

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Mass media are an important commodity of our everyday lives, through them, people are both entertained and informed (Renzetti and Curran 2004: 102). Magazine is one of media of publication, generally published on a regular schedule, containing a variety of articles in order to enrich the readers' information and knowledge. It generally financed by advertising that is designed not only to promote the product but also to influence the reader about up-and-coming of current fashion either in national or in international scope.

Mass media is such a tool which is very effective to influence people, one of which is magazine to offer product through advertisement. According to Arens (1986: 418) magazines are the indirect mail in the media text, it offer pleasure to its reader through images. Magazine also offer advertisers a wide variety of creative possibilities through various technical or mechanical elements including bleed pages, cover positions, insert and gatefolds, and special size half.

There are categories of magazines; some of them are women magazine and man magazine. Women magazine trends to contain more colorful advertisements with sophisticated pictures and persuasive

language. This many regard to the fact that women love beauty, including languages and pictures.

Advertisement on a magazine can pore over the details of a photograph and the readers may study carefully the information presented in the copy. This may consider magazine as an ideal medium to influence people.

Printed advertising is interesting to be analyzed linguistically because the written language it usually contains. Every single word means something and the language of advertising is very carefully chosen to have special effects to the reader consumers. Wright (1962 : 156) states that there are two types of printed advertising, first is direct advertising and second is publication advertising. Direct advertising is the news can be transferred to directly to the readers. Publication advertising the messages and the content in mass media is transferred to the target readers. Wright (1962: 170) argued that magazine appeals to particular kinds of people in all kinds of communities. People can read magazine that they are interesting in the most.

Thus, this study investigates the meaning of woman beauty in advertisement in the *Today's Black Woman* magazine. The researcher uses these magazines to be analyzed since they are considered as best seller women magazine in America in which provide any information about women's need, especially for black woman.

These ads displayed the product of women cosmetics such as hair treatment, foundation, compact powder, perfume and so on. The advertiser tries to advertise their products in *Today's Black Woman* magazine because they believe the products will have best seller as same as the magazine. This study is to alert the reader to some of the more common stereotypes and patterns in the way the female is displayed in popular culture.

In this study, the writer decides 10 advertisements related to beauty product, which are vitamin hair, foundation, compact powder and hair treatment in *Today's Black Woman* magazines, then analyzing those advertisements by using the approach of semiotic by Roland Barthes to reveal the signification processes through denotative and connotative level in those advertisements.

1.2. Research Questions

Based on the background of the study, the writer formulate the research question as follows:

1. How is women beauty shown in advertisements in *Today's Black Woman* magazines?
2. What are the meanings of the beauty products of Nikka K, Ultima, AMBI, INDIREMI, Duversa and kiss color in *Today's Black Woman* magazine?

1.3. Scope and Limitation of the Study

This study is limited on the advertisements that represented the women at *Today's Black Woman* magazine. The analysis focuses on how advertisement in *Today's Black Woman* magazine represent meaning of women beauty by analyzing the text and pictures uses semiotic approach applied by Roland Barthes to reveal the signification process. The sources of data are taken by editions of *Today's Magazine* published on Feb-Mar 2010, Feb-March 2011 and Feb-Mar 2012 editions, since these valentine editions.

1.4. Purpose of the Study

The purpose of this study is to analyze how women beauty is shown in advertisements and what are the meanings revealed in those advertisements in *Today's Black Woman* magazines through *beauty-product* advertisements in three editions of *Today's Black Woman* magazines based on the process of signification applied by Roland Barthes.

1.5. Significance of the Study

By writing this study, the writer hopes that it can give obvious input of knowledge on how to analyze discourse, representation, and meaning of something based on and behind the texts at the magazine to the writer and readers, especially to English Department students. Besides, it is

hoped that it will also be valuable reference which provides information and knowledge related to advertising study.

CHAPTER II

LITERATURE REVIEW

2.1 Semiotics

The Oxford Advanced Learner's Dictionary defines as 'the study of signs, symbols and of their meaning and use.

The study or science of signs, known in Europe as semiology (a term coined by Saussure) and in North America as semiotics (a name devised by C.S. Peirce (1839-1914) for his independently developed philosophical system which shared many common premises with de Saussure's).

According Chandler (2002:2) semiotics is concerned with meaning-making and representation in many forms, perhaps most obviously in the form of 'texts' and 'media'. Such terms are interpreted very broadly. For the semiotician, a 'text' can exist in any medium and may be verbal, non-verbal, or both, despite the logocentric bias this distinction. The term text usually refers to a message which has been recorded in some way (e.g. writing, audio- and video-recording) so that it is physically independent of its sender or receiver.

