

### Table of Identification

#### 1. L'Oréal Feria

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
Visual/image	Beyoncé as a model in L'Oréal feria hair color advertisement and Beyoncé used nude lipstick color	<p>Beyoncé is interpreted as a beautiful singer person with her tanned skin color.</p> <p>The beauty side of Beyoncé is strongly applied here by her beautiful hair.</p>	<p>Beyoncé is represented as a natural beauty of black women due to her successful career as a singer.</p> <p>“Nude lipstick” is represent as a beauty and sensual color</p>	<p>This image tries to show that the product can build mindset women who see this advertisement can be a really beautiful and sexy as Beyoncé if they use this L'Oréal Feria hair color product. When people see the advertisement, they will feel confidence like Beyoncé that also feel</p>

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		<p>Beyoncé has long dark golden blonde hair. In western perspective of beauty can be seen from the blonde hair color.</p> <p>In Indonesia, long hair of women can attract women and man to curious about the owner of the hair.</p> <p>“Nude color” is interpreted as beauty and sensuality</p>		<p>more confidence even she has tanned skin, people will feeling beautiful with their beauty hair because the L’Oréal Feria product on the advertisement shows that the product is able to reveal the side of beauty and the natural of a beautiful woman. It is represented from the pictures by the black skin color of the women and her beautiful long hair that has a similar color with her gold ring. By using L’Oréal Feria hair color,</p>

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	Beyoncé has tanned skin	Tanned skin is interpreted as exoticism.  In convention of western culture, people consider tanned skin as an exoticism and they usually find women with tanned skin are a natural exotic beauty.	Tanned skin is represented as skin that has a color that is pale tone of brown.	your hair will be shining like a gold which makes it become more luxury, glamour, and also beautiful become more confidence. Even they don't have jewelry to become more beautiful they don't have to worry because by using this L'Oréal Feria hair color
	Beyoncé shows a gold ring in the finger.	Gold interpreted a luxury and glamour.  Ring is a small circular band, typically of precious metal	"Gold ring" is represented as a very luxury and glamour things for many of people which made by precious metal	product their hair will more beautiful. So if the women want to be beautiful and Glamour likes the model, they have to use the products. It is

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	Beyoncé wears dark blue dress with silver beads.	<p>Dress interpreted as a kind of formal cloth that has a powerful and elegant.</p> <p>Dark blue color interpreted as a very corporate color that can presents as a calm, optimistic and prestige</p>	<p>Dark blue dress color that Beyoncé used represents her powerful and elegant characteristic which has advantages from those blue dark color that can presents as calm, optimistic and prestige person.</p>	also help the hair color products to get the customer from its own advertisement.
Colors	The headline is in white color	“white” color on the headline is interpreted as a purity and elegance as stated in Kusrianto (2007: 47)	White color on the headline represents as the reflection of all visible of light : the opposite of black color (as stated in oxford	The color that used in this L’Oréal Feria hair color advertisement try to attract the viewers with the purity, beautiful, and elegance that used the

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			advance learners dictionary)	product because the L'Oréal Feria product is almost filled with black and white color. It shows that beauty side of women
	The company logo is in black color	"black" color on the company logo is interpreted as sexuality and elegance as stated in Kusrianto (2007: 47)	Black color represents the product that owing to the absence of or complete absorption of light : opposite of white color (as stated in oxford advance learners dictionary)	can constructed with white and black color in the advertisement.
	The background is in the white color	White interpreted as a purity and elegance.	White color on the background represents as the reflection of all	

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			visible of light : the opposite of black color (as stated in oxford advance learners dictionary)	
Texts	The headline is a sentence in capital letters "IT'S COLOR THAT MOVES YOU"	The words "its color that moves you" interpreted as a persuade words.  The capital letters is interpreted that the sentence has a really strong meaning that is with this hair color can moves you.	"IT'S COLOR THAT MOVES YOU" represents as the pillar of the headline that has the meaning to persuade all women to moves their mind on.	The headline "IT'S COLOR THAT MOVES YOU" and "IT'S THE END OF DULL AND FLAT." And "THIS IS COLOR SO SHIMMERING. SO MULTIDIMENSIONAL." tries to attract the viewers that women are all have to brave to move

