Women's Beauty Construction in *Maybelline* Lipstick Printed Advertisements

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ABSTRAK

Anggun Anggrainy. 2016. *Konstruksi Kecantikan Perempuan Di Dalam Iklan Media Cetak Lipstik Maybelline.* **Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa Dan Seni, Universitas Negeri Jakarta.**

Tujuan dari penelitian ini adalah untuk mengungkapkan konstruksi kecantikan perempuan yang ada di dalam iklan lipstik Maybelline di media cetak. Metode yang digunakan dalam penelitian ini adalah analisis deskriptif interpretatif. Penulis menggunakan teori semiotika Roland Barthes, dengan mengungapkan makna denotatif dan konotatif di setiap simbol verbal dan yang bukan verbal. Sumber data pada penelitian ini adalah empat iklan lipstick Maybelline dari majalah wanita seperti, Lipstik Maybelline Rebel Bloom Lip colour di majalah Glamour edisi Juli 2015, Lipstik Maybelline Red Color Sensational di majalah Instyle edisi Februari 2015, Lipstik Maybelline Volume Seduction Lip Plumper di majalah Vogue edisi November 2015 dan Lipstik Maybelline Plum Lip Colour di majalah Cosmopolitan edisi Agustus 2015. Hasil dari penelitian ini bahwa iklan-iklan tersebut mencoba mempengaruhi pembaca dengan merepresentasikan modelnya sebagai konsep perempuan dengan kecantikan dan kesehatan bibir. Hal ini membuat pembaca membentuk suatu asumsi bahwa penggambaran konsep perempuan yang sempurna ada di dalam setiap iklan lipstick Maybelline adalah sesuatu yang nyata.

Kata kunci: konstruksi, semiotika, iklan

ABSTRACT

Anggun Anggrainy. 2016. Women's Beauty Construction in Maybelline Lipstick Printed Advertisements. **English Department, Faculty of Language and Arts, State University of Jakarta.**

The purrpose of this study is to reveal the construction of women's beauty in Maybelline lipstick printed media advertisements. This study uses descriptive analytical method. The writer uses semiotic theory by Roland Barthes, to reveal denotative and connotative meaning in every verbal and non verbal sign in the advertisements. The data source of this study are four printed media Maybelline lipstick advertisements in woman's magazines, such as Maybelline Rebel Bloom Lip colour in Glamour Magazine July 2015 edition, Maybelline Red Color Sensational in Instyle Magazine February 2015 edition, Maybelline Volume Seduction Lip Plumper in Vogue Magazine November 2015 edition, and Maybelline Plum Lip Colour in Cosmopolitan Magazine August 2015 edition. The result of this study shows that the advertisements persuade the reader with the concept of beautiful woman with the beautiful and healthy lips. It makes the reader form an assumption that the construction of concept beautiful woman in Maybelline lipstick advertisements is a reality.

Keywords: construction, semiotic, advertisement

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TABLE OF CONTENT

LEMBAR PENGESAHAN i
LEMBAR PERNYATAAN ii
LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI iii
ABSTRAK iv
ABSTRACT v
ACKNOWLEDGEMENT vi
TABLE OF CONTENT viii
CHAPTER 1INTRODUCTION 1
1.1. Introduction 1
1.2. Research Question 6
1.3. Purpose of the study 6
1.4. Limitation of the study 7
1.5. Scope of the study 7
1.6. Significance of the study 7
CHAPTER 2LITERATURE REVIEW 8
2.1. The Study of Semiotic 8
2.1.1. Semiotic Theory by Roland Barthes 10
2.1.2. The Nature of Advertisements 12
2.1.3. Advertising Appeals 14
2.1.4. Advertising in Print Media 15
2.1.5. Elements of Printed Advertisement 16
2.1.6. Color 18
2.2. Woman Construction in Advertisement 19
2.3. Maybelline Lipstick 21
2.4. Theoretical Framework 23
CHAPTER 3METHODOLOGY 24
3.1. Research Method 24

3.2. The data and data source 24
3.3. Data collecting procedures 25
3.4. Data analysis procedures 25
CHAPTER 4FINDINGS AND DISCUSSIONS 26
4.1. Data description 26
4.2. Findings 27
4.2.1. Maybelline Rebel Bloom Lip colour in Glamour Magazine July 2015 Edition 27
4.2.2. Maybelline Red Color Sensational in Instyle Magazine February 2015 edition 34
4.2.3. Maybelline Volume Seduction Lip Plumper in Vogue Magazine November 2015 edition 38
4.2.4. Maybelline Plum Lip Colour in Cosmopolitan Magazine August 2015 edition 44
4.3. Discussion 49
4.3.1. Interpretation in Maybelline Rebel Bloom Lip colour in Glamour Magazine July 2015 edition 49
4.3.2. Interpretation in Maybelline Red Color Sensational in Instyle Magazine February 2015 edition 50
4.3.3. Interpretation in Maybelline Volume Seduction Lip Plumper in Vogue Magazine November 2015 edition 50
4.3.4. Interpretation in Maybelline Plum Lip Colour in Cosmopolitan Magazine August 2015 edition 51
CHAPTER 5CONCLUSION AND SUGGESTION 52
5.1. Conclusion 52
5.2. Suggestion 54
REFERENCES 55
APPENDICES 57
TABLE OF SEMIOTIC ANALYSIS 58

CHAPTER 1

INTRODUCTION

1.1. Introduction

In this globalization era, media as the most general way for people to get information from all over the world seems to be fast changing and getting developed to fulfill their need to support daily activities. Due to the fast demand, it has become a part of people's life and the answer of information. There are two kinds of media, printed and electronic (Kasali,Rhenald, *Manajemen Periklanan*. 2007). Electronic and printed media are the instruments of communication that carry messages to audiences widely. Through advertisement, the advertiser attempts to develop an image to create an identity for the brand (Shrimp, T.A, 281. *Journal Marketing Communcication*. 2003). Giving information by creating image of the brand will persuasively manipulate and influence the psychology of the audience to accept, to buy, and to try the product.

One of the most important promotional activities in the mass media is the promotion through advertisement. As expressed by Keppler (*The Advertiseing Handbook*, 1995) "the appearance of advertisements in the mass media is to show that advertising is a form of communication to creates a brand image of the product or company and has the power to influence audience and provides clear information on the product, "This opinion can also refer that advertisement is one of the marketing communication media that is often used in economic activity as an effort to introduce the product to the consumers.

Advertising is the most persuasive sales messages that are directed to the candidate with the most potential buyers of goods or services (Jefkin, 1997:5) Because the main purpose of advertisement is to persuade consumer to use the product or service, then the strategy of advertisement are varied. Every product wants to be number one by using many ways, one of them are by using exploiting women's bodies and images. Almost all of the advertisement in mass media for offering the products is use the woman figure. It is 90% of advertisements use the woman as a model. The stereotype of woman in the advertisement make the society accepts the media as a reality. (Aprillia, 2005:50).

The presence of women in advertisement is inevitable. Almost all advertisement in media is presenting women as the figure. Women in advertisement are functioned only as attraction. The whole part of woman body is used as an advertisement object. Women is chosen as the model in advertisement because in advertising history, the figure of women contributes to the increasing reputation of company and the increasing the number of consumers (Jefkins, Frank, *Periklanan. III edition*. 1997)

In the 20th century, the criteria of beautiful women is focused on woman who has round eyes, thick-eyebrows and full lips. Researchers shows 70% out of 2000 women in US wanted fuller lips, butts, and hips (inamerica.blog.cnn.com). In men's opinion, women lips is an erotic body part. So, a man like a woman with sensual and full lips better than small one. The display in beauty cosmetic advertisement typically use woman figure with has beautiful face and sexy lip. Unconsciously the consumer has represnted the concept of beautiful face that was

formed by the advertisers. The concept of beautiful face from costumer is having beautiful face .Those who not have the characteristic could not say beautiful. (Olivia, 2010: 25. Journal of Women's Beauty Construction)

In this way, women are currently instilled with certain ideals and rules to follow in order to obtain things they strive for. To achieve this, a woman must buy the advertised cosmetics, and this purchase will draw her nearer to perfection in her look. A woman now has a new goal – to look similarly to the face on the screen; she believes that her life will change then, and she will get what was not there before. In addition, she starts sharing new values, interpreting advertisement as guidance on conquering men. Women creating a culture and stable behavior pattern, a certain image of a modern girl.(Sialahi, Aster. Persepsi Khalayak Perempuan Terhadap Iklan Sabun Kecantikan. 2005)

The criteria or concept of beauty such this is utilized by the advertiser through their model. It is common to see an advertisement model with full lips, especially in lipstick advertisement. In lipstick advertisement typically present woman figure with beautiful, sensual, moist, shinny, bright, full lips. Lipstick advertisement is chosen because women's lips have a special attraction in beauty. Lips become the central body part in makeup because through the lips, the facial expression of someone is revealed (Souisa, 2011 : 91-92). Nowadays, lipstick is considered as the need to support the performance maximally because lip is becoming the focused of Cosmetic Trends 2015 (Tempo, 2015). It is becoming trending topic in the beauty websites or blog, especially for the trend of "3d Lips" (a makeup technique to make lips have more dimension and sexy).

