

Semiotic Analysis of Roland Barthes on Wardah Advertisement Version “I Face of Indonesia”

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Abstract:

This study aims to represent the meaning of the advertisement using Barthes' semiotic sign map and to describe the meaning contained in the wardah advertisement version of "I am the face of Indonesia". This study uses qualitative methods to describe the object of research in accordance with what was observed and captured from the data obtained. In addition, the purpose of this method is to assist the research process by providing a more accurate picture. The results of this study indicate that the version of Wardah advertisement "I am the face of Indonesia is an advertisement that has motivation and solutions to the problems faced by many women in Indonesia, namely certain insecure (lack of confidence) in its delivery to Indonesian women who are potential consumers of the wardah version" I face Indonesia ". This advertisement has two interrelated and complementary meanings, namely denotation meaning and connotative meaning. In advertisements, there are choices of signs to represent a phenomenon that is raised until it is interpreted by the public and up to the formation of discourse on the advertisement.

Keywords:

semiotic; rolands barthes theory; advertisement

I. Introduction

The word "beautiful" comes from the Latin, bellus which at that time was intended for women. Beauty to women is like breath, like the oxygen they have to breathe in to keep the heart beating, and the cells in the body can grow. Beauty for women is a must. What is called beautiful is a standardized category.

In Indonesia, beauty standards are not measured by appearance, many even say that being beautiful is a relative thing. However, basically, looking beautiful can lead to more confidence in facing the world. Currently, being beautiful is not a difficult thing, various kinds of beauty products are widely spread and traded. The popularity of beauty cannot be separated from the influence of the mass media, especially television electronic media which has audio-visual power through beauty product advertisements.

Beauty is a form of mass media construction. Mass media is a communication tool to convey information and influence audiences. One of the media is advertising. Advertising is the right means of offering various products, one of which is beauty products.

Advertising is a form of communication which is a major part of advertising, which uses various forms of mass media, namely electronic media (television and radio), printed media (newspapers, magazines, newsletters) and alternative media (internet), this can be seen from several electronics. , where advertisements that are usually aired on television are inserted as the opening of a film or drama series. (Hasnatang et al, 2019)

Advertising is commercial communication about an organization and its products which are transmitted to a target audience through mass media in printed media, direct mail (direct posting). Shaped like outdoor billboards, or public transportation. In Mandailing Natal, the community defines advertising as any form of message about a product or service that is conveyed through a media and addressed to part or all of the community. Meanwhile, the term advertising is defined as the whole process which includes the preparation, planning, implementation and monitoring of advertisement delivery (Jefkins in Bara, A. et al. 2021).

Advertising is one form of communication consisting of information and ideas about a product that is aimed at the audience simultaneously in order to get a good reception. Advertising tries to provide information, persuade and convince. In other words, advertising is the most effective means of communication to disseminate information, product products, services and ideas from the advertiser, to the audience. (Suharyanto in Purba, N. et al. 2021)

Morissan in Hasnatang (2019), stated that the use of electronic media has various advantages compared to other media. It is not uncommon for advertisements to have an influence in shaping a person's lifestyle and tastes, which in this case is the impact of the symbols in the advertisement. Bourdieu (in Fashri, 2007: 142). The semiotics that exist in advertising can be seen from the purpose of making advertisements which sometimes only think about profits without thinking about the negative impact of the advertising products offered.

In Wardah's version of Wardah's cosmetic television commercial "I am the face of Indonesia" which was issued on November 17, 2020, Wardah gave the slogan "I am the face of Indonesia, because we deserve to feel beautiful and believe in ourselves. Wardah Cosmetics always attracts public attention because it always gives a message in every advertisement. This makes the writer interested in giving views and researching the meanings of the Wardah Cosmetics advertisement, the version of "I am the face of Indonesia", which is broadcast by Wardah Beauty on Yuotube.