Ferdinand de Saussure (1857-1913), a Swiss linguist, saw language as a system of sign whose meanings are arbitrary. His most influential ideas were set out in lectures given between 1907 and 1911 and published posthumously in 1916 as *Cours de Linguistique General*,

edited from Saussure's paper and his student's notes. Saussure emphasized that what a sign stands for is simply a matter of cultural convention, of how things are done in a given culture. It has nothing to do with what the sign refers to in the world or the sign's history. He suggested that 'the linguist sign unites, not a thing and a name, but a concept and a sound-image.' Sign comprised two elements: a signified, a concept of idea, which is materialized in a signifier, a sound-image such as an advertising hoarding or a newspaper text. The meaning of signs must be sought in the relations (of similarity, contrast, etc.) between signs. For Saussure, the cardinal principle was 'that nothing can ever reside in a single term'.

2.2. Semiotic Theory of Roland Barthes

Roland Barthes (1915-1980), a French literary critic and cultural analyst, is one of semioticians who has given a huge contribution in the field of semiotics study through several of his writing. Barthes' major idea is the two staggered systems developed to produce staggered meaning of sign: denotation and connotation.

Fiske (1990 cited in Sobur 2006) adds that Barthes makes a systematic model in analyzing meaning from signs. Barthes focuses on two order of signification. According to Chandler (2002:140), in semiotics, denotation and connotation are two terms that describe the relationship between the signifier and its signified. The meaning includes both

denotation and connotation. Denotation tends to be describes as the definitional, literal, obvious or commonsense meaning of a sign. Denotation can be assumed as what appears. For example, a photo of Marilyn Monroe face is the real Marilyn Monroe face. As Fiske said “denotation is what is photographed, connotation is how it is photographed” (Fiske 1982:91).

Connotation explains the implicit, indirect, indefinite meaning between the signifier and signified. Connotative meaning is related to psychology aspects such as feeling, emotion, belief, cultural value, and ideology. Connotation and denotation are described in terms of *levels of representation or level of meaning*.

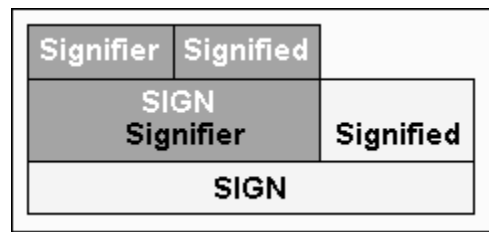


Figure 2.1 The schema of Barthes' order of signification

Barthes adopted the notion from Louis Hjelmslev that there are different *orders of signification* (Chandler, 2002: 142). The first order is denotation (which leads to a chain of connotations). It is consists of a

signifier and a signified. The second order of signification is connotation which uses the denotative sign (signifier and signified) as its signifier and there is an additional signified. The second order reflects expressive values which are attached to a sign. Hence denotation leads to a chain of connotation.

According to Barthes, connotation is related to myth (Chandler, 2008). We usually associate myth with classical fables about the exploits of Gods and heroes. But myths were the dominant ideologies of our time for Barthes. Myths are signs that carry them with larger cultural meaning. It is very important for design research, so that it can be used as a methodology to reveal the meaning behind the design (fashion, advertisement, product) that relate implicitly to the value of ideology, culture, moral and spiritual.

2.2.1.1 Denotation and Connotation

In research design, staggered systems have an important role because it can be used as a method to uncover the meaning behind the design (advertisement, product, interior, fashion) that relates implicitly to the value of ideology, culture, moral, and spiritual. (Fiske, 1990: 88 cited in Sobur, 2009: 127)



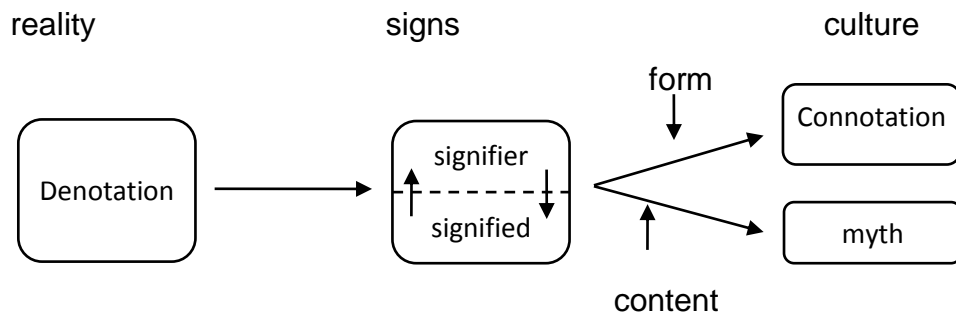


Figure 2.4. Step of Barthes's Signification

The process of signification is divided into denotation as primary signification and connotation as secondary signification. Denotation, as pointed by Chandler (2001: 140) is signifying level explaining a relation between signifier and signified, or between signs and its references toward reality, to get its meaning explicitly, directly, and definitely. Denotation itself refers to the 'literal', 'obvious', or 'commonsense' meaning of a term or object. Denotative meaning (cognitive meaning) is 'the part of the meaning of a word or phrase that relates it to phenomena in the real world'.

