

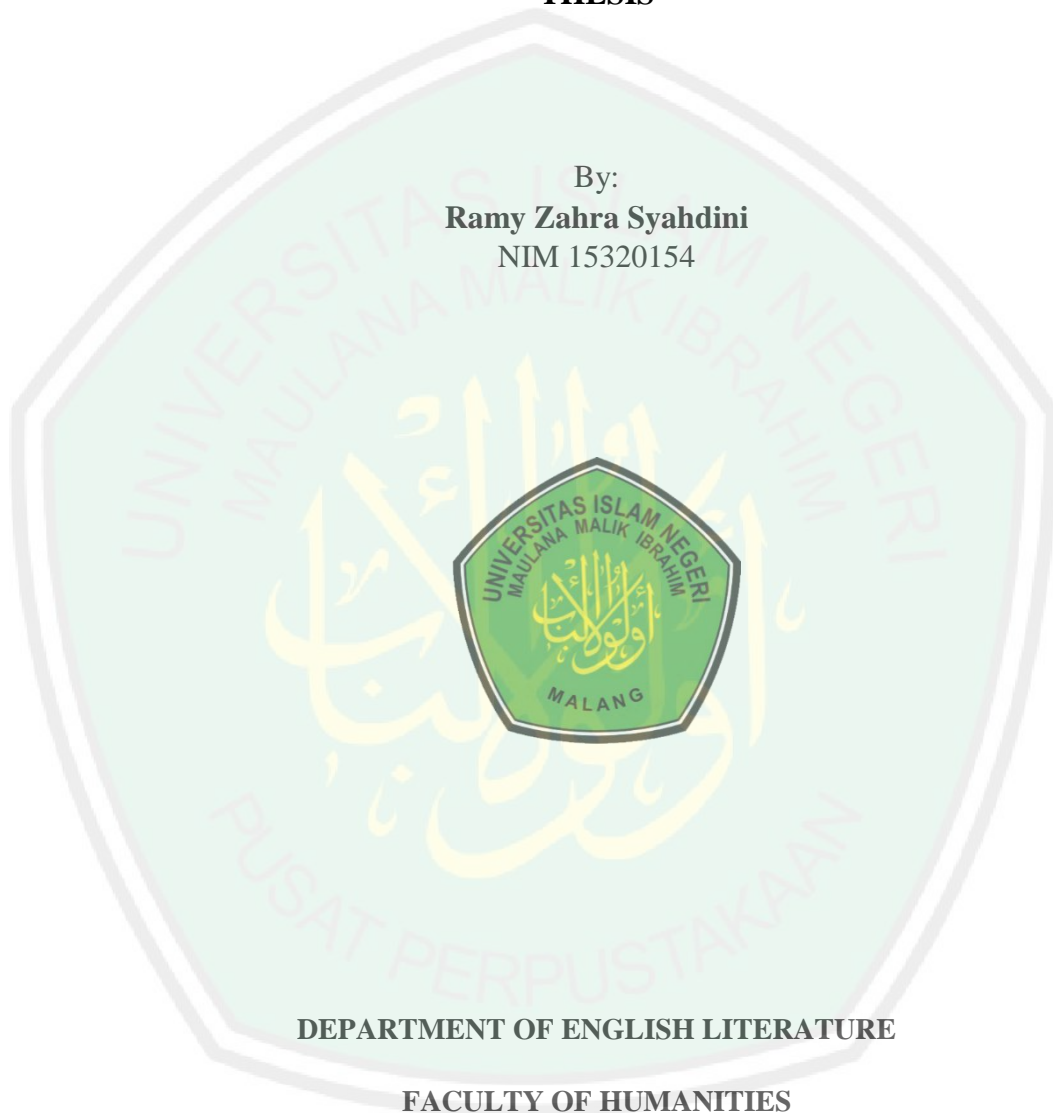
SEMIOTIC ANALYSIS OF *L'OREAL PARIS* ADVERTISEMENT

THESIS

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DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG

2019

SEMIOTIC ANALYSIS OF *L'OREAL PARIS* ADVERTISEMENT

THESIS

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In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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STATEMENT OF AUTHORSHIP

I state that the thesis under the title “*Semiotic Analysis of L’oreal Paris Advertisement*” is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Due to this fact, I’m the only person responsible if there is an objection or claim.

Malang, November 11, 2019

The Writer



Ramy Zahra Syahdini

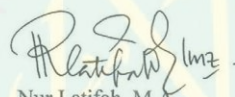
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This to certify that Ramy Zahra Syahdini's thesis entitled **Semiotic Analysis of L'oreal Paris Advertisement** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

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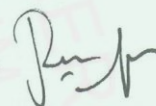
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MOTTO

أَلَمْ تَرَ كَيْفَ ضَرَبَ اللَّهُ مَثَلًا كَلِمَةً طَيِّبَةً كَشَجَرَةٍ طَيِّبَةٍ أَصْلُهَا
ثَابِتٌ وَفَرْعُهَا فِي السَّمَاءِ ﴿١٤﴾ تُؤْتِي أُكْلَهَا كُلَّ حِينٍ بِإِذْنِ رَبِّهَا
وَيَضْرِبُ اللَّهُ الْأَمْثَالَ لِلنَّاسِ لَعَلَّهُمْ يَتَذَكَّرُونَ ﴿١٥﴾

“Do you not see how God presents a parable? A good word is like a good tree—
its root is firm, and its branches are in the sky. It yields its fruits every season by
the will of its Lord. God presents the parables to the people, so that they may
reflect.”

(Quran 14 : 24-25)

DEDICATION

I dedicate this thesis to:

1. My dearest parents, Yudi Utomo and Umi Hanik.
2. My brother and sisters, Yudhan Faishal Ahmad, Yuhan Farah Maulida, and Cahya Muna Ramadhani.
3. My aunt, Nikmatul Khotimah.
4. My advisor, Nur Latifah, M.A.
5. My beloved supporters, Hani Nadhilah, Dewi Rohmatul, Livia Dewi, Nuri, Afi, Naufal and others whom I cannot mention one by one. Thank you very much.
6. My partners in Phoneme.

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First, I want to say *Alhamdulillah*, much praises to Allah SWT., who always gives me strength to survive finishing the thesis “Semiotic Analysis of *L’oreal Paris* Advertisement” Also, to the prophet Muhammad SAW, who guides people to the truth way.

Therefore, I would like to say thanks to my advisor, Nur Latifah, M.A. for giving me advice and encouragement to finish my thesis. Although, it is not easy to finish this thesis. Also, I want to say thanks to all of Lecturers in English Literature Department who have given me valuable knowledge and advice.

Thank you to my family, my father, mother, brother and sisters, aunty for being my beloved supporters. Also, I say thank you very much to all my friends who always support and help me until this time. Without you all, I cannot survive to finish this thesis. For the last, I hope this thesis is useful for all the readers. I will be very welcomed if there are comment and correction.

Malang, November 11, 2019

The Writer

Ramy Zahra Syahdini

ABSTRACT

Syahdini, Ramy Zahra. 2019. **Semiotic Analysis of *L'oreal Paris* Advertisement**. Minor Thesis (*Skripsi*) Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Nur Latifah, M.A.

Keywords : Connotation

Connotation is a second-order meaning which is transformed from a first-order meaning (denotation) by a signifying system. This theory is found by Roland Barthes who continues the developed thought from Louis Hjelmslev as the linguist. Connotation is the part of semiotics. Semiotics as a discipline is the analysis of signs or the study. It is also the study of the function of sign systems. Semiotics is a branch of linguistics to study signs and the whole things related to the sign system and its meaning.

This thesis analyzes the connotation inside the video of *L'oreal Paris* advertisement. This analysis contains of 3 video which are from 2013, 2014, and 2018. The writer categorizes the signs into 3 kind. There are picture, utterance, and body language. From this analysis, the writer finds that the connotation in this advertisement is affected by the concept of beauty in France. This thesis uses the descriptive qualitative research by describing the collected signs.

This thesis has some results that beauty is shaped by society, the aspects of beauty that attached to French women, and also the preference of French women about makeup and the products they prefer. The women in France do not spend the money to buy many products of makeup but less makeup with expensive price and high quality. The preference of French women is natural looks for makeup. However, the products that show in the video is not only advertise the natural looks makeup but also the colourful, luxury, and pierce makeup. It shows that *L'oreal Paris* does not only represent the French culture but also the difference in beauty preference in various countries.

ABSTRAK

Syahdini, Ramy Zahra. 2019. **Semiotic Analysis of *L'oreal Paris Advertisement***. Skripsi Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Nur Latifah, M. A.

Keywords : Konotasi

Konotasi adalah makna susunan kedua yang ditransformasikan dari makna susunan pertama (denotasi) oleh sistem penandaan. Teori ini ditemukan oleh Roland Barthes yang melanjutkan pemikiran yang dikembangkan dari Louis Hjelmslev sebagai ahli bahasa. Konotasi adalah bagian dari semiotika. Semiotika sebagai suatu disiplin adalah analisis tanda atau pelajaran. Ini juga merupakan studi tentang fungsi sistem tanda. Semiotika adalah cabang linguistik untuk mempelajari tanda-tanda dan seluruh hal yang terkait dengan sistem tanda dan artinya.

Skripsi ini menganalisis makna konotatif di dalam video iklan L'oreal Paris. Analisis ini berisi 3 video yang berasal dari tahun 2013, 2014, dan 2018. Penulis mengategorikan tanda-tanda menjadi 3 jenis, yaitu gambar, ucapan, dan bahasa tubuh. Dari analisis ini, penulis menemukan bahwa konotasi dalam iklan ini dipengaruhi oleh konsep kecantikan di Perancis. Skripsi ini menggunakan penelitian kualitatif deskriptif dengan menggambarkan tanda-tanda yang terkumpul.

Skripsi ini memiliki beberapa hasil bahwa kecantikan dibentuk oleh masyarakat, aspek kecantikan yang melekat pada wanita Prancis, dan juga pilihan kosmetik dan produk yang mereka sukai. Para wanita di Perancis tidak menghabiskan uang untuk membeli banyak produk kosmetik tetapi sedikit kosmetik dengan harga mahal dan kualitas tinggi. Pilihan wanita Perancis adalah penampilan kosmetik yang alami. Namun, produk-produk yang ditampilkan dalam video tidak hanya mengiklankan riasan wajah alami tetapi juga riasan berwarna-warni, mewah, dan tampak tajam. Ini menunjukkan bahwa L'oreal Paris tidak hanya mewakili budaya Perancis tetapi juga perbedaan pilihan kecantikan di berbagai negara.

مستلخصة البحث

رامي زهرا شهدني 2019. تحليل السيميائية إعلان لوريال باريس. البحث الجامعي، قسم اللغة الإنجليزية وأدبها، كلية علوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج

المشرف: نور لطيفة الماجستير

الكلمات المفتاحية: دلالة

معنى الإضافي هو معنى الترتيب الثاني الذي يتحول من معنى الترتيب الأول (معنى الأصلي) بواسطة نظام الوسم. اكتشف هذه النظرية رولاند بارثيس الذي واصل الفكر الذي طور من لويس هيلمسليف باعتباره لغوياً. معنى الإضاف هي جزء من السيميائية. السيميائية باعتبارها تخصصاً هو تحليل الرمز أو الدروس. هذه أيضاً دراسة وظيفة نظام الإشارة. السيميائية هي فرع من علم اللسانيات لدراسة الرمز وكل ما يتعلق بنظام الرمز ومعناه.

