SEMIOTIC ANALYSIS OF "SOMETHINC" ADVERTISEMENT

PUBLICATION MANUSCRIPT

Submitted as Partial Fullfilment of Requirement

to Obtain *Sarjana Sastra Degree*

in English Literature Departement

By

Septi Nurliana

1900026179

ENGLISH LITERATURE DEPARTEMENT

FACULTY OF LITERATURE, CULTURE, AND COMMUNICATION

UNIVERSITAS AHMAD DAHLAN

YOGYAKARTA

2024

SEMIOTIC ANALYSIS OF "SOMETHINC" ADVERTISEMENT

By
Septi Nurliana

septinurlianaa@gmail.com

Abstract: *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. 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.*

Abstrak: *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. 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 kunci: *Semiotik, Tanda, Konotasi, Denotasi.*

INTRODUCTION

Language is a communication system. The science that studies a language is called linguistics. The fields of linguistics in studying a language are divided into two, namely microlinguistics and macro linguistics. The scope of linguistics examines several objects, namely phonology, morphology, syntax, discourse analysis, and semantics. While the

scope of macro linguistics examines objects including psycholinguistics, sociolinguistics, pragmatics, forensic linguistics, lexicography, anthropolinguistics, neurolinguistics, and semiotics. The study of signs is called semiotics. According to Saussure (1983: 65), semiotics is a science and a symbol that specifically communicates something verbally and unspoken. In this study, the researcher focused on looking for the signs contained in the *"Somethinc"* advertisement. Both verbal and visual signs contained in the ad are then analyzed using semiotics and descriptive qualitative methods. The analysis uses the theory put forward by Saussure (1983: 65) to analyze and describe the verbal and visual signs of advertisements using the theory from Barthes (1967) about denotative and connotative meanings. This research uses advertisements from the *Somethinc* brand as an object because the brand is one of the local brands that are on the rise and is claimed to have a quality that is no less competitive with brands from abroad. *Somethinc* is a beauty brand from Indonesia that was released in 2019 under the auspices of *PT. Beaute Haul Indonesia*. In the *Somethinc* advertisement, there are several signs and uniqueness in promoting its new product, namely with advertisements entitled 1) *Somethinc x Lifni Sanders 2020*, and 2) *Meet the 12 Super Idol Blurry Soft Lip Matte*. In general, these two advertisements invite us to be ourselves, love ourselves by taking care of it and expressing what we want, supported by verbal signs in the form of utterances supported with hashtags and words written in each scene, and also visual signs in the form of unique pictures supported with body languages. By writing this research, it is hoped that it can help in the field of linguistics, for example, to explore the semiotic field of analyzing advertisements to find verbal signs and visual signs to find deeper meanings and meanings about advertisements for *Somethinc* products.

METHOD

This research uses a qualitative descriptive method. The writer collects the data by doing some steps. The first step taken by the writer is to watch the advertisement on youtube *@somethincofficial for Somethinc x Lifni Sanders 2020*, and *Meet the 12 Super IDOL Blurry Soft Lip Matte*. Then the writer notes the information and data of verbal and visual signs contained in the ad which will then be analyzed then find out the connotative and denotative meanings of the verbal signs in the advertisements. After collecting the data, the writer categorizes the signs as verbal signs and visual signs. After that, the signs are categorized them such as pictures, utterances, and body languages. Then the writer looks for the meaning contained and finds the meaning of verbal and visual signs that produce connotative and denotative meanings so that writer can find the beauty concept of *Somethinc* advertisement that related to Indonesian beauty concept and find conclusions contained in *Somethinc* advertisement.

