

CHAPTER I

INTRODUCTION

1.1 Background of the study

Mass media has a very important role to deliver the message, news, and etc. because the mass media as tools to communicate as well as a variety of information to be published to the public. According to Muis in Bos and Lefevere (2014) stated that the mass media has the important function to maintain the identification of the members of society with the values and symbols which people concerned. By using mass media, the advertisement has the ability to build the opinion of the public and could be decided as the factor of the processes of changing.

The mass media and women are two things that are always related, it is shown by how the media represent women through advertisements. In general, the portrayal of women in the media is colored by stereotypes. Besides the portrayal of women in media today more dare to show the parts of women's beauty. The women's body is exploited and used by some media as the object to sell and endorse the products to the consumers. By exploiting women's beauty in advertising, they are closely linked with the ideology of capitalism that places women's beauty as one of the means of production (DiSalvatore, 2010)

The construct of beauty mostly used in the women's product, many types of women's product in the advertisement, includes clothing advertisements, perfume

advertisements, health advertisement, and cosmetics advertisements. These advertisements show the beauty of women especially their body and their hair color. The result of survey by Nielsen Media Research (NMR) in Singapore on 2006 used 1000 the respondent of women show that 80% is dominated by women in purchasing the products. The one of the women product that also used the women is the hair color. Based on IARC monograph (2008) Hair coloring has become a common thing in society, and almost 50% to 80% of women in the USA, Japan, and Europe using hair color for their hair.

Many print advertising media such as magazines and tabloid featuring a woman showing a valuable part of the women beauty. Intentionally display to attract the attention of anyone who sees it and is then expected to buy advertising products. The advertising occupies almost 60% of newspaper space, 52% of magazine pages, 18% of radio time, and 17% of television prime time (Collins &Skover, 1993:698). According to McCracken (2003) women's magazines are a perfect way to advertise because advertising occupies up to 95% of the space in some women's magazines. Vaughan (2003) suggests that people are more emotionally invested in the content of their magazines, which gives one more reason why magazines are an important medium to study. This study used Estetica USA magazine published in January 2017 and Estetica NL magazine published on January 2017. Estetica is a hair magazine founded in 1946 by Mino Pissimiglia, the company publishes Estetica magazine which established itself in just a few years as the most respected magazine in the Italian hairdressing industry. Today the magazine is a worldwide leader in terms of circulation and market penetration.

The distribution of Estetica magazine is over 60 countries in 26 international editions. The writer chooses this kind of magazine based on "Top 100 Magazines by sales in the USA and Ireland according to the latest ABC statistics as of August 2016" (Better Retailing, 2016).

The previous study semiotics in the print media has explained by Gudekli (2014) the title is "Using woman in advertisement as a Symbol of Sex: Cosmopolitan Magazine Example". This journal used 6 kinds of women advertisements in different product to determine how woman representation (gender) placed in the advertisements in Cosmopolitan magazine published in Turkey 1990's, 2000's, and 2010's, and to identify the change of gender in the advertisements in Cosmopolitan magazine. Semiotic methodology is used in analyzing the data. The linguist Saussure discussed semiotic with several linguistic signs and expressed that sign consists of the combination of the signifier and signified. This study used women as a sexual object and associated with feminism in the advertisements in Cosmopolitan magazine.

The other previous research is by Ali & Ullah (2015) "Semiotic Insight Into Cosmetic Advertisement in Pakistani Print Media". The study is about the understanding of denotative, connotative, deep and symbolic meanings of brand name, text, slogan, logo, picture, art work, colors scheme, linguistic and culture change generated by advertisements by using Barthes's semiotic theory. The author argued that many people look at the advertisements and buy things under its influence but they are unaware of connotative, denotative, and symbolic of

features of certain advertisements. This study focused on the using of theory to understand the meaning of the advertisements.

This study focused on the beauty construction in one product advertisement (L'Oréal Hair Color) in Estetica magazine with semiotic by Charles Sanders Peirce. To reveal the beauty construction in L'Oréal hair color advertisements in magazine Estetica USA magazine published in January 2017 and Estetica NL magazine published on January 2017, the writer uses semiotics of Charles Sanders Peirce with triadic (three part) model in semiotic process there are representamen, interpretant, and object to analyzing all the sign, picture, colors, and texts in L'Oréal hair color advertisements. And also to reveal the verbal and nonverbal language in L'Oréal hair color advertisements

1.2 Research Question

How women's beauty is constructed in L'Oréal hair color advertisements in Estetica magazine?

1.3 Purpose of the Study

This study is aimed at showing how women's beauty is constructed in L'Oréal hair color advertisements in Estetica magazine.

1.4 Scope and limitation of the study

The scope of this study focuses on L'oreal hair color advertisements in magazine represent the beauty construction by analysing the verbal and nonverbal languages including image, colors, and texts. This study is limited to the beauty construction in 6 L'Oréal hair color advertisements in Estetica USA magazine published in January 2017 and Estetica NL magazine published on January 2017.

1.5 Significance of the study

This study is to expand knowledge and to understand about beauty construction in advertisement. This study is expected to be a reference for readers in English Department, especially for those who are interested the study of printed media in magazine. The writer hopes this study could reveal beauty construction to enrich the reader knowledge.

CHAPTER II

LITERATURE REVIEW

2.1 The study of semiotic

The study begins by telling about the meaning of the semiotic itself; Sobur (2004: 95) Semiotic came from the Greek word "semeion" that has a meaning as "signs". The term seems to be derived from medical semeion hipokratik or asklepiadik with attention on the symptomatology and diagnostic inferential.

However, Van Zoest (1993: 1) proposed his opinion that signs at the time were still meaningful things that have points to the existence of the other things. Although, he also added that semiotics is the branch of science dealing with the study of signs and everything connected with the sign, such as sign systems and processes that apply to the mark.

Moreover, Teew (1984: 6) who proposed his opinion about semiotics that semiotics is the study of objects, events, all cultures as a sign. He also added his opinion that semiotics is the sign as an act of communication, and then perfected a model of literary from all factors and aspects essential to understanding the symptoms of literature as a means of communication that is typical in any society. Semiotics is also a branch of science that is still relatively new, the use of signs and everything connected with it more systematically studied in the twentieth century.