تحلل هذا البحث المعنى الإضافي في مقاطع الفيديو الإعلانات لوريال باريس. يحتوي هذا التحليل على 3 مقاطع فيديو من 2013 و 2014 و 2018. تصنف الباحثة الرمز إلى 3 أنواع ، وهي الصورة والكلام ولغة الجسد. من هذا التحليل ، وجدت الباحثة أن معنى الإضافي في هذا الإعلان تأثرت بمفهوم الجمال في فرنسا. تستخدم هذا البحث المنهج الكيفي الوصفي من خلال وصف الرمز المجمع.

أما نتيجة من هذا البحث التي حصلت الباحثة أن الجمال يشكل من خلال المجتمع، وجوانب الجمال المتأصلة في النساء الفرنسيات ، وكذلك اختيار مستحضرات التجميل والمنتجات التي يحبونها. لا تنفق المرأة في فرنسا أموالاً لشراء الكثير من مستحضرات التجميل ولكنهن يستهلكن قليلاً من مستحضرات التجميل بأسعار مرتفعة وجودة عالية. اختيار المرأة الفرنسية هو مظهر تجميلي طبيعي. ومع ذلك ، فإن المنتجات المعروضة في الفيديو لا يعلن فقط عن مكياج للوجه الطبيعي ولكن أيضاً عن مكياج ملون وفخم ورائع. هذا يدل على أن لوريال باريس لا تمثل الثقافة الفرنسية فحسب ، بل تمثل أيضاً الاختلافات في خيارات الجمال في مختلف البلدان.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

There are many signs used in every place, such as in advertisement, television, pictures, and other media. Signs can be from speech, body language and symbols to paintings, music and Morse code (Ukessays, 2018). Saussure (1916) produces semiotic research contains about meanings that connect to the signs. They are problematic, relational, and culturally contextual. (Schirato and Yell 2000, p. 19). This research analyses the signs' meaning in the video of *L'oreal Paris*' advertisement which are verbal and nonverbal.

Barthes (1964) describes about denotation and connotation. Denotation is giving the meaning literally or first order meaning, whereas connotation is the second order meaning. Connotation can be found by system of signifying. This is the developed thought from Louis Hjelmslev as the linguist. (Allen, 2003, p. 50-51). For this reason, the study about connotation is absolutely related with linguistics. This research is expected to add more understandings about the linguistic aspect, beside of the role as the knowledge of culture. Connotation vocabulary has possibility to allocate the presence of a component of culture (Ali, 2006).

The research about *Semiotic Analysis of L'oreal Paris Advertisement* analyses about how the sign can produce connotative meaning. The writer analyzes the connotation of the sign included picture, sentence, and gesture of the models. Connotation is considered from a broad perspective. Connotation can exist in several forms of arts including architecture, sculpture and painting (Ali, 2006). The writer also tries to analyze the unusual phenomena in the advertisement related to the connotation, including the presence of male model in that video whereas the cosmetic advertisement usually brings up women as the models. This research uses connotation as the theory from Barthes.

Nowadays, the internet has been growing fast. All people usually use the internet in their daily life. YouTube becomes the application that usually used. Recently, YouTube CEO Susan Wojcicki revealed there are 1.8 billion registered YouTube users who watch videos on the platform every month. This number does not include viewers watching videos on YouTube without creating an account (Yordan, 2018). Based on this data, it proves the significant number of YouTube users. The use of YouTube can make easier in learning language. Learning a foreign language by hearing and seeing how that language is spoken will be intensive in a video format (Crick, 2016, p. 229). It shows that YouTube has a role in language learning.

This research uses *L'oreal Paris* advertisement as the object of the research because of the role of this product as the International cosmetic product. Based on *Forbes* magazine, *L'oreal Paris* is one of top 10 global

beauty brands (Forbes, 2012). As an International brand, people are familiar with this brand. Whereas *L'oreal Paris* advertisement in 2013, 2014 and 2018 are chosen to be analyzed because the writer has compared video in 2013, 2014, 2018, and 2019. The appropriate video to be analyzed are in 2014 entitled *L'oreal Paris 2014 (NEW VIDEO)*, in 2018 entitled *L'oreal Paris X Balmain*, and in 2013 entitled *L'oreal Paris Color Riche Commercial*. Those 3 videos are chosen because the signs in video 2018 entitled *L'oreal Paris X Isabel Marrant- The Most Wanted Collocation* are just pictures and gestures of the models. Also, in the video 2019 entitled *L'oreal and The Princes Truth*, the signs are just included as utterances. So, the kind of signs in video 2013, 2014, and 2018 are more complete than the other videos, included pictures, sentences, and gestures of the models.

There are some previous studies related to the theories and object. The first previous study is thesis entitled *The Aspects of Semiotics Using Barthes's Theory on "A Series of Unfortunate Events" Movie Poster* by Farah Hanum Isfandiyary (2017). This thesis analyzes a poster "*A Series of Unfortunate Events*" using Semiotic theory of Roland Barthes. This thesis uses the same theory but different categorizing of signs. This thesis analyzes just picture and words from the poster. The second previous study is the thesis entitled *A Semiotic Analysis on The A-Mild Advertisements Using Roland Barthes' Theory* by Tazkiyatul Fikriyah A'la (2011). This thesis analyzes about the connotative meaning in the *A-Mild* Advertisement. This thesis uses the same

theory but different kind of advertisement. This thesis uses the advertisement on the big billboard which contains of just the picture and words.

The next previous study is on the thesis entitled *Denotative and Connotative Meanings in Masha and The Bear Cartoon Movie (A Semiotic Analysis)* by Dewi Mustika Muslimin (2017). This thesis focuses on the difference between denotative and connotative meaning in picture, whether the findings in the thesis entitled *Semiotic Analysis of L'oreal Paris Advertisement* focus on the connotation in picture, sentence and gesture of the models. The fourth previous study is in journal with the title *Denotative and Connotative Meaning of Signs in Lombok Musical Instrument (Gendang Beleg)* by Fahimah Saifuddin (2018). This journal uses the same theory of Connotation but limited in the nonverbal object, whereas the thesis of *Connotation Analysis of L'oreal Paris Advertisement* uses verbal and nonverbal signs.

The fifth previous study is in the journal entitled *Beauty Construction on Pond's White Beauty Gita Gutawa Version: Semiotic Analysis of Advertisement* by Dona Rahayu Sugiharti (2018). This journal uses the same object but different theory of semiotics. This journal uses a semiotic theory of triangle meaning by Charles Sanders Peirce. The last previous study is in the thesis *Denotative and Connotative Analysis on The Advertisement of New Axe Provoke Even Goddesses Will Fall Version* by Hartoyo Ariyadi (2014). This thesis uses the same theory but just limited in the nonverbal signs.

This study begins with the assumption that *L'oreal Paris* advertisement contains of connotative meaning. The connotative meaning itself affects the concept of beauty in France. Through the theory of connotative meaning by Roland Barthes, the writer hopes that people especially who read this research will get the deeper understanding and broad knowledge about every sign in the *L'oreal Paris* advertisement also how signs can give effect to the meaning.

1.2 Problem of the Study

The research is undertaken to answer the following questions:

1. Which kind of sign is dominant to appear in the analysis of *L'oreal Paris* advertisement 2013, 2014, and 2018?
2. Why does the connotative meaning affect the concept of beauty in *L'oreal Paris* advertisement 2013, 2014, and 2018?

1.3 Objective of the Study

Based on the research questions, the objective of the study are:

1. To describe the kind of signs that analyzed in the video of *L'oreal Paris* advertisement 2013, 2014, and 2018.
2. To comprehend the reason why the connotative meaning affects the concept of beauty in *L'oreal Paris* advertisement 2013, 2014, and 2018.

1.4 Significances of the Study

The significance of the study are:

This thesis practically can be a reference for the analysis using similar theory or object in the future as well as in the field of semiotics. This study will be useful for the next researchers to conduct the other studies with different objects, such as film, music video, and song. Furthermore, the writer hopes that this research can provide the deep understanding and broad knowledge about the theory of connotation.

1.5 Scope and Limitation

This research focuses on the analysis of 3 videos of advertisement from *L'oreal Paris* in YouTube. The first video is entitled “*L'oreal Paris Color Riche Commercial*”. It was uploaded by *876fashion* account in July, 2, 2013. The second video advertisement is “*L'oreal Paris 2014 (NEW VIDEO)*” which published in 2014. This video was uploaded by *UndergroundGoblin* account. The last advertisement video is entitled “*L'oreal Paris X Balmain*”. It was uploaded by *L'oreal Paris Pakistan* account in June, 2, 2018. The writer is just limited to analyze the advertisement in 2013, 2014 and 2018. This research uses the theory of connotation by Roland Barthes. It will discuss about the connotative meaning of every sign in that video advertisement. The analysis focuses on the pictures, sentences, and gesture of the models.

1.6 Definition of Key Terms

Based on the title of research, the definition of key terms are:

1. **Connotation:** A second-order meaning which is transformed from a first-order meaning (denotation) by a signifying system (Allen, 2003).
2. **L'oreal Paris:** The International beauty care company from France that focusing on selling the cosmetic product included color, hair care, hair style, skin care and cosmetics. (L'oreal Paris, n.d.).
3. **Advertisement:** Advertisement is from the word *adverte*. It means “go forward”. Berkhouwer said that every statement that purposely to be pointed in public in any form, where is appeared by the actor for marketing or service sales (Winardi, 1992).

1.7 Previous Studies

There are some previous studies that used by the writer within the same objects or theory are:

The first previous study is thesis entitled *The Aspects of Semiotics Using Barthes's Theory on "A Series of Unfortunate Events" Movie Poster* by Farah Hanum Isfandiyary (2017). This thesis analyzes a poster “*A Series of Unfortunate Events*” using Semiotic theory of Roland Barthes. It focuses on the analysis of verbal and nonverbal signs whether it is from words or picture.

After that, the writer finds the meaning behind those signs. The writer finds that the poster shows the unfortunate events that happened to people in the poster.

The second previous study is the thesis entitled *A Semiotic Analysis on The A-Mild Advertisements Using Roland Barthes' Theory* by Tazkiyatul Fikriyah A'la (2011). This thesis analyzes about the connotative meaning in the A-Mild Advertisement. This research compares 6 advertisements in the different place of billboard. The analysis begins with understanding the meaning of "Go Ahead" with the theory of connotative meaning by Roland Barthes. From the findings, the myth can be gotten from the recent condition of the advertisement making. The example is the information about the rule of cigarette production.

