
BEAUTY CONCEPT REPRESENTED IN WARDAH “FEEL THE BEAUTY” VIDEO ADVERTISEMENT : SEMIOTICS APPROACH

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ABSTRACT

This study is focused to analyze the advertisement for a beauty product called Wardah. The objectives of the study are to find out the signs that contained in Wardah's "Feel the Beauty" campaign advertisement. To analyze the signs, the researcher uses the theory of semiotics from Charles Sanders Peirce. This theory is used because it helps to explain three types of sign content in the advertisement, which is icon, index, and symbol. This study uses descriptive qualitative approach. The result of this study shows that the writer find out, from one advertisement that analysis, the writer finds out the three types of signs, such as icons, index and, symbols, the number of icons that has been found out in the advertisement is 6 (six) data, which all referring to the introduction of Wardah products that claimed can help enhance the confidence of women who use the product. The number of indexes in the advertisement is 4 (four) data, which all data referring to the confident beauty that can improve by using the Wardah product, the number of symbols in the advertisement is 5 (five) data.

Keywords: *Semiotic, Advertisement, Sign, Symbols, Meaning, Wardah "Feel the Beauty".*

1. INTRODUCTION

Semiotics is the study of sign and symbols that are used for communication in society (Chandler, 2007). This study can used as a tool for analysis study in term to make a meaning of a lot things that can be seen as a sign. Therefore, semiotics not only examined signs in specific but also examined the language of science in general. In semiotics, many fields of knowledge are studied which are theater, traditional marriage culture, film, music, advertising and others. It is because this field has verbal and visual signs that contains the meaning that has a function in social life, especially in advertisements. According to Peirce as cited in Yakin and Totu (2014), semiotic has been introduced as the term 'semiology' and proposed the term 'semiotic', which according to him is synonymous with the concept of logic that focuses on the knowledge of human thinking process as portrayed. Pierce also mentions that semiosis involves a process of triadic relationship between a sign or representamen, an object, and an interpretant (Afisi, 2020). Moreover, the semiotic in Pierce is focuses on the type sign that included of an icon, an index, and a symbol. A semiotic is a science or method of analysis to study signs in several media, which is printed or electronic media, such as advertisement (Ibrahim & Sulaiman, 2020). Advertisements uploaded in social media that designed and displayed as attractive as possible without omitting the message inside. Therefore, the language used in the advertisement is persuasive and interesting which can attract the reader to read or see. Besides, the language must be clear, solid, short, and effect on reader (Candra and Putri in Suryana and Merrita (2021).

Beauty is something that every woman always wants. Indonesian woman is known as a woman who has unique beauty concept which can give a different look from another woman from different countries. The beauty concept in Indonesia is created through the patriarchal system and capitalism that influence the myth of beauty which refer to physically beauty (Wiharsari, 2019). This concept can create gender injustice for women and make them to doing physical sacrifices for beauty. The physical sacrifices for beauty to a woman come from the influence of advertisements for cosmetic products featuring the beauty of

female models which makes them imitate the model and believe that beauty comes from the criteria that have by the model itself (Sari, 2015). Therefore, the concept of beauty in Indonesia is controlled by the beauty product advertisement. Beauty product by women refers to cosmetic that all the time by them, which it consists of harmful chemical ingredient which can cause a problem in woman's facial skin.

This research will focus to analyze the advertisement for a beauty product called Wardah. This brand is claimed its product is halal, which means the ingredient of the product not containing pork oil or, etc. It is the special quality that can make women interested to use cosmetic products from Wardah, which give a good effect to women itself, especially in facial skin. Besides, Wardah is one of the affordable beauty local products in Indonesia. Wardah also created the beauty product that appropriate to all skin type of Indonesian woman, which is can help repair skin barriers or all skin problems. To introduce the product, Wardah creates the advertisement video that contained a tagline or campaign about woman's beauty. One of the advertisement campaign videos from Wardah is "Feel the beauty". The researcher chose this advertisement video because this video is consisting the meaning of the real beauty is just not from the looked but also woman can feel the beauty and show it by themselves, which deliver through the signs shown in the advertisement video itself. Through this analysis the researcher investigate to see is it the advertisement campaign video can inspire a woman to understand the concept of beauty, not only for being looked at, but also can inspire women in good ways and feel the real beauty from themselves. Therefore, the researcher is interested to analyze the signs contained in the advertisement campaign video of Wardah "Feel the Beauty" to explain and find out the meaning of the signs themself. There are three previous research that has a similar topic with this research.