Seiler (2005) proposed that the experts of the Modern semiotics has proposed that the modern semiotic analysis has been introduced with two names, a linguist who came from Switzerland named Ferdinand de Saussure and an American philosopher, Charles Sanders Peirce. Although, Peirce calls semiotic analysis system is a model and the term that has become a dominant term used for the science of signs. These two philosophers inspired the work of Roland Barthes, Roman Jakobson, Claude Levi Strauss, Charles Morris, Thomas Sebeok, Julia Kristeva and Umberto Eco

One of the most recognized names in the field of Semiotics is Roland Barthes. His Semiotic Theory has been the inspiration behind many aspiring students and

teachers alike. Signs range from speech, body language and symbols to paintings, music and Morse code. Barthes' Semiotic Theory broke down the process of reading signs and focused on their interpretation by different cultures or societies. Barthes added signs had both a signifier, being the physical form of the sign as we perceive it through our senses and the signified, or meaning that is interpreted. In the previous study by Ali & Ullah (2015) Barthes presented the way of analysis of the advertisement. Linguistic message for example slogan, brand name, text, logo, picture, art work, and colors scheme. It carries denotative and connotative messages and symbolic of features of certain advertisements. For another previous study by Gudekli (2014) stated that Roland Barthes discussed semiotic with several linguistic signs and expressed that sign consists of the combination of the signifier and signified. The writer uses semiotics of Charles Sanders Peirce with triadic (three part) model in semiotic process there are representamen, interpretant, and object to analyzing all the sign, picture, colors, and texts

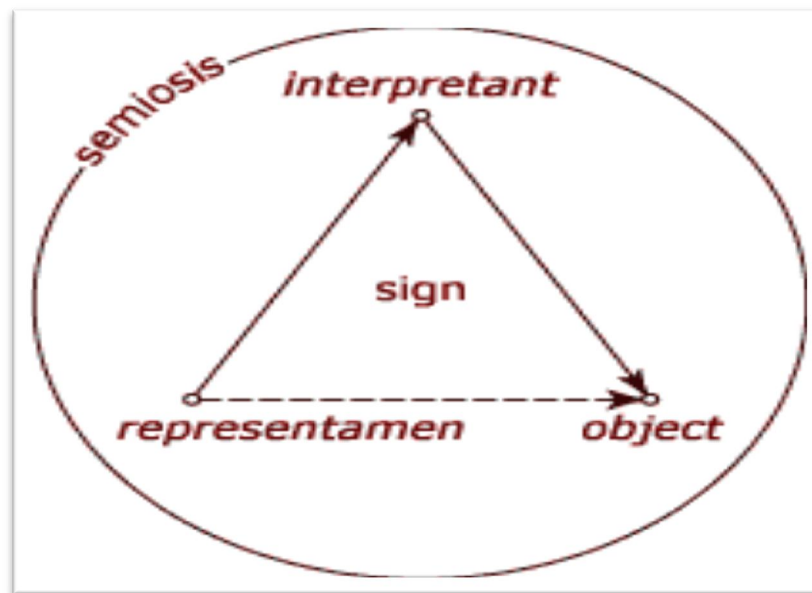
2.1.1 Semiotic Theory by Charles S. Peirce

Charles Sanders Peirce in Kriyantono (2006: 263) said if Peirce was a philosopher of America's and multidimensional, besides a philosopher he is also an expert in logic and understood about the way of how human is thinking, Peirce eventually comes to believe that human beings think in sign or he actually called as semiotics, then from that thing is born science of sign that he called as semiotics then it was saw as the element of communication.

Peirce also added that semiotics approach in the triangle method to interpret the meaning. Peirce's theory of meaning triangle composed of the sign, object, and interpretant. Moreover, one form of the sign is the word, the object is something which referred to the mark while interpretant is a sign that there is in someone's mind about the object that is referenced mark. When all three elements of meaning that interact in someone's mind, then comes the meaning of something that is represented by the sign. The triangular theory of meaning is the question of how meaning emerges from a mark when the mark was used by people at the time when they are having of communication.

In addition, according to Wibowo (2014: 14) said that a sign or representamen is something that represents something for someone and something else in some respect or capacity. Something else that by Peirce called the interpretant, named as interpretant of the first sign, in turn, will refer to a particular object. Thus, according to Peirce, a sign or representamen have a triadicrelationship directly with interpretation and its object (Image 1)

.Image 1
Triangle Peircean Semiotic Method



Kiyantono (2006:265) added that is a sign of physical objects that can be captured by the five human senses and is something that refers to (represent) something other than the sign itself. This is called the object a reference mark. The reference mark (Object) is the social context is a reference to a sign or something referred mark. Users sign (interpretant) the concept of thinking of the people who use the sign and lowered it to a particular meaning or meanings in someone's mind about the object that is referenced a sign.

Based on Tinarbuko (2009: 17) stated that Peirce classification efforts were undertaken to mark its uniqueness though not quite simple. Peirce distinguishes types of signs to be the Icon, Index, and the symbol which is based on the relationship between representamen and object. The icon is a sign that contains resemblance "way" that was easily recognizable by the mark of usage. In the relationship between the icon and the object, representamen materialized as

similarities in various qualities. For example, most of the traffic signs are the iconic sign for "describes" the shape it has in common with the actual object. The index is a sign that has a phenomenal or existential linkage between representamen and object. Within the index, the relationships between the marks with its objects are concrete, real-time, and usually in a way that is sequential or causal.

2.2 Color

Color is a part of our daily lives. People sometimes used the color to express themselves and color also used to show their emotions. The use of color is to simply help people feel confident with their bodies and appearance. (Gonzalez & Beach, 2005) indicates that over 80% of visual information is related to the color because color conveys the information. It identifies a product or a company, as well as the quality of the merchandise and much more. The use of color in the advertisements can influence consumers' purchase decisions, how they see things, their emotions, and thus it is integral to marketing. In the advertisement, color photographs are commonly used because they are thought to have superior attention getting (Meyers-Levy, Joan & Io, 1995). For this reason, it is the important to understand how color affects attitudes, beliefs, and feelings. Marketers can then apply such knowledge to develop effective promotional strategies and tactics.

Holzshalg in Kusrianto (2007) made a list of the psychological impact of color, they are:

- a. Red (Optimistic, dynamic, energizing, exciting, sexy, intense, stimulating, aggressive, powerful, energetic, dangerous, Excitement, energy, passion, desire, speed, strength, power),
- b. Yellow (Joy, happiness, optimism, idealism, imagination, hope, imagination, optimism, idealism),
- c. White (Reverence, purity, simplicity, cleanliness, peace, humility, precision, innocence, youth, birth, good, sterility, cold, clinical, sterile)
- d. Black (Power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger, underground, good technical color, mourning, death (Western cultures),
- e. Brown (Earth, hearth, home, outdoors, reliability, comfort, endurance, stability, simplicity, and comfort).
- f. Blue (calm, sad, knowledge, and trust)
- g. Gold (elegance, luxury, glory, and greatness)
- h. Green (natural, healthy, clean, tough, peace, and renewal)
- i. Grey (intellect, futuristic, stylish, serious, natural, and attraction)

2.3 Advertisement

The meaning of the advertisement according to Oxford Advanced Learning Dictionary (2008: 7) is notice in a newspaper, on television, etc, telling people about a product, job or service.