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	<p>There is small shape sentence in capital letters “IT’S THE END OF DULL AND FLAT.” “THIS IS COLOR SO SHIMMERING. SO MULTIDIMENSIONAL.”</p>	<p>Word “dull and flat” is interpreted that something those need to change to an unusual thing like bored situation</p> <p>“It’s the end of dull and flat. This is color so shimmering. So multidimensional.” Is interpreted as the mind of persuading the people to moves from a usual and bored thing.</p>	<p>“It’s the end of dull and flat. This is color so shimmering. So multidimensional” from the word above has represent as a bored and really bored things that has to move forward</p>	<p>you from dull and flat become a beautiful women by using the L’Oréal’s hair color like Beyoncé that have a beauty shimmering and multidimensional hair by using this product.</p>

2. L'Oréal Pro-Keratin

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
Visual/image	Half face of women and she has long red hair, she used red lipstick and orange blush on.	<p>“Half face” is interpreted as a mysterious and calm.</p> <p>“Red color” is interpreted as a strong and powerful</p> <p>“Red hair” is interpreted as a brave, powerful, and aggressive</p> <p>“Red lipstick” is interpreted as powerful cosmetic; a woman applied to beauty her look since “red”</p>	<p>“Half face of women and she has long red hair” represents something that really mysterious but calm things that made in order to makes many of people feel curious, the red color is also made as the representative as brave, powerful and aggressive character.</p>	<p>This image tries to show the product to consumer by a simple look of women who show only the beauty half of her face but this advertisement show the full of that model’s beauty red hair.</p> <p>This L’Oréal Pro-Keratin hair color product can make the people who used this hair color can make you like a brave, strong and have a powerful. By looking at this</p>



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		<p>interprets powerful, love, aggression, and passion.</p> <p>Indonesian people believe “red” color is related to sexiness and love, because in valentine’s day “red” as a symbol of love</p> <p>“Blush on Orange color” interpreted that something of natural and pure</p>	<p>“The red lipstick color” represent as a very sensual and sexy color for women.</p> <p>“A woman used orange blush on” represents as a very natural and pure that came from its own women.</p>	<p>advertisement, the people will have a mindset that to look beauty and powerful like the model in this advertisement. You don’t have to show your body and full of your face to become more powerful and beauty because with this L’Oréal Pro-Keratin hair color product you can get it. With the red lipstick and little touch in blush on, it’s can make you looks so beauty.</p>

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Colors	The headline is in white color and the word “red” and “new” in the red color	<p>“white” color on the headline is interpreted as a purity and elegance as stated in Kusrianto (2007: 47)</p> <p>“Red color” is interpreted as a strong and powerful</p>	“White and red color” are represented as a really powerful and purity product	The product used headline used white and red color means to convince the consumers if the product is really powerful by its purity, meanwhile the product is also elegance by using white color in its company logo in order to persuade all the women to moves their mind on as the pillar or main idea of the product itself to change the women mind and using the product because the product was
	The company logo is in white color	“White” interpreted as a purity and elegance.	White color on the background represents as the reflection of all visible of light : the opposite of black	

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			color (as stated in oxford advance learners dictionary)	on brown color to make the women looks like warm and really comfort by using this product.
	The background is in the brown color	Brown color interpreted as a warm and a comfort.	Brown color is represented of a color produced by mixing red, yellow, and blue as of dark wood or rich soil	

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Texts	The tagline is a sentence in large size “JUST THE RIGHT RED!”	“Red color” is interpreted as a strong and powerful	“Just the right red!” represented as a really powerful and strong persuades to choose the right red product.	The text used capital letters on words “JUST THE RIGHT RED” is to convincing more the consumers if this product is the best product and something that the consumers right to choose because the product convincing more by using capital letters on “now with PRO-KERATINE” to let the consumers know the advantages of this product itself by using the pro-keratine itself in order to make the consumers
	The headline is a sentence “Now with PRO-KERATINE triple protection color crème.”	“Now with PRO-KERATINE triple protection color crème.” Interpreted that L’Oréal Pro-Keratin product give more advantages to protect the hair.	The word “now with PRO-KERATINE” on the sentence represent as convincing more the advantages of the product.	