The next previous study is on the thesis entitled *Denotative and Connotative Meanings in Masha and The Bear Cartoon Movie (A Semiotic Analysis)* by Dewi Mustika Muslimin (2017). The writer classifies 9 data of the signs. Every data contains of 1 until 3 pictures of the scene. After that, the writer differs between denotative and connotative meaning, it also describes about the types of connotation. There are attitudinal, associative, affective, and allusive meaning. The finding shows that the dominant type is allusive meaning.

The fourth previous study is in journal with the title *Denotative and Connotative Meaning of Signs in Lombok Musical Instrument (Gendang Beleq)* by Fahimah Saifuddin (2018). This journal analyses 2 men who were beating *Gendang Beleq* and using traditional clothes of *Sasak*. In second order of

meaning, those 2 men who were beating *Gendang Beleg* means giving spirit to the fighters after the war from the loud sound of music.

The fifth previous study is in the journal entitled *Beauty Construction on Pond's White Beauty Gita Gutawa Version: Semiotic Analysis of Advertisement* by Dona Rahayu Sugiharti (2018). This thesis concludes that *Pond's White Beauty* advertisement creates a concept of beauty for Indonesia's women. It shows that a beautiful woman is a woman who has the white skin as the Korean women. *Pond's white beauty* product offers the beauty to persuade the Indonesia's women.

The last previous study is in the thesis *Denotative and Connotative Analysis on The Advertisement of New Axe Provoke Even Goddesses Will Fall Version* by Hartoyo Ariyadi (2014). This thesis analyses every sign by capturing every scene that is needed. There are 23 scenes that included to the analysis. From the findings, the denotative level shows that the producers want to persuade the consumers by showing the coming of goddesses if the consumers use *Axe* product. In connotative level, it means the consumers will get everything if they buy the product. From the analyses, the writer finds the ideology, which is masculinity.

1.8 Research Method

This discussion of Research Method includes the research design, research instrument, data sources, data collection and data analysis.

1.8.1 Research Design

This research will describe the analysis on descriptive form, so the use of a long description is allowed. This research is categorized as a descriptive qualitative research. The theory that used is the theory of connotation by Roland Barthes. It is included as semiotics theory. This theory focuses on describing the collected signs in the video advertisement of *L'oreal Paris* 2013, 2014 and 2018.

1.8.2 Research Instrument

The research instrument of this research is human because the analysis focuses on pictures, sentences, and gestures of the models. So, the writer does not need to do the observation.

1.8.3 Data Sources

The writer takes the primary data source from YouTube that contains of 3 video advertisement of *L'oreal Paris* cosmetic product. The first video is entitled *L'oreal Paris Color Riche Commercial*. It was uploaded by *876fashion* account in July, 2, 2013. The second video is from *L'oreal Paris 2014 (NEW VIDEO)*. This video was uploaded by *UndergroundGoblin* account that was published on March, 22, 2014. The third video is entitled *L'oreal Paris X Balmain*. It was uploaded by *L'oreal Paris Pakistan* account in June, 2, 2018. The secondary data of this research are taken from the journals, articles and books about the connotation.

1.8.4 Data Collection

The writer collects the data by doing some steps. First, the writer watches the YouTube that contains the advertisement of *L'oreal Paris* cosmetic product entitled *L'oreal Paris Color Riche Commercial*, *L'oreal Paris 2014 (NEW VIDEO)*, and *L'oreal Paris X Balmain*. After that, the writer notes which signs that will be analyzed.

1.8.5 Data Analysis

After collecting the data, the writer categorizes the signs as nonverbal and verbal signs. After that, the signs are divided into pictures, utterances, and body languages. From the data, the writer catches the signifiers also discovers the signifieds. This first order of signification produces the denotation. Thereafter, that denotation becomes the signifiers in the second order of signification that produces the connotation. This theory is from Barthes. From those connotative meanings, the writer gets the concept of beauty in video of *L'oreal Paris* advertisement. Finally, the writer finds the conclusion to answer the problem of study.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Introduction to Semiotics

Semiotics as a discipline is the analysis of signs or the study. It is also the study of the function of sign systems. The concept that sign systems are good consequences is convenient to understand. Nevertheless, the recognition of the need to study sign system is immensely a modern phenomenon. As it is stated by Sebeok (2001) that linguistics as only a branch of semiotics, however, indeed semiotics is created from linguistics. Therefore, the aftermath is that semiotics is a branch of linguistics to study signs and the whole things related to the sign system and its meaning.

Before describing about the theory of semiotics from Roland Barthes, this approach has to be placed in the perspective of Saussure with kinds of concepts such as langue, parole, synchronic, diachronic, syntagmatic, paradigmatic, and especially signifier and signified (Budiman, 2002, p. 84). Those concepts will be described in this section.

2.1.1 Sign

Sign for semiotics is firstly defined by Saussure in 1950. He defined the sign is in the form of something concrete such as sounds, letters, gestures, also the image which have the role to be the signifiers. Those signs produce the

concept of signified, which the signifier refers to. That scheme is called by signification (Sebeok, 2001, p. 5-6). Another definition about sign is from Marcel Danesi. Based on his perspective, a sign is anything that stands for something than itself. It is included as an object, a gesture, a colour, a wink, a mathematical equation, and etc. For example, “red” is a sign. It is something or anything (a colour) that stands for something else (it can be an ideology of politics) (Danesi, 2004, p. 4).

There are mainly 6 kind of signs that analyzed in semiotics (Sebeok, 2001, p. 8-11). The first kind of sign is symptom. All of the animals produce symptom that is useful as warning signs. A symptom implicitly shows intellectual, emotional, and social phenomena that is from the analogy of causes and physical processes. Sebeok gave the example in the sentence “Their dislike of each other is a symptom of circumstances”. Here Sebeok gave the analogy “their dislike of each other” with “circumstances”. It indicates here that “their dislike of each other” is a *sympton*.

The second kind of sign is signal. All animals have the capacity to use and react the specific signals to survive. For example, birds produce sounds like a kind of coo. A bodily communication among human also show the existence of unwitting signals, which is unrealized. For example, most of people are attracted with the women who have “large pupils”, because it is looked younger and more interesting. These signals also can be used for realized purposes such as nodding, looking, and kicking. Signals also can be available

for conventional social function. The example are the traffic lights and semaphore.

The next kind of signs are icons, indexes, and symbols. The classification of those signs are from Pierce. An icon is a kind of sign that is made to imitate the original referents in various way. The example is a photograph. It imitates the referent like a thing or a view, which is imitated in virtual way. The other example is a sculpture. It imitates a referent (for example a figure or a character) in artificial way.

The next is an index. Index is a sign which has the meaning of the relation between something or someone with where their place in time or space. For example, the smoke is the index of there is a person who do smoking. The fifth kind of sign is symbol. Symbol is the type of sign that exists for its referent with an arbitrary also conventional way. Symbolicity is about what determines the human's view about the other species. It allows human to represent the world from the situations which response is produced by stimulus. For example, words generally are classified as symbols. Each signifier that contains of sound, figure, image, colour, object and the others also are categorized as symbolic signs.

The sixth and last type of sign is the name. A name is given to a member of species to differ each other. The example is the name of human. It is given to identify each person based on the (for example) ethnic and gender (Sebeok, 2001, p. 8-11).

2.1.2 Signifier

Signifier is an aspect of the sign that has the characteristic of sensible. In other words, it can be detected with the senses. The existence of signifier cannot be separated with the signified. Based on Barthes, signifiers contain of material such as sounds, objects, images, and the others (Budiman, 2002, p. 89).

2.1.3 Signified

Signified represents the mental aspect of the signs. It has a psychological and abstract nature that is given through denotation. It contains of the concepts in the signifier itself. Although signifier and signified can be differed, but practically they cannot be separated. If there are no signifiers, also there are no signifieds. The combination of signifier and signified produces the sign (Budiman, 2002, p. 89-90).

The Signs	The Nature
Signifier	Material
Signified	Mental Representation / Psychological

2.2 Barthes Theory of Semiotics

Barthes (1967) states the objectives of Semiology is to get any system of signs whatever their substances and limits. For instance, images, gestures, musical sounds, and objects. Those are as a system of significance. Roland

Barthes also stated that semiology is part of linguistics; to be precise; it is the part to comprehend the signifying unities of discourse (Isfandiyary, 2017).

Barthes (1967) says that denotative meaning is focused in the theory of Saussure. Then, it developed to the next theories especially by Roland Barthes (after Hjelmslev). It used to find the important dimension of meaning (Chandler, 2007, p. 138).

2.2.1 Connotative Meaning

Connotation is the term that is used to assign the social- cultural and personal associations. It is included the emotional and ideological of the sign. It is absolutely related with the interpretation about age, gender, class, ethnicity and etc. Connotative meaning is more open to be interpreted than denotative meaning. Based on the 'The photographic message' (1961) and 'The rhetoric of the image' (1964), Barthes said that in photography, connotations can be differed from denotations. Fiske (1982) said that denotation shows what is photographed, and then connotation is how it is photographed. Barthes (1974) tried to conclude that connotation produces the interpretation of denotation, the interpretation obvious medium, and of signifier and signified as being coincident (Chandler, 2007, p. 138).

Connotative meanings are gotten obviously from the natural interpretation whether denotative meanings are exactly literal and universal meaning, not about ideological meaning. Silverman (1983) said that learning denotation indirectly makes the learners also learn about connotation. When the theorists

do the analysis to distinguish between connotation and denotation, practically they cannot be perfectly separated. Voloshinov (1973) concludes that there are no division between denotative and connotative meaning because the meaning can be gotten from evaluation. It means that the meaning is always related with the value of personal judgement. Also, describing about connotation and denotation means describing about codes (Chandler, 2007, p. 139). It shows that although there are differences between denotative and connotative meaning, there are also similarities between them.

Part of semioticians agree that connotative meaning can be gotten from the various interpretation. Also, it needs cultural and historical context to interpret the meaning. It causes difficult to perceive that the meaning can be gotten in literal way. Denotative meaning is easy to be agreed by the people in the same culture, whether connotative meaning from the sign cannot be complete. It means it is not easy to be agreed. Nonetheless, there is a risk if incorrectly determine the connotative meaning. It can be focus on the subjective perspective of any individual. The subjectivity of connotation among the people in a culture causes the limitedness of making any sense. Connotative meanings are not only gotten from personal meaning, but it is gotten from codes that have been searched by the interpreter. Silverman (1983) said that cultural codes give the contribution in the idea of connotation since they are set in pros and cons statement about symbolic aspects. A statement can be called as connotation if it is recognized by people in a culture. Daniel Chandler give an example. Based on the western culture, a car is referred to masculinity and

freedom. That definition is recognized by most of adult people there (Chandler, 2007, p. 139).

Barthes (1977) stated that he distinguished his theory from Louis Hjelmslev about denotation and connotation. A denotative meaning is a first order meaning, whether connotative meaning is a second order meaning. A first order meaning focuses on a literal meaning of the words. Barthes also makes a term which contains of E, C, and R. E is Expression, which means the words that are used. C is content, which describes the words' literal meaning. R (Relation) shows the relation between E (Expression) and C (Content) to find the second order meaning; we called as connotative meaning) (Yan & Ming, 2015, p. 60).