Klepper in Liliweri (1992: 17) explains that advertising comes from the Latin 'advere' that have meaning to pass the thoughts and ideas to others. Understanding the advertisement was the message that an individual, group of companies, or government agencies in a newspaper, periodical or printed material that was circulated widely (such as phone books, book fairs and so on) on the basis of contract payments. Based on this explanations it can be drawn the conclusion that advertisement is a form of delivering messages from individuals, groups, or companies concerning goods or services, so that goods or services are known, have been selected and eventually purchased or used.

2.4 Advertisement in Print Media

The definition of the print media is a static medium and prioritizes visual messages; media consists of a sheet with a number of words, pictures, or images, in full color. Its main function is to inform and entertain. Print media is a document for everything that was captured by the journalist and converted into a form of words, images, photographs, and so on (Dayton, 2016)

In this sense, the print media being used as an advertising medium is limited to newspapers and magazines. So it is concluded that advertising in print media is a form of promotion that is expressed through pictures, shapes, colors,

and the alphabet and the printing process involves a technique in grace and mutual support. Characteristic of printed mass media is to engage a process of printing in its duplication.

2.4.1 Elements of printed advertisement

Kasali (2007:87) said that the elements of Print advertisements are the advertisement that appears in front of the target audience in a form of publication in the form of printed material, such as posters, flyers, brochures, catalogues, direct mail, as well as advertisements in newspapers and magazines. He also added that the other element in print advertising that is quite important is the matter of typography. According to Webster's dictionary, The New Grolier International (1971: 467) typography is an art set (set and setting) letters (type) and then print it. The letters have many types or styles. Each type is usually called typeface. In addition, Today has provided thousands of typeface designs that can be used. Each design of the typeface has its own character that is able to describe a feeling into an image or a series of words.

2.5 Beauty Construction in Media

The meaning of beauty according to Oxford Advanced Learning Dictionary (2008: 33) is quality or state of being beautiful and the person or thing that is beautiful.

The media genre, the advertising is more offers the unique of opportunity to study about how the ideal of beauty is constructed across the cultures life. Each culture has a set of general beliefs about what constitutes the beauty and femininity. Wood in Frith, Shaw, & Cheng, (2005) stated that to be feminine in the United States is to be attractive, deferential, unaggressive, emotional, nurturing, and concerned with people and relationships. Likewise, beauty is a construct that varies from culture to culture and changes over time. A buxom Marilyn Monroe was the beauty ideal in the United States in the 1950s, soon to be replaced by the emaciated Twiggy of the 1960s. Whereas porcelain skin is valued in China, scar edification of the skin is a beauty process in parts of Africa. Thus, the particular set of physical characteristics perceived as beautiful and desirable can vary across cultures and time periods.

The advertisements are more offers the unique of opportunity to study about the ideal of beauty is constructed across the cultures life because the advertisements are the tools to promoting about whom to be a “beauty ideal”. Watson (2012) stated that the beautification on the media was constructing by using many of elements like its shirt, hair, color, lips and its background. In this part of the point, the advertisement using its elements by putting much different of dress that used by the models and many different kinds of color on its dress, lips, background and also the little accessories of the models in order to add more the side of beautification and attraction on its media. However, the adding of many elements can also help the product of getting more consumers who attracted and wants to try the product by looking at the beauty of the models on its media.

2.6 Theoretical Framework

In advertisement activities often use the advertising models as a tool to influence the consumers. The models are also often presented among women. Based on the study library used by researchers to support this research are the theory of the magazine as the print media, printed media advertisement, magazines as an advertisement medium, the concept of beauty, meaning beautiful woman, beauty and style of women, representation, hair color, non-verbal communication, communication visually, the response of color psychology, semiotics approach and model of semiotic that wants to be used in this study is the semiotics model by Charles Sanders Peirce. Peirce's theory used to construct the beauty in beauty product advertisements in Estetica Magazine to analyze the interpretant and the representamen related with each other.

CHAPTER III

METHODOLOGY

3.1 Research Method

This descriptive analytical method will be used in this study. As stated by Dag Piper and Andreas Scharf (2004), descriptive analysis is the best method that goes well for measuring human perception in the concrete case at hand will depend upon the type of product, financial resources, the objective of the study and the available time. According to Ratna (2006), the descriptive analytical method focuses on explaining the facts and then analyzed it with details to find meaningful understanding about something.

The descriptive analytical method is used to analyze the picture and symbol that shows the woman construction L'Oréal hair color advertisements in Estetica USA magazine published in January 2017 and Estetica NL magazine published on January 2017. Through the picture and symbol from the advertisement, the writer attempts to analyze by using the theory of semiotic perspective by Peirce that indicates three processes of analysis that are interpretan, representamen, and object. The general data analysis techniques use grooves commonly used in the writing of qualitative method, which is examined to identify object presented, analyze, and then interpret its meaning.

3.2 Data and Data Sources

The data are images, colors, and texts in L'Oréal hair color advertisements in Estetica USA magazine published on January 2017 and Estetica NL magazine published on January 2017 that show the beauty construction. The data sources are 6 printed L'Oréal hair color advertisements in Estetica USA magazine published on January 2017 and Estetica NL magazine published on January 2017.

3.3 Data Collecting Procedure

The writer did some steps to collect the data:

1. Finding the source of the data by reading Estetica USA magazine published on January 2017 and Estetica NL magazine published on January 2017.
2. Choosing the printed L'Oréal hair color advertisements in Estetica magazine.
3. Identifying the images, colors, and texts that found in each advertisement.

3.4 Data Analysis Procedure

1. Categorizing the advertisement into image, colors, and texts.
2. Analyzing the advertisement into image, colors, and texts.
3. Analyzing the signification process based in the interpretant and representamen of Peirce theory of semiotic.
4. Making table of analysis of the advertisements

5. Making interpretation of the advertisement based on the representamen, an interpretant.
6. Interpreting the findings.
7. Drawing a final conclusion based on the pre-conclusion of system semiotics.