To reveal the construction of woman in beauty cosmetic printed media advertisements, the writer is using theory in order to dismantle the meaning from the symbols in advertisement. The study of semiotics will be analyzed with semiotic theory by Roland Barthes. In this study, the meaning process from symbols in display of printd media will elaborate by denotative and connotative meaning.Therefore, based on the background of the proposed research, the author analyze the woman's construction in printed media lipstick advertisement.

The research used MAYBELLINE lipstick advertisement in random US women's fashion magazine, such as Glamour Magazine, Instyle Magazine, Vogue Magazine and Cosmopolitan Magazine in 2015 edition. The selection of woman's magazine because the focus of this study is beauty construction in MAYBELLINE lipstick printed advertisements itself. The writer chooses this kind of advertisements based on the award from 2010-2015, they win the Reader's Choice Awards for Best Budget Brand Lipstick and Lipgloss" (www.Temptalia.com). Besides, the writer also finds that there is repetition of product which is advertised when they gained the award from 2015. This is the reason which made the writer convinced herself to choose the lipstick product.

Maybelline New York is the number one global cosmetics brand and is available in over 129 countries worldwide. Offering more than 200 products, Maybelline New York combines technologically advanced formulas with on-trend expertise to create accessible cosmetics with a cool, urban edge and a spirited style. Maybelline New York is the official sponsor of New York Mercedes-Benz Fashion Week

The previous study has explained by Katherine Frith, Ping Shaw, and Hong Cheng (2005) from Singapore. Based on their research in Journal of Communication, The research analyzes the content of advertisements from asian women's fashion and beauty magazines especially as *Instyle* Magazine and *Cosmopolitan* Magazine to compare how beauty is found a noticeable difference between the portrayals of women from the U.S and from the two East Asian societies in terms of sexual portrayal. In addition, Asian ads contained a large proportion of cosmetics and facial beauty products. These findings suggest that be constructed more in terms of "the body," whereas in Singapore and Taiwan the defining factor is more related to a pretty face. The article also discusses how feminist critiques of the sexual objectification of women in advertising may need to be considered within their historical and context of origin.

The other previous research about beauty construction in advertisement is *Meanings of Woman's Beauty Product Advertisement in Elle Magazine* by Melia Yuna Astria (2009). She used the Semiotic Theory by Roland Barthes to describe the construction of woman's image from Elle Magazine parfume and make up advertisement. That research showed that Elle magazine describe the beautiful woman is the woman who has good smell and using makeup. By looking at this researchers, she was using the Roland Barthes semiotic theory in their study, but in this study the writer analyzes by using social semiotic theory and Systematic Functional Linguistic of nominal group and transitivity by Halliday.

Beside Melia Yuna Astria (2012) there is also the research entitled *" The Construction Of Woman in Printed Media Shampoo Advertisements"* by

Heninda Ambariani (2014). It showed how women represent her beauty with shampoo which categorized in four shampoo types in four different women fashion magazines in 2013. The result showed the potrait of the construction of woman is presenting as the concept of woman representation conveyed in each advertisements. The advertisements try to persuade the reader with the concept of beautiful woman with beautiful hair and give perception that the beautiful hair in shampoo advertisement is reality. Based on the previous researcher, she was using the Roland Barthes semiotic theory in their study to find the Denotation and Connotation meaning in the printed media advertisements and the writer used the same theory with different source of data. The writer persuade the reader with the concept of beautiful woman with beautiful lips and give perception that the beautiful lips in Maybelline lipstick printed advertisement is reality.

1.2. Research Question

How is women beauty constructed in MAYBELLINE lipstick printed advertisements?

1.3. Purpose of the study

This study is to analyze the construction of women's beauty in printed media lipstick advertisements.

1.4. Limitation of the study

The study is focus on the construction of woman by MAYBELLINE lipstick in printed media which taken from woman's magazine such as Glamour Magazine, Instyle Magazine, Vogue Magazine and Cosmopolitan Magazine .

1.5. Scope of the study

The coverage of the study is about the representation of beauty by women that used lipstick Maybelline in Glamour Magazine, Instyle Magazine, Vogue Magazine and Cosmopolitan Magazine.

1.6. Significance of the study

By conducting this study, the writer hopes to expand knowledge and enrich study about the construction of woman in advertisement. This study also give contribution to English Department for the future researcher about the study of mass media especially in printed media like magazine. Furthermore, other researchers could reveal the construction of woman in other advertisements to enrich the reader knowledge.

CHAPTER 2

LITERATURE REVIEW

2.1. The Study of Semiotic

Semiotics is derived from the Greek word “semeion” which means a sign or “seme” that means a sign interpreter (Kotler, 2000:16). In simple terms, semiotic is defined as he science of signs that have meaning. It is not the study of what it is, but how the meaning is generated. Semiotics involves the study not only of what we refer to as ‘signs’ in everyday speech, but also everything that ‘stands for’ something else(Chandler, 2002:2). The purpose of semiotic is to find out the meaning in text, advertisement, and news (Krisyantono, 2006). There are some components to be considered to find the meaning, such as the time and where the sign take place, and who the person belongs at the time. The study of signs was founded by Ferdinand Saussure (1857-1913) and Charles Sanders Pierce (1839-1914). They termed their creation of semiology and semiotic respectively.

Saussure as the linguist expressed ‘semiotic’ as a science which studies the role of signs as part of social life. He argued that laguage consist of a series of signs, which are used to communicate certain messages and meanings. Saussure suggested that our understanding and perception of reality is contrived and affected by the signs that we use in everyday social contexts. He defined the relationship between language and the world through a new definition of words or the signs. However, according to Saussure (in Chandler, 2002) a sign must be

constructed by two things that work like a two sided coin, those are signified. The combination of these two compositions of a sign raises something else other than the sign itself that is, meaning. A “signifier” is the form which the sign takes or the psychological impression of a sound; it tends to be interpreted as a physical form of a sign which can be seen, touched, heard, smelled or tasted. Meanwhile, the “signified” is the mental concept conveyed by the signifier (Chandler, 2002 p. 18). A sign is also a arises from the relationship between signifier and signified can be arbitrary or motivated.

The philosopher Charles Peirce ‘semiotic’ is the ‘formal doctrine of signs' which is closely related to logic (Peirce, 1931). For him, ‘a sign is something which stands to somebody for something in some respect or capacity’ (Peirce. 1931). He declared that ‘every thought is a sign’ (Peirce, 1931). Contemporary semioticians study signs not in isolation but as part of semiotic ‘sign systems’ (such as a medium or genre). They study how meanings are made: as such, being concerned not only with communication but also with the construction and maintenance of reality. Pierce differentiates signs into three categories, they are: icon, index, and symbol (Kasali,Rhenald 2007). The icon means sign which describes certain characteristics such as shape, color, sound. Index describes a meaning through casual relationship, For example, the weather forecast can be seen from the direction of wind. A symbol describes the different meaning, it means from the real language.

Signs are most commonly connected with advertising because advertising and semiotic is really related. In an advertisement, both in printed and

in electronic media, have a message, a sign and symbol which it creates a linear relationship between the advertisement itself and its audience. Each message in the advertisement has two levels of meaning, the meaning that is explicity stated in the beginning and the meaning which is implicitly behind the displayed advertisement (Chandler, 2002 p. 18.). Therefore, semiotic approach can be used to reveal the hidden meaning in advertising, to be able to see how the construction of meaning either explicitly or implicitly used in an advertisement.