On the other hand, connotation is a signifying level explaining a relation between signifier and signified that operates meaning explicitly, indirectly, and indefinitely (other meanings may appear). According to Berger (2005: 16), the word 'connotation' involves the symbolic, historic, and emotional matters connected to it. Connotative meaning is formed when it is connected to psychology aspect, such as feelings, emotions, and beliefs. It depicts the interaction that is occurred among feeling, emotion, and certain culture of the readers when they face the output of the author, i.e. printed ads from the advertisers. Through connotation, people are able to

analyze mass media and interpret literary works as well as popular culture phenomena because connotation has an intimate relationship with history and culture. In this framework connotation is a sign which derives from the signifier of a denotative sign, so denotation leads to a chain of connotation).

As cited in Chandler (2001: 144), Barthes argues that the orders of signification called denotation and connotation combine to produce ideology – which has been described (though not by Barthes) as a third order of signification. Moreover, as cited in Jaworski and Coupland (2006: 108), everything can be a myth but myth is not an object, a concept, or an idea, it is a form, a mode of signification. Myth creates meaning in higher level than connotation and has more conventional characteristic and it occurs in metalanguage level. According to Sobur (2009: 128), myth is the product of social class that has domination in society, and it is the way in which explain on how a culture explain or understand several aspect in real life, i.e. myth today is about femininity, masculinity, etc.

2.3 Woman Beauty

Beauty (also called prettiness, loveliness or comeliness) is a characteristic of a person, animal, place, object, or idea that provides a perceptual experience of pleasure or satisfaction (Oxford:2012). Beauty is studied as part of aesthetics, sociology, social psychology, and culture. An

"ideal beauty" is an entity which is admired, or possesses features widely attributed to beauty in a particular culture, for perfection.

2.4 Theoretical Framework

This research will analyze the meaning of woman beauty in *Today's Black Woman* magazine. It will be analyzed by using Barthes' semiotic analysis theory. Semiotics help the writer to aware to the meaning of woman beauty in printed advertisement. The meaning of color and written texts in the advertisement deliver the meaning of woman beauty will be elaborated with denotation and connotation level by examining the written and visual texts on the each advertisement.

CHAPTER III

RESEARCH METHOD

3.1. Research Methodology

Descriptive analytical study is a type of research which provides an overview or description of something as clear as possible without any subjectivities of the object being studied (Ratna 2004:p.105). There are three main characteristics of a descriptive study, those are: 1) it has to relate to circumstances that occurred at that time; (2) it has to describe each variable or several variables one by one; (3) and it also has to avoid manipulating the variables.

The writer conducts a descriptive analytical study. The writer uses semiotics theory to describe the fact with the analysis to find out the meaning of women's beauty in the magazine the researcher uses semiotic theory.

3.2. Source of Data

The source of the data of this study is 10 printed consumer-oriented advertisement about women beauty in three editions of *Today's Black Woman* that published on February-March 2010, February-March 2011 and February-March 2012 editions.

3.3. Data

The data are taken from advertisement in *Today's Black Woman*. The data are pictures, words, and symbols in the printed advertisements.

3.4. Data Collecting Procedures

There are some steps which have to be done in collecting the data:

- find the *Today's Black Woman* in the internet
- select randomly 1 protein hair, ads, 6 hair treatment, 2 foundation ads, 1 compact powder ad in Valentine's edition of 2010-2011
- identify pictures, words, figures, images, colors in the printed advertisements
- classify the picture, the word, the symbol that shown woman beauty.
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3.5. Data Analysis Techniques

There are some steps which have to be done in analyzing the data:

- Identify the signifier of the ads.
- Analyze the signified meaning of signifier at denotative level.
- Analyze the signified meaning at the connotative level.
- Analyze the woman beauty in each advertisements.
- Analyze the meaning at connotative level
- Analyze signification process.
- Interpret the result of the analysis
- Drawing conclusion: based on the result.

CHAPTER IV

DISCUSSION AND FINDINGS

In this research, semiotic theory proposed by Roland Barthes is used to get the meaning of the printed advertisement. It is done by analyzing the visual and written texts on the printed advertisement. The analysis begins at the denotation level, as the first order of primary signification, and then the connotation level as the secondary signification. The signs which are analyzed consist of the signifier and signified.

