

## Verbal and Visual Messages on “L’oreal Paris Men Expert” Advertisements

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### **Abstract**

*The study entitled “Verbal and Visual Messages on ‘L’Oreal Paris Men Expert’ Advertisements” aims to identify and analyze the meaning and function of verbal and visual message taken from four L’Oreal Paris Men Expert advertisements. The data used for this study were collected using three parts of research, method and technique of collecting data, method and technique of analyzing data, and data source. The research explains about verbal and visual message and was conducted through the implementation of the signifier and signified theory proposed by Chandler (2001), theory of functions proposed by Leech (1974) and theory of meaning specified in the meaning of colors in advertisement proposed by Cerrato (2012). The result of this study showed that the most used meaning in each advertisement has a conceptual meaning which is purposed to give literal concept without any other meanings beside it. The informational function is the most used function which gives clear information about the product in the advertisements. The relation among the four advertisements is quite simple. It is found that simplicity is the basic matter for men and it is proven by the analysis that men are simpler than women in many things.*

*Keywords: Verbal message, visual message, advertisement, L’Oreal Men Expert.*

### **Abstrak**

*Penelitian yang berjudul "Pesan Verbal dan Visual di L'Oreal Paris Men Expert "Advertisements" bertujuan untuk mengidentifikasi dan menganalisis makna dan fungsi pesan verbal dan visual yang diambil dari empat iklan dari produk L'Oreal Paris Men Expert. Data yang digunakan untuk penelitian ini dikumpulkan dengan menggunakan tiga bagian penelitian yaitu, metode dan teknik pengumpulan data, metode dan teknik analisis data, dan sumber data. Penelitian ini menjelaskan tentang pesan verbal dan visual dan dilakukan melalui penerapan teori “signifier” dan “signified” yang dibuat oleh Chandler (2001), teori fungsi yang dibuat oleh Leech (1974) dan teori makna yang ditentukan dalam arti warna dalam iklan yang dibuat oleh Cerrato (2012). Hasil penelitian ini menunjukkan bahwa makna yang paling banyak digunakan dalam setiap iklan memiliki makna konseptual yang bertujuan untuk memberikan konsep literal tanpa makna lain dibelakang itu. Fungsi informasional adalah fungsi yang paling banyak digunakan yaitu memberikan informasi yang jelas tentang produk dalam iklan. Hubungan keempat iklan tersebut cukup sederhana. Ditemukan bahwa kesederhanaan adalah masalah mendasar bagi pria dan ini terbukti dengan analisis bahwa pria lebih sederhana daripada wanita dalam berbagai hal.*

*Kata kunci: Pesan verbal, pesan visual, iklan, L'Oreal Men Expert.*

## 1. Background of the Study

Language has an important role in our daily life because it serves as a media to transfer information, thought and idea. It consists of a text which means that it is not only seen as a sentence and word, but it is considered a function in communication. It can be used in many ways, one of them is advertisement. The form of advertisement can be in a picture in order to promote a new product to the audience by doing a presentation of verbal sign.

Advertisement is a notice which can be found in the public medium promoting product, event and service. Advertise comes from a Latin word *ardere* which means to take note of. Kotler (1961) states that advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. The visual and verbal commercial message can be stated as a part of advertising which function to attract attention and to make some respond to what is made by the viewer. Advertisement is an attempt to persuade, paid by a sponsor or a client, and delivered through mass media (O'Guinn, Allen & Semenik, 2006), such as, radio, television, magazine, newspaper, and so on.

## 2. Problems of the Study

In analyzing the advertisement, the problems are formulated as follows.

- 1) What are the meaning and function of verbal and visual messages found in the advertisement *L'Oreal Paris Men Expert*?
1. How do those advertisements relate to each other based on the analysis of the visual messages?

## 3. Aims of the Study

From the problems above, the aims of this study are intended :

1. To identify the meaning and function of verbal and visual messages on the advertisement *L'Oreal Paris Men Expert*.
2. To analyze the relation between those advertisements based on the analysis on the visual messages.

## 4. Research Method

There are three parts of research method used in this study; they are the method and technique of collecting data, the method and technique of analyzing data and data source.

### 4.1 Data Source

Data source is the source from which the analyzed data are obtained to support validity of the study. There are two kinds of data source: primary data and supporting data. Primary data is the data that is written directly by the writer. The primary data were collected and then processed in response to the problems of this study. The primary data of this study were taken from the website [www.loreal-paris.co.uk](http://www.loreal-paris.co.uk). Four "*L'Oreal Paris Men Expert*" online advertisements were chosen to be analyzed. The product was distributed in October 2013, and they are: *L'Oreal Paris Men Expert Vita Lift 5* (Ads. 1), *L'Oreal Paris Men Expert Pure Power* (Ads. 2), *L'Oreal Paris Men Expert Complete 5* (Ads. 3), and *L'Oreal Paris Men Expert BB Men* (Ads. 4).