The first previous research is conducted by (Suryana & Merrita, 2021) that titled "A Semiotic Analysis of Lipstick Advertisements by Using Charles Sanders Peirce's Theory". That research used semiotic concept of Charles Sanders Pierce's theory. The result of this research study shows that all aspect of the advertisement has different meaning and interpretation. The example is the matte lip ink lipstick with glimmer is represented the attractive and stunning woman that has strong, confidence, aggression, and passion for life. Second, the research conducted by (Maghfira et al., 2022) titled "The Representation of Independent Women in Wardah Advertisement: A study of Semiotic by Pierce". This study research used the theory from Charles Sanders Pierce of semiotic study to figure out the hidden message of all signs in the advertisement. The result of the study shows that the advertisement contains six data of icons, twelve data of index, and nineteen data of symbols. Besides, the researcher find out that the advertisement is delivered to the public not only for marketing but it so help to improve the role of women and used to represent the independent and smart women who show through the color and icons used in an advertisement. Last, (Sembiring, 2021) did a research with titled "Semiotic Meaning in Wardah Advertisement". This study has aim to determine the type of semiotic signs and the meaning of the signs itself in the Wardah Advertisement poster. The analysis process as used theory of semiotic from Charles Sanders Pierce. Besides, the researcher find out the meaning contained in the picture is a woman wearing a hijab that reflects a religion, namely Islam. The result of this study shows that the advertisement contains 12 data of iconics, 8 data of Indexs, and 24 data of symbols on the Wardah Advertisement poster.

The conclusion about the differences and similarities between the previous studies and this study will be explained below. The researcher of the previous studies used Charles Sanders Pierce theory to find out the signs, figure out, and analyze each signs that contained in the advertisement. But there's some differences about the studies. The first study was just analyzed one lipstick product. The second study analyzed the representation of independent woman in Wardah's advertisement and the feeling of beauty of that woman. The third study

analyzed semiotic meaning in Wardah's advertisement. But for this study, the researcher use 3 products instead of 1 which is lipstick, eyebrow pencil, and powder. The researcher also analyze the emotional feelings about the beauty level from the model used in the Wardah advertisement. And the last thing, the researcher also analyze the semiotic meaning from that advertisement.

2. RESEARCH METHOD

To find out and analyze the sign that contains in the advertisement, this research used qualitative descriptive method, because this research was not used the data form of number, but rather words. Is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Qualitative research method starts by defining differences among people in terms of “standard” variables that apply to everybody, although different people display differing levels or amounts of the variables (such as intelligence or extraversion or tolerance for ambiguity) (Cropley, 2022). Based on definition above, the researcher concluded that this research study used the qualitative technique and descriptive analysis method in order to figure out the meaning of message that contained in the Wardah “Feel the Beauty” advertisement and the sign that contained in the advertisement which included of icon, index and symbols.

This research used advertisement video of Wardah that uploaded in official YouTube Wardah that namely “Feel the Beauty”. It is related to the tagline or campaign that introduce the beauty product of Wardah which include of lipstick, cushion and eyebrow pencil. Therefore, the source of data in this research only based on the advertisement video which will analyzes by the researcher in order to figurate the signs component such as icon, index and symbol that contain in the advertisement. Besides, the researcher also will analyze the correlation between the title “Feel the beauty” and the sign component that contain in video advertisement. In order to collect and get the data, the writer use the following procedure Searching the data by watch the advertisement video of Wardah in YouTube. First: choosing the video advertisement from Wardah official video, which namely “Feel the Beauty”. Second: downloading the video for analysis data. Third: Watching the video advertisement of Wardah “Feel theBeauty”. Fourth: Taking note for the data that will be analysis, which is relate to the icon, index and symbol. The process of analyzes data in this research was using the theory of semiotic from Charles Sanders Peirce, which consist of icon, index and symbols. The data will analysis use following procedure, such as: The first step, the research will analyzes the video advertisement by watch the advertisement through of YouTube and take note the data for semiotic sign which included of icon, index and symbols. Second, the researcher started to analyzes and identify the meaning of semiotic sign using the theory Charles Sanders Peirce that already explain in the previous chapter. Third, take the summary for the data result by calculating the number of data for every semiotic sign which included of icon, index and symbols. In other words, the research calculation the total number of icon, index and symbols.

3. FINDING AND DISCUSSION

The researcher will analyze the sign represented in Wardah Advertisement. The analysis of sign has used the theory of sign from Charles Sanders Pierce. Moreover, the finding and discussion will explain and discuss the sign that finds out in the Wardah advertisement.

After watching the advertisement, the researcher finds out the sign that is represented in Wardah advertisements. That sign is classified into two kinds, such as icon, and, symbols. The data for 2 kinds of signs and 2 meaning from each sign can be seen below.