DISCUSSION

The analysis explains 3 points. The first content is 2 kinds of sign which are verbal and visual sign in the advertisement. The next content is about the connotative and denotative which explain concurrent with the verbal and visual sign. And the last content is about the relation of *Somethinc* advertisement with the beauty concept in Indonesia. There are many kinds of signs, In this analysis, the writer analysis 3 kinds of signs. There are pictures, utterances, and body languages. The first advertisement video is entitled *"Somethinc x Lifni Sanders 2020"*. It was uploaded by *Somethinc Official* in Youtube on December, 7, 2020. This advertisement focuses on advertising cushion product of *Somethinc* that is *Somethinc COPY PASTE Breathable Mesh Cushion SPF 33++*. This advertisement identic with models that are from various race and not only show women models, but there was also a man model in it. This advertisement shown the beauty doesn't matter as a self-confident and it can developing person not only by one beauty standard. And the cushion product can be used not only for women but men. The second advertisement *entitled "Meet the 12 Super IDOL Blurry Soft Lip Matte"*. It was uploaded by *Somethinc Official* in Youtube on November, 30, 2020. This advertisement focuses in advertising Lip Matte product. There are 12 new shades that shown in this advertisement by 4 adult women models with different characteristics on a shades of their lip matte product being put on. This advertisement in general invites us to be ourselves and being confident with our characteristics.

1. The Kind of Signs in *Somethinc* Advertisement

    From the first video of *Somethinc* advertisement that is entitled *"Somethinc x Lifni Sanders 2020"*, the writer found that there are signs involving 6 pictures, 7 utterances, and 5 body languages. And from the second video of *Somethinc* advertisement that is entitled *"Meet the 12 Supet IDOL Blurry Soft Lip Matte"*, it has found that there are 5 pictures, 6 utterances, and 4 body languages. The writer concludes from both advertisement that the first advertisement has more visual signs, there are 11 visual signs including 6 pictures with 5 body languages. This advertisement displays talents from various races with dialogue. And the second advertisement has more visual signs, there are 9 visual signs including 5 images and 4 body languages. Because concept of the advertisement is show the type of product implicitly.

2. *Somethinc* and the Concept of Beauty in Indonesia

    As a local Indonesian brand, *Somethinc* also celebrates the diversity and differences to break the beauty standards. That's why *Somethinc* advertisements use the preferences of various models to show that the meaning of beauty in Indonesia

does not have certain criteria. And with this, Somethinc as a local brand with international standards represents Indonesian beauty and the formation of beauty starts from inner beauty first. Somethinc shows the image of beauty in Indonesia through visual and verbal signs. Starts from pictures that show a lot of diversity such as gender, both men and women, skin color from white to dark, straight and curly hair shapes, the clothes chosen to show the diversity of races, ethnicities, and religions in Indonesia. Then the body language shown in the first Somethinc advertisement shows a lot of hand gestures like dancing and happy expressions. In the second advertisement, gestures can be seen that correspond to four types of model characters that represent inner beauty. In terms of verbal signs, the utterances in both advertisement mostly use denotative meaning to define beauty, describe products, and invite the audience to build their own image of beauty. These various things show that Somethinc products are universal, genderless, and international in nature and do not focus on just one beauty preference because they also celebrate Indonesian diversity.

CONCLUSION

The colonial era and ancient Java have influenced the way a group and society views the definition of beauty and over time this definition can change. *Somethinc*

tries to explore Indonesian beauty by not giving criteria for physical beauty. Beauty is not limited to gender, ethnicity, religion, and race. So that everyone who has inner beauty is truly beautiful. These include being confident, happy, thinking positively, having a good attitude, maintaining physical and mental health, taking care of themselves, having skills and knowledge, and so on. Because beauty is relative, and each person has their charm. *Somethinc* wants to appreciate, explore, and contribute to celebrating Indonesian diversity. As a beauty brand, *Somethinc* creates its products to support beauty through diversity. *Somethinc* tries to show that its products can support beauty, especially make-up. Indonesian people from teenagers to adults love to do make-up. Because it is considered to support their beauty and it can cover imperfections and make them confident. Therefore, *Somethinc* tries to present products that can be used by these groups, while conveying a natural and elegant beauty image of the make-up concept usually worn by Indonesians.