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				beauty than before because of its pro keratine and the red coloring hair.

3. L'Oréal Superior Preference Chic Auburn Brown

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
Visual/image	A model wearing a black bowler hat.	<p>“black” color on the company logo is interpreted as sexuality and elegance as stated in Kusrianto (2007: 47)</p> <p>Bowler hat was popular with the British and American working classes during the remaining 19<sup>th</sup> century.</p>	<p>“black bowler hat” represented sexy and elegance because the bowler hat was popular with the British and American working class and make all the women who wear it become more beautiful beside of its stylish itself.</p>	<p>The model used black bowler hat because it wants to show the sexuality, beauty and the elegance of the L'Oréal Superior Preference Chic Auburn Brown product itself by using the black bowler hat on the model, the model is also used black dress to convince more the consumers if this is really powerful and elegant. Besides, the</p>

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	A model wearing a black dress.	“Black Dress” interpreted as a kind of formal cloth that has a powerful and elegant.	“Black dress” is represented as a kind of very powerful and elegant character	model has brown hair as the meaning of warm and comfort. So, the product is not only powerful, elegant and makes the women be more beautiful, but it is also so warm and comfort to be used by the consumers.
	A model with her brown hair.	“Brown color” interpreted as a warm and a comfort.	“Brown hair” is represented as a warm and comfort that came from and reflect from the character of the model itself	
Colors	The headline is in gold color.	“Gold” interpreted a luxury and glamour	“Gold” is represented as a yellow precious metal, used in jewelry.	The headline of L’Oréal Superior Preference Chic Auburn Brown product

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	The company logo is in gold color.	“Gold” interpreted a luxury and glamour	“Gold” is represented as a yellow precious metal, used in jewelry and decoration.	used gold color as the meaning of luxury and glamour, to convince more the consumers the company logo is also on gold color in the background of brown color which in the view of little town in Paris on the night with many of very beautiful lamp on the brown color as the meaning if the L’Oréal Superior Preference Chic Auburn Brown product is really beauty, luxury, glamour, warm and
	The background is the view of a little town in Paris on the night with many of very beautiful lamp on the brown color..	“Brown color” interpreted as a very warm and comfort	“The view of a little town with many of lamp in brown color” represents as a very warm and comfort place like the color of the model’s hair.	



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				comfort to be used.
Texts	<p>“Presenting CHIC AUBURN BROWN”</p> <p>“Superior Preference Paris Lumiere.”</p>	<p>Word “Chic” is interpreted as a beauty, elegant, stylishly fashionable.</p> <p>“Presenting CHIC AUBURN BROWN” is interpreted as a beauty side of women by using the auburn brown</p> <p>“Superior Preference Paris Lumiere.” Is interpreted if the product preference of</p>	<p>“Presenting CHIC AUBURN BROWN”</p> <p>“Superior Preference Paris Lumiere.” Those words represent as a very beauty, stylish and fashionable product with a very warm and comfort color on the product of Loreal hair color like the preference of Paris Lumiere.</p>	<p>The word “Chic” has the meaning of beauty, elegant, stylish and fashionable in added by word “Auburn Brown” as the meaning of beautification of the L’oreal Superior Preference Chic Auburn Brown product itself. There also clause “Superior Preference Paris Lumiere.” in order to convince the consumers if</p>