2.1.1. Semiotic Theory by Roland Barthes

Another semiotic expert besides Ferdinand de Saussure and Charles Sanders Pierce is Roland Barthes. Roland Barthes(1951-1980) who was a French literary critic, literary and social theorist philosopher, and semiotician developed the Saussure's linguistic model. Roland Barthes declared that "semiology aims to take in any system of sign: images, musical, objects, and the complex associations of all these anything was fair game for Barthes structuralist critique including literature, media, art, photography, architecture, and even fashion.

Roland Barthes thought by emphasizing the interaction between the text with personal and cultural experience of the user, the interaction between the texts of the convention experienced and expected by the users. Roland Barthes' crucial contribution to semiotic was his definition and exploration of myths. Barthes concerned with how signs take on the values of dominant value system or ideology of a particular society and make these values seem natural.

In semiotics, denotation and connotation are terms describing the relationship between the signifier and signified, and an analytic distinction is made between two types of signified: a denotative signified and a connotative signified. The relation between signifier and signified is not natural form, but the relation that is formed conventionally (Piliang, 2003:261). It makes signifier can create many signified or meaning behind it.

Connotation and denotation are often described in terms of levels of representation or levels of meaning. Roland Barthes adopted from Louis Hjelmslev, the notion that there are different orders of signification. The first order of signification is that of denotation: at this level there is a sign consisting of a signifier and a signified. Connotation is a second-order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it an additional signified. In this framework connotation is a sign which derives from the signifier of a denotative sign(so denotation leads to a chain of connotations).

Denotation is a general meaning of a word that could be searched in a dictionary. Commonly, denotative meaning has a stable meaning, for instance denotative meaning of the word “cat” always refers to a four-legged animal with fur. In semiotics, denotation or the first level of signification provides an authenticrelation between signifier and signified that are referred to the use of language in which the meanings are explicit, direct and literal (Piliang, 2003). In an advertisement, denotation is what an image actually shows in immediate appearance instead of what it is assumed..)

Meanwhile, connotation is the second level of meaning that can be given to signs, referring to cultural value (cited in Kilbourne). The term 'connotation' is used to convention refer to the socio-cultural and 'personal' associations (ideological, emotional etc.) of the sign. These are typically related to the interpreter's class, age, gender, ethnicity and so on. Connotation creates second layer of meaning which is formed when the signifier relates to psychology aspect such as feelings, emotions, or beliefs. For example, pink connotes feminine or love.

Susan Hayward offers a useful example of the three orders of signification in relation to a photograph of Marilyn Monroe: At the denotative level this is a photograph of the movie star Marilyn Monroe. At a connotative level we associate this photograph with Marilyn Monroe's star qualities of glamour, sexuality, beauty – if this is an early photograph – but also with her depression, drug –taking and untimely death if it is one of her last photographs. At a mythic level we understand this sign as activating the myth of Hollywood: the dream factory that produces glamour in the form of the stars it constructs, but also the dream machine that can crush them – all with a view to profit and expediency (Ballinger, Raymond1996, 310).

2.1.2. The Nature of Advertisements

Nowadays,advertisement has become an important thing in business world, it always gets attention from society. Almost all companies which want to introduce their products or services are using advertisement. It is a part of

marketing communication. It is shown from many experts who have their opinion in advertisement, such as:

Kotler (2000:658, *Manajemen Pemasaran: Analisis Perencanaan, Implementasi dan Kontrol.*), "Advertisement is a message that present and promote the idea, product, or service that are paid by sponsored or non personal sponsor." Rhenald Khasali (2000: 14) is " a message that contains product, service, or idea that submitted community by using a specific media to attract consumers" and "Advertising is the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (good, services, and ideas) by identified sponsors through various media." Advertisement has a purpose to affect consumers' affections and cognitions-evaluations, feelings, knowledge, meaning, attitude, and images that are related to products and brands. Advertisement is also functioned as an image management, to create and nurture images and meanings in the consumers' minds and to affect consumers' buying attitude.

By the experts' definition above, the researcher conclude that advertisement is a promotional activity that encourage the attention of the public through selected media to promote their products with aim to make a profit. As expressed by Kotler (2000:658) "the purpose of advertising is a communication function that determines the level of success in making be affected and interested consumers to their products within a specific time. "The message in the advertisement is usually in the form of promotional messages to persuade people

to buy or use the product. Therefore it could not be denied that the main function of advertising is to persuade people to buy their product.

2.1.3. Advertising Appeals

Advertisement is the most persuasive sales activities directed to potential buyers over a particular product or service with the lowest possible cost (Jefkins, 1994:5). As already mentioned before, one of the functions of advertisement is to persuade. This means that an advertisement should be influencing and persuading consumers so they are interested in buying the products that advertised.

To create a persuasive advertisement, it must be made as creatively as possible. "Creativity in advertising is the ability to create original concepts or ideas that attract attention and the impact of the messages become memorable" (Moriarty, 2007:22). Through the rapid development of technology today, advertisement is displayed in attractive language and equipped with a series of interesting images and symbols that make the advertisement interesting.

Aside from interseting, an advertisement should also be effective in conveying the message; it has to be easy to understand. As expressed by (cited by Sri Wiyanti, 2004:4) "advertisement should pay attention to aspects of the brief, simple words, and the interseting and communicative illustrations, besides the consideration of simplicity and politeness with an emphasis on belief in what is written. "As Sunardi (*Semiotika Negativa*. 2004) said, "an advertisement must use an aggressive language to be able to force the audience to change behavior, lifestyle, and eventually become a loyal customers."

It is neccessity for the producer advertisement to create advertisement with an attractive appearance. In other words, the advertisement must build an impression to be remembered by their audience. Therefore, it is not surprising that advertisement should show the language and other aspect that support it in order to give the image of the products offered.

2.1.4. Advertising in Print Media

In advertising a product, the producer must be smart to choose the media so that the media could bring benefit to his company. One of the beneficial media advertising to promote the advertisement in print media. Rhenald Kasali (2007:9) defines the print media is a static media and prioritizes the visual messages. This medium consists of a sheet with a number of words, images, or photographs in full color and white pages. The main function has to inform and entertain. Print media includes printed promotional messages in newspapers, magazines, brochures, and on other printed surface, such as posters and billboards.

In print media,the advertisement are provided with more information, rich in imagery, and a longer message life than other forms such as electronic media. For example, if the reader wants to postpone the reading they can put the advertisement aside without losing any information. Because the print message format is simple and more concrete, people tend to spend more time with print media and absorb its messages carefully. In book “Cutting Edge Advertising” by Jim Aitchison (2002), describe the advantage of printed media advertisement can be seen much longer than in electronic media usually last in 30 second or 60

seconds. In other words, as good as the television or radio advertisement is limited only seen during 30 seconds or 60 seconds. That is because the media is limited with time. In the characteristics of printed media has unlimited time, so the advertisement can be seen without any time limit.

Advertisement in print media also can be arranged where the producers have to put advertisement according to target market, for example beauty product advertisement are placed in women's magazines, while automotive advertisement are placed in men's magazine. Advertisement in print media is cheaper compared to advertisement in electronic media. Therefore, many advertisement producers that have sprung up from individuals, companies, government institutions, or even the political parties choose to put their advertisement in the print media for business, announcement, or only to convey the information.

2.1.5. Elements of Printed Advertisement

In order for printed advertisements be able to draw the attention of the audience, there are several elements that must be fulfilled. Generally, there are several elements that play important role and become, basic elements in a printed ad. These elements are the headline, sub-head, body text, caption, the brand name, image (illustration or photography) and tagline (Adi Kusrianto, 2007:327).

1. Headline is the most important part of an advertisement because it is part of the text that is first read by people. Headline serves to draw the reader's initial attention. As the tittle of advertisements, usually fonts that is larger than the text is used. Although, it is possible some of the advertisements uses the same big letters, either text or tittle.

2. Subhead is the further description of the headline, which briefly explains things that are considered important as news. The writing of the subhead should be more concise than the body copy. The subhead functions to maintain the attention that has been obtained from the readers after they read the tittle, to continue or strike the body copy of the advertisements.

3. Body text of an advertisement is a text that provides more detailed information about the product or service to be sold.

4. Caption of an advertisement is described as captions. This element is useful when an advertisement display a picture or photograph that makes people curious.

