

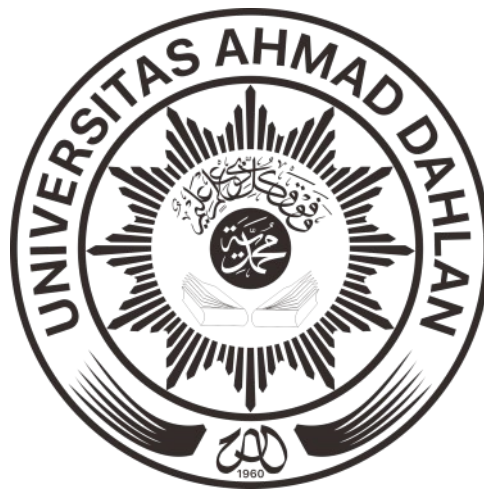
# **SEMIOTIC ANALYSIS OF “SOMETHINC” ADVERTISEMENT**

An Undergraduate Thesis

Submitted as Partial Fullfilment of Requirements

to Obtain Sarjana Sastra Degree in English

Literature Departement



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**2024**

APPROVAL PAGE

SEMIOTIC ANALYSIS OF "SOMETHINC" ADVERTISEMENT

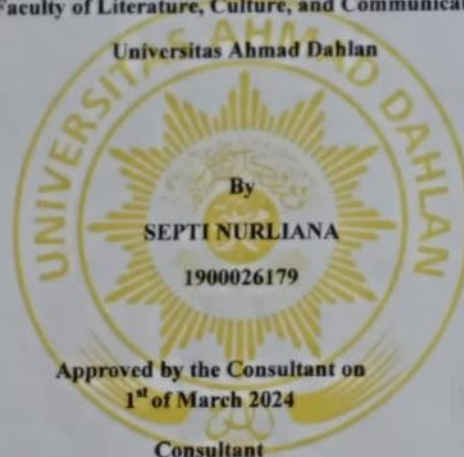
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Submitted as a Partial Fulfillment of the Requirements to Obtain

*Sarjana Sastra Degree* in English Literature Department

Faculty of Literature, Culture, and Communication

Universitas Ahmad Dahlan



Approved by the Consultant on  
1<sup>st</sup> of March 2024

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RATIFICATION PAGE

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An Undergraduate Thesis

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
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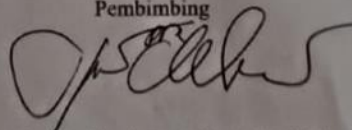
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Yogyakarta, March 1<sup>st</sup>, 2024

The Researcher

Septi Nurliana



## DEDICATION

This page is dedicated for some parties besides the academicians who have been mentioned in the acknowledgements page. Hereby I would like to express my gratitude to:

1. My mama who always been an all-round supermama and trusted me to complete this study.  
And my papa, who always loved me throughout his life.
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3. My few close friends.
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MOTTO

“Choose yourself more often”. – Wild Faith

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## ABSTRACT

Semiotics is a branch of linguistics that studies signs and all things related to sign systems. Advertising is a medium that uses many signs, both verbal and visual to convey its message. Advertisement that uses many signs is beauty products advertisement. *Somethinc* is a local beauty product that is famous in Indonesia that achieved many achievements.

This research is included in qualitative research. Data taken from two advertisements for *Somethinc* products from @*somethincofficial* youtube account. The writer took two *Somethinc* advertisements and found two types of signs, verbal and visual signs. From these advertisements, the author found 11 images and 9 body languages which categorized as visual signs, and 13 utterances categorized as verbal signs. To find out the messages contained in these signs, the writer uses theory from Roland Barthes assisted theory from Ferdinand de Saussure regarding the meaning of connotation and denotation.

The results of this research are regarding the representation of beauty in Indonesia. Beauty standards in Indonesia have changed over time. *Somethinc* as a beauty brand in Indonesia also celebrates the various definitions of beauty according to the diversity that exists in Indonesia by presenting make-up products that suit Indonesian physical characteristics. Beauty preferences are not determined by physical, gender, race and ethnicity, but beauty is formed from inner beauty.

*Keywords: Semiotics, Sign, Connotation, Denotation.*

## INTISARI

Semiotik merupakan salah satu cabang studi linguistik yang mempelajari mengenai tanda dan seluruh hal yang berkaitan dengan sistem tanda. Iklan merupakan salah satu media yang menggunakan banyak tanda baik verbal maupun visual dalam menyampaikan pesannya. Salah satu iklan yang menggunakan banyak tanda di dalamnya adalah iklan produk kecantikan. *Somethinc* merupakan produk kecantikan lokal yang terkenal di Indonesia yang meraih banyak prestasi.

Penelitian ini termasuk dalam penelitian kualitatif. Data yang diambil dari dua iklan produk *Somethinc* pada akun youtube *@somethincofficial*. Penulis mengambil sebanyak dua iklan dan ditemukan dua jenis tanda yaitu tanda verbal dan tanda visual. Dari kedua iklan tersebut, penulis menemukan sebanyak 11 gambar dan 9 bahasa tubuh yang dikategorikan sebagai tanda visual, dan 13 ujaran yang dikategorikan sebagai tanda verbal. Dalam menarik pesan yang terdapat dalam tanda pada iklan tersebut penulis menggunakan teori dari Roland Barthes yang dibantu menggunakan teori dari Ferdinand de Saussure mengenai makna konotasi dan denotasi.

Hasil dari penelitian ini adalah mengenai representasi kecantikan di Indonesia. Standarisasi kecantikan di Indonesia yang berubah dari waktu ke waktu. *Somethinc* sebagai brand kecantikan turut merayakan keberagaman kecantikan di Indonesia dengan menghadirkan produk make-up yang sesuai dengan karakter fisik orang Indonesia. Preferensi kecantikan tidak ditentukan dari fisik, gender, ras, dan etnis, melainkan kecantikan terbentuk dari kecantikan batin.

*Kata-kata kunci: Semiotik, Tanda, Konotasi, Denotasi.*