4.1 Meaning of NICKA K New York advertisement



4.1.1 Denotation Level

There are two main pictures in this printed advertisement, which are a tan model and two examples of *NICKA K*'s product, that are a foundation and compact powder in gold as the background. Black is the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it.

'NICKA K New York' text on the left top of printed advertisement in gold color. 'New Mineral Make up. Talc free. For all skin types. Dermatologically Tested' text on the left top of the printed advertisement in brown color.

'Pure perfection' text above the image of the products in white color.

'Toll Free 1.800.671.9100, Tell 718.361.9667, www.nicka.com / www.bellahub.com' text in white color.

4.1.2 Connotation Level

There are two main pictures in this printed advertisement, which are a tan short-brown hair woman wearing gold gown and two examples of *NICKA K*'s products, which are a foundation and compact powder in orange as the background. According to convention of Western culture, **tan** represents exotic because woman with tan skin could attract people by their looking. **Brown** hair associates with natural because woman who wear brown hair looks more natural. **Orange**

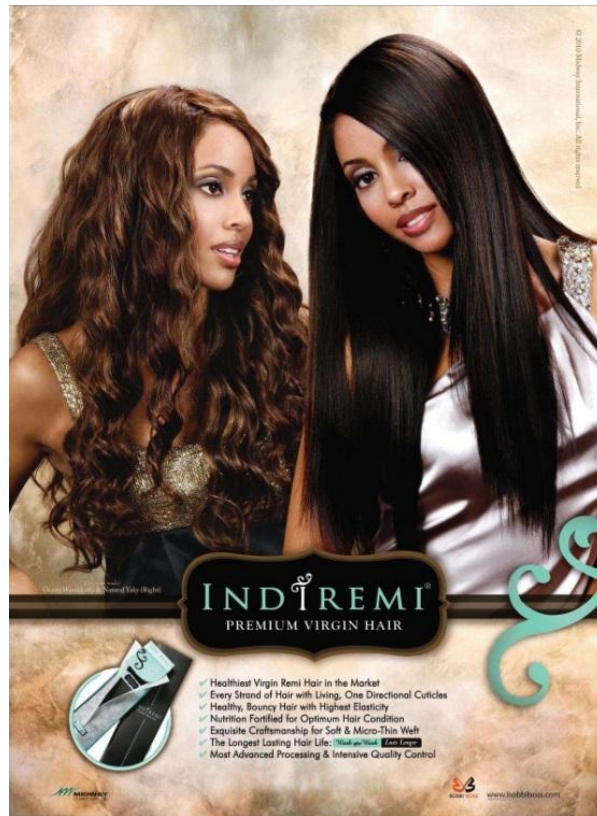
associates with fresh because to woman, wearing this make up product their face looks more beautiful and fresh.

'NICKA K New York' text on the left top of the printed advertisement in gold color. **gold** associates with precious because it is one of the best woman make up products. 'New Mineral Make up. Talc free. For all skin types. Dermatologically Tested' text on the left top of the printed advertisement in brown color. According to convention of Western culture, **gold** associates with precious because it is one of the best woman make up products.

'Pure perfection' text above the image of the products in **white** color. According to convention of Western culture, white represents purity because in this ad, it is pure for woman to use this product and they will look perfect with make up.

'Toll Free 1.800.671.9100, Tell 718.361.9667, www.nicka.com / www.bellahub.com' text in white color. Consumer can ask or get information about this product. The consumer is easy to ask or complain about their product.

4.2 Meaning of INDIREMI PREMIUM VIRGIN HAIR advertisement



4.2.1 Denotation Level

The background of this printed advertisement is brown; with a picture of two tan models that has curly brown-long hair and straight long hair. 'INDIREMI' text in blue color except the second letter of "I" which is written by white color. 'PREMIUM VIRGIN HAIR' text in white color with capital letter.

'Healthiest Virgin Remi Hair in the Market. Every Strand of Hair with Living, One Directional Cuticles. Healthy, Bouncy Hair with Higher Electricity. Nutrition Fortified for Optimum Hair Condition. Exquisite Craftsmanship for Soft & Micro-Thin Weft. The Longest Lasting Hair Left. Most Advance Processing & Intensive Quality Control.' text is below the image of two models in black color. 'www.bobbiboss.com' text in black color and underlined. This is the site for the consumer who wants to know any info about their product.

4.2.2 Connotation Level

The background of this printed advertisement is in deep champagne; with a picture of two tan models that has curly brown- long hair and straight long hair. According to convention of Western culture, **tan** represents exotic because woman could attract people by their skin color which are different from others. According to convention of most cultures, **curly** represents attractive person because it is different and pay people's attention and more unique. Brown hair represents natural because to woman, it is natural to wear it. **Stright** hair associates natural because it is different to Africa-American people to wear straight hair. **Deep champagne** associates with sinless because this product offers the good effect of using this hair treatment.