5. Brand name or referred to as the brand of the product, aims to provide information to the public about the identity of the products in the adsvertisements displayed.

6. Illustration is an image or photo of models or any things related with the creative concepts or photos of the product itself. The illustrations serve as a decoy target of advertisements.

7. Tagline is a word or phrase that is used to further convince the readers to want to follow the invitation of the advertisers. The words or phrases that is used in the tagline should not be complicated and easy to remember. In addition, tagline should also be able to reflect the advertisements as a whole.

The seven elements are intertwined to form a unity in the advertisement. However, seven of these elements are not always present in every advertisements and their placement are not always sequential. In an advertisement, sometimes,

there are only a few elements that are used and prepared, but it does not mean that the advertisement do not have integrity. This is because some elements of advertising can communicate the full advertisements. Thus, the order of the elements in the advertisement is not a central issue, because primarily, however the sequence is, they must remain in harmony and unity of the product from how the creative designers deliver the news that contain advertisements messages.

2.1.6. Color

Advertisement, in its design, utilizes the elements of visual communication, including the use of color. Colors in advertisements is part of the image of the product that will be built through advertisements media, has a tone or ambience to create an impession and does not speak. The role of colour in advertising is very influential in the appearance of the form of advertisements, intended to attract more public attention.

The existence of color is one of the appealing factor in the designof advertisements. Beauty is found in the images and the text, which is largely supported by colour. This is because the presence of the color displays attractiveness due to the stimuli of the elements of color. The processing of the right color combination evoke a meaningful message, where hidden colors evoke emotion and bring the audience's response.

Colors also provide psychological effects that can provide an impression for someone who sees it. One of the utilization of psychological effects of colors

is in the logo of a company or for business purposes. There are several colors and the psychological effects it causes. According to Adi Kusrianto. in his book Introduction to Visual Communication Design (2007), the psychological effect that is caused by colors are as follows:

a. Red gives the impression of bravery, strength, passion, emotional, and danger.
b. Yellow gives the impression of optimistic, hope, warmth, happiness, cheeriness, and enlightenment
c. Green gives the impression of natural, health, clean, tough, peace, and renewal.
d. Blue gives the impression of calm, sad, knowledge, and trust.
e. Gold gives the impression of elegance, luxury, glory, and greatness.
f. White gives the impression of purity, expensive, clean, fresh, pure, intelligent, and cleverness
g. Black gives the impression of power, sexuality, luxury, grace, mystery, and challenging
h. Chocolate gives the impression of dramatic, warmth and friendly
i. Orange gives the impression of energy, balance, warmth, intimacy, hospitality, and happiness
j. Gray gives the impression of intellect, futuristic, stylish, serious, neutral, and attraction
k. Purple gives the impression of glory, elegance, luxury, independence, mystery and spiritual.

2.2. Woman Construction in Advertisement

Advertisement and woman are two things that are always related. It is proven by how the media represent women through advertisement. Whether it is

consciously or not, women are the main target goal for most products. “Advertisement that use women as a tool of creating an image of a particular product that assumes the female body has a function as a decorative background of a product that can be displayed prominently as a symbol of a product “ (Nurhayati, 2001). The involvement of woman in advertisement is based on two factors (Widyatama, 2005:41). The first factor, the woman is large market in industry. The second factor, woman are believed to strengthen the advertisement message.

Advertisement features the woman with the figure of beauty ideal. According to Jean Kilbourne (1995:122), women in his article “Beauty and the Beast of Advertising” are mannequins or dolls that must be perfect. There should be no wrinkle, excess fat, no blackheads, slender, have beautiful legs, have a white and flawless skin,young and fresh. The concept of beauty for Indonesians and Westerners is someone who has a sexy and red lips. The concept of ideal beauty is an acknowledged standard in society. It forced woman to abide the standard to get social status. This concept of beauty is mediated in advertisements, for example Garnier Light Complex White Speed.

In the Garnier Light Complex White Speed, this can be seen from the narrative that is built in the form of men who attracted to women who only have white skin. In the case, skin whitenining advertisement showed submissiveness of change the color of her skin to white. Audiences are led to an opinion that white skin is superior and they are invited to change their skin color. (Wolf,2002:20).

Advertisements shows women that are already “modified” to look beautiful and attractive (by using Photoshop for example) and indirectly constructing women’s perceptions of what ideal body for women is. Picture placement with an arranged pose and texts can affect readers about standardized beauty.

Advertisements constructed social reality (Wolf 2004:25), Women are the biggest commodity in global consumerism and also the biggest victim’s because they are pressured by the ‘beauty myth’. The model requires imagery that a beautiful woman can be said to be white and slim is a myth. He explains that the myths has damaged women and make them obsessed in achieving ideal image of physical perfection. Hence, the advertisement producers tried to manipulate the display image of the female body, which connotes a modern, forward-thinking, not outdated, as well as beautiful and attractive, is an attempt to turn an impression in the minds of consumers (women) that the image of the product displayded is also part of the cultural consciousness, though it is as a result of advertising that only emphasizes the aesthetic respect.

2.3. Maybelline Lipstick

Most people don’t know what the meaning of lipstick. Lipstick is a formula that contains vitamins or beauty which make flawless for woman lips. It requires more than make our lips look beautiful. More importantly is what the lips contains. There are many variations of lips, depends on your types of lips or the

variants of that colour. There are many brands of lipstick, but the brands for the analysis are Maybelline.

The Maybelline Company was created by a 19-year-old entrepreneur named Tom Lyle Williams in 1915. Williams noticed his older sister Mabel applying a mixture of Vaseline and coal dust to her eyelashes to give them a darker, fuller look. He adapted it with a chemistry set and produced a product sold locally called lash-in-brow-line. Williams renamed his eye beautifier Maybelline, in honor of his sister Mabel, who gave him the idea. In 1917 the company produced Maybelline Cake Mascara, "the first modern eye cosmetic for everyday use" and Ultra Lash in the 1960s, which was the first mass-market automatic.

In 1991, the company adopted its advertising slogan "(Maybe she's born with it.) Maybe it's Maybelline." which is still used today. The company was acquired by L'Oréal in 1996. Acquiring Maybelline gave L'Oréal access to mass markets in cosmetics. Maybelline has released several new products, including 'Eye Studio' collection for eye products, 'Fit Me' collection for foundation/facial products, and new 'Color Sensational' shades for lips. Currently, Maybelline is the Official Makeup Sponsor of Mercedes-Benz Fashion Week.

After Amsterdam, Berlin and Moscow, the brand secured the coveted title of Official The Maybelline Company was created by a 19-year-old entrepreneur named Tom Lyle Williams in 1915. Since then, Maybelline has been showcasing its creativity and expertise on the runways, collaborating with fashion designers to develop next season's beauty trends. Today, Maybelline New York

is proud to be the official makeup sponsor of thirteen fashion weeks worldwide. With the glamour and energy of New York City, the ultimate makeup innovations, and the latest fashion looks from the catwalk to the sidewalk, Maybelline New York empowers women all over the world to express their personal "it" factor.

2.4. Theoretical Framework

This research analyze The Woman's Beauty Construction in four printed media lipstick advertisements. It will be analyzed by using semiotic theory by Roland Barthes. Semiotic helps the writer to reveal the construction of woman in every each printed media lipstick advertisements. The verbal and non verbal signs elaborated by denotation and connotation level. By applying those elements, the meaning of woman's construction in the advertisements can be exposed.

CHAPTER 3

METHODOLOGY

3.1. Research Method

This study uses descriptive analytical interpretative methodology. It is used to explore the fact with appropriate interpretation (Whitney, 1990). Descriptive study aims primarily at gathering knowledge (i.e. descriptions and explanations) about the object of the study but does not modify the object. In order to reveal the woman construction that is shown in the advertisements, the writer chose a semiotic theory by Roland Barthes. The general data analysis techniques uses grooves commonly used in the writing of qualitative methods, which are examined to identify objects presented, analyzed, and then interpret its meaning.