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	<p data-bbox="526 544 806 831">There is the state of L'Oréal master colorist "I've crafted Chis Auburn Brown to grow with bold, delicious cinnamon"</p>	<p data-bbox="831 469 1106 938">Paris Lumiere</p> <p data-bbox="831 544 1106 938">"I've crafted Chis Auburn Brown to grow with bold, delicious cinnamon" is interpreted if this product made by professional colorist hair</p>	<p data-bbox="1131 544 1449 938">its product also represent by its coloring hair master to convince more the consumers if the product is a very good, fashionable, beauty, warm and comfort for the people.</p>	<p data-bbox="1473 469 1794 1331">the product is the best product to be used. Moreover, the L'oreal Superior Preference Chic Auburn Brown product is also added the state of L'oreal master colorist "I've crafted Chis Auburn Brown to grow with bold, delicious cinnamon" in order to convincing the consumers if this product made by the master of coloring hair with his really professional and serious mode while creating this product to</p>

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				make this product best to be used by the consumers

4. L'Oréal's Superior Preference Blondissimes

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
Visual/image	Gwen Stefani as a model in L'Oréal ferria hair color advertisement and used nude lipstick color.	<p>Gwen Stefani is interpreted as a beautiful singer person with her beauty blonde hair</p> <p>Gwen Stefani has white skin is interprets a beauty side of women</p> <p>Beauty side of Gwen Stefani is strongly applied here by her beauty blonde hair</p>	<p>Gwen Stefani as the model of the advertisement represent as a beautiful person with her beauty blonde hair which strong applied to her that the Western people perspective, a blonde hair color can reflect to a very beautiful women because the blonde hair is a kind of natural beauty hair which own by many of western women. Although</p>	<p>Gwen Stefani is a really famous singer and known by having her beautiful blonde hair. She strongly added by the product to persuade the consumers if they want to have beautiful hair as Gwen Stefani, they have to use this L'Oréal's Superior Preference Blondissimes product to make the consumers has this beautiful hair. Although, western people thought if a beautiful</p>

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		<p>In western perspective of beauty can be seen from the blonde hair color.</p> <p>Blonde hair on a woman represents attractiveness and desire in western countries.</p> <p>“Blonde hair” is interpreted as a natural beauty own by white women.</p>	<p>Indonesian man will curious by its owner.</p> <p>“Nude lipstick” is represent as a beauty and sensual color</p>	<p>women mostly has blonde hair in order to make all men felt curious by the owner of its hair. Moreover, Gwen Stefani is also wear gold dress to make this product looks really luxury and glamour by adding more by the uses of nude lipstick color to added the beauty and sensuality of the model itself to convince all the consumers by using this L’Oréal’s Superior Preference Blondissimes</p>

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		<p>In Indonesia, long hair of women can attract women and man to curious about the owner of the hair.</p> <p>“Nude color” is interpreted as beauty and sensuality</p>		product.

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	Gwen Stefani is wearing gold dress	<p>“Gold” interpreted a luxury and glamour</p> <p>“Gold dress” is interpreted a really luxury and glamour dress</p> <p>In Indonesian culture, people believe that dress are a must use for the women to go to special events, and by using the dress women looks more beauty and feminine.</p>	“Gold dress” represents she used something that luxury and glamour.	

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Colors	The headline is in white color	“white” color on the headline is interpreted as a purity and elegance as stated in Kusrianto (2007: 47)	White color on the background represents as the reflection of all visible of light : the opposite of black color (as stated in oxford advance learners dictionary)	He headline of L’Oréal’s Superior Preference Blondissimes product used white color as the meaning of purity and elegance, moreover the company logo used gold color to convince the consumers if the L’Oréal’s Superior Preference Blondissimes product as a luxury and glamour hair color besides of its purity and elegance. By adding the gold fireworks to presents the consumers if this product is something that really
	The company logo is in the gold color.	“Gold” interpreted a luxury and glamour	Gold is represented as a yellow precious metal, used in jewellery and decoration.	
	The background is like gold fireworks.	“Gold” interpreted a luxury and glamour.	The background used gold fireworks	



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		<p>“gold fireworks” is interpreted as beautification</p>	<p>represented as a luxury and glamour, it is also represented as something that really beauty that came from its own gold fireworks</p>	<p>beauty and good to be use.</p>
<p>Texts</p>	<p>The headline is“ Color so superior it’s legendary”</p>	<p>“Legendary” is interpreted as something that really famous, historical and to be remembered</p> <p>“ Color so superior it’s legendary” is interpreted that something which really famous and</p>	<p>“ Color so superior it’s legendary” represented as the hair color is really famous, historical, and needed to be remembered by its superiority</p>	<p>The headline is“ Color so superior it’s legendary” in order to convince the consumers about the superiority of this product that really good to be used by adding the legendary words that has the meaning of something that really historical, famous and</p>

