

## The Analysis of Verbal and Visual Signs in Female Cosmetics Advertisement

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### Abstract

*Tulisan ini berjudul “The Analysis of Verbal and Visual Signs in Female Cosmetics Advertisement” yang bertujuan untuk mengidentifikasi unsur-unsur tanda verbal dan visual yang ditampilkan di dalam iklan pada kosmetik wanita. Sumber data diambil dari majalah Instyle edisi Mei 2007. Ada empat iklan kosmetik yang memiliki standar iklan. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dan langkah-langkahnya diawali dengan mengumpulkan data pada majalah. Selanjutnya, data yang memiliki komponen standar iklan diklasifikasi untuk menemukan unsur-unsur dari tanda verbal dan visual. Tulisan ini menggunakan dua teori, teori pertama yaitu teori tanda untuk menganalisis makna yang terkandung pada tanda verbal dan visual yang dikemukakan oleh Saussure (Chandler 1997). Teori kedua adalah teori iklan oleh Leech (1966) digunakan untuk mengidentifikasi standar iklan pada iklan media cetak. Hasil dari penelitian ini menunjukkan bahwa unsur-unsur tanda verbal dan visual memiliki kolaborasi dan saling mendukung pada setiap iklan sehingga memiliki pesan untuk menbujuk dan membuat pembaca tertarik. Pada iklan kosmetik untuk wanita tanda visual akan diperjelas dengan adanya model wanita sebagai penunjang maksud iklan.*

*Kata kunci: visual, verbal dan iklan.*

### 1. Background of Study

Globalization era makes information and technologies increase very fast and can be known quickly. The method for introduce a product to the public to be more widely known by use advertising. Therefore, the company will try to attract customers by using advertising services. Type of advertising is divided into verbal and visual advertising.

In the context of printed advertisement, can be found are two types of sign; namely verbal and visual signs. Verbal signs in printed advertisement can be defined as the

language, sentences and words. Words not only describe things, but also communicative feelings, associations and attitudes they bring ideas to our mind can influence the beliefs and attitudes of people. Visual sign is a sign on the advertisement that is an image as an explanatory purpose and appeal. In advertisements, the visual always presented a logo of the company or models.

## **2. Problems of the Study**

Based on background, there are two problems required to be discussed, as follows:

1. What verbal and visual signs a presented in the advertisement in female cosmetics?
2. What verbal and visual signs messages are an express in the advertisement in female cosmetics?

## **3. Aims of Study**

The aims of this study are as follows:

1. To identify and describe the verbal and visual signs a presented in the advertisement in female cosmetics.
2. To determine verbal and visual signs messages are an express in the advertisement in female cosmetics.

## **4. Research Methods**

In this study, the research method is divided into three parts: data source, method and technique of collecting data, method and technique of analyzing data.

### **4.1. Data Source**

The data in this study was taken from foreign magazine namely Instyle magazine published on May 2007. The advertisement is chosen as the object of the analysis because the data in this study textual with verbal and visual advertisement, interesting, famous and kind cosmetics brand for women. The data this study included textual analyzing the data were based on the texts and pictures female cosmetics. There are four

cosmetics advertisements Clinique compact powder Makeup, Scentology perfume, Jergens hand and body lotion, Clarins Anti Aging.

#### **4.2. Method and Technique of Collecting Data**

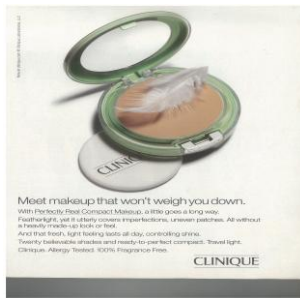
The method data was collected from magazines. Data collection was choose be relevant to this study. The process in collecting data following steps mentioned. First, collect magazines which include female cosmetics. Second, read carefully to find the advertisement which has an interesting data and which has all the standard advertisement. After getting the data, it is compare based on the theory of sign proposed by Saussure and theory of advertisement by Leech. Finally, advertisement already meets all the theories that will be used for study.