ICON (1)
Dinda Hauw

Figure 1.
Dinda Hauw

The picture above is representing the icon of the Wardah brand by the appearance a woman named Dinda Hauw. Wardah chose Dinda Hauw as the advertising stars in Wardah advertisement because Dinda Hauw is one of Wardah brand ambassador and also an actress, Dinda Hauw has chosen by Wardah because her face shows kindness, she has healthy skin and has naturally blushing lips, it matches Wardah's product UV Protection. Besides, Dinda Hauw is actress who have been famous for a long time she's also muslim woman. The fact that she is muslim prove that Wardah beauty product is halal, this advantages can increase sales of Wardah product. Through this scene, Wardah wants to introduce their beauty product that is useful for help women to solving their beauty problem, especially to help increase self-confidence and beauty that always identic with beauty body and feminine values (Badriya et al., 2018). However, the icon above has already become the identity of the Wardah brand that is suitable with all skin types of Indonesian women, and has a low price. The icon Dinda Hauw has role to introduce the local product that produce by the Wardah brand claim the product is cheap and halal for use by all Indonesian woman.

ICON (2)
Ayana Jihye Moon

Figures 2.
Ayana Jihye Moon

The picture above is representing the icon of the Wardah brand by the appearance a woman named Ayana Jihye Moon. Wardah chose Ayana Jihye Moon as the advertising stars in Wardah advertisement because she is an influencer in Indonesia as well as a spokesperson of Wardah Cosmetics who is a Korean citizen. Ayana Jihye Moon is also a convert to Islam who inspires women in Indonesia, Because of her courage as a Korean woman who decided to convert to Islam. Ayana Jihye Moon has chosen by Wardah because she is a Muslim woman who wears hijab and has influence among Indonesian society and looking at the current cultural phenomena, Korean-style beauty is being favored by Indonesians, seeing this, Wardah chose Ayana Jihye Moon as a Korean celebrity as a brand ambassador. Ayana

Jihye also a beautiful woman, she has a natural beauty from inside and outside, it matches with Wardah Product Eyebrow Pencil that can makes a people looks natural. Through Ayana Jihye Moon shows in Wardah advertisement it makes Wardah Product can more be trusted about the Halal claims. Through that icon benefit, Wardah wants to claim there is Halal and affordable for many Asian woman's

SYMBOLS (1)



Figure 1.

The Scene of "A woman who wearing teal outfit"

The part of scene advertisement above is about the Wardah icon that represented by the woman who wearing teal color outfit which indicated the Wardah brand product itself. That color is referred to the mix color of blue and green, which become identity of Wardah brand. The woman in the advertisement is used by Wardah as the symbols that can represented the beauty product of Wardah that commonly used teal color for the product packaging. Besides, the woman in the advertisement has a role as the brand ambassador who introduce the product by using the that color that already familiar with customer or society. Moreover, the color symbols that used by model commonly used as the product logo or symbols of brand. Wardah used that color to represent the fresh and natural product brand that can suitable with all type of woman skin face. Therefore, Wardah advertisement highlight the color brand in order to represent the brand of Wardah itself that claim has a halal and cheap price of product (Witasari, 2022).

SYMBOLS (2)



Figure 2.

The Scene of "The model of Wardah"

The part of the scene advertisement above is about the "Feel the Beauty" slogan that indicates Wardah always supported woman's confident beauty. That slogan is used as slogan that referred to the product of Wardah used by woman as the beauty product that help

increase the beauty confidence and natural beauty a woman. Through that slogan, Wardah wants to challenge woman for express their beauty by using Wardah products introduced in the advertisement. Besides, that slogan also can help Wardah deliver the message to the woman related to beauty appearance, and self-confident. Moreover, that slogan becomes symbols campaign that refers to beauty confidence for a woman. To deliver the campaign, Wardah introduced its beauty product, such as powder, lip cream, and eyebrow. Through that introduction, Wardah wants to make a woman confident to show their beauty by using their product. Therefore, that slogan can give information by delivering the visual and verbal signs of the Wardah product itself (Mirani et al., 2021).

4. CONCLUSION

According to the result of analysis data of signs in the Wardah advertisement “Feel the Beauty”, it can be concluded that, Wardah want to deliver a beauty is not just from it looks but beauty can be felt by the woman itself. From one advertisement that analysis, the writer finds out the three types of signs, such as icons, index and, symbols. The number of icons that find out in the advertisement is 6(six) data, which all data referring to the introduction of Wardah products that claim can help women beauty confidence. The number of indexes in the advertisement is 4(four) data, which all data referring to the confident beauty that can improve by using the Wardah product. The number of symbols in the advertisement is 5(five) data, which all data referring to the color and product logo used by Wardah products. Based on the one video advertisement that analysis by the writer, the sign that find out is referring to product introduction and brand images.

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