

## THE ANALYSIS OF SIGNS AT ENGLISH PRINTED WOMEN COSMETIC ADVERTISEMENT

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### Abstrak

*Penelitian ini berjudul “The Analysis of Signs at English Printed Women Cosmetic Advertisement” berfokus pada makna verbal dan visual dari iklan. Tujuan dari penelitian ini adalah untuk menggambarkan makna verbal dan visual yang digunakan dalam iklan yang diteliti dan juga hubungan antara makna verbal dan visual dari iklan. Sumber data dalam penelitian ini diambil secara acak dari beberapa Majalah bahasa asing bulanan. Ada lima buah iklan cetak yang digunakan sebagai data terdiri dari, Maybelline ‘s Moisture Extreme Lipcolor, Sally Hansen’s Mega Shine Nail Top Coat, Dove Deodorant , Loreal ‘s Kiss Proof Ultra Glossy Lipstick, Maybelline’s Volum’ Express Turbo Boost Mascara. Analisis dalam penelitian ini dilakukan melalui beberapa langkah. Pertama, iklan yang diperlukan diidentifikasi dan data diklasifikasikan. Setelah itu, makna verbal dan visual yang digunakan dalam iklan dan apa yang mereka menandakan dianalisis berdasarkan teori Dyadic diusulkan oleh Saussure, hubungan antara makna verbal dan visual dalam iklan dianalisis menggunakan teori Semiotik diusulkan oleh Saussure juga (Saussure, seperti dikutip dalam Chandler 1997). Selain itu, analisis disajikan secara deskriptif untuk memberikan penjelasan yang jelas.*

*Berdasarkan analisis tersebut, setiap iklan memiliki set sendiri penanda dan petanda konsep untuk menyampaikan pesan dan menghasilkan makna, baik secara verbal dan visual. makna verbal yang dapat ditemukan dalam Headline, Body Copy, Signature Line, dan Standing Detail sedangkan makna visual dari iklan dapat ditemukan di bagian Ilustrasi. Makn-makna tersebut berkolaborasi untuk saling mendukung, yang menunjukkan hubungan erat antara keduanya.*

*Kata Kunci: Iklan, makna verbal dan makna visual*

### Background of the Study

The term advertisement is a common word heard every day in our lives. “Advertising means drawing attention to something or notifying or informing somebody of something: (Dyer, 1982:2). It exists in many forms of communication media such as television, newspaper, website, radio, and magazine. In this globalization era, there are millions of products sold in the market. In order to survive

in this tight competition, the producers have to shout their products out to be heard by the audience, and their megaphone is advertisement.

In the context of printed advertisements, two types of sign can be found, namely verbal and visual signs. Both of these signs are very important in conveying the message intended and arouse interest or attention of the readers whilst at the same time passing on truthful information about the product to be sold. This phenomenon makes printed advertisement is interesting to be analyzed because of their creative set of wordings.

### **Problems of the Study**

There are two problems emerged from the phenomenon above, as follows:

1. What are the verbal and visual signs being employed in the women cosmetic advertisements?
2. What is the relationship between verbal and visual signs of the women cosmetics advertisements?

### **Aims of Study**

Concerning these problems, the aims of study are as follows:

1. To identify and describe the verbal and visual signs being employed in the women cosmetic advertisements.
2. To describe the relationship between the verbal and visual signs of the women cosmetics advertisements.

### **Scope of Discussion**

This paper concerned on few aspects as follows:

1. The signifier – signified of the verbal and visual signs in the women cosmetics advertisements.
2. The relationship between verbal and signs of women cosmetics advertisements.

### **Data Source**

The data of this study was presented in the form of five printed cosmetic advertisements and was taken by using random sampling method from some monthly foreign magazines namely *Red* (April 2005 edition), *Marie Claire* (February 2006, April 2004 edition), *Women's Weekly* (February 2007 edition). The printed advertisements consist of *Maybelline's Moisture Extreme Lip color*, *Sally Hansen's Mega Shine Nail Top Coat*, *Dove Deodorant*, *Loreal's Kiss Proof Ultra Glossy Lipstick* and *Maybelline's Volum' Express Turbo Boost Mascara*. Those advertisements were chosen because each of them contains communication signs that are related to the verbal and visual signs.

### **Research Method**

This study was done by doing three steps; in this case it consists of the method and technique of collecting the data, analyzing the data, and presenting the data.

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

The data was taken from four foreign magazines; they are namely *Red* (April 2005 edition), *Marie Claire* (February 2006, April 2004 edition), *Women's Weekly* (February 2007 edition). The collection of the data was done by doing some steps. First, the magazines were flicked through. Then, the advertisement were collected and carefully read. The unnecessary data was eliminated. Finally, the advertisements that met the requirements were chosen as the corpus data of this study.

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

The analysis in this study was conducted through some steps. The analysis was analyzed by qualitative method. First, the required advertisements were identified and the data was classified. After that, the verbal and visual signs being employed in the advertisement and what they signify were analyzed based on *Dyadic* theory proposed by Saussure, the relationship between the verbal and the visual signs

in the advertisements were analyzed using the semiotic theory proposed by Saussure also (Saussure, as cited in Chandler 1997)

### **Method and Technique of Presenting Analysis**

The verbal and the visual signs, and the relationship between the verbal and visual signs in the women cosmetics advertisements were descriptively explained to give a clear explanation. Therefore, in giving description about the verbal and the visual signs, the structure of advertisements proposed by Leech (1972:59) was described to support the analysis.

