No.	Signs	Denotative	Connotative	Signification Process			Interpretation
				V	A	C	
1.	The illustration of female model	The female model has white and smooth skin, oval face, yellow eyes, thick lips and fierce expression. The female model has used pink rose flower near her lips.	The illustration female model describes as the figure of beautiful western female. The thick lips means have an intimacy to attract the target audience. The lip showing the model has health and sexy lip. The female model use the pink rose flower means the the lips sweet as honey nectar in that pink rose flower.		√	√	The illustration of female model describes that most of man like a woman with sensual and full lips better than small one by Olivia(2010:25). The yellow eyes in model is shows the impression of warm and optimistic. The thick lips shows the attractiveness from the model by using Maybelline Lipstick that has sensational color. The female model use the pink rose flower near her lips which shows that woman's lip has same colour with the pink rose flower. It means her lips beautiful as that flower.
		The facial expression of female model is fierce	The facial expression of female model is fierce shows the elegance, sexy and attractive.		√		The facial expression of female model is fierce shows the sensational expression because using Maybelline the new color sensational rebel bloom.

2.	The Brand of product	The Brand of product is “Maybelline with white font color and capital letter. “New York” with black font color and capital letter.	Maybelline is the brand of product that advertised. White font color means purity, pure and fresh. New York means the origin of the product showed in thid advertisement. Black font color means power, luxury, and grace.		√

			means Bravery, strength, and passion". Capital letter means to emphasize the texts which want to show off.			√	product.
5.	The body text	The body text is "Super-saturated pigments take pastels to a new bright. Honey Nectar adds a sumptuous feel. 10 vivacious shades" with white font color.	The body text in the advertisement is the advantage what will convey in the advertisement product. White font color means purity, fresh and pure.		√	√	The body text which using white font color to describe about the impact of this product that using "A Rebel Bloom" type that give benefit to make our lips keep healthy and bright which can be implemented in every condition.
6.	The tagline of product	The tagline of the product "Maybe she's born with it, Maybe it's Maybelline"	The tagline in this product is memorable phrase or sentence. That is closely associated with a Maybelline lipstick product. White font color means pure, fresh and purity. Black font color means power, strong and challenge. Capital letter means to make the reader easily to recognize the product that being advertised.		√	√	The tagline "MAYBE SHE'S BORN WITH IT" with white font color and capital letter to show the latest product of MAYBELLINE lipstick which has a power to make our lip healthy and fresh like model's lip in the advertisement.
7.	The sub headline	The subheadline of the product "A kicky Burst of Pinks, Reds and Mauves" which use	"A Kicky Burst of Pinks, Reds and Mauves" is the			√	The text of the sub headline is " A Kicky Burst of Pinks, Red, and Mauves", which use white font color wants to introduce the attractive color of Maybelline

		white font color.	sub head line of the newest product. White font color means fresh and pure.		√		lipstick which has freshness to hold the consumer's attention.
8.	The model's	The model's name is Charlotte Kemph Muhl. The front color is white.	Charlotte Kemp Muhl is the model's name of Maybelline advertisement. White font color means fresh, clean and purity.		 √	√	Charlotte Kemph Muhl is the model from Georgia. She is a Maybelline Brand Ambassador. She is popular because she has sensual lip, it interprets the product advertisements shows the sensual lip by the model and this lipstick which change our sensuality lips and make attractive because Maybelline Rebel Lipstick.
9.	The Product	The display of one piece product with the combination color of pink, orange and soft purple.	The one piece product show the varied Rebel Bloom Maybelline Lipstick. Pink means Passion, strength and bravery. Orange means energy, balance and warmth. Soft Purple means glory, elegance and luxury.		 √ √ √	√	Shows one of varied Maybelline products from the latest product of Maybelline with the color combination of pink, orange and soft purple.
10.	The Background of Color	The background color is the combination between purple and white.	Purple means Glory and luxury. White means purity and fresh.		√ √		The background color of this lipstick is the combination of purple and white to show that lipstick product has impression which are luxury color makes people who use this lipstick feel

							fresh and elegance. White color shows the purity of woman who wear this product.
1.	The illustration of model	The female model has white and smooth skin, oval shape face, green eyes, red lips and hair and has beautiful face.	The illustration female model describe as the figure of beautiful western female. Red lips and hair gives the impression of bravery, strength and passion like the color of Maybelline color sensational.			√	The model in advertisement describes as the concept of beautiful female by Jean Killbourne that " A beautiful woman should has white and flawless skin, beautiful face" The green eyes in model is shows the renewal of beauty by Maybelline Color Sensational Lipstick.
2.	The brand of product	The brand of product is "MAYBELLINE NEW YORK" with white and black font color and Capital letter.	MAYBELLINE is the brand of product that advertised. White font color means purity and fresh. Black font color in the text "New York" means power and luxury,		√	√	The text of MAYBELLINE NEW YORK which put on bottom of center of the product with capital letter to show " this latest product of Maybelline New York used white color to make impression that Maybelline is pure and fresh lipstick which makes people who use this lipstick feel fresh. Black color in the text of "NEW YORK" means the power of the attractiveness from New York Product.
3.	The headline	The headline of the product "Fall in love	"Fall in love with color" is the headline of the newest			√	The text of the headline is "FALL IN LOVE WITH COLOR" which use