CHAPTER IV

FINDING AND DISCUSSIONS

4.1 Finding

This chapter provides to answer the research question the form of discussion. The analysis begins with the interpretant and then representamen used the semiotic theory by Charles Sanders Peirce. The data sources are 6 printed L'oreal hair color advertisements in Estetica USA magazine. The data of this study are images, colors, and texts in L'Oréal Feria hair color advertisements, L'Oréal Pro-Keratin hair color advertisements, L'Oréal Superior Preference Chic Auburn Brown hair color advertisements, L'Oréal Superior Preference Blondissimes hair color advertisements, L'Oréal Superior Preference Black Sapphire hair color advertisements, and L'Oréal iNOA hair color advertisements. It can be seen in this following table:

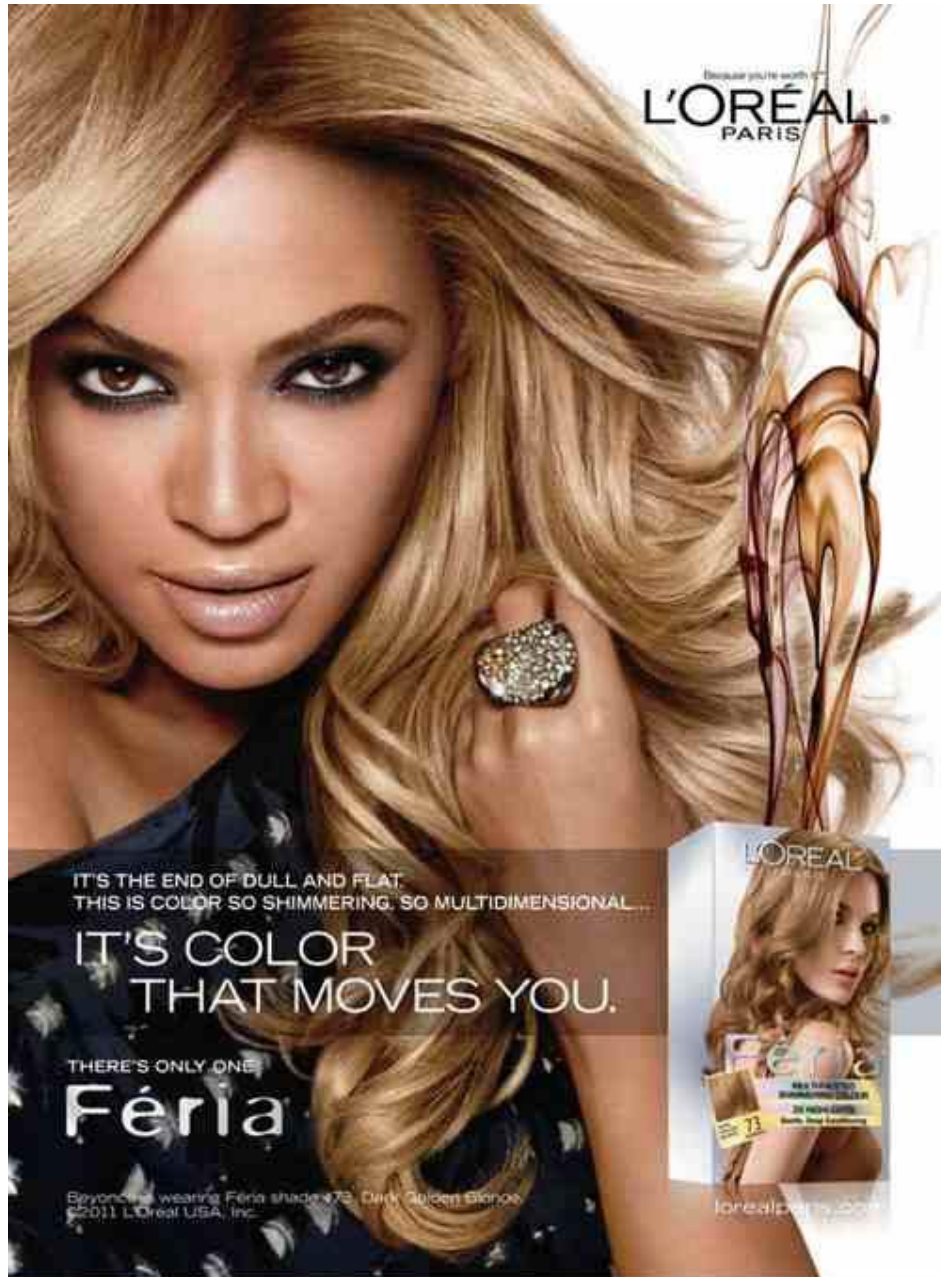
Table 1
Finding

No.	Object	Interpretant	Interpretation
1.	L'Oréal Feria Product	Beyoncé Knowles has tanned skin and with L'Oréal Feria	- More confidence - Glamour - exoticism - Elegance
2.	L'Oréal Pro-Keratin Product	A woman that shows her half face with her long red hair by L'Oréal Pro-Keratin product.	- Brave - Powerful - Sensuality
3.	L'Oréal	A model wearing a black	- Sexy and elegance

	Superior Preference Chic Auburn Brown Product	bowler hat and black dress with L'Oréal Superior Preference Chic Auburn Brown.	<ul style="list-style-type: none"> - Stylish - Warm and comfortable woman.
4.	L'Oréal Superior Preference Blondissimes Product	Gwen Stefani wearing gold dress and applied the hair color by L'Oréal Superior Preference Blondissimes	<ul style="list-style-type: none"> - Feel luxury - Glamour - Beauty and sensuality
5.	L'Oréal Superior Preference Black Sapphire Product	A woman is half naked with her long black hair by L'Oréal Superior Preference Black Sapphire	<ul style="list-style-type: none"> - Luxury and glamour - Shiny and sparkling - Elegance - Sexiness
6.	L'Oréal iNOA Product	A woman with L'Oréal iNOA hair color product and wearing blink grey tank top	<ul style="list-style-type: none"> - More gorgeous - Powerful - Sexy

4.2 Discussion

4.2.1. L'Oréal Feria



4.2.1.1 Description

Beyoncé Knowles is a model in this L'Oréal Feria hair color product advertisement that has tanned skin. In this advertisement, Beyoncé shows a gold ring in the finger and Beyoncé wears a dark blue dress with silver beads. The

headline is in white color and the company logo is in black color. The background is in the white color. The headline is a sentence in capital letters “IT”S COLOR THAT MOVES YOU”. There is a small sentence in capital letters “IT”S THE END OF DULL AND FLAT.” “THIS IS COLOR SO SHIMMERING. SO MULTIDIMENSIONAL.”