### 4.2 Method and Technique of Collecting Data

Collecting the data is the main step in this research. It required several steps to collect some information and sources needed to support this research. This research selects the object before

starting the research. In this research, the object is visual and verbal messages found in *L'Oreal Paris Men Expert* advertisements.

#### 4.3 Method and Technique of Analyzing Data

After collecting the data, the data must be well analysed to solve the problems. The collected data in this research were analysed using the qualitative method. The structures of the text in the advertisements were analysed based on the concept of advertising proposed by Leech (1974). They were also analysed based on the dyadic relation of signifier and signified and the concept of organization of signs proposed

by Saussure to classify the data based on the verbal and visual signs.

#### 4.4 Method and Technique of Presenting the Result of Data Analysis

The method used in this study is the descriptive qualitative, describing the analysis in details. The analysis has been divided thematically according to the two questions formulated considering the background of this study. The analysis of verbal and visual messages were shown in form of table and descriptively explained to give clear explanation. The meaning and function in each advertisement are also written in the form of tables within the description below it.

### 5. Results and Discussion

#### 5.1 Analysis of Verbal and Visual Messages on Advertisement 1

**Table 1.** *Verbal and Visual Message on Advertisement 1.*

| Components       | Signs  |  |
|------------------|--|--|
|                  | Signifier  | Signified  |
| Headline         | <i>VITA LIFT 5 – Complete Anti-aging Daily Moisturizer</i>   | Introducing the product's name of moisturizer by L'Oreal Paris Men Expert.   |
| Body copy        | <i>I Gesture, 5 Actions, No Less!</i><br><ul style="list-style-type: none"> <li>· <i>Wrinkles smoothed out</i></li> <li>· <i>Hydrated skin</i></li> <li>· <i>Anti-dullness</i></li> <li>· <i>Firmer contours</i></li> <li>· <i>Sharper features</i></li> </ul> | Describing the functions of the product, driving the readers' mind to trust the product's ability in maintaining men's face. |
| Signature Line   | <i>L'OREAL PARIS MEN EXPERT</i>  | The brand slogan   |
| Standing Details | <i>"Be yourself, and never let go!"</i><br>Hugh Laurie, Actor.   | A legal footnote from the brand's ambassador.  |

|                     |   |  |
|---------------------|---|--|
| <b>Illustration</b> | -There is one man model in this advertisement with bright and fresh face. | Representing the one after using the moisturizer.                      |
|                     | -The product's figure; a bottle of L'Oreal Men Expert Vita Lift 5         | Representing the product in reality.                                   |
|                     | -Black background color   | Symbolizing power, prestige, elegance, style, reliability, simplicity. |
|                     | -White color  | Symbolizing purity, cleanliness, and freshness.                        |
|                     | -Orange color   | Symbolizing warmth and happiness.                                      |
|                     | -Red color  | Symbolizing action, warmth, power.                                     |

The signifier and signified in the verbal signs of advertisement 1 can be seen through the explanation below:

1. The headline gives an introduction to the readers; tells about the product's name of moisturizer by L'Oreal Paris Men Expert. It was written in capital words with red color to give strong sense for men.
2. The statement on the body copy describes the functions of the product, drive the readers' mind to trust the product's ability in maintaining man's face.
3. Signature line: *L'Oreal Paris Men Expert* refers to the brand name and slogan of product.
4. In this first advertisement it was found that the words from the brand ambassador stated what the readers should do and why the readers should take the product.
5. The visual message put as an illustration shows that there is one man model in this advertisement with bright and fresh face representing the one after using the moisturizer. The product's figure; a bottle of *L'Oreal Men Expert Vita Lift 5* represents the product in reality; how it looks like to give a clear image to the readers if they search for it. Black background.