'INDIREMI' text in blue color except the second letter of "I" which is written by white color. **Blue** associates with sterility because this product is a hair nutrition which offers healthy treatment when using hair extension. According to convention of Western culture, **white** represents purity because it is pure to woman to use this product and they will look perfect with make up. 'PREMIUM VIRGIN HAIR' text in white color with capital letter. 'Healthiest Virgin Remi Hair in the Market. Every Strand of Hair with Living, One Directional Cuticles. Healthy, Bouncy Hair with Higher Electricity. Nutrition Fortified for Optimum Hair Condition. Exquisite Craftsmanship for Soft & Micro-Thin Weft. The Longest Lasting Hair Left. Most Advance Processing & Intensive Quality Control.' text is below the image of two models in black color. Black color associates with thick because it has more functions of hair nutrients.

'www.bobbiboss.com' text in black color and underlined. Picture of the product, logo of product and company. Consumer can ask or get information about this product. The consumer is easy to ask or complain about their products.

4.3 Meaning of Ultima organic protein hair advertisement



4.3.1 Denotation Level

The background of this printed advertisement is blue, with a picture of tan-skin woman who has a curly brown long hair. 'Ultima hair is just like your natural hair. Created from organic collagen protein. The affordable natural alternative to expensive human hair.' is a body text of the printed advertisement which is written in white color.

'R&B recording artist Natasha' 'ultimahair.com' text on the left top of the advertisement and 'ultimahair.com' text on the right top of it.

4.3.2 Connotation Level

The background of this printed advertisement is blue, with a picture of black-skin woman who has a curly brown long hair. According to convention of Western Culture, **tan** represents exotic because woman with tan skin is more attractive and look more exotic. **Curly** hair associates with attractive person because with curly hair there is something different in the woman's looking and it represents attractive. **Brown** associates with natural because in this context, it is natural to wear it.

'Ultima hair is just like your natural hair. Created from organic collagen protein. The affordable natural alternative to expensive human hair.' is a body text of the printed advertisement which is written in white color. According to convention of Western culture, **white** represents purity because it is pure to woman to wear make up and has perfect looking.

'R&B recording artist Natasha' 'ultimahair.com' text on the left top of the advertisement and 'ultimahair.com' text on the right top of it. According to convention of Western culture, **white** represents purity because it is pure to woman to wear make up and has perfect looking.

4.4 Meaning of Kiss Colors advertisement

4.4.1 Denotation Level

In that printed advertisement, there are two main pictures, which are face of a beautiful black model and the product itself.

'KISS COLORS' text in red color. 'Naturally Stylish! For The Naturally Beautiful Look You've Been Waiting For, It's Finally Here. Experience the Color of KISS and Expose Your True Beauty.' text in white color.

'HYPOALLERGENIC OIL & FRAGRANCE FREE. DERMATOLOGIST TESTED FOR ALL SKIN TYPES.' text by capital later in grey color. This sentence means ingredient of that product.

4.4.2 Connotation Level

In that printed advertisement, there are two main pictures, which are face of a tan model and the product itself. According to convention of Western Culture, **tan** represents exotic because woman with tan skin is more attractive and look more exotic. 'KISS COLORS' text in red color. According to convention of Western culture, **red** represents passion because in this ad, the woman wear red lipstick and shows it passionately.

'Naturally Stylish! For The Naturally Beautiful Look You've Been Waiting For, It's Finally Here. Experience the Color of KISS and Expose Your True Beauty.' text in white color. According to convention of Western culture, **white** represents purity because it is pure to woman to wear make up and has perfect looking.

'HYPOALLERGENIC OIL & FRAGRANCE FREE. DERMATOLOGIST TESTED FOR ALL SKIN TYPES.' text by capital later in grey color. This sentence shows that product can be used for all people. The consumer feel save to use that product because producer has did dermatologist test.

4.5 Meaning of AMBI advertisement



AMBI.

GET FLAWLESS SKIN FROM HEAD TO TOE
 AMBI® skincare is uniquely designed to smooth and renew the rich skin tone you were born with. So go ahead. Flaunt your flawless.