3.2. The data and data source

Based on the background of the problem, the data source are four Maybelline lipstick printed advertisements in US woman's magazine such as Glamour Magazine, Instyle Magazine,Vogue Magazine in edition and Cosmopolitan Magazine in 2015 edition. The Writer choose the data source by analyzing pictures, words, and symbols that shows the woman construction. The four versions of printed media lipstick advertisements are:

1. Maybelline Rebel Bloom Lip colour in Glamour Magazine July 2015 edition

2. Maybelline Red Color Sensational in Instyle Magazine February 2015 edition
3. Maybelline Volume Seduction Lip Plumper in Vogue Magazine November 2015 edition
4. Maybelline Plum Lip Colour in Cosmopolitan Magazine August 2015 edition

3.3. Data collecting procedures

The writer does these steps in collecting the data:

1. Finding the source of the data by reading magazines
2. Observing the four Maybelline lipsticks printed advertisements
3. Choosing the lipstick printed advertisements which is Glamour Magazine, Instyle Magazine ,Vogue Magazine in edition and Cosmopolitan Magazine in 2015 edition.
4. Identifying the images, sign, text and color found in each advertisement.

3.4. Data analysis procedures

Data of this study analyzed by doing some steps as follows:

1. Categorizing the symbol and images in four Maybelline lipsticks printed advertisements based on denotation meaning by verbal and non verbal signs.
2. Categorizing the symbol and images in four Maybelline lipsticks printed advertisements based on connotation meaning by verbal and non verbal signs.
3. Analyzing the denotative meaning in four Maybelline lipsticks printed advertisements
4. Analyzing the connotative meaning in four Maybelline lipsticks printed advertisements
5. Interpreting the meaning of advertisement
6. Drawing the conclusion

CHAPTER 4

FINDINGS AND DISCUSSIONS

This chapter discusses the woman construction in four Maybelline lipstick printed advertisements. The result of the analysis will answer the research questions in Chapter I, which is "How do MAYBELLINE represented the construction of women in that media printed lipstick advertisements?" This chapter consists of data description, findings, and discussion of the study.

4.1. Data description

The data of this study are four advertisements, which are Maybelline Rebel Bloom Lip colour in Glamour Magazine July 2015 edition, Maybelline Red Color Sensational in Instyle Magazine February 2015 edition, Maybelline Volume Seduction Lip Plumper in Vogue Magazine November 2015 edition, Maybelline Plum Lip Colour in Cosmopolitan Magazine August 2015 edition.The data are analyzed by using semiotic theory by Roland Barthes which is related to denotation and connotation to convey the meaning inside the advertisement to reveal woman beauty construction. Lastly, the writer interpret all of the findings in order to answer the research question.

4.2. Findings

4.2.1. Maybelline Rebel Bloom Lip colour in Glamour Magazine July 2015 Edition

4.2.1.1 Denotation

Based On Roland Barthes signification, there are two significations such as denotation and connotation. Denotation is the literal meaning or object what is written or read. In the level of denotation there is a sign consisting of signifier and signified. The first signifier of this Maybelline Rebel Bloom Lip colour is from the illustration of female model. Illustration in advertisement has a function as a title in a picture to emphasize title or replace the important position (Cason, 2001:174). The illustration model is described as a sexy woman who has brown eyes, thick and healthy lip, white and flawless skin, having an oval face and beautiful face. Most men like a woman with sensual and full lips is better than small one(Olivia, 2010:25). The beautiful female model uses pink rose flower near her lips which describes the lips sweet as honey nectar in that pink rose flower and her pose look to the camera.

The second signifier is from the brand of product in this advertisement. The signified is the text of MAYBELLINE NEW YORK as a brand of the product with capital letter and use white and black font color. Maybelline is a brand of lipstick products from New York. The white color gives the impression of purity,pure and fresh (Kusrianto, Adi,2001). The third signifier shows “NOW IT’S TIME FOR PASTELS TO REBEL “. The word emphasized by using capital letters. The caption in the advertisement plays in important role, because it is related with the illustration of the advertisement. The color of Maybelline product is relevant to the caption of this advertisement, “Pastels”. It describes Womens

nowadays are dare to use pastels color to replace the monochrome color, like a Maybelline lipstick color that creates pastels color.

The fourth signifier is from the headline of the product. The headline is "NEW COLOR SENSATIONAL REBEL BLOOM" with uses white font color and capital letters. The fifth signifier is from the body text. According to Raymond A. Ballinger (1970:31), body text is the meaning what will convey in advertisement. The signified of body text described0

the contain and advantage from Maybelline Rebel Bloom "Super-saturated pigments take pastels to a new bright. Honey nectar adds a sumptuous feel. 10 vivcious shades".

The sixth signifier is from the tagline of the product. Tagline is memorable phrase or sentence that is closely associated with a particular product (Meriam Webstern Dictionary Online). The tagline of this advertisement is "MAYBE SHE'S BORN WITH IT, MAYBE SHE'S MAYBELLINE" with white and black font color and used capital letter. It describes the latest product of Maybelline lipstick which has a power to make our lip healthy and fresh like the model's lip in the advertisement.

The seventh signifier is from the sub headline. It is " A kicky Burst of Pinks, Red and Mauves"with use white font color which wants to introduce the attractive color of Maybelline Rebel Bloom lipstick which has fresh to hold the consumer's attention.The eight signifier is the name of model. The signified of the

model's name is "Kemph" based on her full name" Charlotte Kemph Muhl" which is written in the bottom left by uses white font color.

The ninth signifier is a piece of product. It display with followed by type of Maybelline Rebel Bloom color sensational.The tenth signifier is the background of the color. It shows the combination between purple and white. The product gives the impression of stylish, attractive, pure and fresh.

4.2.1.2 Connotation

According by Roland Barthes, connotation is a second order of signification that explains a relation between signifier and signified which gives meaning indefinitely, indirectly, implicitly. In Maybelline Rebel Bloom lipstick advertisement, the first connottion is related with the first signifier of dennotation. The first signifier is the illustration of the model describe as a woman who have yellow eyes, thick and healthy lip, white and flawless skin, having an oval face and beautiful face. The construction of woman in this advertisement based on convention meaning that represented the woman standard beauty by Olivia (2010:25). That most of man like a woman with sensual and full lips better than small one.The tick lip means have an intimacy to attract the target audience.The facial expression of female model is fierce shows the elegance, sexy and atrractive and the yellow eyes gives the impression of optimistic, hope and warmth. The beautiful female model used pink rose flower near her lip which describes the lips sweet as honey nectar in that pink rose flower. In connotative interpretation the illustration of female model is a concept of beauty woman that represented from

the model's advertisement, who looks warmth, elegant, sexy and attractive by using Maybelline Rebel Bloom lipstick.

The second connotation is from the second signifier of denotation which is from the brand product. The brand of the product is "MAYBELLINE NEW YORK" by using white and black font color. White color based on association symbolizes pure, fresh and purity and black font color means power, luxury and grace. It will be interprets the brand product of Maybelline Rebel Bloom have power ,pure, fresh, luxury impression, which means Maybelline product is the product who gives the power luxury and fresh effect by using this product. The third connotation is from the caption.The caption of this advertisement is "NOW IT'S TIME FOR PASTELS TO REBEL" in capital letter and use white and pink font color. White color based on associations symbolizes pure, fresh and purity. Pink font color means bravery and passion. In connotative interpretation , the third signifier written with white and pink font color and capital letter to show the challenge of the target audience to have sensational pastel color on their lip like lip's model Maybelline Rebel Bloom advertisement. It represent woman to dare show off the pastel color to change the meanstream color.

The fourth connotation is the headline as the fourth signifier denotation. The headline of this advertisement is "NEW COLOR SENSATIONAL REBEL BLOOM " with white font color and capital letter. Based on association s, it interpreted the headline wants to introduce the newest product of Maybelline which has passion by consumer to hold this product. The fifth connotation is the body text in the advertisement which written by white font color. The body text is

“Super-saturated pigments take pastels to a new bright. Honey nectar adds a sumptuous feel. 10 vivacious shades”. The body text shows the advantage of Maybelline Rebel Bloom lipstick, which has pigments formula to keep our lip healthy and bright in every condition.

The sixth connotation is the tagline of product, “MAYBE SHE’S BORN WITH IT, MAYBE SHE’S MAYBELLINE” with white and font color and capital letter. The tagline based on convention meaning informs to the audience the Maybelline product gives the power to get freshness lip like the model of the advertisement. The seventh signified connotation is from the sub headline of the advertisement, “A KICKY BURST OF PINKS, REDS AND MAUVES.”with using white font color and purity symbol. In connotative interpretation , based on convention meaning it shows that Maybelline wants to introduce the attractive color of Maybelline lipstick which has freshness to hold the consumer’s attention.