#### **4.3. Method and Technique of Analyzing Data**

The data was analyzed based on the theory of ‘Dyadic’ relations of signifier and signified, and the concept of organization of signs both proposed by Saussure and the concept of advertising proposed by Leech. The method that is used for the analysis is descriptive qualitative. The analysis of the collected data was done. The analysis was conducted through these steps are firstly by identifying advertisement of female cosmetics in the foreign magazines. After getting the data, explain the problem in this research by using qualitative data that has been collected. Then classified based on the theory of signifier and signified proposed by Saussure. The verbal and visual signs being employed in the advertisement and what they signify were analyzed based on the ‘Dyadic’ theory proposed by Saussure. The classified advertisement based on the theory of advertisement proposed by Leech

### **5 Result and Discussion**

This part explains the result and discussion of the elements of verbal and visual signs presented the Clinique compact powder in female cosmetic.



### 5.1 The Analysis of Verbal signs in the Clinique Cosmetic

This analysis of presentation of verbal sign shows the headline of this advertisement is the attraction of makeup Clinique is the famous product of cosmetic. This powder suitable for women who want a soft powder on the face so it does not feel heavy while wearing and has been tested ant allergic making it suitable for all skin types. Beside headline, in the advertisement is also supported by the texts contained in body copy that informed the readers about the function and the strong point of the product. This advertisement explains the compact powder makeup for women.

### 5.2 The Meanings of Visual signs in the Clinique Cosmetic

The analysis of presentation of verbal sign in consists of powder contained with a feather. The powder with a circular container is green with silver accents is classified as a powder with a light texture which means that the powder is suitable for women who want to look feminine soft and firm. The green color in the container refers to softness and fresh especially when that color combined with the silver which is not as dark as black and bright as white. Those make attractive color combinations which make the reader see this product is elegant and in accordance with the superiority.

### 5.3 The Messages of Verbal and Visual signs in the Clinique Cosmetics

In the advertisement, text and image have a message that will be delivered to the reader. Verbal and visual signs support each other. In this advertisement verbal sign show the compact powder with the headline “Meet makeup that won’t weigh you down” that means this powder made lightly with a visual sign that there is feathers clarify this product has a soft texture. Make the reader interested in trying out the

compact powder of this product. It means the relationship between verbal and visual sign of Clinique compact powder for women are related to each other. Both of these signs clearly describe the function of the product.

#### **5.4 Component Of Advertising**

a) **Headline**

Meet makeup that won't weight you down

b) **Illustration**

The illustration of this advertisement is the image of powder container with fuzz indicates that the object has a soft texture do not make the powder break easily when swept by the fuzz. The green color in the container refers to softness and fresh especially when that color combined with the silver which is not as dark as black and bright as white.

c) **Body Copy**

With Perfectly Real Compact Makeup, a little goes a long way. Feather light, yet it utterly covers imperfections, uneven patches. All without a heavily made-up look or feel. And that fresh, light feeling lasts all day, controlling shine. Twenty believable shades and ready-to-perfect compact. Travel light. Clinique. Allergy Tested. 100% Fragrance Free.

d) **Signature Line**

CLINIQUE

e) **Standing Details**

Now at Clinique.com © Clinique Laboratories, LLC

#### **6. Conclusion**

An interesting advertisement is usually constructed by both verbal and visual signs. The verbal signs in a printed advertisement are represented by the words and sentences contained in the advertisement. The verbal sign that appeared in cosmetics for women advertisements are more complex and contain meaningful texts that had signified concept to give the reader information clearly about the product. While the visual signs are represented by the pictures contained it the advertisement. The visual sign dominated in the whole page of models and contains cosmetics with the interesting

color. The presentation of visual also supported the product's image to resemble the product in reality. The coherence of verbal and visual signs in an advertisement will help the audiences to understand the message that is being carried by the advertisement.

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