4.2.1.2 Images

Beyoncé has long dark golden blonde hair that in western perspective of beautification itself the beauty can be seen from the blonde hair color. However, In Indonesia, long hair of women can attract women and man to curious about the owner of the hair. Beyoncé is a really famous singer in the world that interpreted as a beautiful person with her tanned skin color, the beauty side of Beyoncé is strongly applied here by her beautiful hair which makes her been chosen for being the model in L’Oréal, that’s also the reason why Beyoncé is represented as a natural beauty of tanned women due to her successful carrier as a singer. In the convention of western culture, people consider tanned skin as an exoticism and they usually find women with tanned skin are a natural exotic beauty. Beyoncé also wears a gold ring and however, gold was interpreted as a luxury and glamour things that many of people really want to have, and ring is a small circular band that typically made for being one of precious metal. However, “Gold ring” is represented as a very luxury and glamour things for many of people which made by precious metal. Although, Beyoncé is also wearing a dark blue dress with silver beads on the advertisement itself, dress interpreted as a kind of formal cloth that has a powerful and elegant figure that came out from it, the dark blue color

itself interpreted as a very corporate color that can present as a calm, optimistic and prestige, moreover the dark blue dress color that Beyoncé used represents her powerful and elegant characteristic which has advantages from those blue dark color that can present as calm, optimistic and prestige person.

However, 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 Féria hair color product. When people see the advertisement, they will feel confidence like Beyoncé that also feel more confidence even she has tanned skin, people will feeling beautiful with their beautiful hair because the L'Oréal Féria product on the advertisement shows that the product is able to reveal the side of beauty and the nature of a beautiful woman. It is represented by the pictures by the tanned skin color of the women and her beautiful long hair that has a similar color with her gold ring. By using L'Oréal Féria hair color, your hair will be shining like a gold which makes it become more luxury, glamour, and also beautiful become more confident. Even they don't have jewelry to become more beautiful they don't have to worry because by using this L'Oréal Féria hair color product their hair will more beautiful. So, if women want to be more beautiful and Glamour likes the model, they have to use the products. It also helps the hair color products to get the customer from its own advertisement.

4.2.1.3 Color

Moreover, 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 advance learners' dictionary). However, 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). Moreover, 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 visible of light the opposite of black color (as stated in Oxford advance learners dictionary) the color that used in this L'Oréal advertisement try to attract the viewers with the purity, sexuality, and elegance product because the product is almost filled with black and white color.

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 on brown color to make the women looks like warm and really comfort by using this product

4.2.1.4 Texts

After discussing about the images and colors, then discuss about the text that on the headline there is a sentence in capital letters "IT'S COLOR THAT

MOVES YOU”, The words “its color that moves you” interpreted as a persuade words that was made on the advertisement in order to focusing all the viewers on the capital letters and 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. In addition, there is small sentence in capital letters “IT”S THE END OF DULL AND FLAT.” “THIS IS COLOR SO SHIMMERING. SO MULTIDIMENSIONAL” Word “dull and flat” is interpreted that something those need to change to an unusual thing because there many of people who afraid to change their own style or even doubt if those change can only make their change become bad. “IT”S THE END OF DULL AND FLAT. THIS IS COLOR SO SHIMMERING. SO MULTIDIMENSIONAL” Is also interpreted as the mind of persuading the people to moves from a usual and bored thing. “It’s the end of dull and flat. This is color so shimmering. So multidimensional” from the word above represent as a bored and really bored thing that has to move forward.

Moreover, the headline tries to attract the viewers that women are all have to brave to moves 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.

4.2.2 L'Oréal Pro-Keratin

L'OREAL[®]
PARIS

Just the Right Red!

New!
Now with

PRO-KERATINE
Triple Protection Color Creme

NEW
L'OREAL PARIS
7R
EXCELLENCE
Creme
PRO-KERATINE
Triple Protection Color Creme
100% Long-Lasting Gray Coverage
Rich, Radiant, Revitalized Hair

100% Long-Lasting Gray Coverage
Rich, Radiant, Revitalized Hair

100% Long-Lasting Gray Coverage
Rich, Radiant, Revitalized Hair

4.2.2.1 Description

The Image of this L'Oréal Pro-Keratin advertisement is half face of women and she has long red hair. A woman used red lipstick." A woman used orange blush on. The headline is in white color and the word "red" and "new" in the red color. The company logo is in white color. The background is in the brown color. The tagline is a sentence in large size "JUST THE RIGHT RED!" The headline is a sentence "Now with PRO-KERATINE triple protection color crème."

4.2.2.2 Images

On this L'Oréal Pro-Keratin advertisement, the model that used half face pose in the picture and she has long red hair. On the other hand, "Half face" is interpreted as a mysterious and calm because "Red color" is interpreted as a strong and powerful "Red hair" is also interpreted as a brave, powerful, and aggressive hair" represents something that really mysterious but calm things that made in order to make many of people feel curious about the person who has its red color of hair, the red color is also made as the representative as brave, powerful and aggressive character. Besides the using of its red hair color, the model on the advertisement is also used red lipstick. However, those "Red lipstick" is interpreted as powerful cosmetic; a woman applied to beauty her look since "red" interprets powerful, love, aggression, and passion that the Indonesian people believe "red" color is related to sexiness and love, because on Valentine's Day "red" as a symbol of love "The red lipstick color" represent as a very sensual and sexy color for women. Also, the model used orange blush on. And that "Blush on Orange color" interpreted that something of natural and pure "A woman used

orange blush on” represents as a very natural and pure that came from its own woman which makes her looks like a beautiful and natural woman.

This image tries to show the product to consumer by a simple look of a woman who shows the beauty half of her face with her beautiful red hair. Women will have a mindset that to look beauty like the model in this advertisement does not need to show your body and full of your face. With the red lipstick and little touch in blush on, it’s can make you look so beauty if all the viewers using this hair color product.

4.2.2.3 Colors

The headline is in white color and the word “red” and “new” in the red color, “white” color on the headline is interpreted as a purity and elegance as stated in Kusrianto (2007: 47) “Red color” is interpreted as a strong and powerful “White and red color” are also represented as a really powerful and purity product. However, 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 color (as stated in Oxford advance learners dictionary) but however, the background is in the brown color that interpreted as a warm and a comfort. The brown color is represented as a color produced by mixing red, yellow, and blue as of dark wood or rich soil.