The eight connotation is from the name of model that is “KEMPH” based on her full name, Charlotte Kemph Muhl. Based on convention meaning, it interprets the product adevertisement shows the famous supermodel and Maybelline brand ambassador as the model’s advertisement which make her lip fresh and sexy everyday because using Maybelline Rebel Bloom. The ninth connotation is from a piece of product. A piece of product showed that combination color of pink, orange and soft purple. It display with followed by type of Maybelline Rebel Bloom color sensational. As the color of packaging, orange based on associations meaning symbolizes energy, balance and warmth, which means using this lipstick will makes us feel energetic, balance and warmth

especially for woman. Pink based on associations meaning symbolizes passion, strength and bravery meaning this product will make our lip gives an impression of strength and bravery by this lipstick and we have a passion to grab it. And purple based on associations meaning symbolizes glory, elegance and luxury so this lipstick make us feel glory and elegance.

The last connotation is from the last signifier denotation. The last signifier is the background color of the advertisement with the combination between purple and white as theme of product advertisement. In connotative interpretation, the background colors based on associations meaning shows us that Maybelline is a luxurious product that will make people who used this product feels elegant and white shows the purity of the women who wear this product, and purple shows the luxury of this product.

4.2.2. Maybelline Red Color Sensational in Instyle Magazine February 2015 edition

4.2.2.1 Denotation

In second printed Maybelline advertisement is from Instyle Magazine February 2015 edition. There are seven signifiers denotation in Maybelline Red Color Sensational printed media advertisement. The first signifier is from the illustration of female model in this advertisement. The female model in this advertisement describe with has white and smooth skin, oval shape face, green eyes, red lips and hair and she has a beautiful face. Red is the expression of

strength and sensuality (Adi,2007:40).The pose of female model is smile simply whose show off her red lips and red wavy hair.

The second signifier is from the brand of product. The brand of product is "MAYBELLINE" by using white color and "NEW YORK" by using black color and capital letter. The brand Maybelline is a special product for make up kit, especially lipstick and the latest product from Maybelline is Red Color Sensational which nourishing the lips. The font's color of "Maybelline"uses white color means having the color of white (www. Temptalia.com). While the font color of "New York" uses black color which means having dark in color (www.Temptalia.com). The third signifier is the headline. The headline of this advertisement is "FALL IN LOVE WITH COLOR" with white font color and capital letter. Based on associations. It interpreted the headline wants to introduce the newest product of Maybelline which attract the consumer about the freshness in their lips of using this products especially women. " FALL IN LOVE WITH COLOR" represented the Maybelline color make perspon who fall in love with Maybelline latest product.

The fourth signifier is the body text of the advertisement. The signified of body text is the long sentence that explain in detail about the benefits of the product (J. Thomas and W. R. Russel, 1992:174). The Maybelline product shows the body text with the phrase "Crisper, Richer Color from pure pigments. Creamier feel from nourishing honey nectar. Lip color so rich, so stunning..It's sensational!"with white font color.

The fifth signifier is the sub headline, “New Color Sensational”which use red font color and bravery symbol. In connotative interpretation , it shows that Maybelline wants to introduce the attractive color of Maybelline lipstick which attract the consumer’s passion to buy this product. The sixth signifier is a piece of product. A piece of product showed the red color. It display with followed by type of Maybelline Red color sensational. Red based on associations meaning symbolizes strength, emotional and passion. so this lipstick can awake the consumer’s passion to use this product. The seventh signifier is the background of color. It shows the combination between purple, gold, pink and orange. The product gives the impression of passion, glamour, luxury and warmth.

4.2.2.2 Connotation

In denotative signification there are seven signifiers in Maybelline Red Color Sensational printed media advertisement. So in connotation signification there are also seven signifiers will be analyzed. The first connotation is from the illustration of female model in thie advertisement. The model in advertisement is described as a beautiful woman figure. This advertisement describes as beautiful westen female who have green eyes, red lips and red hair, and has beautiful face. Red lips and red hair gives the impression of bravery, strength and passion like the color of Maybelline Red Color Sensational.

The second connotation is from the brand of product. The brand of product is “ MAYBELLINE” with white font color and capital letter and “NEW YORK” with black font color and capital letter, based on convention means this advertisement is showed that Maybelline make the impression purity and fresh

lipstick It makes people who use this lipstick feel fresh of this product. The "NEW YORK" with black font color means the power of the attractivenes from that New York product.

The third connotation is the headline . The signifier of headline is "FALL IN LOVE WITH COLOR". It using capital letter, based on convention meaning is to emphasize this advertisement show Maybelline will make the consumer falling in love with the color of Maybelline Red Color Sensational. The font color of this theme uses white color, based on associations meaning is to represent the purity lipstick to nourishing the consumer's lip.

The fourth connotation is the body text of the advertisement. Maybelline lipstick shows the body text with the phrase "Crisper, Richer Color from pure pigments. Creamier feel from nourishing honey nectar. Lip color so rich, so stunning..It's sensational." Based on convention meaning, it means the latest product has some function to nourishing the lip. The consumers will feel "Creamy" as a honey nectar when use this lipstick. The purity is symbolized with the pure pigments that contained in this lipstick.

The fifth signified connotation is from the sub headline of the advertisement, "NEW COLOR SENSATIONAL "with using red font color. In connotative interpretation , based on convention meaning it shows that Maybelline wants to introduce Maybelline lipstick that gives the impreession of strength, passion and bravery. The sixth connotation is a piece of product. It display with followed by type of Maybelline Rebel Bloom color sensational. The

seventh connotation is the background of color of the advertisement with the combination between purple ,gold, pink and orange as theme of product advertisement. In connotative interpretation, the background colors based on associations meaning shows us that Maybelline is a luxurious and elegant product that will make people who used this product feels precious and has a strength passion to use this product.

4.2.3. Maybelline Volume Seduction Lip Plumper in Vogue Magazine November 2015 edition

4.2.3.1 Denotation

The first signifier of this Maybelline Maybelline Volume Seduction Lip Plumper is from the illustration of female model. Illustration in advertisement has a function as a title in a picture to emphasize title or replace the important position (Cason, 2001:174). The illustration model describe who have smooth skin, blue eyes, beautiful face.The beautiful female model used ring with purple sapphire and wears purple dress which describes the elegant woman represents the luxury product of Maybelline Volume Seduction Lip Plumper.

The second signifier is from the brand of product. The brand of product is “MAYBELLINE NEW YORK” by using white color and capital letter. The brand Maybelline is a special product for make up kit, especially lipstick and the latest product from Maybelline is Volume Seduction Lip Plumper plump up the lips. The font’s color of “Maybelline”uses white color means having the color of white (www. Temptalia.com). The third signifier is the caption. The signifier of caption is “THE TRUTH IS IN THE TINGLE, THE PROOF IS IN THE POUT” .The text is using capital letter, based on convention meaning is to emphasize that this advertisement really has a power to make your lip become a tingle shape. Tingle means to feel as if a lot of small sharp points are pushing into it (Owww.Temptalia.com). The font color of this theme uses black color, based on association meaning is to represent the power of this luxury product to give a perfection lip because of this product.

The fourth signifier is the headline. The headline of this advertisement is “NEW VOLUME SEDUCTION XL LIP PLUMPER” with white,black,purple

font color and capital letter. Based on associations. It interpreted the headline wants to introduce the newest product of Maybelline which has the power to attract the consumer about the freshness in their lips and feel elegant because of using this products especially women.