### 5.1.1 The Analysis of Verbal and Visual Messages on Advertisement 2

**Table 2.** *Verbal and Visual Message in Advertisement 2*

| <b>Components</b> | <b>Signs</b>                            |  |
|-------------------|---|--|
|                   | <b>Signifier</b>                        | <b>Signified</b>   |
| <b>Headline</b>   | <i>PURE POWER – Daily Charcoal Wash</i> | Showing the product's name of face wash by L'Oreal Paris Men Expert. |

|                         |   |  |
|-------------------------|---|--|
| <b>Body copy</b>        | <ul style="list-style-type: none"> <li>- <i>One Strike Against The 5 Signs of Bad Skin</i></li> <li>- <i>The Magnetic Power of Charcoal</i></li> <li>- <i>Eliminates Pimples, Blackheads, Oily Skin, Roughness and Marks</i></li> </ul> | <p>Showing the product's capability against bad skin factors.</p> <p>Indicating the content of charcoal material.</p> <p>Representing the signs of bad skin.</p> |
| <b>Signature Line</b>   | <i>L'OREAL PARIS MEN EXPERT</i>   | The brand slogan   |
| <b>Standing Details</b> | -   | -  |
| <b>Illustration</b>     | -There is one man model in this advertisement, with a big smile on his face and water splash.   | Representing the excitement or happiness after using the product.  |
|                         | -The product's figure of L'Oreal Men Expert Pure Power.   | Representing the product in reality on the various types of face wash for men.   |
|                         | -Black background color   | Symbolizing power, prestige, elegance, style, reliability, simplicity.   |
| <b>Illustration</b>     | -White color  | Symbolizes purity, cleanliness, and freshness.   |
|                         | -Orange color   | Symbolizing warmth and happiness.  |
|                         | -Green color  | Symbolizing life, nature, environment, youth.  |

In advertisement 2, the description of the signifier and signified is explained as follows:

1. The headline gives an introduction to the readers; showing the product's name of face washed by L'Oreal Paris Men Expert.
2. The statement on the body copy describes about the functions of the product, showing the product's capability against bad skin factors, indicating the content of charcoal material, representing the signs of bad skin as listed in the advertisement.

3. Signature line: *L'Oreal Paris Men Expert* refers to the brand name and slogan of the product.
4. The standing detail was not found in this advertisement.
5. The visual message as an illustration can be seen that there is one man model in this advertisement with a water splash and a big smile on his face

representing the excitement and happiness after using the product as the splash of water creates a nice illustration of men washing his face. The product's figure of L'Oreal Men Expert Pure Power represents the product in reality on various types of face wash for men.

### 5.1.2 The Analysis of Verbal and Visual Messages on Advertisement 3

**Table 3.** *Verbal and Visual Message in Advertisement 3*

| Components       | Signs  |  |
|------------------|--|--|
|                  | Signifier  | Signified  |
| <b>Headline</b>  | (Ads.3) L'OREAL PARIS MEN EXPERT – 1 <sup>st</sup> Scalp Care Shampoo for Men  | Introducing what the product is and who it is targeted or meant for; which is a shampoo for men by L'Oreal Paris Men Expert.   |
| <b>Body copy</b> | <ul style="list-style-type: none"> <li>- <i>Fight 5 Problems at the Roots</i></li> <li>- <i>3 for 2, for all L'Oreal Paris Items*. U.P: \$15<sup>90</sup></i></li> <li>- <i>New:</i> <ol style="list-style-type: none"> <li>1. <i>Anti-Dandruff</i></li> <li>2. <i>Anti-Itching</i></li> <li>3. <i>Long Lasting Cleanliness</i></li> <li>4. <i>Instant Refreshing</i></li> <li>5. <i>Oil Control</i></li> </ol> </li> <li>- <i>Also Available in:</i> <ul style="list-style-type: none"> <li>· <i>Mint Cool</i></li> <li>· <i>Volcano Intense Cleansing</i></li> </ul> </li> </ul> | <p>The product is described would take care of the five hair problems at the roots.</p> <p>By purchasing 2 items, costumers will get a product for free with ultimate price for \$15.90.</p> <p>The product comes with new functions and they are shown in a form of list.</p> <p>It is optional for the readers to choose which variant of the product that provided by L'Oreal Paris Men Expert.</p> |

|                         |  |  |
|-------------------------|--|--|
|                         | - <i>*Refers to amongst L'Oreal Paris Men Expert franchise. Promo Period: 21<sup>st</sup> Apr – 18<sup>th</sup> May 2016.<br/>#the lowest valued item is free.</i> | Every item of L'Oreal Paris Men Expert is included to be chosen and the validation date is shown in some period within informing the readers about the free item term. |
| <b>Signature Line</b>   | L'OREAL PARIS MEN EXPERT   | The brand slogan   |
| <b>Standing Details</b> | -  | -  |
| <b>Illustration</b>     | -There is one man as a model in this advertisement   | Representing the condition after using the shampoo.  |
|                         | -One sample product of L'Oreal Paris Men Expert New Complete 5 Shampoo for Men   | Represent the product in reality.  |
|                         | -Wet and shiny hair of the model   | Resembles men who use the product will have a clean, fresh, and healthy hair.  |
|                         | -Black background color  | Represents power, prestige, elegance, style, reliability, simplicity, and sophistication.  |
|                         | -White color   | Represents purity, cleanliness, and freshness.   |
|                         | -Orange color  | Symbolizing warmth and happiness.  |

In advertisement 3, the description of the signifier and signified concept and the structure of the advertisement are explained as follows:

1. The headline gives an introduction to the readers;

introducing what the product is and who is targeted or meant for; which is a shampoo for men by L'Oreal Paris Men Expert.