		with color" which use white font color and capital letter	product. White font color means pure, fresh and purity Capital letter means to emphasize the texts which want to show off.		√	√	white font color and capital letter wants to introduce the newest product of Maybelline which attract the consumers.
4.	The body text	The body text of the product is "Crisper, Richer Color from pure pigments. Creamier feel from nourishing honey nectar. Lip color so rich, so stunning.. It's sensational! In 48 captivating shades." Which use white font color.	The body text in Maybelline advertisement informs about the advantage of the product that using color from pure pigments. White font color means purity, cleanliness, intelligent and fresh.		√	√	The body text of this product using white font color to show this lipstick can make lip became sensational which has pure pigment color. The lip can be so stunning in 48 captivating shades.
5.	The sub headline	The sub headline Of the product "New color sensational" which use red font color	"New color sensational" is the sub headline of the newest product is red font color means strength, emotional, and passion.			√	The text of the sub headline is "New color sensational" which use red font color wants to introduce Maybelline product that gives the impression of strength, passion and bravery.
6.	The product	The display of a piece product with many types of red color.	A piece of product shows the varied of Maybelline new red color sensational lipstick.			√	Shows one of varied Maybelline products from the latest product of Maybelline with the red color sensational.

7.	The background color	The background color is the combination between purple, gold, pink and orange.	Gold means glamour, elegant and precious. Purple means the glory, elegance and luxury. Pink gives the impression of passion and strength. Orange menas balance, warmth, and happiness.		√ √ √ √		The background color of this lipstick is the combination of purple, gold, pink and orange to show that lipstick product has glamour, luxury and warmth impression. That colors make people who has passion to buy this lipstick. Maybelline advertisement illustrate the model with beautiful female with has white skin, slim
1.	The illustration of female model	The female model has white and smooth skin, sensual lip and blue eyes. The female model wears purple dress and used ring with purple sapphire. The expression of model in this advertisement is smile simply when she show off her lip that use Maybelline Volume Seduction Lip Plumper.	The illustration of female model describes as the concept of beautiful woman with has white and smooth skin, sensual lip and blue eyes. The female model wears purple dress means the elegance of the product. The expression of model is smile simply when she show off her lip means she feel confident with her lip that use Maybelline lipstick.		√ √	√	body, and has beautiful face. The model wear purple dress means the luxury from this latest product of Maybelline to make our lip become elegant. Moreover to makes her lip plump up. The expression of female model is shows the warmth and feels comfortable because of her beautiful lip.
2.	The brand of the product	The brand of the	MAYBELLINE is the brand of product that advertised.			√	The text of MAYBELLINE New York which put on bottom of center of the product with capital letter to show this latest product of MAYBELLINE New York which use

		product is “Maybelline New York” with white font color and capital letter.	White font color means purity and fresh.		√		white color to make impression that Maybelline lipstick is pure and fresh of this product.
3.	The caption	The caption of the lipstick “The truth is in the tingle, The proof is in the pouf” with black font color and using capital letter.	“The truth is in the tingle, The proof is in the pouf” is a caption from the illustration of female model. Black font color means power, luxury and challenge. Capital letter means to emphasize the text which means to show off.		 √	√ √	The caption is “The truth is in the tingle, the prrof is in the pouf” which use black font color anad capital letter to show the power of tingle by woman’s lip that used Maybelline Volume seduction XL lip plumper. It means the consumer can have the same lip like the model’s lip in that product.
4.	The headline	The headline of that product “New Volume Seduction XL Lip plumper” which use white, black and purple font color’. It used capital letter.	“New Volume Seduction XL Lip Plumper” is the headline of the newest product. White font color means pure, fresh and purity. Black font color means power, luxury and challenge. Purple font color means glory, elegance and luxury. Capital letter means to emphasize the text which		 √ √ √	√ √	The text of the headline is “New Volume Seduction XL Lip Plumper” which use white, black and purple font color and capital letter wants to introduce the newest product of MAYBELLINE which has the power of attract the consumers with luxury and elegance.