The fifth signifier is the body text. The signified of body text is the long sentence that explain in detail about the benefits of the product (J. Thomas and W. R. Russel, 1992:174). The Maybelline product shows the body text with the phrase " Feel a seductively addicting tingling effect and active amplifiers instantly plump lips for a visibly fuller pouf. Concentrated droplets of shine magnify plumping effect for the most voluptuous lips ever". With white font color.The sixth signifier is the tagline of product, "MAYBE SHE'S BORN WITH IT, MAYBE SHE'S MAYBELLINE" with white and font color and capital letter. The tagline based on convention meaning informs to the audience the Maybelline product gives the power to get freshness lip like the model of the advertisement. The seventh signifier is the sub headline, "Plump up your lips..up to 30% more"which use white font color and purity symbol. In connotative interpretation , it shows that Maybelline wants to shows that Maybelline product gives the impression of pure, fresh and purity. The eighth signifier is from the name of model that is "ADRIANA" based on her full name, Adriana Lima. Based on convention meaning, it interprets the product adevertisement shows the famous supermodel from the angels of Victoria Secret as the model's advertisement which make her lip fresh and sexy everyday because using Maybelline Volume Seduction Lip Plumper

The ninth signifier is a piece of product. A piece of product showed the glossy color packaged by black color. It display with type of Maybelline Volume Seduction Lip Plumper. Black based on associations meaning symbolizes power, luxury and grace. so this lipstick have a power to attract the consumer to use this product. The tenth signifier is the background of color. It shows the combination black and purple. The product gives the impression of luxury and elegance.

4.2.3.2 Connotation

There are tenth signifiers in denotative signification in Maybelline Volume Seduction XL Lip Plumper. So in connotation signification, there are also tenth signifiers will be analyzed. The first connotation is from the illustration of female model in thie advertisement. The model in advertisement describes as the concept of beautiful woman figure. This advertisement describe as beautiful westen female who have white and smooth skin, sensual lips, blue eyes ,and has beautiful face. The beautiful female model wears purple dress which describes the beautiful woman introduce the luxurious from the latest product of Maybelline to make the consumer's lips become elegant. The expression of female model is shows the warmth and comfortable feeling because of her beautiful lips.

The second connotation is from the brand of product. The brand of product is " MAYBELLINE NEW YORK" with white font color and capital letter, based on convention means this advertisement is showed that Maybelline make the impression purity and fresh lipstick It makes people who use this lipstick feel fresh of this product. The third signifier is the caption. The caption of this advertisement is "TRUTH IS IN THE TINGLE, THE PROOF IS IN THE

POUF" in capital letter and use black font color. Black color based on associations symbolizes power,luxury and challenge. The third signifier written with black color and capital letter to show the challenge of the target audience to have shinning lip like model 's lip in Maybelline Volume Seduction XL Lip Plumper advertisement.

The fourth connotation is the headline. The signifier of headline is "NEW VOLUME SEDUCTION XL LIP PLUMPER". It using capital letter, based on convention meaning is to emphasize this advertisement show Maybelline will make the consumer falling in love with the color of Maybelline Red Color Sensational. The font color of this theme uses white, black and purple color, based on associations meaning is to represent the freshness, power and elegance lipstick to nourishing the consumer's lip.The fifth connotation is the body text of the advertisement. Maybelline lipstick shows the body text with the phrase " Feel a seductively addicting tingling effect and active amplifiers instantly plump lips for a visibly fuller pouf. Concentrated droplets of shine magnify plumping effect for the most voluptuous lips ever" with white font color." Based on convention meaning, it means the latest product has some function to make the consumer's lip has a volume or voluptuous. The consumers will have tingling effect when use this lipstick. The purity is symbolized with the pure pigments that contained in this lipstick.

The sixth connotation is the tagline of product, "MAYBE SHE'S BORN WITH IT, MAYBE SHE'S MAYBELLINE" with white and font color and capital letter. The tagline based on convention meaning informs to the audience

the Maybelline product attract the audience to get freshness lip like the model of the advertisement. The seventh connotation is the sub headline, “Plump up your lips..up to 30% more” with using white font color. In connotative interpretation , based on convention meaning it shows that Maybelline wants to introduce the attractive color of Maybelline lipstick which has freshness to hold the consumer’s attention.

The eighth connotation is from the name of model that is “ADRIANA” based on her full name Adriana Lima. Based on convention meaning, it interprets the product adevertisement shows the famous supermodel from Victoria Secret as the model’s advertisement which make her lip fresh and sexy everyday because using Maybelline New Volume Seduction XL Lip Plumper. The ninth signifier is a piece of product. It display with followed by type of Maybelline New Volume Seduction XL Lip Plumper.The last signifier is the background of color of the advertisement with the combination between black and purple as theme of product advertisement. In connotative interpretation, the background colors based on associations meaning shows us that Maybelline has a power.

4.2.4. Maybelline Plum Lip Colour in Cosmopolitan Magazine August 2015 edition

4.2.4.1 Denotation

The fourth Maybelline printed media advertisement is from Maybelline Plum Lip Colour product in Cosmopolitan Magazine August 2015 edition.There are eight signifiers in the level of denotation. The first signifier is from the illustration of female model. The characteristic of female model in Maybelline Plump Lip Colour presented as the figure of beautiful woman. The female model describes with having white and flawless skin, beautiful face, blue eyes, blonde hair and sensual lip. Sensual is suggesting an interest physical pleasure (www.Temptalia.com). The female model has blue eyes, Blue eyes based on association symbolizes calm and trust. It the represents the model can be trusted when she introduce the lipstick indirectly. (Kusrianto, Adi, 2007:40. *Pengantar Desain Komunikasi Visual*).

The second signifier is from the brand of product. The brand product is "Maybelline New York" with White font color and capital letter. Maybelline is make up brand especially lipstick, from New York. The Maybelline Company was created by a 19-year-old entrepreneur named Tom Lyle Williams and collaborate with his sister, Mebel in 1915. Maybelline started to introduce the product became the Official Makeup Sponsor of Mercedes-Benz Fashion Week in 1991 (Beautymaybelline.com).

The third signifier is shows in the headline. The headline of product is " Color sensational lipcolor". Headline should promise new benefits, provocative, curious,selective, and direct promises an existing benefit (J. Thomas and W. Ronald, 1992:166). Color sensational lipcolor has an exclusive formula with nourisihing honey nectar and make softer lips in just 5 days. The font color of headline is white, pink and purple. It shows that the product has bright font color to attract the consumers.

The fourth signifier is from the body text of this product advertisement. The body text is the description of the products. It is" Our exclusive formula with nourishing honey nectar dramatically hydrates beyond perfection. Plum has never been ripper. More luscious. In 68 sensational shades. Including 8 plush plums." In Maybelline Plum Lip Color printed media advertisement, the body text is put on the below with white font color. The sub headline of advertisement as the fifth signifier. Subheadline is further description of the headline, which briefly explains the things that are considered important as news. The subheadline is "More provocative Plum, Clinically proven smoother, softer lips in juts 5 days"The text

of “MORE PROVOCATIVE PLUM” is written with white font color and capital letter. Provocative means intended to make somebody sexually excited (www.Temptalia.com). The text of “Clinically proven smoother, softer lips in just 5 days’ written with pink font color. The use of Capital letter in “MORE PROVOCATIVE PLUM’ is to emphasize that contain of plum in Maybelline Plum Lip Color make the consumer excited to use this product.

The sixth signifier is the name of model. The signified of the model’s name is “Julia” based on her full name” Julia Stegner” which is written in the bottom left by uses white font color. The seventh signifier is the product is a piece of Maybelline Plum Lip color . The product sign display with followed by type of Maybelline Plum Lip color.The tenth signifier is the background of the color. It shows the black font color. The product gives the impression of power, luxury and grace.

4.2.4.2 Connotation

In the Maybelline Plum Lip Color printed media advertisement in Cosmopolitan Magazine August 2015 edition, there are eight signifiers in the level of denotation. So in the level connotation there are also eight signifiers will be interpreted. The first signifier is the illustration of female model. Illustration is an image or photo of models or any things related with the creative concepts or photos of the product itself (Kusrianto, Adi, 2007:40. *Pengantar Desain Komunikasi Visual*). The illustrations serve as a decoy target of advertisements.The female model is represents the figure of beautiful woman by

Jean Kilbourne (1995;122). The female model has white and smooth skin, sensual lip, blue eyes and blonde hair to show the characteristic of western female.

The second signifier is from the brand of product. The brand of product is 'MAYBELLINE NEW YORK" with white font color and capital letter. The text "MAYBELLINE NEW YORK" uses capital letter, based on convention means this advertisement is from the product of Make up which is Maybelline lipstick, and informing Maybelline's the latest product lipstick is Maybelline Plum Lip Color. The font color of text Maybelline uses white font color, that symbolizes the purity (Kusrianto, Adi, 2007:40. *Pengantar Desain Komunikasi Visual*). It means Maybelline New York make impression that lipstick is pure and the consumer feel fresh when used it.