Here Barthes makes the pattern of signification:

Signifier	Signified
Sign (Denotation)	
Signifier	Signified
Sign (Connotation)	

From the pattern above, it is shown that the first signification produces denotative meaning. In this level of denotation, there is sign that consists of signifier and signified. This product of denotation will be the signifier and it will be combined with signified. It will produce connotation, as we call it as the second order of sign. This pattern shows that the signified in the first level can be the signifier in the second level (Chandler, 2007, p. 140).

2.3 The Concept of Beauty in France

The definition of beauty in general can be seen as the development of culture in certain eras. Attractiveness of women depends on several different aspects. The real of beauty is made up of two elements, beauty from the outside and from the inside. In this era, media is exposing beauty and popularity from the appearance of a woman. Therefore, following that trend, so many women are trying to change their appearance only to follow the trend of beauty (Trisnawati, 2016, p. 2). Also, there are several beauty poles, which are culturally influence the concept of beauty in the advertisement. Those are elegance, sexual beauty, and grace (Menninghaus, Wagner, Kegel, Knoop, & Schlotz, 2019, p. 1).

In order to help sell products, beauty is a prominent concept used in advertisements. People with attractive appearance are rated more positively as are the brands they are cooperated with (Bissell & Chung, 2009). People who have beauty aspects also are judged as more persuasive (Goodman, Morris, & Sutherland, 2008). As socializing agents, models who are staring in advertisements create cultural norms and emphasize the standards of beauty in society (Frith, Shaw, & Cheng, 2009).

The idea of female beauty is elusive and also “multidimensional”. Based on research, it is shown that beauty bring up youthful features, including big eyes, full lips, flawless skin, and high cheekbones. Except for thinness, these features establish across each culture (Goodman et al, 2008).

French women usually maintain their beauty habits and focus on great skincare discreetly. They learn from a young age how to take care of their body. For examples, how to properly wash their faces, which creams to use during daytime and night, and also how to take care the skin to keep it youth. This concept of beauty is so fixed into French culture.

Furthermore, it is also known that French women take up how to properly take care of their bodies since young. Their intention is to attain perfect skin so that the makeup that used can be more natural or nude. The particular characteristic of the French women makeup is that it is often not noticeable at all. Thus, it is usually difficult to distinguish (Ollivier, 2003).

Although the French women avoid using heavy makeup, they do spend a lot of money on skincare products. According to Mintel Reports, the expense for individual care goods and services in France totaled €24.9 billion in 2008. French is the second largest European market for cosmetics and toiletries. Although the progress has been stable, it has leveled out in recent years (Beauty Retailing France, 2010).

CHAPTER III

ANALYSIS

This chapter contains of the analysis about the signs in *L'oreal Paris* advertisement based on the connotation theory by Roland Barthes. The analysis explains 3 points. The first content is 3 kinds of sign which are dominant to appear in the *L'oreal Paris* video of advertisement. The next content is connotative meaning which are found based on the signs and the relation with the concept of beauty.

3.1 Connotative Meaning of the Signs in the *L'oreal Paris* Video Advertisement

There are many kinds of signs. There are verbal and nonverbal signs. In this analysis, the writer analyses the 3 kinds of signs. There are pictures, utterances, and body languages. From those 3 signs, there is the most dominant sign. It will be shown in this section.

3.1.1 Analysis Video 1

The last advertisement video is entitled "*L'oreal Paris* Color Riche Commercial". It is uploaded by 876fashion account in July, 2, 2013. This advertisement is similar with the previous one because it is focuses on advertising lipstick product of *L'oreal Paris* that is *L'oreal Paris* Color Riche. The general tune of *L'oreal Paris* advertisement is it shows the elegancy and

glamorous of the models also the products of *L'oreal Paris*. The advertisement is also identic with the models that are from various of race.

Moreover, the different of this advertisement with the two previous advertisement of *L'oreal Paris* before is that this video show more sexiness as the theme of the product of *L'oreal Paris* Color Riche. As if this lipstick product increases more confidence and sexiness to the consumer of the product. L'oreal Paris here explores the physical attractiveness of the women models. It can be seen from the body languages of the women models, facial expression, and the utterances.

3.1.1.1 Picture

1. Analysis picture 1



There is an elephant doll beside the woman. As *L'oreal Paris* is an international product, the advertisement represents various culture and race. The elephant doll here portrayed diverse meaning in many different cultures.

For instance, in Africa, an elephant can represent the power and intelligence. This meaning relates with *L'oreal Paris* products. Every woman can increase her beauty by looking for more knowledge. Increasing the level of intelligence of women seems like showing more inner beauty. Then, the power here means the positive energy inside of self. It is also included as inner beauty.

2. Analysis picture 2



There is a stair that held by a woman. The stair connotes as a tool that becomes a medium to reach the dreams. *L'oreal Paris* shows that its product is as a medium to reach the women's dreams. All of women want the physical beauty. *L'oreal Paris* represents that its product can be capable to reach that mission.

3. Analysis picture 3



In the picture 3, there are several lamps of alphabets under a woman who is laying on a bed. Those lamps show the words “never alone”. It connotes that *L’oreal Paris* focuses on the unity and solidarity. Those unity and solidarity are united by the similarity in the case of same rights in human’s life. It gives the whole of power to hold up the rights. This power produces the courage which comes naturally from inside, we call it by inner beauty.

3.1.1.2 Utterance

“For me, it’s the best in the world. It’s my color- riche. Intensely rich colour that is never end. So soft, so smooth on my lips, so intense, so glamorous, so sexy. I make a new sensation. I want it. I love it. Matte or shiny, light or dark, I choose it forever. It makes me frail. I am impressed. It’s my color-riche. So soft, so sexy. It’s made just for me. It’s my lipstick. It’s my color-riche. From L’oreal Paris, the number one lipstick in the world. You are worth it.”

There are the signs that included as the utterance:

Number	Utterance
1.	Matte or shiny, light or dark, I choose it forever.
2.	It makes me frail.
3.	It's made just for me
4	I'm worth it.

These are the connotative meaning of the sign above:

1. Analysis utterance 1

There is an utterance “Matte or shiny, light or dark, I choose it forever”. *L'oreal Paris* claims that its product is available in every situation. “Light or dark” connotes a good or bad situation. *L'oreal Paris* claims that its product still exists in international scope whether in good or bad condition of any circumstance.

2. Analysis utterance 2

It makes me frail. Frail here refers to being feminine. *L'oreal Paris* claims that if the women use this color-rich lipstick product, it can show the feminine characteristic of a woman. *L'oreal Paris* tries to express that elegance brings out the women to beautiful appearance. The appearance of women becomes luxurious and classy, fashionable and neat after using this *L'oreal Paris* product. *L'oreal Paris* persuades its video viewers to use its products by

representing that elegance can be interesting to show, certainly it can be obtained after using the color-riche lipstick.

3. Analysis utterance 3

The utterance “It's made just for me” shows that *L'oreal Paris* is needed. It is like when the consumers temporary stop the use of the product from *L'oreal Paris*, then the skin cannot be as expected by the consumers, because the consumers have found the compatibility in using the *L'oreal Paris* product. This is like “It is really acceptable for my lip skin”.

4. Analysis utterance 1

I am worth it. This statement is available in most of all video advertisement of *L'oreal Paris*. It emphasizes that every individual has a high value. Every person has the beauty which has to be treated and kept in good condition. Certainly, a claim by *L'oreal Paris* shows that all women are worth and should be beautified by using the product of this color-riche lipstick.

3.1.1.3 Body Language

1. Analysis body language 1

The woman who is doing a photocopy of herself and kissing the part of photocopied machine. She shows the mark of her lips clearly in a glass of photocopied machine. It shows that there is an increasing of self-confidence after using the product of *L'oreal Paris*: color-riche. *L'oreal Paris* shows that its product gives the clear mark in women's lips after using this product. And

then, this color-riche lipstick is not easy to be disappeared and durable. The beauty here is represented by the women who are used the color riche lipstick who looks like high class and elegance. *L'oreal Paris* tries to show the consistency in setting off the women beautiful.

2. Analysis body language 2

There is a woman who is laying on a bed cover. The texture of the bed cover shows that this color-riche product is smooth on the lip skin and comfortable to be used.

3. Analysis body language 3

There is a woman tries to take a selfie and acts like showing up her lips to the camera. It shows the existence of self-confidence which represents the inner beauty of the women.

4. Analysis body language 4

There is a woman with the sharp sight who is sitting and then laying on the floor. It shows that beauty which is produced from that action is included as sexual beauty. It is not only exploring the body looks but also supported by wearing the clothes and managing the styles which has the aim to highlight sexual attractiveness by physical appearance.

5. Analysis body language 5

There is a woman who brings a microphone. She is ready to sing. It connotes that the various passions and hobbies that had by every woman, will give the new experience and more knowledge. It will increase the inner beauty of the women

6. Analysis body language 6

The woman who is reading a book. There are many books around her. It connotes that the women who have much knowledge increase the value of beauty of women. The woman who is reading a book in the advertisement of color-riche is a representation of a smart woman. The beauty itself can come from inside (it is called as an inner beauty).

7. Analysis body language 7

The woman who is laying on a gold bed. The gold colour is identical with a glamorous appearance. It connotes that *L'oreal Paris* is a product which is usually used by people who have a quite glamour lifestyle. *L'oreal Paris* tries to show that its product is a luxurious product.

8. Analysis body language 8

There are 2 people who consist of male and female. They kiss each other. *L'oreal Paris* wants to show that sexual desire which is gotten from physical attractiveness, has possibility to be obtained from exploring the women's body.

It is about the thing that called by “sexy”. It is aesthetically can be seen from the clothes that the women’s wear or how they show their own style.

9. Analysis body language 9

The woman who brings the guitar and tries to play it. It connotes that the beauty based on the *L’oreal Paris* can also be seen from the passion or hobby that their like.