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	<p data-bbox="526 544 801 576">“Superior Preference”</p>	<p data-bbox="831 469 943 501">historical</p> <p data-bbox="831 544 1106 683">“Superior Preference.” Is interpreted if the product preference</p>	<p data-bbox="1135 544 1442 788">“Superior Preference” represented as something that really good or maybe a best thing because its superiority</p>	<p data-bbox="1467 469 1794 810">something that worth to be remembered. The product also added “Superior Preference” to convincing more if this product is the best choices for the customers</p>

5. L'Oréal's Superior Preference Black Sapphire

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
Visual/image	A woman with long black hair.	<p>In Indonesia, long hair of women can attract women and man to curious about the owner of the hair.</p> <p>“Black hair” interprets sexuality and elegance</p> <p>A model has white skin is interprets a beauty side of women</p>	<p>“A woman with long black hair” represents as a women that can attract many of men and make all of men are all curious on her, black color is also representing as sexuality and elegance women that show the beauty side of the women.</p>	<p>Women in black hair in many of country looks so elegance and beauty, the black hair color of those women can attract many of men and make them curious by the women. However, besides its beautification side the black color can also show more elegance, luxury and the sexiness of all the women. The woman looks half naked to show more</p>

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	<p>A woman wears a black ring with a black sapphire stone on that ring</p>	<p>“Black” interprets elegance, luxury and sexuality</p> <p>“Black Ring” interprets as thing really elegance</p> <p>Black sapphire is a nearly opaque stone whose color is so dark that it appears to absorb all light that enters the gemstone. Sometimes, this stone also looks very dark blue</p>	<p>Woman that used “Black ring with a black sapphire stone on that ring” is represents as elegance, expensive, and luxury.</p>	<p>the side of her beauty that can attract many people curious with her. The model wears the black ring to show her beauty side with the advantages of her black sapphire stone that shiny even in the dark. Black sapphire to reveal the meaning of her shiny black hair that by using L’Oréal’s Superior Preference Black Sapphire product your black hair will be shine, sexiness and</p>

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	The woman is half naked.	“Half naked.” interprets as sexiness and sexuality.	“A woman looks half naked” represents as sexuality that tries to attract people.	make more beautiful
Colors	The headline is in gold color	Gold interpreted a luxury and glamour	Gold is represented as a yellow precious metal, used in jewelry and decoration.	The combination of the gold color with background of this L’Oréal’s Superior Preference Black Sapphire product advertisement is to attract viewers with luxury, glamour and sparkling. Night situation in the city with the light gold lamp to reveal the meaning that the beauty side of the night is on the light street lamps
	The company logo is in gold color	Gold interpreted a luxury and glamour.	“Gold” represents as a yellow precious metal, used in jewelry and decoration.	
	The background of this advertisement is night situation in the	“Night situation in the city with the light gold lamp” interprets the	“Night situation in the city with the light gold lamp” is represents as	

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	city with the light gold lamp	<p>sparkling in the dark</p> <p>Western people believe night time is the best time to going out and party with friends</p> <p>“Gold” interpreted a luxury and glamour.</p>	there still bright and shiny even in the dark place.	that make the night has beautiful shines. And with the gold color on this headline and company logo to show luxury and glamour
Texts	Used tagline “presenting BLACK SAPPHIRE”	“Sapphire” is a transparent precious stone, typically blue, that is a variety of corundum (aluminum oxide).	“Presenting BLACK SAPPHIRE” is represents the beauty black hair like sapphire stone.	The texts that used on this advertisement to convince the people that the L’Oréal’s Superior Preference Black Sapphire product as the most and