The third connotation is the headline. The headline is "Color Sensational Lip Color"with combination white, pink and purple font color. In connotative interpretation, based on convention meaning is the headline wants to show that this latest product has a goal to give a sensational color to every woman lips which used it. The white font color in headline is associated with intelligence of this product (Kusrianto, 2007:47). So it can interpreted the headline is want to give information clearly about Maybelline Plum Lip color product, which have smart "Clinically proven smoother formula to make softer lips in just 5 days" that different with other product. The pink and purple font color has the impression of strength and luxury. (Kusrianto, Adi, 2007:40. *Pengantar Desain Komunikasi Visual*).

The fourth connotation is 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." Written with with white font color and capital letter. Based on convention meaning, it interprets the body text in this advertisement is to inform clearly to the reader this product has never been riper and has nourishing honey nectar to make women's lip become perfect.The fifth signifier is subhead. The subhead is "More Provocative Plum. Clinically proven smoother, soft lips in just 5 days" which used white and purple font color and capital letter. The white font color in subhead is associated with their strategy of intelligence. In connotative interpretation, the subhead is to shows the producer have smart strategy to persuade target audience with unique color and contain in this product.The purple font color shows the product is elegant and luxury.

The sixth signifier is from the name of model that is "JULIA" based on her full name, JULIA STEGNER. Based on convention meaning, it interprets the product adevertisement shows the famous supermodel as the model's advertisement which make her lip fresh and sexy everyday because using Maybelline Plum Lip Color. The seventh signifier is the product. The display a piece of product from a piece of product. A piece of product showed that purple color. It display with followed by type of Maybelline Plum Lip Color. Purple based on associations meaning symbolizes glory, elegance and luxury so this lipstick make us feel glory and elegance.

The eigth signifier is the background of color. The background color of the advertisement is the black font color as theme of product advertisement. In connotative interpretation, the background color based on associations meaning shows us that Maybelline is a luxurious product that will make people who used this product feels grace of this product.

4.3. Discussion

4.3.1. Interpretation in Maybelline Rebel Bloom Lip colour in Glamour Magazine July 2015 edition

From the analysis of verbal text and visual text in Maybelline Rebel Bloom Lip colour advertisement can be interpreted that Maybelline's advertisement iluustrates the beautiful western female in this day who wants to have beautiful lips in every condition to get an attractive appearance. This is shows with the potrayed of woman image as a concept of representation modern woman with healthy and sensual lip use pink rose flower near her lips. Construction of women in this advertisement make people especially women have desire to be sensational lip like the model's lip. So this advertisement implies a persuassive to women to use this Maybelline latest product that contained pink rose honey nectar formula to make the lip bright . It shows the image of beautiful women has a sensational color lips like a rose pink flower.

4.3.2. Interpretation in Maybelline Red Color Sensational in Instyle Magazine February 2015 edition

From this findings of each methods,which are revealed in the advertisement, shows this adevertisement is aim to make the woman's lip stunning and sensational. It looks at the image in the Maybelline Red Color Sensational advertisement is presented with having red color lip and stunning. The advertisement seems to indicate a control of woman by showing the self confidence of women to look perfect with lip that feel rich, sensational and so stunning. The construction of women presented in Maybelline Red Color Sensational advertisement makes woman get to have a solution to the problem of beautiful lip like the model's. So to get the concept of ideal lip like the looks of lip's model, Maybelline Red Color Sensational lipstick can do it.

4.3.3. Interpretation in Maybelline Volume Seduction Lip Plumper in Vogue Magazine November 2015 edition

From the analysis of signs in Maybelline Volume Seduction Lip Plumper advertisement, means the product has aim to realizing the dream of every woman to get the concept of sexy lip. This can be seen in images of woman presented with sensual ,shiny, and have voluptuous lips ever. This image woman in advertisement shows comfort, and confidence that is gained when we have healthy hair. This images describing to the reader that the concept of sexy lip is in lip's model in Maybelline Volume Seduction Lip Plumper advertisement.The construction of woman makes every woman want to realize the dream to have sexy lip. With the construction of ideology, if the reader wants to get healthy and

has lip plumper , the figure of lip's model become the reference. It imparts to the consumer that the woman who has sexy and beautiful lip is the woman who use Maybelline Volume Seduction Lip Plumper products.

4.3.4. Interpretation in Maybelline Plum Lip Colour in Cosmopolitan Magazine August 2015 edition

From the signifier and signified that analyzed in Maybelline Plum Lip Colour advertisement, it is revealed that the product Maybelline Plum Lip Colour is really understand female's feminity who always try to look beautiful, one of the ways to do that is by taking care of the lip. This showed from the image of the woman in this advertisement who tried to take care of her lip so that it looks beautiful and perfect by using Maybelline Plum Lip Colour. This suited the image of the woman in this advertisement which is confidence because of her beautiful lip. The text written "Clinically proven smoother, softer lips in just 5 days', so it creates an ideology in people that if someone wants a smooth and soft lips in just 5 days like the model has, they can use Maybelline Plum Lip Colour.

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the description in the above analysis of four printed media Maybelline lipstick advertisements, the construction of woman in each advertisement presents as the concept of woman representation will be conveyed by the advertisement's product.

The first advertisement is Maybelline Rebel Bloom Lip colour. The construction of woman made the respresentation of concept beautiful woman. The portrait of modern woman in the Maybelline's advertisement presented with woman in this day who wants wants to have beautiful lips in every climate and condition to get an attractive appearance. This is shown by the potray of woman image as a concept of representation beautiful woman by "Charlotte Kemph Muhl" as a display model with healthy and sensual lip use pink rose flower near her lips. That makes the reader will be interested to look like her. So this product presents the image of beautiful women have sensational color lips like a rose pink flower.

In the second advertisement is Maybelline Red Color Sensational. The construction of woman in this advertisement is to create the representation of confidence woman who has sensational lip color. The advertisement is presented with having red color lip and stunning. It indicates the advertisement seems to indicate a control of woman by showing the self confidence of women to look

perfect with lip that feel rich, sensational and so stunning. The portrait of beautiful lip is shown by the model in this advertisement, which makes the woman as target audience to has sensational color lip whith the pose of female model is smile simply whose show off her red lips and red wavy hair. So for the woman who wants have ideal lip like the looks of lip's model must be use Maybelline Red Color Sensational lipstick.

In the third advertisement is Maybelline Volume Seduction Lip Plumper.The construction of women's beauty represented the dream of every woman to have the concept of healthy lip. The concept of healthy lip described with the lip's model of Maybelline Volume Seduction Lip Plumper. The portrait of lip's model is described with has sensual ,shiny, and have voluptuous lips ever. The construction of woman shown in this advertisement is a woman who feel comfort, and confidence that is gained when we have healthy lip. This image illustrates to reader that the concept of healthy lip is in the lip of Maybelline Volume Seduction Lip Plumper model. So the construction of woman in this advertisement makes woman want to reach their dream to get healthy lip like the model's lip. Therefore, Maybelline Volume Seduction Lip Plumper products are focused on providing the nourishing honey nectar treatment to the consumer in order to get the concept of healthy lip.

In the fourth advertisement is Maybelline Plum Lip Colour. The construction of women in this advertisement represents a woman's feminine which is concerned about her appearance, especially the lip. The concept of the beauty of the lip is represented by the model that has smooth and soft lip, which

makes the model become confident and proud of her lip. The construction of women in this advertisement makes people, especially women, has an internalized to have beautiful lip like the woman in the advertisement.

In the above analysis of four printed media advertisements, the readers are invited to form the assumption of women's beauty construction . The meaning of identity in the advertisement is the identity of beauty concept. In the each advertisement has different concept of beauty varies to the theme of lipstick products.Though, this is just a strategy to persuade the target audience to be as the image of concept which presented on each advertisement, so that the consumers do consumption activities on products.

5.2. Suggestion

Although this study has been written as good as possible by the writer, there are some aspects that is still lack of this research. This research is still subjective in analyzing and interpreting all of the signs of the advertisements that has been choosen by the writer. It is suggested for the next researchers who using semiotic theory will give better analysis and interpretation which related to the theory. This analysis will not be subjective. For the next researchers that use other semiotic models are not only proposed from Roland Barthes but also proposed by Charles Sanders Pierce who is also has the contribution in semiotic study.

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APPENDICES

TABLE OF SEMIOTIC ANALYSIS