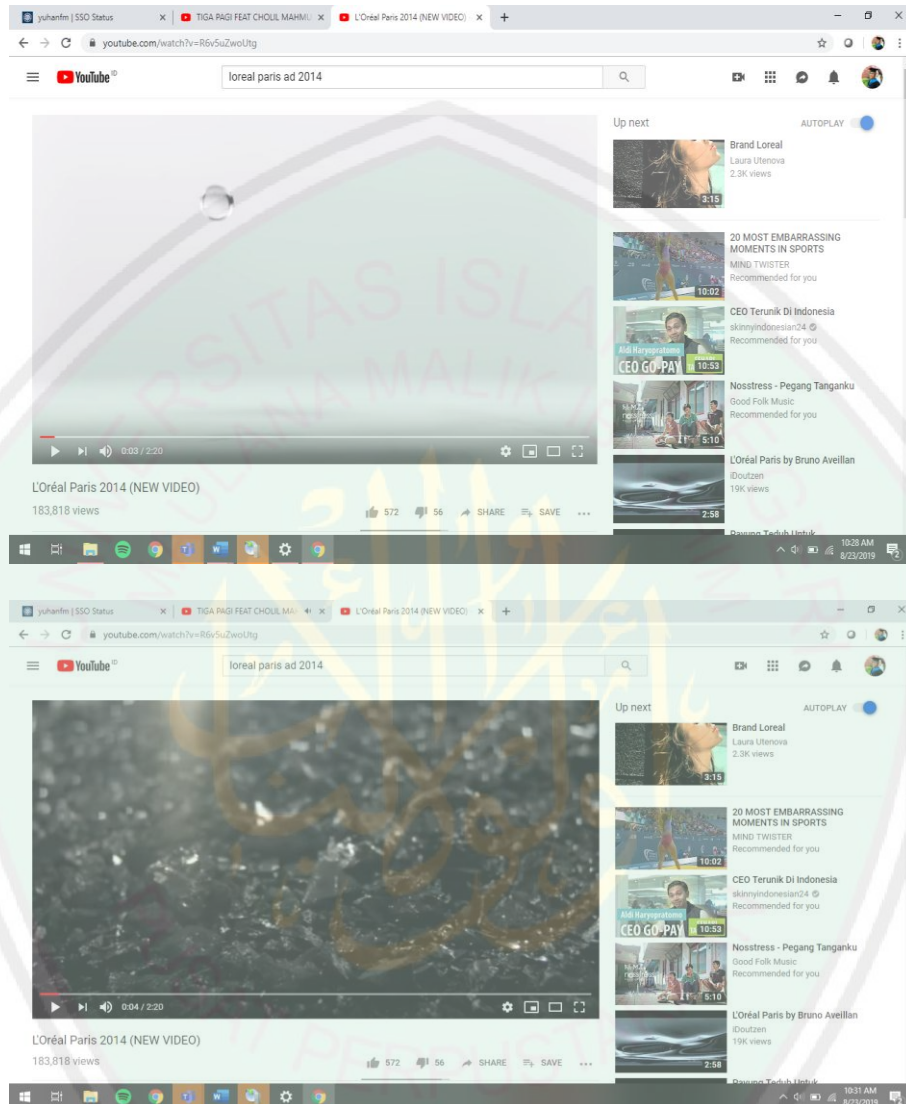
3.1.2 Analysis Video 2

This video is entitled “*L’oreal Paris* 2014 (NEW VIDEO)”. This video was uploaded by the account *UndergroundGoblin* in March, 22, 2014. It contains the advertisement of *L’oreal Paris* including the product in general. General here means that this advertisement shows all of the *L’oreal Paris* products, for hair, skin, lips, and face treatment. Thus, this advertisement is not especially for an exact kind of *L’oreal Paris* product.

This advertisement does not show exact the use of the product, but implicitly shows in the advertisement. It is shown by the models that do action with their body parts. It causes the meanings from the action that pursue the consumers to buy the *L’oreal Paris* product. This advertisement is not only shown by the women’s models, but also for men. This advertisement is also shown by the models from various race. Moreover, the whole scenes in the advertisement looks so elegant. It shows that *L’oreal Paris* product is internationally approved. Also, the quality is excellent.

3.1.2.1 Picture

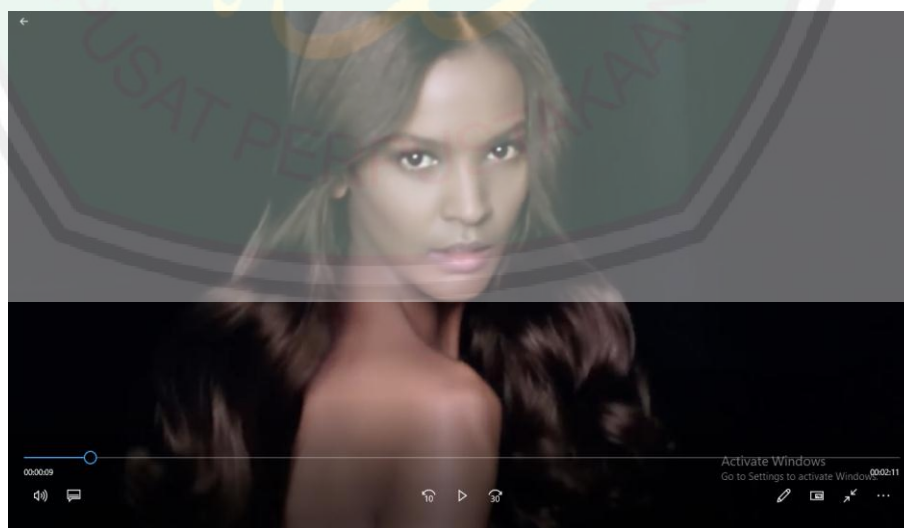
1. Analysis picture 1

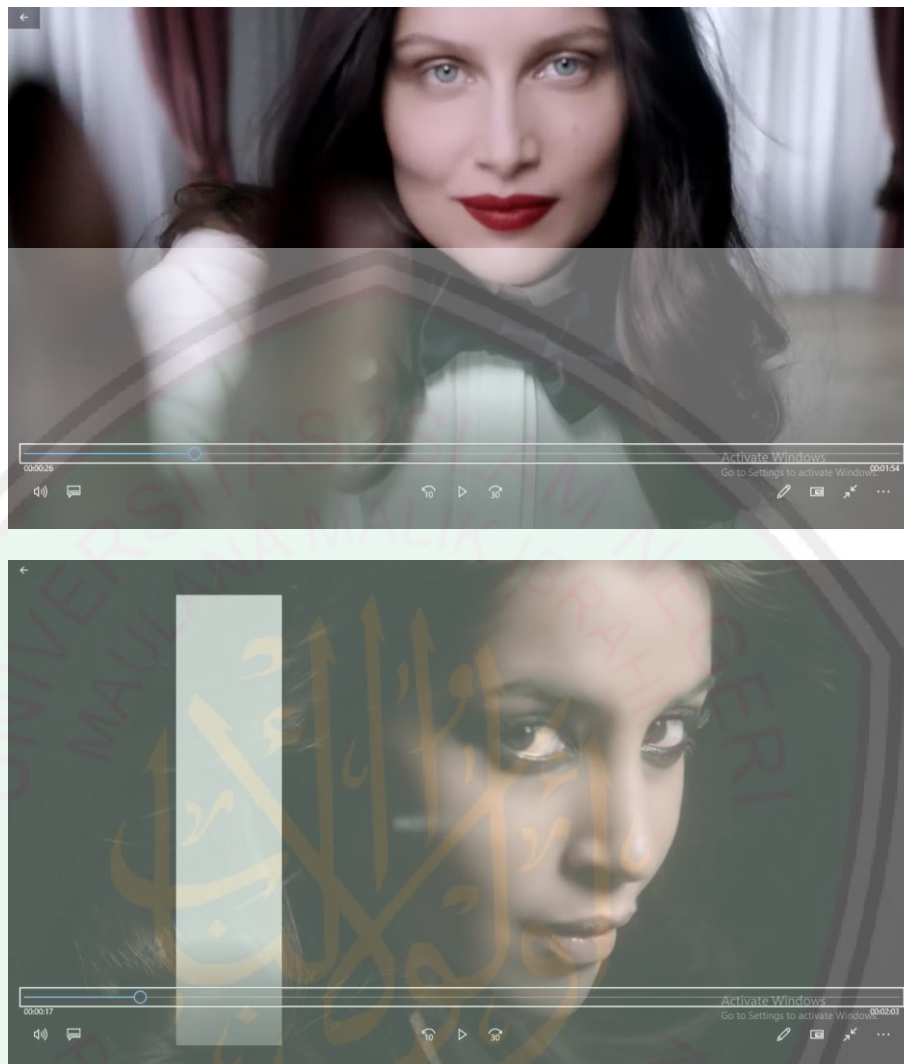


It does not matter black or white skin. It seems that whether black or white can live together and interact each other. Whereas, the society recognize the value for both man and woman from their physical appearance. That is why society try hard to improve their physical appearance. Here, society also measure appearance into parts such as dress and the use of cosmetics.

In *L'oreal Paris* advertisement, there are pictures of white foam and black stone which are placed sequentially. Those pictures relate with the concept of beauty based on *L'oreal Paris*' perspectives. It shows that beauty cannot be represented by the colour of the skin. Therefore, this concept of beauty is different from what society perceived. The majority of perception of beauty is often made up of one racial or ethnic groups, which is beauty is also shaped by culture. However, in *L'oreal Paris*' perspectives, whatever their color, everyone has each characteristic that makes them all beauty. Whatever their color, everyone is beautiful from the version of themselves. To keep the beauty itself, the body still has to be treated. Based on this advertisement, *L'oreal Paris* persuades the viewers to use the product of *L'oreal Paris*. So, this video advertisement represents that behind the concept of beauty, *L'oreal Paris* also persuades the viewers of the video to buy their product.

2. Analysis picture 2

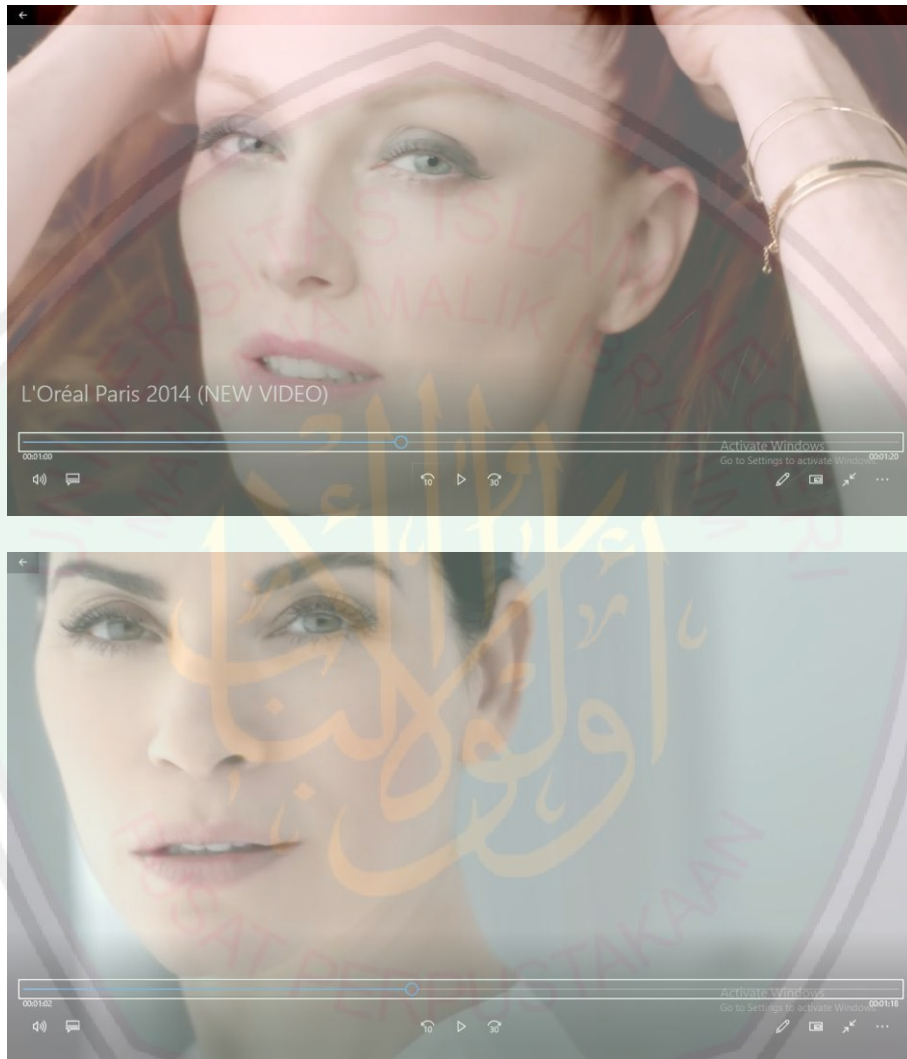




L'oreal Paris shows some models with the different color of their skin. It connotes that *L'oreal Paris* does not represent the beauty from the color of the skin. Despite the *L'oreal Paris* does not side in one of the communities in different colour of the skin. This advertisement shows that the white people are not more superior than the black one. It does not show that the women who have white colour of the skin are in the top position, and it is in contrary for the women who have black colour of the skin. There is an equality in race here.