◆ HOME
 SOFT & EVEN™ Body Care
 EVEN & CLEAR™ Facial Care
 AMBI® Fade Creams
 AMBI® Specialty Bars

Buy Now
 The AMBI® Difference
 Skincare Advice
 News & Events

◆ **FREE OFFERS**
 sign up now ◆

AMBI® Facial Care Kit
 Web Exclusive \$19.99

4.5.1 Denotation level

A black model in the right side with a small picture of diamond at her face. There are three pictures of the product in dark brown background. There is “Ambi” text in gold. “GET FLAWLESS SKIN FROM HEAD TO TOE”. “AMBI skincare is uniquely designed to smooth and renew the rich skin tone you were born with. So go ahead. Flaws your flawless.” text in brown. Then there is diamond and text beside it which says ‘HOME SOFT & EVEN Body Care, EVEN & Facial Care, AMBI Fade Creams and AMBI Specially Bars text in brown color. And detail text of ‘Buy now The AMBI* difference skincare advice new and events” in brown and white colors. The image of the diamond at the central bottom of the ad with text ‘ free offers sign up now’ in bright brown.

4.5.2 Connotation level

A black model in the right side with a small picture of diamond at her face. **Black** associates with beautiful because the woman in this ad is the representation of beautiful to Africa-American people. There is “Ambi” text in gold. **Gold** associates with precious because it is one of the best women make up products. “GET FLAWLESS SKIN FROM HEAD TO TOE”. “AMBI skincare is uniquely designed to smooth and renew the rich skin tone you were born with. So go ahead. Flaws your flawless.” text in brown. The expressive value is contained in the *brown* color. It associates

with natural. It represents natural to Africa-American woman to wear this foundation.

This advertising shows that there are three woman's beauty products offer by the advertiser that are body care, facial care and fade cream. They are all could make woman with dark skin look more beautiful. Because beautiful in this advertising is in black skin and purely threatening with natural products. It made with smooth and renew rich skin tone to dark skin people, so they can wear make up naturally and beautiful.

4.6 Meaning of AMBI advertisement

4.6.1 Denotation Level

The color of background in this printed advertisement is brown. There are two main pictures, which are a face of beautiful black model and one picture of the product.

'YOU GLOW GIRL' text in brown. '14 DAYS TO MORE FLAWLESS SKIN' text in brown. 'Show your skin some love with AMBI.EVEN & CLEAR. Daily Moisturizer with SPF 30. AMBI is designed for woman of color with EVENBLEND, a rich combination of ingredients that include natural soy and vitamin C & E. It's clinically shown to significantly even skin tone and texture in just to weeks. So gets ready to restore your skin's clarity and

natural beauty.’ text in brown color. Brown is a dark tertiary color with a yellowish or reddish hue.

‘ambiflawlessskin.com’ text in brown. This is the site for the consumer who wants to know any info about their product.

4.6.2 Connotation Level

The color of background in this printed advertisement is brown. There are two main pictures, which are a face of beautiful black model and one picture of the product. **Black** associates with beautiful because the woman in this ad is the representation of beautiful to Africa-American people. ‘YOU GLOW GIRL’ text in **Brown** associates with natural. It represents natural to Africa-American woman to wear this foundation. ‘14 DAYS TO MORE FLAWLESS SKIN’ text in brown. **Brown** associates with natural. It represents natural to Africa-American woman to wear this foundation.

‘Show your skin some love with AMBI.EVEN & CLEAR. Daily Moisturizer with SPF 30. AMBI is designed for woman of color with EVENBLEND, a rich combination of ingredients that include natural soy and vitamin C & E. It’s clinically shown to significantly even skin tone and texture in just to weeks. So gets ready to restore your skin’s clarity and natural beauty.’ text in brown color. **Brown** associates with natural. It represents natural to Africa-American woman to wear this foundation.

‘ambiflawlessskin.com’ text in brown. Consumer can ask or get

information about this product. The consumer is easy to ask or complain about their product.

4.7 Meaning of INDIREMI PREMIUM VIRGIN HAIR advertisement

The advertisement features a woman with long, straight, dark hair wearing a white, sleeveless, sequined dress. To her left, there is a collection of Indiremi hair products, including a green box, a white box, and a black box. The background is a teal color with decorative swirls. The text 'INDIREMI PREMIUM VIRGIN HAIR' is at the top. Below it, the phrases 'Wash after Wash' and 'Lasts Longer' are written in a cursive font. A paragraph of text describes the product's quality. A circular badge on the left says '100% PREMIUM REMI Human Hair'. At the bottom right, it says 'Shown on Model: NATURAL YAKY REMI'.

INDIREMI
PREMIUM VIRGIN HAIR

Wash after Wash *Lasts Longer*

Independent & individual, Indiremi weaving has been created for the most exclusive taste. Chosen from the most healthy hair, Indiremi has been optimized with nutritional fortification, and gone through minimal processing for longest hair life. Each strand of hair is healthy, shiny, and bouncy with the highest elasticity.

