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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FACULTY OF CULTURAL SCIENCE

UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

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This is to certify that the Sarjana Thesis of DELLA REFFY EFANDA PUTRI HARTUTI entitled "SEMIOTIC ANALYSIS OF BEAUTY ADVERTISEMENTS IN THE UNITED STATES" has been approved by the thesis advisor for further approval by the Examining Committee

Surabaya, 01 July 2022

Advisor,

Dr. Pininta Veronika Silalahi, M.Pd.

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APPROVAL SHEET II

This is to certify that the Sarjana Thesis of **DELLA REFFY EFANDA PUTRI HARTUTI** entitled **"SEMIOTIC ANALYSIS OF BEAUTY ADVERTISEMENTS IN THE UNITED STATES"** has been examined and approved by the thesis Examining Committee as the requirement for Sarjana Degree in English Literature

Surabaya, 01 July 2022

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Della Reffy Efanda Putri Hartuti

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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*