2. The statement on the body copy describes that the product would

take care of five hair problems from the roots. By purchasing 2 items, consumers will get a product for free with the ultimate price of \$15.90. The product comes with new functions and they are shown in a form of list. It is optional for the readers to choose which variant of products they want.

3. Signature line: *L'Oreal Paris Men Expert* refers to the brand name and slogan of product.

4. There was no standing detail to analyze in this advertisement
5. The visual message in advertisement 3 shows that there is one man as a model in this advertisement, which represents the condition after using the shampoo. One sample product *L'Oreal Paris Men Expert New Complete 5 Shampoo for Men* represents the product in reality; how it looks like in order to differentiate it from the other products.

### 5.1.3 The Analysis of Verbal and Visual Messages on Advertisement 4

**Table 4.** Verbal and Visual Message in Advertisement 4

| Components | Signs  |  |
|------------|--|--|
|            | Signifier  | Signified  |
| Headline   | <i>BB MEN – Instant Shaping Gel</i>  | Showing the product's name of BB gel by L'Oreal Paris Men Expert.  |
| Body copy  | - I Want Perfect Skin Now  | Suggesting the readers to purchase the product in order to get a perfect skin.   |
| Body copy  | <ul style="list-style-type: none"> <li>- Introducing the 1<sup>st</sup> BB Gel for Men. Instantly Corrects: Dullness, Imperfections, Pores</li> <li>- Transparent blue gel with correcting beads. Natural coverage. Breathable texture.</li> </ul> | <p>Giving information of the product's advantages.</p> <p>Informing the readers about the product's form in details.</p> |



|                         |  |   |
|-------------------------|--|---|
| <b>Signature Line</b>   | L'OREAL PARIS MEN EXPERT                           | The brand slogan  |
| <b>Standing Details</b> | -  | -   |
| <b>Illustration</b>     | -There is one man as a model in this advertisement | Representing the look of the men's face after using the BB gel product by L'Oreal Men Expert. |
|                         | -One sample product of BB gel for men              | Representing the product in real form or shape.   |
|                         | -Black background color                            | Representing elegance, classy, modest.  |
|                         | -White color                                       | Representing purity, cleanliness, and freshness.  |
|                         | -Orange color                                      | Symbolizing warmth and happiness.   |
|                         | -Blue color  | Representing the color of the product.  |

In advertisement 4, the description of the structure within signifier and signified concept is explained below:

1. The headline gives an outline to the readers; showing the product's name of BB gel by L'Oreal Paris Men Expert.
2. The statement on body copy describes suggestion to the readers to purchase the product in order to get a perfect skin, give information on the product's advantages, and inform the readers about the product's form in details.
3. Signature line: *L'Oreal Paris Men Expert* refers to the brand name and slogan of product.
4. There was no standing detail found in this advertisement
5. The visual message of this advertisement is that there is one man as a model in this

advertisement, representing the look of the men's face after using the BB gel product by L'Oreal Men Expert. One sample product of BB gel for men represents the product in real form or shape so the readers have a clear image about the product in reality.

## 6. Conclusion

At the end of this study, it comes with general understanding, which is a combination of similar ideas in general. Based on the analysis above, there are several conclusions. The conclusions are described as follows:

1. Verbal messages in every advertisement can be divided into four parts: headline, body copy, signature line and standing details. In the headline, the advertiser usually introduces the products in general; what the

product is as well as its name. In the body copy, the advertiser usually informs the readers about the description of the product. In the signature line, the advertiser always inform about the brand name of the product. The standing detail was only found in advertisement 1, which is a legal footnote or statement from the brand's ambassador/model.

2. The relation between all those four advertisements as the data in this study is quite simple and has similarities among them. Each advertisement uses one model as the big picture of the result after using the product, black background because men are much simpler than women, white color as a symbol of cleanliness and also gives contrast to the background, and orange color in the slogan's highlight represents unity and quite eye catching for readers.

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