The product used headline in white and red color in order 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 on brown color to make every of women looks like warm and really comfort by using this product.

4.2.2.4 Texts

After discussing the colors, The tagline is also used 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 color in order to persuade and to choose the right red product. Moreover, the headline is also has a sentence “Now with PRO-KERATINE triple protection color crème. This headline in L’Oréal Pro-Keratin product advertisement is interpreted that L’Oréal Pro-Keratin product gives more advantages to protect the hair. The word “now with PRO-KERATINE” on the sentence represent as convincing more the advantages of the 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 the large size sentence on “now with PRO-KERATINE” to let the consumers know the advantages of this product itself by using the pro-keratin itself in order to make the consumers beauty than before because of its pro keratin and the red coloring hair.


4.2.3 L'Oréal's Superior Preference Chic Auburn Brown

PRESENTING
CHIC AUBURN BROWN

SUPERIOR
Preference.
PARIS LUMIÈRE

 *Christophe Robin*
L'Oréal Master Colorist

"I've crafted Chic Auburn Brown to glow with bold, delicious cinnamon tones."
Luminous color for up to 8 weeks.



Discover the inspiration behind this shade at beYourStyle.com

Because you're worth it™
L'ORÉAL
PARIS

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4.2.3.1 Description

This L'Oréal's Superior Preference Chic Auburn Brown advertisement used a model that wearing a black bowler hat. The woman is wearing a black dress and she with her brown hair. The headline is in gold color. The company logo is in gold color. The background is the view of a little town in Paris on the night with many of very beautiful lamp on the brown color. For the texts of this L'Oréal's Superior Preference Chic Auburn Brown advertisement are "Presenting CHIC AUBURN BROWN" and "Superior Preference Paris Lumiere." There is the state of L'Oréal master colorist "I've crafted Chis Auburn Brown to grow with bold, delicious cinnamon"

4.2.3.2 Images

This image of L'Oréal's Superior Preference Chic Auburn Brown hair color advertisement, the models wearing a black bowler hat. "Black" color on the company logo is interpreted as sexuality and elegance as stated in Kusrianto (2007: 47). The bowler hat was popular with the British and American working classes during the remaining 19th century. "Black bowler hat" represented of sexy and elegance women because the bowler hat was popular in British and American working class and make all the women who wear it become more beautiful besides of the stylish itself. In addition, the model is also wearing a black dress that 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. A model has brown hair. "Brown" interpreted as a warm and a comfortable. "Brown hair"

is represented as a warm and comfortable that came from and reflects the character of the model itself.

The image is to reveal the meaning from the model which used black bowler hat because it wants to show the sexuality and the elegance of the product itself by using the black bowler hat on the models, the model is also used black dress to convince more the consumers if this is really powerful and elegant. Besides, the model has brown hair as the meaning of warm and comfortable. So, the product is not only powerful, elegant and makes the women be more beautiful, but it is also so warm and comfortable to be used by the consumers.

4.2.3.3 Colors

The headline of this advertisement is in gold color. “Gold” interpreted a luxury and glamour “Gold” is represented as a yellow precious metal, used in jewelry and decoration. 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. 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 comfortable “The view of a little town with many of lamp in brown color” represents as a very warm and comfortable place like the color of the model’s hair. The headline 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 in the brown color as the meaning if the product is really beauty, luxury, glamour, warmth and comfort to be used.

4.2.3.4 Texts

“Presenting CHIC AUBURN BROWN” “Superior Preference Paris Lumiere.” Word “Chic” is interpreted as a beauty, elegant, and stylishly fashionable. “Presenting CHIC AUBURN BROWN” is interpreted as a beauty side of women by using the auburn brown “Superior Preference Paris Lumiere.” Is interpreted if the product preference of Paris Lumiere “Presenting CHIC AUBURN BROWN” “Superior Preference Paris Lumiere.” Those words represent the beauty, more style and fashionable product with a very warm and comfort color on the product of Loreal hair color like the preference of Paris Lumiere. There is the state of L’Oréal master colorist “I’ve crafted Chis Auburn Brown to grow with bold, delicious cinnamon” “I’ve crafted Chis Auburn Brown to grow with bold, delicious cinnamon” is interpreted if this product made by professional colorist hair its product also represent by its coloring hair master to convince more the consumers if the product is a very good, fashionable, beauty, warmth and comfort for the people. 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 product itself. There also “Superior Preference Paris Lumiere.” in order to convince the consumers if the product is the best product to be used. Moreover, the product is also added the state of L’Oréal master colorist “I’ve crafted Chis Auburn Brown to grow with bold, delicious cinnamon” in order to convince the consumers of this product was made by the

master of coloring hair with his really professional and serious mode while creating this product to make this product best to be used by the consumers.

4.2.4. L'Oréal's Superior Preference Blondissimes

8 weeks of luminous shine.
8 weeks of fade-defiance.

Color so superior,
it's legendary.

SUPERIOR
Preference

Discover color famous for
its luminous quality.
Defying fade-out.
For up to 8 glorious weeks.
With liquid gold conditioners,
for lasting radiance.

Experience for yourself color that's
nothing less... than legendary.

8
All hair-out
tinted with
potassium
permanganate
UV filter

NEVER LET IT FADE.[™]
Gwen Stefani

LOREAL
PARIS

LOREAL
Superior Preference
Blondissimes
Color Cream
with Liquid Gold Conditioner
100% AMMONIUM FREE

The background of the advertisement features a close-up portrait of Gwen Stefani with her signature blonde hair, set against a backdrop of shimmering gold lights. A product shot of the L'Oréal Superior Preference Blondissimes Color Cream is positioned in the upper right quadrant.

4.2.4.1 Description

A woman in L'Oréal's Superior Preference Blondissimes advertisement is Gwen Stefani, she is a model in L'Oréal Feria hair color advertisement. Gwen Stefani is wearing a gold dress and she applied nude lipstick color on her lips. The headline used white color and for the company logo used the gold color. The background is like gold fireworks. The headline is "Color so superior its legendary" and "Superior Preference"

4.2.4.2 Images

Gwen Stefani as a model in L'Oréal Feria hair color advertisement Gwen Stefani is interpreted as a beautiful singer person with her beauty blonde hair Gwen Stefani has white skin is interprets a beauty side of women Beauty side of Gwen Stefani is strongly applied here by her beauty blonde hair In western perspective of beauty can be seen from the blonde hair color. "Blonde hair" is interpreted as a natural beauty own by white women. In Indonesia, long hair of women can attract women and man to curious about the owner of the hair. Gwen Stefani as the model of the advertisement represents 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 a very beautiful women because the blonde hair is a kind of natural beautiful hair which own by many of western women. Although in Indonesian man will curious by its owner. Gwen Stefani is wearing a gold dress. "Gold" interpreted a luxury and glamour. "Gold dress" is interpreted a luxury and glamour dress. "Gold dress" represents she used

something that luxury and glamour. In Indonesian culture, people believe that dress is a must use for the women to go to special events, and by using the dress women looks more beauty and feminine.