### **Data Analysis**

#### **Plate 1**



### **VERBAL SIGNS**

The Headline of the advertisement in plate 1 is a signifier itself. The sentence 'New Moisture Extreme Lipcolor' signifies the name of the product being advertised manufactured by Maybelline; and the sentences 'Moisture Goes Deep. Color Comes Alive!' is the signifier, while the signified concept is that of a state where the product being advertised has ability to moist the lips and make the lips more colorful.

The texts contained in the Body Copy part also support this statement; 'Moisturizes with 3x the power of a lip balm. Feel the difference: reds pop, pinks blossom, plums go richer. Protects with SPF 15. In 24 sumptuous, non-feathering shades'. Those sentences explain briefly the ability, specialty, and the characteristics

of the product being advertised that are to moist the lips with its extra power moisturizer, color the lips with 24 various rich colors, and also give UV protection to the lips.

The texts appear in the Signature Line ‘Maybelline® New York. Maybe she's born with it, maybe it's Maybelline’ refers to the brand name and the slogan. ‘Maybe she's born with it, maybe it's Maybelline’ signifies a state where the product influencing women look more beautiful.

### **VISUAL SIGNS**

The image of the model holds a bucket of rose with drops of water on it and the image of the product are the main attraction in this advertisement. The image of the model holds a bucket of rose with drops of water on it in close-shot dominating the whole first page of the advertisement. The model resembles the women who used the product will looked as beautiful as the model as a persuasion to try the new product being advertised. A bucket of rose represents the color of the lipstick used by the model, while the drops of water on it resemble the idea of moisture that is being carried by the product.

### **RELATIONSHIP BETWEEN THE VERBAL AND VISUAL SIGNS IN PLATE 1**

Saussure stresses that the signifier and the signified were as inseparable as the two sides of a piece of paper (Saussure, as cited in Chandler 1997). The texts contained in the advertisement of plate 1 that belongs to the verbal signs and the visual signs of the advertisement show this relationship. The sentences appear in the Body Copy part show us the characteristics of the product in coloring lips with rich colors, moisturizing lips with extra power moisturizer, and protecting lips from UV ray. A bucket of rose is the representation of the idea ‘Color Comes Alive!’, the color of the roses which resemble the lipcolor used by the model shows that the colors of the product being advertised are looked so real, while the drops of water on the bucket of rose symbolize the idea of moisture protection given by the product in order

to protect lips from dryness from being exposed to the sun. This can be seen from the SPF 15 contained in the product, it signifies the ability of the product in giving UV protection 15 times as much as our body's natural protection.

## Plate 2



## VERBAL SIGNS

The first sentence that attracts the reader's mind is 'Mega Shine™ Revolutionary Diamond Shine' appearing on the Headline. It signifies the name of the product being advertised and the idea that the product can give shiny effect to the nail color as bright as the diamond shine to persuade readers in trying the product.

The texts in the Body Copy part show us the ability and the characteristics of the product in protecting the nail color from scratches and water; covering the nail color with shiny effect since it consists of Micro-Diamond formula that support the idea of 'diamond shine' in the Headline; and that it dries quickly.

The texts appear in the Signature Line 'Sally Hansen® The No 1 Nail Expert' signify the brand name and the slogan. 'The No 1 Nail Expert' is a state where all of the products of Sally Hansen are best in quality than the other products. The sentences in Standing Details '©2000 Del Laboratories, Inc.' signifies the manufacturer's name as the copyright holder; 'www.sallyhansen.com' signifies the website address of the manufacturer.

## **VISUAL SIGNS**

The image of the product is the main attraction in this advertisement. The image shows a bottle of Sally Hansen's Mega Shine nail topcoat with diamonds around it and two fingers in shiny red nail color above it. This picture is put on the centre of the page with close-shot, more or less dominating the page. The image of a bottle of nail topcoat resembles the product being advertised in reality, Sally Hansen's Mega Shine nail topcoat, a substance used to protect the nail color. The image of diamonds around the bottle resembles the effect given by the product to the nail color, while the two fingers in red shiny nail color represents the result given by the product that is to give shiny effect and protect the nail color.

## **RELATIONSHIP BETWEEN THE VERBAL AND VISUAL SIGNS IN PLATE**

### **2**

The whole texts in this advertisement that belong to the verbal signs have relationship with the visual signs of the advertisement of plate 2. We can see this from the image of a bottle of Sally Hansen's Mega Shine nail topcoat with diamonds around it and two fingers in shiny red nail color above it with the Headline and the Body Copy part. Those signs collaborate in delivering the message intended of this advertisement.

The words 'Mega Shine <sup>TM</sup> Revolutionary Diamond Shine' are supported by the image of a bottle of nail top coat with diamonds around the it, which the diamonds symbolize the shiny effect given by the product to make the nail color as shiny as a diamond shine. It is also supported by the words 'Micro-Diamond formula' contained in the Body Copy; signify that the product has a formula to make the nail color shinier. The image of two fingers in shiny red nail color shows the result given after using the product, this visual sign also support the texts contained in the Body Copy and Headline part

## CONCLUSION

Based on the foregoing analysis and discussion, there are some points can be drawn as the conclusion. The conclusions are as follows:

- \* Each of the advertisement has its own set of signifier and signified concept to convey message and produce meaning, both verbally and visually. They also accomplish the standard components of press advertisement proposed by Leech (1972:59).
- \* Both verbal and visual signs usually construct an interesting advertisement. The verbal signs in printed advertisement are represented by the -words and sentences consisted in the advertisement, Signature Line parts. While the visual signs found in the Illustration part, which are represented by the pictures consisted in the advertisement. The verbal signs in each of the advertisement have a close relationship with the visual signs consisted in each of the advertisement. Every signifier and signified concept both from the verbal and visual signs in each of the advertisement support each other and thus produce meaning.

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