BIBLIOGRAPHY

Alfin, F. (2022, July). *A SEMIOTIC ANALYSIS OF THE AVENGERS SIX INFINITY STONES.* Retrieved from http://repository.unsada.ac.id/id/eprint/3917

Aprilita, D., & Listyani, R. H. (2016). Representasi Kecantikan Perempuan dalam Media Sosial Instagram: Analisis Semiotika Roland Barthes pada Akun @mostbeautyindo, @bidadarisurga, dan @papuan_girl. *Paradigma*, Vol. 04, No. 03: 1-13.

Cobley, P. (2001). *The Routledge Companion to Semiotics and Linguistics.* London and New York: Routledge.

Damayanti, N. P., Santika, I. D., & Pratiwi, D. P. (2021). Semiotic Analysis of Mentos Advertisement. *HUMANS: Journal of Arts and Humanities*, Vol. 25: 259-268.

Dassy, C. N., Purnawan, N. L., & Pradipta, A. D. (n.d.). Representasi Keecantikan dalam Iklan MAKE OVER BEYOND BEAUTY RULES: Art Collaboration. *Fakultas Ilmu Sosial dan Ilmu Politik Universitas Udayana*, 1-7.

Gunawan, E. S. (2017). Semiotik Analysis of Adapted Advertising Communication Between China and Western Pepso "Rising" Global Advertising. *Serat Rupa Journal of Design*, Vol. 1, No.3: 475-495.

Hafidza, K. K. (2021, December). *Telaah Linguistik Mikro dan Makro*. Retrieved from Mijil.id: https://mijil.id/t/telaah-linguistik-mikro-dan-makro/4273

Linggar, P. K., Ranuntu, G. C., & Imbang, D. (2018). Analisis Semiotika Iklan Produk Elektronik Handphone di Media Cetak. *Kajian Linguistik*, No. 2, 19-29.

Mitak, C. N. (2017). Wacana Iklan Televisi Rokok Djarum 76 Versi "PENGIN EKSIS": Analisis Tanda Menurut Roland Barthes. *Jurnal Ilmiah Kebudayaan SINTESIS*, Vol. 11, No. 2: 295-107.

Mudjiyanto, B., & Nur, E. (2013). Semiotics in Research Method of Communication. *PEKOMMAS: Jurnal Penelitian Komunikasi, Informatika dan Media Massa*, Vol. 16, No. 1: 73-82.

Pratami, D. A., Santika, I. D., & Utami, N. M. (2022). A Semiotic Analysis in Downy Collection Advertisement. *ELYSIAN JOURNAL: English Literature, Linguistics and Translation Studies*, Vol. 2, No. 2: 1-29.

Puteri, B. D. (2017). Analisis Semiotik pada Iklan-Iklan Aqua di Media Televisi. *PARAMASASTRA: Jurnal Ilmiah Bahasa Sastra dan Pembelajarannya*, Vol. 4, No.1, 160-176.

Putri, I. G. (2020). Semiotika Tanda Verbal dan Visual pada Iklan Kampanye Pencegahan Penyebaran Covid-19. *KULTURISTIK: Jurnal Bahasa dan Budaya*, Vol. 4, No. 2: 10-18.

Santika, I. D., Suastini, N. W., & Winarta, I. B. (2020). Verbal and Visual Signs on Advertisements About Environtment. *Prosiding Seminar Nasional Linguistik dan Sastra (SEMANTIKS)*, 516-522.

Syahdini, R. Z. (2019). *Semiotic Analysis of L'oreal Paris Advertisement.* Retrieved from Etheses of Maulana Malik Ibrahim State Islamic University: http://etheses.uin-malang.ac.id/

Wicaksono, A. R., & Fitriyani, A. H. (2021). Analisis Semiotik Roland Barthes pada Iklan Televisi Pertamina Edisi Ramadan 1442 H. *Acintya: Jurnal Penelitian Seni Budaya*, Vol. 13, No. 2: 155-164.