Budiani, 2020) had explained that advertisements usually contain signs through the use of the objects that were being advertised, which can

be in the form of people, things, environment or text that has a deeper meaning within them.

The author's idea in choosing the research entitled "A Semiotic Analysis of Lipstick Advertisement by Using Roland Barthes' Theory" originated from the author frequently seeing advertisements for beauty products in shopping malls, women's magazines and electronic media. The display of contrasting colored advertisements is supported by advertisement stars from well-known foreign artists, artist styles, is an interesting symbol and sign to study.

After viewing some advertisements in various media outlets, both print and electronic, the writer has decided to select 5 (five) advertisements for lipstick products released by several beauty product companies, namely Lancôme Paris, Revlon, Guerlain, Estee Lauder, and Maybelline respectively. The writer chose the lipstick brands in which the billboards were widely displayed in major shopping centers.

To provide insight for the study, the writer has looked through and studied the results of similar research that had been done previously. One of the studies that have been conducted is "*Mise En Scene Pada Iklan Rejoice Indonesia Dengan Analisis Semiotika*", which concluded that the denotative meaning that was seen in the Rejoice advertisement is the scene of several women in hijab, dancing to the music with the same movement without the fear of sweating that makes their hair produces dandruff. The connotative meaning from the advertisements explained that the woman wearing a hijab was able to do outdoor activities, as the hijab does not prevent the woman from doing some activities such as playing basketball. The myth of the Rejoice Indonesia advertisement has the concept of collaboration music

brought together by women in hijab, who were busy with their activities by following the song's lyrics and dancing with Fatin Shidqia Lubis as a brand ambassador. The elements of the event followed the music and danced like natural instinct, marked by the pre-tense of leaving her activities to participate in dancing in the frame (Darma, 2019).

Another past study that was conducted semiotic analysis was the research entitled *Representasi Maskulinitas Dalam Iklan Televisi Pond's Men #Lelakimasakini* Roland Barthes' Semiotic Analysis of Representation of Masculinity. This research showed that there are denotative meanings, connotations, and myth or ideologies in Pond's television commercials men, *#Lelakimasakini* which were obtained from the dominant signs in the advertising scene snippets (Yuliyanti, Bajari & Mulyana, 2017).

Apart from the results of the two previous studies, there is another past research done by Wulandari titled "*Eksplorasi Tubuh Perempuan Dalam Iklan (Semiotics Analysis of GIV Beauty Soap Television Advertisement "Look Stunning Full of Charm")*" in November 2017. This research analyzed how the exploitation of women's bodies in the GIV Beauty Soap advertisement. Women's advertisements were often used by parts of their bodies to benefit of a certain audience. The result showed that there are three meanings of semiotics according to Roland Barthes, namely the denotative meaning which describes a woman was bathing in soap, while the connotative meaning was to explain to the audience that women's bodies were used as sexual objects in attracting consumers' attractiveness, both by exploiting body movements and facial expressions. In addition, this advertisement also explored the sensuality of the female body in order to use it as

a tool to sell GIV Beauty Soap products. As for the myth in this advertisement provided an understanding that the product was passed down from generation to generation and that a beautiful woman must have ideal criteria such as a slim body, beautiful legs, slender thighs and hips, fairly large breasts, long straight hair, and smooth white skin (Wulandari, 2017).

All of the past researches have similarities with this research that the writer conducted, which all of them used qualitative research methods with Roland Barthes model to analyze women beauty products. However, there are some differences between the past three research. All three previous researches used television advertisement as the data, while this research use five print advertisements as the data. The past researches also used different advertisement products. The first research used shampoo advertisement, while the second research used men facial care advertisement, and the third research used the beauty soap commercial. Meanwhile, this research data are lipstick poster advertisements.

Based on the above description, the research questions are: (1) what the layouts are in lipstick advertisements using Suhandang's notion of element layouts, and (2) what the denotations and connotations meanings of lipstick advertisements are. By using Roland Barthes's semiotic theory on the lipstick advertisements, not only the actual meaning (denotation) can be found but also the deep meaning of the advertisement within each further stage, namely the connotative meaning. The purpose of this study is: (1). To find out the process of expressing denotative meaning in each of the lipstick product advertisements using Roland Barthes' theory., (2). To find out the connotative meaning and its further stages in each of the lipstick product advertisements using Roland Barthes' theory, and (3). To find

out the element of layouts using Kustadi Suhandang's theory of element layouts. The reason for using Kustadi Suhandang's theory of layout elements in this research is because this theory was aimed to recognize layout elements such as headline, lead, and body copy within the advertisements. As for the reason to use Roland Barthes semiotics model in this research is that this model can analyze the denotation (primary meaning) and connotation (secondary meaning) within the verbal and non-verbal signs in advertisements.

## **METHOD**

This type of research is qualitative, which Creswell (2014) defined as an approach using scholarly research to establish the different types of analysis. Qualitative method used data in the form of text and images to construe a distinct analysis that devised the broadest knowledge. This approach explores the study discussions and data samples to expand, prove and clarify the probable result in studies. To look more deeply in concluding various choices of meaning through the signs used, namely the connotative meaning and denotative meaning in lipstick product advertisements.

Bogdan (in Sagimin & Priyani, 2018) explained that qualitative research is a descriptive form of study that relies on text and pictures rather than numbers and calculations. The research was done in written approach, usually featuring quotations from experts and other researchers to proof circumstances of real live events in chronological and descriptive form.

Another opinion stated by Leavy (2017) explained qualitative research emphasized on the contextual value, the process of delivering messages and