This video advertisement shows the variety of race. *L'oreal Paris* wants to show that beauty is not judged by the race.

3. Analysis picture 3





There are figures of old and young models. It connotes that the beauty is not seen by the age. Beauty can be gotten for everyone who wants to treat their skin well. Whether old or young people can be still beautiful and well-preserved. Those pictures connote that the good treatment from *L'oreal Paris* product will keep the body well. This is the effort of *L'oreal Paris* to persuade the viewers to use its product. The models that mentioned above are Julianne Moore (54), Julianna Margulies (47), and Heidi Klum (41). Those age mentioned are based on the year when the advertisement was made.

4. Analysis picture 4

There is figure of a man in the video advertisement. Although, *L'oreal Paris* is a beauty product that is used by most of all women. There are the efforts to encourage the gender equality. In this advertisement, *L'oreal Paris* shows that the treatment for body do not just need by women, but also for men. There are many models that shown in this advertisement, whether women and men. There are Barbara Palvin, Heidi Klum, Doutzen Kroes, Eva Longoria,

Julianne Moore, Liya Kebede, Julianna Margulies, Aishwarya Rai, Andie MacDowell, Patrick Dempsey, Leïla Bekhti, Lea Michele, and Bianca Balti.

5. Analysis picture 5





A man who produces the sweat on his face shows that the beauty for men are represented by the person who is active in doing some activities. This man is shown after there are 2 men who do the 2 different activities of sports. The first man is a man who is riding the horse. And then the second man is a man who is running. This picture represents that the men who are active in doing the activities especially in the sport activities, can show up their inner beauty. They will look manly, the beauty from inside of themselves.

6. Analysis picture 6



There are many diamonds in the video advertisement. It shows the gleam. It is also an utterance which is sounded in the video advertisement. It connotes that *L'oreal Paris* is one of the cosmetic products which is elegant and luxurious. *L'oreal Paris* deserves to compete with the other International brandings.

3.1.2.2 Utterance

"I have the power. The power to make you beautiful even breathtaking. I am the science of L'oreal Paris. I inspire dreams when impossible becomes your reality. I am innovation, forever one step ahead of the paring edge. I am in the most unexpected places, active at the core of yourself, at the vary vibe of your inch, from the top of your head to the deep of your toes. I enrich your skin, your hair, your body, your life. I have the power. I am the gleam of your eyes. I am on everyone's lips. You test, you play, you create your image. You love, you love yourself, you love others. You look beautiful. You are beautiful. You feel confident. I am here, I am there, everywhere. Exception for each one of you, because you're perfect. We are worthy. L'oreal Paris is the superiority of our science, makes your beauty dreams come true."

There are the signs that included as the utterance:

Number	Utterance
1.	I have the power
2.	I am the science of <i>L'oreal Paris</i>
3.	I am in the most unexpected places, active at the core of yourself, at the vary vibe of your inch, from the top of your head to the deep of your toes.
4.	I enrich your skin, your hair, your body, your life.
5.	I am the gleam of your eyes.

6.	You love, you love yourself, you love others.
7.	I am here, I am there, everywhere.
8.	<i>L'oreal Paris</i> is the superiority of our science

These are the connotative meaning of the sign above:

1. Analysis utterance 1

The utterance “I have the power” connotes that *L'oreal Paris* tries to show that its products have the significant impact from the existence of *L'oreal Paris* to the society. It can be shown from the role of *L'oreal Paris* product as the International product. The existence of *L'oreal Paris* in International gives well known branded. Almost people in all of the world use the product of *L'oreal Paris*.

“I have the power” is mentioned twice in this advertisement. It connotes that *L'oreal Paris* emphasizes that its product has the power. The power here means the big impact for the consumers after using its product.

2. Analysis utterance 2

“I am the science of *L'oreal Paris*”: Instead of *L'oreal Paris* has the role as a sophisticated technology that is gotten from the science, *L'oral Paris* shows that the natural beauty in this modern era can be from the intelligent. More knowledge that had by women, will increase their value of inner beauty. Their knowledge can connect them with many people. It shows up their beauty from the humble characteristics.

3. Analysis utterance 3

“I am in the most unexpected places, active at the core of yourself, at the vary vibe of your inch, from the top of your head to the deep of your toes.” connotes that *L’oreal Paris* is available in situation that related with the treatment of the consumers. Having the beautiful body influences the consumers’ mood in good mood. After that, it creates the inner beauty. The inner beauty is related with the beautiful soul. So, *L’oreal Paris* claims that *L’oreal Paris* is always available in all of the situation even in unexpected situation whereas here means when the bad mood comes.

4. Analysis utterance 4

There is an utterance “I enrich your skin, your hair, your body, your life.” Aside from skin, hair and body, *L’oreal Paris* also put the utterance “life” in its advertisement. “Enrich” is identical with the concrete thing. But here *L’oreal Paris* uses the term “enrich your life”. *L’oreal Paris* tries to enrich the consumers’ life by fix or treat the body to grow the identity of the consumers. Growing means having the well-physical appearance. So that it will affect the goodness in life.

5. Analysis utterance 5

L’oreal Paris says “I’m the gleam of your eyes”. It shows that its product can give the light for the consumers. *L’oreal Paris* is a light which looks like the eyes. It connotes that *L’oreal Paris* can give the solution for every problem about the beauty treatment.

6. Analysis utterance 6

From the utterance “I am here, I am there, everywhere” *L’oreal Paris* shows its existence in the cosmetic world. In the function of *L’oreal Paris* as the treatment of the body, *L’oreal Paris* expects to be the product that is used by almost all of women in the world. It seems like the role of *L’oreal Paris* as the International product.

7. Analysis utterance 7

It can be inferred from the utterance “You love, you love yourself, you love others” that *L’oreal Paris* cares the consumers’ body to make people beautiful. By increasing the value of women’s appearance, it will also increase their self-confidence. Self-confidence develops positive thinking, also the inner beauty.

8. Analysis utterance 8

In the utterance “*L’oreal Paris* is the superiority of our science”, *L’oreal Paris* describes that *L’oreal Paris* is a science. It connotes that *L’oreal Paris* is a sophisticated technology for producing *L’oreal Paris*’ product. *L’oreal Paris* claims that this technology is more superior than the other’s product. So, it is shown by means to persuade the consumers to use this product.

9. Analysis utterance 9

“I” is written with the biggest and bolded than the other utterance in every sentence, because it connotes the eye-catching alphabet. In the utterance “I am the science”, “I inspire dreams”, “I am innovation”, “I am in the most unexpected places”, “I enrich your skin”, “I have the power”, “I” represents the

L'oreal Paris' perspectives in this advertisement. Whereas *L'oreal Paris* makes its name clear for being read by the viewer of the video. In this situation, *L'oreal Paris* feels confident with its product by the way to make clear the alphabet "I". Moreover, it is followed the utterance "I" by the sound of "I".

10. Analysis utterance 10

Same with "I", "U" is also shown with the biggest alphabet than the other utterance. The illustration is: "U text, you play, you create your image", "U love, you love yourself, you love others", "U look beautiful" "for each one of U". It connotes that *L'oreal Paris* wants to show the close relationship between *L'oreal Paris* with the consumers.

11. Analysis utterance 11

The name of product "*L'oreal Paris*" is written with the gold color. It connotes that *L'oreal Paris* is luxury, glamour, and high class like a gold. The consumers of *L'oreal Paris* are focused on the upper middle class.

3.1.2.3 Body Language

1. Analysis body language 1

The woman is opening her eyes. *L'oreal Paris* wants to show that there is a woman who is opening her eyes has the meaning of beauty. The beauty by *L'oreal Paris* is the inner beauty that is obtained from the women's thoughts. *L'oreal Paris* wants to show that the clever women's have the opened mind. Open minded characteristics can be obtained by the knowledge from reading books, doing discussions and more.

2. Analysis body language 2

A person with black skin is holding the white foam. It shows about the different race that can still be in unity and solidarity. *L'oreal Paris* tries not to judge the beauty from the colour of the skin and the origin. It can be seen from the availability of the models who are from various tribes.

3. Analysis body language 3

A woman who opens her hands widely shows that the beautiful woman feels free with her body and soul. The women who are open minded, they will accept their strengths and weaknesses. Feeling grateful can show up their inner beauty. It can be seen from the women who realize their rights as a human and have the choice to love their body.

4. Analysis body language 4

There are many men's activities that are shown in this video advertisement. The first is a man who is riding a horse, the second is a man who is running to move, the third one is a man who is jumping to the swimming pool to start swimming. It connotes that the beauty can come from the activities that they do. The men who are active to do the positive activities will add the interesting value of the men. Those men's activities are identical with sport activities.

5. Analysis body language 5

There is a hand trying to reach the sun before a woman is trying to reach something in front of her. It connotes the dreams that are impossible to reach can be realized. The women want to be more beautiful. Sometimes it is just the

impossible dream. But the existence of a woman who is trying to reach something in front of her proves that those impossible can be the reality.

6. Analysis body language 6

There is a knife which is thrown fast. It connotes that those dreams will be focus on 1 goal. It is expected to be come true.

7. Analysis body language 7

There are also many activities that is done by the women models. The first is a woman who is painting a check or “V”, the second is a woman who is bringing the pen, the third is a woman who is bringing the camera to take a photo of herself. Those activities are hobbies that are not identical with sport activities.

8. Analysis body language 8

There is a woman who prepares her face to get a drop of formulation from *L'oreal Paris*. After getting the formula from *L'oreal Paris*, there is a woman who touches her face. It connotes that the *L'oreal Paris*' product can soften her face. After that, there is the other woman who the face is covered by the darkness at first. It turns bright slowly. That light spreads widely. It connotes that *L'oreal Paris* product makes the skin brighter.

9. Analysis body language 9

There are several body languages that shows the connotation. The first is a woman who look straight with the sharp sight. The second is a lamp which is broken. The third is a man who streaking ahead while bringing the fireworks. The fourth is a fire. The fifth is a woman who is throwing the black ink from a

glass. The seventh is a man who is punching the water. The last is a crystal lamp is broken. Those body languages connote the big energy to influence people.