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 woman mostly has blonde hair in order to make all men felt curious by the owner of its hair. Moreover, Gwen Stefani is also wearing gold dress to make this product looks really luxury and glamour by adding the of nude lipstick color to add the beauty and sensuality of the model itself to convince all the consumers by using this L'Oréal's Superior Preference Blondissimes product.

4.2.4.3 Colors

The headline of this advertisement 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) The company logo is in the gold color. "Gold" interpreted a luxury and glamour Gold is represented as a yellow precious metal, used for jewellery and decoration. The background is like gold fireworks. "Gold" interpreted a luxury and glamour. "gold fireworks" is interpreted as beautification. The background used gold fireworks

represented as a luxury and glamour, it is also represented as something that more beauty that came from its own gold fireworks purity and elegance. Moreover, the company logo used gold color to convince the consumers if the product is also luxury and glamour besides of its purity and elegance. By adding the gold fireworks effect as the background in this L'Oréal's Superior Preference Blondissimes advertisement wants presents to the consumers that this product is something that more beauty and good to be used.

4.2.4.4 Texts

The headline is “Color so superior it’s legendary” “Legendary” is interpreted as something that really famous, historical and to be remembered. “Color so superior it’s legendary” is interpreted that something which really famous and historical. “Color so superior it’s legendary” represented as the hair color is really famous, historical, and needed to be remembered by its superiority. “Superior Preference” is interpreted that this product as a preferred product. “Superior Preference” represented as the hair product that really good and the best thing to use because of its superiority. 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 have the meaning of something that really historical, famous and 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.

4.2.5 L'Oréal's Superior Preference Black Sapphire

— PRESENTING —
BLACK SAPPHIRE

SUPERIOR
Preference
PARIS LUMIÈRE


Christophe Robin
L'Oréal Master Colorist

"I've crafted Black Sapphire to ignite sparks of icy blue over shimmering tones of midnight."
Luminous color for up to 8 weeks.



Discover the inspiration behind this shade at behindtheshade.com

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Because you're worth it.™
L'ORÉAL
PARIS

4.2.5.1 Description

This image of L'Oréal's Superior Preference Black Sapphire advertisement is a woman with her long black hair. A woman wears a black ring with a shining diamond on that ring and this woman looks like half naked. For the headline of this L'Oréal's Superior Preference Black Sapphire advertisement is in the gold color. The company logo is also in the gold color. The background of this advertisement is night situation in the city with the light street lamp like a gold color. The headline is "presenting BLACK SAPPHIRE" and there is the professional colorist hair statement "I crafted Black Sapphire to ignite sparks of icy blue over shimmering tones of midnight".

4.2.5.2 Image

A woman has long black hair. Western people believe that have long hair of women can attract women and man to be curious about the owner of the hair. "Black hair" interprets sexuality and elegance. A woman has white skin is interprets a beauty side of women "A woman with long black hair" represents a women that can attract many of men and make all of men are all curious about her, "black color" is also representing as sexuality and elegance women that could show the beauty side of the women. A woman wears a black ring with a black sapphire stone on that ring. "Black" interprets elegance, luxury and sexuality "Black Ring" interprets as the thing which more elegance. 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. A woman that used "Black ring with a black sapphire stone on that ring" is represented as

elegance, expensive, and luxury. A woman looks half naked interprets sexiness and sexuality. “A woman looks half naked” represents as sexuality that tries to attract people.

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 of the black color which can also present more elegance, luxury and the sexiness of all the women that use this hair color product. A woman looks half naked to show the side of her beauty that can attract many people curious about her. A model wears a black ring want to show her beauty side with the advantages of her black sapphire stone that shiny even in the dark. Black Sapphire stone presented in this advertisement is to reveal the meaning of her shiny black hair by using L’Oréal’s Superior Preference Black Sapphire product your black hair will be shine, sexiness and make more beautiful.

4.2.5.3 Colors

The headline and the company logo in this hair color advertisement are in gold color. “Gold” interpreted a luxury and glamour. “Gold” is represented as a yellow precious metal, used in jewelry and decoration. The background of this advertisement is night situation in the city with the light gold lamp. “Night situation in the city with the light gold lamp” interprets sparkling in the dark. Western people believe night time is the best time to going out and party with friends. “Night situation in the city with the light gold lamp” is represented as bright and shiny even in the dark place.

The combination of the gold color with the 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 that make the night has beautifully shown. The gold color used on this headline and company logo also to show about luxury and glamour.

4.2.5.4 Texts

This L'Oréal's Superior Preference Black Sapphire advertisement used tagline "presenting BLACK SAPPHIRE". "Black Sapphire" is a transparent precious stone, typically blue, that is a variety of corundum (aluminium oxide). This tagline "presenting BLACK SAPPHIRE" is interpreted elegance, luxury and sexuality. The "Black" color it is represented as very darkest color owing to the absence of or complete absorption of light: opposite of white color (as stated in Oxford advance learners dictionary). So, the "presenting BLACK SAPPHIRE" tagline represents the beautiful black hair like a sapphire stone. Another part of this advertisement put the professional colorist hair and said: "I crafted Black Sapphire to ignite sparks of icy blue over shimmering tones of midnight". By putting a sentence from the professional colorist hair in this advertisement is interpret that this product is a good hair color. This statement "I crafted Black Sapphire to ignite sparks of icy blue over shimmering tones of midnight" is interpreted sparkling, luminous, and shiny in midnight. The professional colorist hair's statement represents its coloring hair master to convince more the

consumers that this L'Oréal's Superior Preference Black Sapphire as a good black hair coloring product.

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 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 the professional colorist hair to make this L'Oréal's Superior Preference Black Sapphire product be more trusted to be used.