**100%
PREMIUM
REMI**
Human Hair

Shown on Model: NATURAL YAKY REMI

4.7.1 Denotation

A tan model who have a straight long hair. There are kinds of products of indiremi in white package, blue package and black packages. There is text '100% PREMIUM REMI Human Hair' in in blue color. There is

blue background. INDIREMI text in blue color and premium virgin hair in white color. The text 'wash after wash'; in black color and 'last longer' in white color. Then, there is the text of 'independent & individual, indiremi weaving has been created for the most exclusive taste. Chosen from the most healthy hair, indiremi has been optimized with nutritional fortification, and gone through minimal processing for longest hair life. Each strand of hair is healthy, shiny, bouncy with the highest elasticity' in white color.

4.7.2 Connotation

A tan model who have a straight long hair. According to convention of Western culture, **tan** represents exotic because women could attract people with tan skin. **Straight** associates with natural because it is different to Africa-American to wear straight hair and they feel more comfort and beautiful. There is indiremi premium virgin hair in white color. According to convention of Western culture, **white** represents purity because in this ad, it is pure for women to use this product and they will look good.

This advertising showing us about the hair nutritions treatment. It could make your hair healthy and grow naturally. It is also make your hair shiny. They use a model with tan skin to represents beauty naturally by using this product.

4.8 Meaning of INDIREMI PREMIUM VIRGIN HAIR advertisement



4.8.1 Denotation

A tan model who have a curly long hair in blue background. There are some pictures of product of indiremi. There are kinds of products of indiremi in white package, blue package and black packages. There is text '100% PREMIUM REMI Human Hair' in in blue color. There is blue background. INDIREMI text in blue color and premium virgin hair in white color. The text wash after wash; in black color and 'last longer' in white color. Then, there is the text of 'independent & individual, indiremi weaving has been created for the most exclusive taste. Chosen from the most healthy hair, indiremi has been optimized with nutritional fortification, and gone through minimal processing for longest hair life. Each strand of hair is healthy, shiny, bouncy with the highest elasticity' in white color.

4.8.2 Connotation

A tan model who have a curly long hair in blue background. According to convention of Western culture, **Tan** represents exotic. A woman with tan skin color looks more exotic than a woman who have a white color. That's why tan could be represented as a exotic. According to convention of most cultures, **curly** represents attractive person because it is different and attract people's attention and more unique. There is text '100% PREMIUM REMI Human Hair' in blue color. *Blue* associates with sterility because this product offers healthy hair treatment for hair style. There is text of 'last longer' in white color. According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look good. 'Soul-Catching Purest Virgin Hair You will Ever Find' text in blue color. 'Independent & individual. Indiremi weaving has been created for the most exclusive taste. Chosen from the most healthy hair, indiremi has been optimized with nutritional fortification, and gone through minimal processing for longest hair life. Each strand of hair is healthy, shiny and bouncy with the highest elasticity.' text in white color. *Blue* associates with sterility because this product offers healthy hair treatment for hair style. According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look good.

This advertising shows that hair threatening product is able to make woman looks more perfect and beautiful because it has exclusive taste

and give longest hair life for woman who want to have long, thick and healthy hair.

4.9 Meaning DUVESSA REMI 100% HUMAN HAIR advertisement



4.9.1 Denotation

A tan model who have a brown-straight long hair. There is a picture of a DuVessa product in pink color. There is black background. A model wears black dress. There are stars sign in at the end of 's' at "duvessa". 'Outre' text in white color.

'Du vessa' text in white color and image of black long hair.

4.9.2 Connotation

A tan model who have a brown-straight long hair. According to convention of Western culture, **tan** represents exotic because women could attract people with tan skin. **Brown** hair associates with natural. It represents natural to a woman to wear brown hair. There is a picture of a Du vessa product in pink color. **Straight** associates with natural because it is different to Africa-American to wear straight hair and they feel more comfort and beautiful. **Hair** associates with smooth because in this context, women love to have thick and smooth hair. According to convention of Western culture, **pink** associates with girly because in this context, pink refers to a woman. One of woman stuff is hair treatment because they would love to have healthy hair. There is black background. **Black** associates with thick because in this context, black indicates thick hair. A model who wears black dress. According to convention off most cultures, **black** represents elegance because in this context, a tan woman will looks more exclusive when wearing black dress. There are stars sign at the end of 's' at "devussa". According to convention of Western culture, **star** symbolized glow. It is because this product offers the glow of your hair if you use the best product. 'Outre' text in white color. 'Du vessa' text in white color and image of black long hair. According to convention of Western culture, **white** represents purity because in this ad, it is pure for women to use this product and they will look good.