			want to show off.				
5.	The body text	The body text of the product “Feel a seductively addciting tingling effect an active amplifiers instantly plump lips for a visibly fuller pouf. Concentrated droplets of shine magnify plumping effect for the most voluptuous lips ever”. It used white font color.	The body text in the advertisement is the advantage what will convey in the avertisement’s product. White font color means pure, fresh anf purity		 √	√	The body text with using white font color to describe about the advantage of this product which using lip plumper that give benefit to make lip visibly fuller pout and make a tingling effect in our lip like what we want.
6.	The tagline of the product	The tagline of the product is “MAYBE SHE’S BORN WITH IT, MAYBE IT’S MAYBELLINE” which used white font color and capital letter.	The tagline in this product is memorable phrase of sentence. That is closely associated with a Maybelline lipstick product. White font color means pure, fresh and purity. Capital letter means to make the reader easily to recognize the product that being advertised.		 √	√ √	The tagline “MAYBE SHE’S BORN WITH IT, MAYBE IT’S MAYBELLINE” which use white font color and capital letter to show the latest product of Maybelline Lipstick which has power to make our lip healthy and fresh like model’s lip in the advertisement.
7.	The sub headline	The sub headline of the product “Plump up your	“Plump up your lips..Up to 30% more” is the sub			√	The text of the sub headline is “Plump up your lips. Up to 30 %

		lips..Up to 30% more" which use white font color.	headline of the newest product. White font color means pure, fresh and purity.		 √		more." Which use white font color that show the introduction of Maybelline product that gives the impression of pure, fresh and purity.
8.	The model's	The model's name is Adriana Lima. The font color is white.	Adriana Lima is the Angel from Victoria Secret model. She is a famous supermodel. White font color means fresh, pure and purity.		 √	√	Adriana Lima is the supermodel from Brazil. She is an angel from Victoria Secret. It interprets the product advertisement shows the famous supermodel as the model advertisement which make her lip color has a volume because using Maybelline Volume Seduction XL Lip Plumper.
9.	The product	The display of one piece product with the one type color	The one piece product shows the varied new volume seduction XL Lip Plumper			√	Shows one of varied Maybelline products from the latest product of Maybelline with the volume seduction XL Lip Plumper.
10.	The background of color	The background color is the combination between black and purple	Black means power, luxury and grace. Purple means the glory, elegance and luxury.		√ √		The background color of this lipstick is the combination of purple and black to shows that lipstick product has power to makes people attracted by the elegance of this product.
1.	The illustration of female model	The female model has white and smooth skin, sensual lip, blue eyes	The illustration of female model describes as the concept of beautiful			√	Maybelline advertisement illustrate the model with beautiful western female with has white skin

		and blonde hair.	Western Female with has white and flawless skin, sensual lip, blue eyes and blonde hair.				and has a abeautiful face.The model has a blue eyes and blonde hair to show the characteristic of western female.
2.	The brand of product	The brand of product is “MAYBELLINE NEW YORK” with white font color and capital letter.	MAYBELLINE is the brand of product that advertised. White font color means pure and fresh.		 √	√	The text of Maybelline New York which put on bottom of center of the product with capital letter to show this latest product of Maybelline New York used white color to make impression that Maybelline lipstick is fresh and pure of this product.
3.	The headline	The headline of that product “Color sensational lip color” which use white, pink and purple font color. It used capital letter.	“Color sensational lipcolor” is the headline of the newest product. White font color means pure, fresh and purity. Pink font color means passion and strength. Purple font color means the glory, elegance and luxury. Capital letter means to emphasize the text which want to show off.		 √ √ √	√ √	The text of the headline is “Color sensational lip color” which use white, pink and purple font color. Capital letter wants to introduce the newest product of Maybelline which has the passion of elegance and fresh.

4.	The body text	The body text of the product is “Our exclusive formula with nourishing honey nectar dramatically hydrates beyond perfection. Plum has never been riper. More luscious. In 68 sensational shades. Including 8 plush plums.” It used white font color.	The body text in the advertisement is the advantage what will convey in the advertisement’s product. White font color means pure, fresh and purity.		√	√	The body text with using white font color to describe about the advantage of this product that using New color sensational that give benefit of nourishing honey nectar from the plum and make our lip smooth and more luscious.
5.	The sub headline	The sub headline of the product is “More Provocative Plum. Clinically proven smoother, softer lips in just 5 days” which used white and purple font color.	“More provocative plum. Clinically proven, smoother, softer lips in just 5 days” is the sub headline of the newest product. White font color means pure, fresh and purity. Purple font color means the glory, elegance and luxury. Capital letter means to emphasize the text which want to show off.		√ √	√ √	The text of the sub headline is “More provocative plum. Clinically proven smoother, softer lips in just 5 days” which used white and purple font color is to introduce Maybelline product is fresh and elegant.
6.	The models	The model’s name is Julia Stegner. The font color is white.	Julia Stegner is the supermodel from Bahama. She is a famous supermode in USA and The Brand			√	Julia Stegner is the model from Bahama. It interprets the product advertisement shows the famous supermodel as the model in

			Ambassador of Maybelline. White font color means fresh, pure and purity.		√		advertisement. It can attract the consumer to use this provocative plum color sensational especially who wants to have a smooth lip as Julia's lip.
7.	The product	The display of a piece product with purple color.	A piece of product shows the provocative plum color sensational Maybelline lipstick which has purple color.			√	Shows one of varied Maybelline products from the latest product of Maybelline with the sensational purple color .
8.	The background of color	The background color which used black font color.	Black means power, luxury and grace.		√		The background color of this lipstick is black. It wants to show Maybelline has power to makes people attracted by the luxury of this product.