4.2.6 L'Oréal's iNOA

AMMONIA

L'ORÉAL
PROFESSIONNEL

iNOA

"EVERY WOMAN DREAMS OF
HAVING GORGEOUS HAIR COLOR,
EXPERIENCE THE DIFFERENCE
WITHOUT AMMONIA!"

—EVA SCRIVO
EVA SCRIVO SALON

• Find an iNOA salon by L'Oréal Professionnel near you at l'oreal.com

4.2.6.1 Description

The image of this L'Oréal's iNOA advertisement is used a model that applies red lipstick on her lips. And the model is wearing the blink grey tank top. The color which used as the headline in this L'Oréal's iNOA advertisement is in the yellow color and for the company's logo is in white color. This L'Oréal's iNOA advertisement used the background is in the grey color. The headline of this hair color advertisement is "Every Woman Dreams Of Having Gorgeous Hair Color, Experience The Difference WITHOUT AMMONIAL".

4.2.6.2 Image

The body movement of this model looks towards the back of the left side and she applies red maroon lipstick. The body movement of this model looks towards the back of the left side to interpret that woman feel sexy and gorgeous. The model applies red maroon lipstick. "Red maroon lipstick" is interpreted as powerful cosmetic. A woman applied this lipstick color to more beauty for her look because "red maroon" interprets powerful, love, aggression, and passion. Indonesian people believe "red" color is related to sexiness and love because on Valentine's Day, "Red" also as a symbol of love. The women that putting up a red maroon lipstick in nowadays are represented that she already getting dressed up. The model wearing blink grey tank top. "Grey" interprets elegant, calm, and quietness. "Tank top" interprets sexy side of a woman. "Blink grey tank top" interprets the beauty of a woman. When a woman wearing a tank top and feel so glamour with the blink of tank top, she intends to be looked beauty. "Grey" represents of a color intermediate between black and white, as of ashes or lead.

“The model wearing blink grey tank top“ represented as the beautification and glamour by looking on the blink of the tank top itself. The model applied the red maroon lipstick to show her beautification because the red color can set as a powerful, love and passion. However, the grey tank top can also show something that really beautiful.

This image tries to show that the product can build the mindset of women who see this advertisement can become more really beautiful, sexiness and powerful woman like the model if they use this L’Oréal’s iNOA hair color product. When people see the advertisement, they will feel more confident looks like the model that also feel more confident and people will feel beautiful with their beautiful hair. The model applied red maroon lipstick to show that this hair color can make the consumers more powerful and also glamour because the red maroon lips color in this L’Oréal’s iNOA product can set as a powerful, love and passion.

4.2.6.3 Colors

The deadline is in yellow color, “Yellow” interprets optimist, happiness and joyful. “Yellow” represents of color between green and orange in the spectrum, a primary subtractive color complementary to blue, colored like ripe lemons or egg yolks. 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 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.

The color that used in this advertisement want to shows the optimistic, elegance, and quietness. The headline used yellow color 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

4.2.6.4 Texts

The headline of this L’Oréal’s iNOA hair color advertisement are “Every Woman Dreams Of Having Gorgeous Hair Color, Experience The Difference WITHOUT AMMONIAL” 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. The headline “Every Woman Dreams Of Having Gorgeous Hair Color, Experience The Difference WITHOUT AMMONIAL” interprets that if the product is safety to be use “Every Woman Dreams Of Having Gorgeous Hair Color, Experience The Difference WITHOUT AMMONIAL” represents as the dreams of many of women who want to have beautiful hair without harm their self.

This advertisement want to show that text used “WITHOUT AMMONIAL” 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 product. By using this L’Oréal iNOA hair color

product, it will protect your hair from chemical ingredients that will damage the beauty of your hair.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains the conclusion made based on the analysis of the object of the study itself, the analysis here means as the representation of beautification of women that appears from hair color that could make them attracted to many of people. The analysis of the representation itself uses Peirce concept of semiotic perspective.

5.1 Conclusion

The beauty appears on each L'Oréal hair color advertisement that can be seen from the model's hair color and supported by the little accessories that used by the model itself, color that used in the advertisements and also the text/headline. L'Oréal hair color advertisement showed less the body shape of the model because beauty constructs are not only with the beautiful body. However, L'Oréal advertisement tries to show that the using of much different hair of color can also attract many of people as good as the uses of women's body itself. In addition, from all the discussion of the advertisement there found on the findings that interesting things because the beauty of a women not only because of the color of her skin but also from the color of their hair that was elegance, have a powerful color, glamour and sensuality that can make them has more advantages from their own performance. On the other hand, L'Oréal advertisement also shows the other kinds of natural beauty that used a tanned skin woman as the

model in one of the L'Oréal advertisement. The L'Oréal does not show the beauty in a woman only come from the white women, but L'Oréal also used tanned skin women to construct the meaning of the beauty itself by using the L'Oréal hair color product. Tanned skin is being the trending topic in western people, they always wait for the sunshine to do sunbathing to get their skin tanned or they also can go to the salon to get tanning. Have a tanned skin in this era is being a symbol of exoticism.

From all the aspect that mentioned above, it can be concludes that the concept of beauty in six different product from L'Oréal hair color advertisement are has different result of its every of product that can be seen from its every different result of interpretation. However, the differences of using many types of product from L'Oréal hair color can impact on its different result of interpretation which it's because the different color can also show its users of the product their personality, that's why in addition hair color is also give a person of her personality that make every of people need to choose wisely the hair color that really suitable with their own personality. Moreover, the writer found this interesting because the beauty side of women is not only can be seen from their faces and body, but it's also seen from their hair especially from their hair color that considered as one of the most specific natural beauty from women which is constructed on the media advertisement. On the other hand, beauty can also be seen from the hair color that affected on women's personality that attracts people around her. Not only to attract the people who uses the product itself, the L'Oréal hair color advertisement is also trying to make the people play their minds of

making an interpretation that by using the product from the L'Oréal hair color can make them be more beautiful like those many differences models that have been chosen by L'Oréal hair color in order to make an attraction of getting lot of consumers who interest by the product itself. Therefore, in order to make the product be more powerful the L'Oréal hair color produce many different of color to make the consumers chose the color that they want and they think if suitable or not with their characters because the uses of many different color can marks its owner personality and that's why the mistakes of choosing the wrong product or color can impact on many of cases.

5.2 Suggestion

This research is suggestion for students especially in English Literature in State University of Jakarta to expand knowledge and to understand about semiotic theory by Charles Sanders Peirce and to know how the beauty construction in advertisement. Also, there must be much more books in the library that discussing about semiotic in order to make the students can learn further about its semiotic itself.