Black associates with thick because healthy hair will have thick growing hair. **Hair** associates with smooth because in this context, women love to have thick and smooth hair. 'Remi 100& human hair' text in white. According to convention of Western culture, **white** represents purity because in this ad, it is pure for women to use this product and they will look good.

This advertising shows us that to have glowing and shiny hair, you have to treat your hair with best hair product that is devussa. It gives you good effect to your hair.

4.10 Meaning of DUVESSA THE NEW LONGER LASTING REMI advertisement



4.10.1 Denotation

A tan model who have a brown-straight long hair. A model in black dress. The model is the headline of the advertising. She represents the whole advertising. The model has aggressive facial expression. It looks from her pattern of lips and her eye looking. This advertising is about hair nutrition. There is black background. 'devussa' text in white. There are stars sign in 's' of "duvessa". 'Duvessa, the new longer lasting remi' text in white color.

4.10.2 Connotation

A tan model who have a brown-straight long hair. According to convention of Western culture, **tan** represents exotic because women could attract people with tan skin. **Brown** associates with natural. It represents natural to a woman to wear brown hair. **Straight** associates with natural because it is different to Africa-American to wear straight hair and they feel more comfort and beautiful. A model in black dress. According to convention off most cultures, black represents elegance because in this context, a tan woman will looks more exclusive when wearing black dress. There is black background. **Black** associates with thick because in this context, black indicates thick hair. 'Devussa' text in white color. According to convention of Western culture, **white** represents purity because in this ad, it is pure for women to use this product and they will look good. There are stars sign in 's' of "devussa". According to convention of Western culture, **star** symbolized glow. It is because this product offers the glow of your hair if you use the best product. 'Devussa, the new longer lasting remi' text in white color. According to convention of Western culture, **white** represents purity because in this ad, it is pure for women to use this product and they will look good.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

The research of the study aims to find out meanings of woman's products advertisements in *Todays Black Woman* magazine. The data are text, picture and color taken from woman products advertising. The meaning is analyzed by using semiotics. In this research, the writer uses semiotics proposed by Roland Barthes.

In this study, the woman products advertising are already analyzed by semiotics. From the ten of woman products ads, it can be concluded that the woman products ads are showing the meaning that:

The first ad, Nikka K New York, indicates that a woman who have a tan color looks more exotic than a woman who have white skin color. Woman beauty represent as something precious which is symbolize of the use of gold color. Because the color of gold in this advertisement represents precious that gold describe as something likened to metal in brightness.

The second ad, Indiremi Premium virgin hair, woman beauty is shown by woman who have a tan skin color which is represent as exotic. Woman beauty is shown by woman who have curly hair because their looks more attractive. Woman beauty is shown by woman who have straight hair because it's look more natural.

The third ad, Ultima organic protein hair, woman beauty is shown by woman who have a tan skin color which is represent as exotic. Woman beauty is shown by woman who have brown hair color because brown is symbolize by natural. Woman beauty is shown by purity which is symbolize by the use of white color.

The fifth ad, AMBI Facial Care, woman beauty is shown by black woman who cares her skin by using AMBI products. Woman beauty represents as something precious which is symbolized by the use of gold color in the text.

The sixth ad, AMBI the color of flawless skin, woman beauty is shown by black woman who cares her skin by using AMBI products. Woman beauty represents as something precious which is symbolized by the use of gold color in the text.

The following ad, INDIREMI Premium Virgin Hair, woman beauty is shown by woman who have a tan skin color which is represent as exotic. Woman beauty is shown by woman who have a straight long hair because its look more beautiful and natural. Woman beauty is shown by purity which is symbolize by the use of white color.

The eighth ad, INDIREMI Premium virgin hair, woman beauty is shown by woman who have a tan skin color which is represented as exotic. Woman beauty is shown by a woman who has a curly hair because its look more attractive than who have a straight hair. Woman beauty is shown by purity which is symbolize by the use of white color.

The next ad, Devussa, woman beauty is shown by women who have a tan skin color which is represented as exotic. Woman beauty is shown by woman who have brown hair color because brown is symbolize by natural. Pink is symbolize as girly, it is represented as woman who likes to care their beauty. Woman beauty is shown by purity which is symbolize by the use of white color.

The tenth ad, Devussa, the meaning of woman beauty in this ad is same with the previous ad that woman beauty is shown by women who have a tan skin color which is represented as exotic. Woman beauty is shown by woman who have brown hair color because brown is symbolize by natural. Woman beauty is shown by purity which is symbolize by the use of white color.

5.2 Suggestions and findings

This research is suggested for those who want to do further research using semiotics theory proposed by Rolang Barthes in printed media of advertisement. Reader can find out meaning behind the figure of advertisement.