# SEMIOTIC ANALYSIS OF BEAUTY ADVERTISEMENTS IN THE UNITED STATES

### **A THESIS**

Presented in a Partial fulfilment of the Requirements for Completing the Sarjana Degree in Department of English Literature



By

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2022

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## APPROVAL SHEET II

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### **ACKNOWLEDGEMENT**

Alhamdulillaahirabbil'aalamin, all praises to Allah SWT, the Lord of the universe for the blessing and guidance, the writer finally is able to complete the thesis entitled "SEMIOTIC ANALYSIS OF BEAUTY ADVERTISEMENTS IN THE UNITED STATES" that is one of the requirements for getting bachelor degree of English Literature in the Faculty of Cultural Science in the University of 17 August 1945 Surabaya.

In accomplishing this thesis, I am fortunate to get contributive advice from others. Therefore, I would like to express my greatest gratitude to the following people.

- Mateus Rudi Supsiadji, S.S., M.Pd. Dean of the Faculty of Cultural Science University of 17 August 1945 Surabaya and also as the supervisor who has kindly guided and encouraged the writer from the beginning of the thesis until the end of it,
- Dr. Pariyanto, M.Ed Head of Department of English Literature University
   17 August 1945 Surabaya,
- 3. Dr. Pininta Veronika Silalahi, M.Pd., as the supervisor who has kindly guided, criticized, and encouraged the writer from the beginning of the thesis until the end of it,
- 4. All lecturers of Department of English Literature University of 17 August 1945 Surabaya,
- 5. My parents, especially My Mother Tutik Triowati who have given me an endless love, prayers and support to finish my study in this university,
- 6. Yoga Rizal Al Fahmi, my special person who always supports and accompanies me in doing my thesis,
- 7. Miss Audy and Miss Yona, My best leaders who always support and give me permission to make it easier for me to finish this lecture,
- 8. Amanda, Dinda, Karen are my best partners at work who always support and understand my situation due to busy college condition,

9. Dian, Yuli, Erna, my boarding house friends who always encourage me,

10. Last but not least, I want to thank me, I want to thank me for believing in

me, I want to thank me for doing all this hard work and I want to thank me

for dealing with all that I have been through.

I sincerely hope that the good things found in the thesis can be useful for

those who study English Literature.

Surabaya, 1 July 2021

Della Reffy Efanda Putri Hartuti

7

## TABLE OF CONTENTS

APPROVAL SHEET I	i
APPROVAL SHEET II	ii
SURAT PERNYATAAN	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	vi
ABSTRACT	viii
CHAPTER I: INTRODUCTION	
1.1 Background of study	1
1.2 Statement of the problem	
1.3 Objective of the study	
1.4 Scope and Limitation of the Study	4
1.5 Significance of the study	5
CHAPTER II: REVIEW OF RELATED LITERATURE	6
2.1 Previous Studies	6
2.2 Theoretical Framework	7
2.2.1 Semiotics	7
2.2.2 Sign	11
2.2.3 Connotation and Denotation	12
2.3 Advertisement	12
CHAPTER III: RESEARCH METHOD	15
3.1 Research Design	
3.2 Data Sources	
3.3 Data Collection and Analysis Procedure	19
CHAPTER IV: ANALYSIS	21
4.1 Maybelline New York - GiGi Hadid   New Super Stay Matte Ink Lipstick	
Birthday Edition	
4.1.1 Verbal Sign	
4.1.2 Non-Verbal Sign	
4.1.3 Utterance	
4.2 Revlon – UltraHD Vinyl Lip Polish	
4.2.1 Verbal Sign	26

4.2.2 Non-verbal Sign	27
4.3 Estee Lauder – Pure Color Illuminating Shine Lipstick	
4.3.1 Verbal Sign	29
4.3.2 Non-Verbal Sign	
·	
CHAPTER V: CONCLUSION	34
5.1 Conclusion	34
5.2 Suggestion	34

## **BIBLIOGRAPHY**

### **ABSTRACT**

This paper aims to determine the description of the denotation and connotation sign contained in US beauty product advertisement. In completing this research, the writer uses 3 beauty product advertisement, namely: Maybelline New York, Revlon, and Estee Lauder as materials used to determine the meaning of denotation and connotation signs using Roland Barthes' (1964) theory. This study uses a qualitative approach to describe the semiotic phenomena of signs of denotation and connotation in US beauty product advertisement, including the depiction of signified and signifiers in beauty product advertisement based on denotative and connotative meanings. From the analysis, the writer conducted verbal and non-verbal analysis of words, pictures, and utterances of each beauty product advertisement. By using connotative meanings, advertisers and copywriters attempt to build an image for the consumer's perspective that each beauty product advertisement has their own characteristics in marketing their advertisements. Finally, the writer concluded that those 3-beauty product advertisements contain signs including words, pictures, and utterances, the writer also found that in the beauty products advertisement, many signs contain meanings. In understanding the sign, it is needed to understand the semiotic theory by Roland Barthes that consists of the concepts: denotation and connotation. Denotative is the first sign, and connotative is the second sign supported by myth. After analyzing verbal and non-verbal signs of beauty products based on Roland Barthes's semiotics theory, the writer finds that verbal signs are more dominant than non-verbal signs, but the differences are insignificant. Beauty Product informs both verbal and non-verbal, it makes the advertisement clearer and more interesting.

**Keywords**: denotation, connotation, semiotic, beauty product advertisement