10. Analysis body language 10

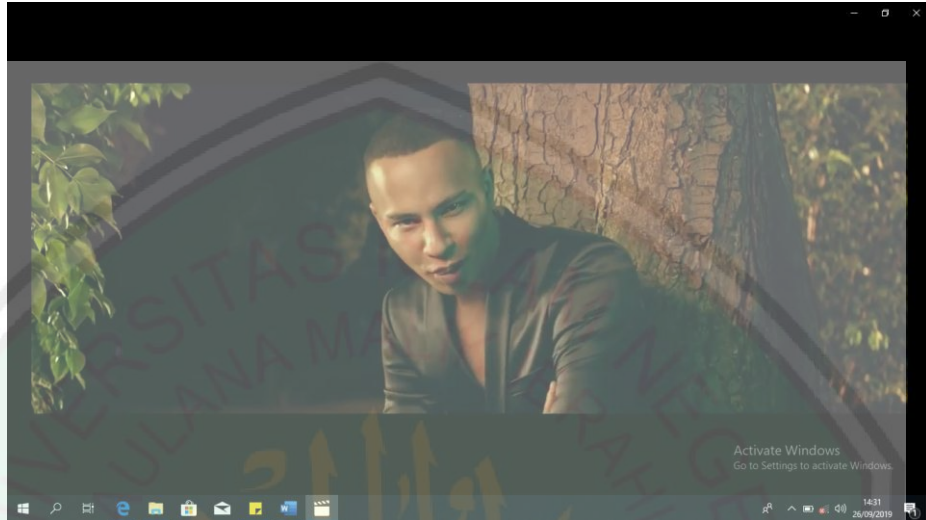
The models are from the various ethnic in different country. It can be seen from several models who talk with the different language in the last part of the video advertisement. It shows that the beauty is not based on the ethnic or the place where they from. Every person that lives in the different country has his/her own beauty.

3.1.3 Analysis Video 3

The video advertisement is entitled “*L'oreal Paris X Balmain*”. It is uploaded by *L'oreal Paris* Pakistan account in June, 2, 2018. This advertisement focuses on advertising 1 product of lipstick that is *L'oreal Paris X Balmain*. It contains of 12 shade colors. The models are from different gender, not only women but also men. Furthermore, the models are also from different race. this advertisement focuses on the differences of tribes and origin that do not break their solidarity.

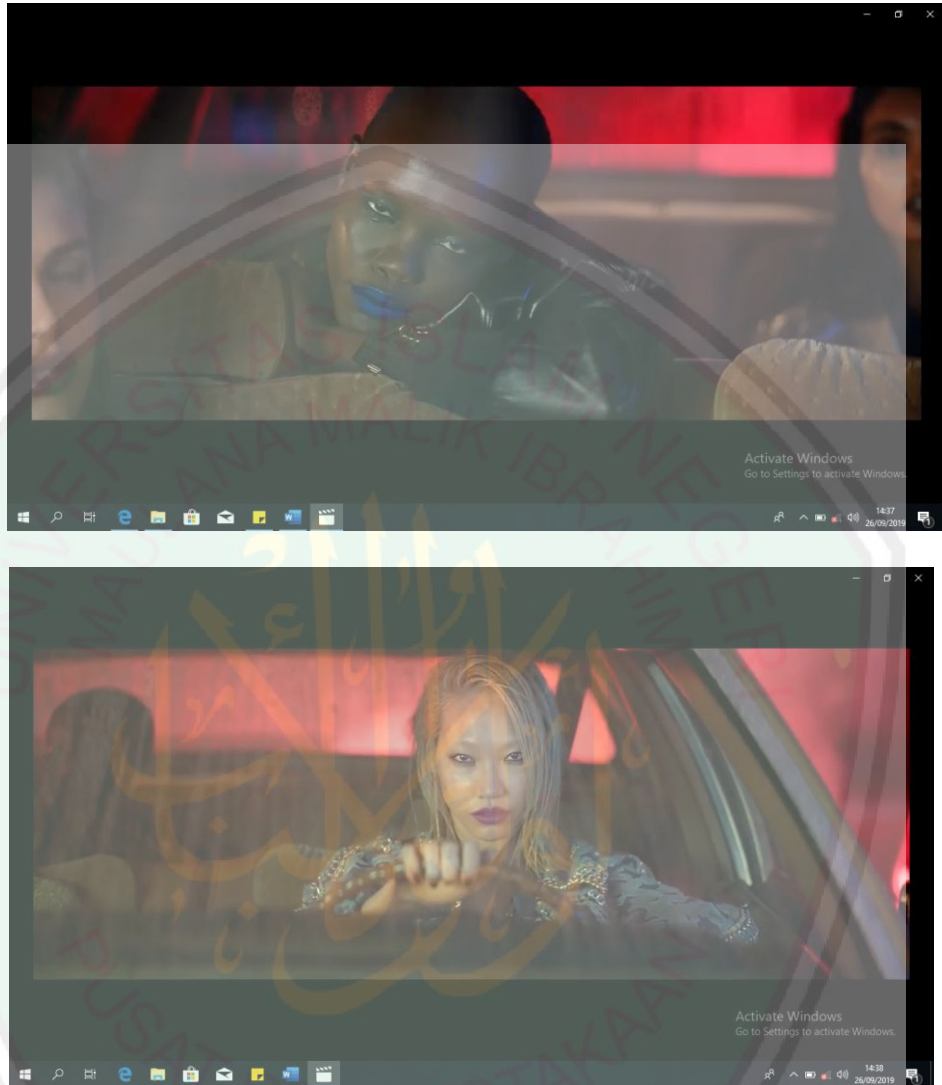
3.1.3.1 Picture

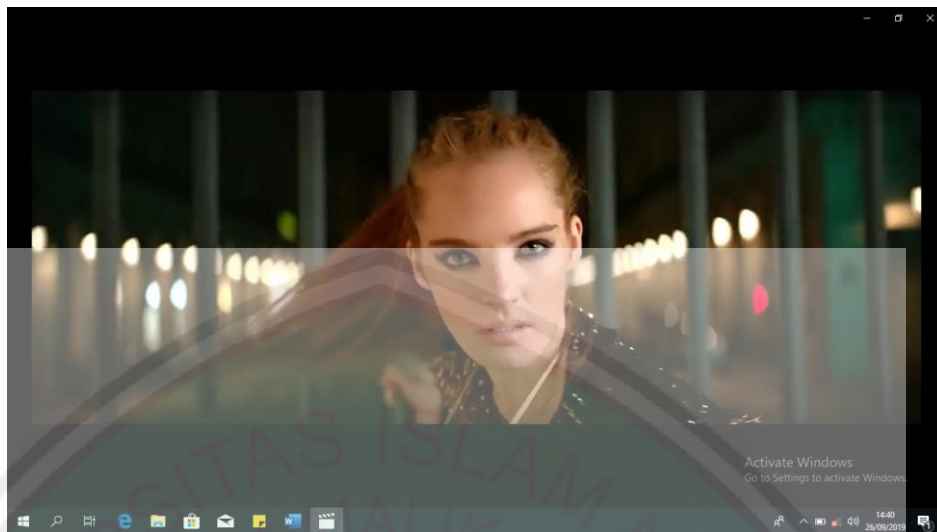
1. Analysis picture 1



There is a man who is in the video advertisement, although most of all cosmetic advertisement are identical with the women models. But here, there is a man model. It shows that there is a gender equality in that video advertisement. It connotes that not only the women who use cosmetic product, but also men.

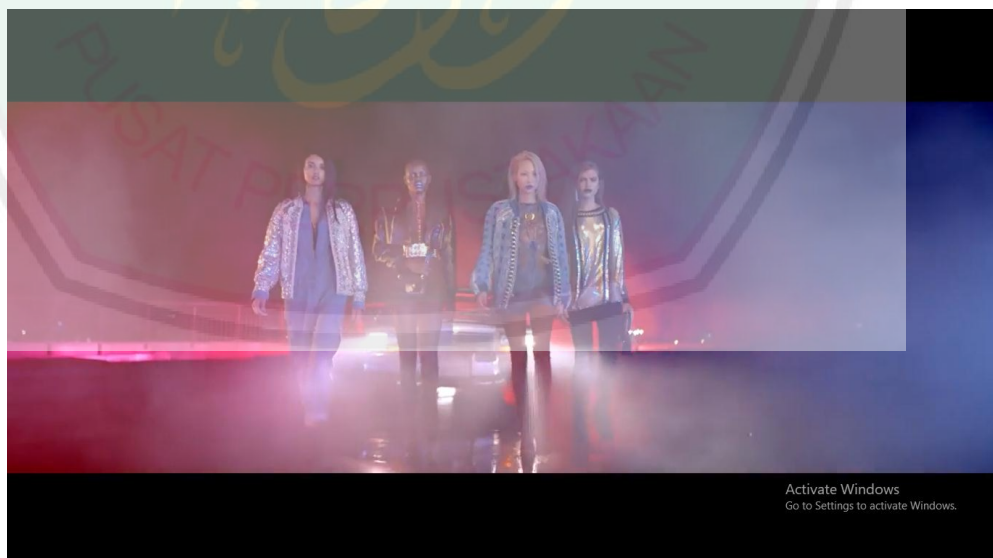
2. Analysis picture 2





There are many women models who are from the different tribe and origin. The various tribes and origins do not break the solidarity of them. The humble characteristics of the women who connect each other can show up the inner beauty of them.

3. Analysis picture 3



From the advertisement, it can be seen that there are many women models with their various color of their skin. It connotes that the beauty based on the *L'oreal Paris* is not about the color of the skin, because every woman has her own natural beauty which is visible from her uniqueness.

3.1.3.2 Utterance

“Make a statement before you’d even say the word. Read my lips. No matter your origin, no matter your tribe. Read my lips. Come together. Be seen, be heard. Read my lips. United, why I’m visible. Read my lips. I’m worth it. Y’all worth it. L’oreal Paris and Balmain. 12 contour my shades. Design by Oliver Rousteing.”

There are the signs that included as the utterance:

Number	Utterance
1.	Make a statement before you’d even say the word.
2.	Read my lips.
3.	Be seen, be heard.
4	I’m worth it.

These are the connotative meaning of the sign above:

1. Analysis utterance 1

The utterance “Make a statement before you’d even say the word.” connotes that before saying a word, the thought must have a fundamental statement which becomes the basic of saying the utterance. Saying a word is not just telling without thinking. It connotes that the beauty can be influenced from the intelligent. Beauty is not just from the physical appearance but also the thought (something that cannot be seen).

2. Analysis utterance 2

There is an utterance “Be seen, be heard”. It connotes that be seen and be heard are the effort to show up people’s ability. It shows self-confidence which is shown by the beautiful women.

3. Analysis utterance 3

“Read my lips” is mentioned 4 times. This advertisement wants to introduce the product of lipstick that has various colour. The various colour also represent the diversity in human’s life. It means that *L’oreal Paris* wants to emphasize that from the diversity, the solidarity can be still created.

4. Analysis utterance 4

In most of all *L’oreal Paris* advertisement, there is an utterance “I’m worth it.” It emphasizes that every individual has a high value. Every person has the beauty which has to be treated and kept in good condition. *L’oreal Paris* shows that all women are worth and beautiful by using the product of *L’oreal Paris*.