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		<p>This tagline “presenting BLACK SAPPHIRE” is interpret elegance, luxury and sexuality</p>		<p>blackest beauty hair color for the customer that can make your black hair more sparkling, luminous, and shiny in midnight like sapphire stone, in addition there is small words from</p>
	<p>There is the professional colorist hair’s statement “I crafted Black Sapphire to ignite sparks of icy blue over shimmering tones of midnight”</p>	<p>This statement “I crafted Black Sapphire to ignite sparks of icy blue over shimmering tones of midnight” is interpret sparkling, luminous, and shiny in midnight.</p>	<p>The professional colorist hair’s statement is represent its coloring hair master to convince more the consumers that this product as a good black hair coloring product</p>	<p>the professional colorist hair to make this L’Oréal’s Superior Preference Black Sapphire product be more trusted to be used</p>

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		By putting a sentence from the professional colorist hair in this advertisement is interpret that this product as a good hair color.		



6. L'Oréal's iNOA

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
Visual/image	Pose of this model is look towards the back of the left side and she applies dark red lipstick	Pose of this model is look towards the back of the left side interprets that woman feel sexy and gorgeous.  "Red lipstick" is interpreted as powerful cosmetic; a woman applied to beauty her look since "red" interprets powerful, love, aggression, and	Putting up red lipstick represents the women is getting dressed up.	This image tries to show that the product can build mindset women who see this advertisement can be a really beautiful and powerful woman as the model if they use this L'Oréal's iNOA hair color product. When people see the advertisement, they will feel confidence like the model that also feel more confidence and people will feeling beautiful with their beauty

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		<p>passion.</p> <p>Indonesian people believe “red” color is related to sexiness and love, because in valentine’s day “red” as a symbol of love</p>		<p>hair. The model uses red lipstick to show her beautification, the red color in this L’Oréal’s iNOA product can set as a powerful, love and passion. That’s why the color uses by many of people for their home.</p>

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
	The model wearing blink grey tang top	<p>“Grey” interprets elegant, calm, and quietness</p> <p>“Tang top” interprets sexy side of a woman.</p> <p>“Blink grey tang top” interprets the beauty of a woman. When a woman wearing tang top and feel so glamour with the blink of tang top, she intends to be looked beauty.</p>	<p>“Grey” represents of a color intermediate between black and white, as of ashes or lead.</p> <p>“The model wearing blink grey tang top.” represented as the representation of beautification and glamour by looking on the blink of the tang top itself.</p>	

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
	The company logo is in white color	“White” interpreted as a purity and elegance.	White color on the headline represents the reflection of all visible of light : the opposite of black color (as stated in oxford advance learners dictionary)	the yellow color on headline as the reflection of the bright color of light, it is combined with grey color to make the reflection can be seen by the people. The most color that used in this advertisement is grey color. “Grey” shows the beauty part of woman that is also the symbol of elegant, calm, and quietness.

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
	The background is in the grey color	“Grey” interprets elegant, calm, and quietness	“Grey” represents of a color intermediate between black and white, as of ashes or lead.	

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
Texts	<p>“Every Woman Dreams Of Having Gorgeous Hair Color, Experience The Difference WITHOUT AMMONIAL”</p>	<p>The words “WHITOUT AMMONIAL” is in the capital letter, interpreted as to ensure if the product is really on safety for customers, which used the capital letters to confirm more the safety of the product.</p> <p>The headline “Every Woman Dreams Of Having Gorgeous Hair Color, Experience The Difference</p>	<p>“Every Woman Dreams Of Having Gorgeous Hair Color, Experience The Difference WITHOUT AMMONIAL”</p> <p>represents as the dreams of many of women who want to have beautiful hair without harm their self.</p>	<p>The text that used in this L’Oréal’s iNOA advertisement is “WITHOUT AMMONIAL” with the capital letter to convince the customer if the product is safety to be use to make their dreams come true of having a very beautiful hair color without any of bad side effect from its hair color.</p>

<b>Part of Advertisement</b>	<b>Object</b>	<b>Interpretant</b>	<b>Representamen</b>	<b>Interpretation</b>
		WITHOUT AMMONIAL”interpre ts that if the product is safety to be use		