3.1.3.3 Body Language

1. Analysis body language 1

The man who is lying on a verge of balcony is touching his lips. It looks like the erotic content. The man wants to deliver his desire inside the man. The existence of a man model is for attract the video viewers to view the video until it is done, and then persuade them to buy the product of *L’oreal Paris X Balmain*. So, it is not just the women model who are shown in the video to image the beautiful women especially who use the product of *L’oreal Paris X*

Balmain, but also the figure of a man who can attract the women viewers to buy the product of *L'oreal Paris*.

2. Analysis utterance 2

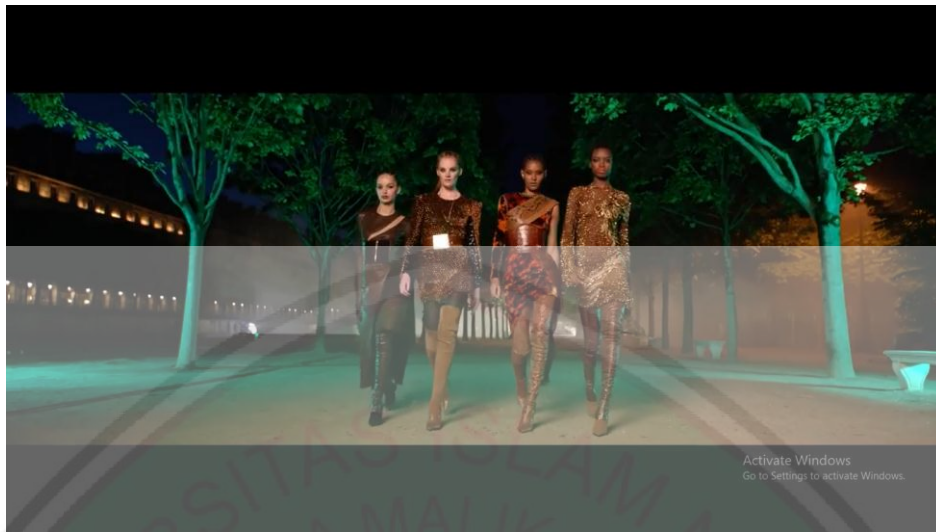
There are 2 women who will do kissing. It connotes an intimacy and a sexiness which is shown visually.

3. Analysis utterance 3

There are some women who are laying on a car wearing sexy clothing. *L'oreal Paris* here explores the physical attractiveness of the models.

4. Analysis utterance 4





Those three pictures show the women from the different ethnic and tribe who walk together. Although the models have the different race, that difference does not become the obstacle to make a unity. That unity is done without changing the diversity or the difference one another. The strengths are present in the unity and togetherness. Doing a duty cooperatively is an effort to be seen and heard. It seems like the utterance said by the narrator of *L'oreal Paris* advertisement. That is “Be seen, be heard”. To reach this purpose, a courage

also has to be existed to combine with the unity and solidarity. Positive energy from the courage can send out the beauty inside.

From those 3 pictures, it is also found that togetherness in diversity is a strength that can show up to be seen and heard about the people's aspiration. After that, self-confidence and courage are needed to be shown that sending out the natural beauty is not only from catching the sexual desire by mostly women, but also from the knowledge and courage to stand the justice.

3.2 The Kind of Signs in *L'oreal Paris* Advertisement

From the first video of *L'oreal Paris* advertisement that is entitled "*L'oreal Paris* 2014 (NEW VIDEO)", the writer finds that there are signs involving 6 pictures, 11 utterances, and 10 body languages. From the second video that is entitled "*L'oreal Paris X Balmain*" in 2018, it has found that there are 3 pictures, 4 utterances, and 4 body languages. In the last video advertisement that is entitled "*L'oreal Paris Color Riche Commercial*" in 2013, it is found that there are 3 pictures, 4 utterances and 9 body languages. The writer analyzes those 3 videos based on the year of publishing the video. Those videos were analyzed regularly from 2013, 2014, until 2018. The writer analyzes the video entitled *L'oreal Paris Color Riche Commercial* in 2013 as the first video. And then, the second video is *L'oreal Paris 2014 (NEW VIDEO)*. The last video is *L'oreal Paris X Balmain* in 2018.

It concludes that the dominant signs in the first video advertisement is in the form of nonverbal sign. They are included as 6 pictures and 10 body languages. The total is 16 nonverbal signs. The dominant sign in the second

video advertisement is in the form of nonverbal sign. They are included as 3 pictures and 4 body languages. The total is 7 nonverbal signs. And then, the dominant sign in the third video advertisement is also in the form of nonverbal sign. They are in the form of 3 pictures and 9 body languages. The total is 12 nonverbal signs. From all of video advertisement, the writer finds that the dominant sign in those 3 videos are in the form of nonverbal sign.

3.3 *L'oreal Paris* and the Concept of Beauty

In this cosmetic advertisement, beauty is represented by the models who have different origin. This can be seen from the first, second and third video. Here *L'oreal Paris* is not concerned about the difference in origin and race of those models. It does not matter whether having different colour of the skin. The beauty based on *L'oreal Paris* is naturally had by each individual. Each individual has his/her own characteristics. Beauty is about different race, hobbies, personality, passion, and works. Many differences do not become a gap but a unity and solidarity.

Those *L'oreal Paris* advertisement also similarly explore the women's bodies by showing models with the open outfits. There is an effort to explore physical attractiveness of the models. The concept of beauty affects all of those 3 videos advertisement of *L'oreal Paris* because of many signs are available in those 3 videos advertisement that talk about the concept of the beauty itself.

Although beauty is a major industry, it is elusive and based on culture. As the origin of *L'oreal Paris* is from France, the concept of beauty that influenced and indirectly shows in those 3 advertisements are also affected by

the France culture. The way beauty is shaped by society, the aspects of beauty that attached to French women, and also the preference of French women about makeup and the products they prefer. In terms of tone, mostly in advertisement or media, French show generally sexy image. The modern term “sexy” can refer to the (sexual) beauty standard. It becomes one of beauty poles, which are culturally influence the concept of beauty in the advertisement. Those are elegance, sexual beauty, and grace (Menninghaus, Wagner, Kegel, Knoop, & Schlotz, 2019, p. 1). This term is not only used for only the body, but also the clothing and style. Furthermore, cultural ways are available to magnify the physical sexual attractiveness. Therefore, the three advertisements used in the analysis present the sexy concept and the models also act seductively in promoting the products of *L’oreal Paris*. This case, indeed, fit with the cultural of the origin country of *L’oreal Paris* that is mostly shows the sexual attractiveness.

In addition, France was selected as it is one of the largest cosmetic powerhouses in the world, the origin of plentiful famous brands. *L’oreal Paris* is one of those plenty famous brands. The three videos of *L’oreal Paris* advertisement also represent elegant and classy image. The preference of French women avoids to apply too much makeup to their face (Ollivier, 2003). Moreover, they spend a lot of money on makeup and skincare products. It means that the women in France do not spend the money to buy many products of makeup but less makeup with expensive price and high quality.

As it stated before, the preference of French women is natural looks for makeup. However, the products that show in the video do not only advertise the natural looks makeup, but also the colorful, luxury, and pierce makeup. It shows that it does not only represent the French culture but also the different in beauty preference in various of country. Each country has their own preference and aspects of beauty. Thus, the products of *L'oreal Paris* in the advertisement is diverse and contrast in terms of tone. That is why the *L'oreal Paris* advertisement use a lot of models who come from different race and cultural background. This shows that the product of *L'oreal Paris* is an international product that does not only focus in one preference of beauty concept. *L'oreal Paris* also delivers the message that beauty is not about having white skin, big eyes, and other general criteria. Nevertheless, it respects the idea that each culture has their own standard in beauty and not discriminating one race or culture.

Another connotative meaning found in the video advertisement is an elephant doll in the third video analysis. In various culture, the elephant portrays differently in meaning. In some countries such as India, Africa and China, elephant considered to be power, royalty, confidence and intelligence (Fowler Museum at UCLA, 2019). According to Asian cultures, the depict of elephant brings good fortune, gives protection from bad luck and counteracts negativity (Hallberg, 2009). Those meaning of elephant in various culture describe the products of *L'oreal Paris*. *L'oreal Paris* advertisement point out the image of elegant, royal, confidence, intelligence and others. Those images

portrayed by the models in the advertisement and also the tone of *L'oreal Paris* advertisement itself. Indeed, *L'oreal Paris* once again declare that their product is internationally high-class brand. It always points out the diversity of cultures through the images that existed in the *L'oreal Paris* advertisement. For instance, the models in different race and an elephant doll that represent beauty in diversity of cultures.



CHAPTER IV

CONCLUSION AND SUGGESTION

Following the previous chapters, the writer has conclusions and suggestions related. In this chapter, the writer put on conclusion of the entire analysis and suggestion for further study related to this topic of analysis.

4.1 Conclusion

From the previous chapters above, it can be concluded that connotative meaning is a second-order meaning which is transformed from a first-order meaning (denotation) by a signifying system. This theory is found by Roland Barthes who continues the developed thought from Louis Hjelmslev. Connotation is the part of semiotics. Semiotics as a discipline is the analysis of signs or the study. It is also the study of the function of sign systems. Semiotics is a branch of linguistics to study signs and the whole things related to the sign system and its meaning. Those 3 video advertisements of *L'oreal Paris* contain of sign including pictures, utterances, and body languages. The kinds of sign in *L'oreal Paris* advertisement are included as verbal and nonverbal sign. From all of video advertisement, the writer finds that the dominant sign in those 3 videos are in the form of nonverbal sign.

The France culture affects the concept of beauty in *L'oreal Paris*. France is the origin of *L'oreal Paris* product. The way society shapes the beauty, are the aspects of beauty that attached to French women, also the preference of French

women about makeup and the products they prefer. The women in France do not spend the money to buy many products of makeup but less makeup with expensive price and high quality. The preference of French women is natural looks for makeup. However, the products that show in the video do not only advertise the natural looks makeup but also the colourful, luxury, and pierce makeup. This does not only represent the French culture but also the differences in beauty preference of various countries. As the international brand, *L'oreal Paris* tries to show that its products cover the beauty in the whole world.

4.2 Suggestion

In the last part of this thesis, the writer wants to give some suggestion related to the object of video advertisement *L'oreal Paris* or the theory of connotation. This analysis finds that the dominant sign in those 3 videos are in the form of nonverbal sign. Also, *L'oreal Paris* advertisement does not only represent the French culture but also the differences in beauty preference of various countries. Therefore, the writer suggests the next study can explore more about verbal and nonverbal signs of the other cultures beside French culture. That includes the diversity of beauty in different countries.

Furthermore, this thesis uses the theory of Roland Barthes. Thus, the next study can analyze the *L'oreal Paris* advertisement with the different theories of semiotics beside from Roland Barthes. The next study can use the theory from Charles Sanders Peirce, Ferdinand De Saussure, or others. Those are the suggestions from the writer after the writer finished this thesis.

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