This research was conducted to determine the messages conveyed in the form of signs that have hidden meanings in the advertisements which can be studied through semiotic analysis. The theoretical foundation in this research is based on semiotic studies. In a semiotic study, Barthes Barthes' theory is a development of Saussure semiotics by investigating the relationship between a signifier and a signified in a sign. The relationship between signifier and signifier is not similar but equivalent. Barthes's map of how the sign works is usually shown as shown below:

1. Markers (Signifier)	2. Signs (Signified)
3. Denotative Signs (Denotative Sign)	
4. Markers connotative (Connotative Signifier)	5. Denotative sign (Connotative Signified)
6. Conotative Signs (Connotative Sign)	

Figure 1. Semiological Map of Roland Barthes (2007)

In this case, denotation is more associated with closed meaning. As a reaction against this oppressive denotational imperative, Barthes tries to get rid of it and rejects it. For him there are only connotations. He further said that the literal meaning is something natural (Budiman in Prasetyaningtyas).

II. Research Methods

This study uses qualitative methods to describe the object of research in accordance with what was observed and captured from the data obtained. In addition, the purpose of this method is to assist the research process by providing a more accurate picture. The data source used in this research is Wardah's version of the video advertisement for Wardah's cosmetics "I am the face of Indonesia", which is broadcast by Wardah Beauty on YouTube. <https://youtu.be/YYJ77W3UI7E> on 17 November 2020. The data obtained in the form of the video will be converted into pieces of each scene in the form of photos and then described in text form. After the data has been collected, the data obtained will then be analyzed using Roland Barthes' semiotic theory.

III. Results and Discussion

The semiotic study will analyze the data in this advertisement using a sign map from Roland Barthes which links elements in the form of signs, markers and markers to build a meaning from the message conveyed in the wardah cosmetic advertisement.

Data acquisition of Wardah's version of "I am the face of Indonesia" will be analyzed through a semiotic study by linking the signs that appear in the advertisement and then applying it to Roland Barthes' sign map. In the map of the sign, the building blocks of a meaning will be described, namely denotation signs, markers, markers, connotation signs, connotation markers, and connotation markers that play a full role in determining what kind of meaning the community will perceive.

Wardah's version of "I am the face of Indonesia" ad is starred by 6 beautiful female models that have problems with self-confidence, but convince each other that beauty is different.

3.1 Text

As women do we sometimes worry about our appearance?

Sometimes spotty, dark skin color.

I feel like my eyes are too small, sometimes my skin is also dull

Are you insecure about beauty standards on social media?

Even though beauty doesn't have to be the same, there's no standard

Because Indonesia, beauty is different

Because we are unique, we are more interesting

Whatever the color of our skin

Regardless of the shape of our eyes

Or our complexion

We deserve to feel beautiful

We also have the right to believe in ourselves

Free to work

Confident to be different

Because of the differences, our character shows

Because of that smile, which makes us worldwide

And wardah is always there for later Indonesian women

Because I, I, I, I, face Indonesia

a. Chart 1 (Scene 1-7)

Signifier	Signified
Some women who talk about the anxiety they face and feel less confident because of acne, dull skin, too small eyes	The concept of how everyone feels insecure about facial appearance due to the judgments of others
<p>Denotative Sign</p> <p>Wardah advertisement version of "I face Indonesia"</p>	
<p><i>Scene 1</i></p> <p style="text-align: center;">As a woman</p>	
	
<p><i>Scene 2</i></p> <p>Sometimes we worry about appearance or not?</p>	
	

Scene 3

Sometimes spotty



Scene 4

dark skin tone



Scene 5

I feel my eyes are too small



Scene 6

Sometimes my skin also likes it dull



Scene 7



Connotative Signifier

Images of several women showing their appearance and expressing their grievances



Connotative Signified


The concept that shows that everyone has problems in appearance such as acne, dull skin and small eyes that make self-confident less

Connotative Sign

Social criticism causes many women to feel less confident about their appearance. It even raises a deep sense of insecure towards each of them. This represents every woman's heart that is basically easy to feel insecure about her beauty.

b. Chart 2 (Scene 8)

Signifier	Signified
A woman who runs free and feels good about being herself	The concept of how everyone should have the confidence that being beautiful doesn't have to be the same as other people.
<p data-bbox="464 589 687 622" style="text-align: center;"><i>Denotative Sign</i></p> <p data-bbox="245 660 895 694" style="text-align: center;">Wardah advertisement version of "I face Indonesia"</p> <p data-bbox="188 732 276 766"><i>Scene 8</i></p> <p data-bbox="268 804 874 837" style="text-align: center;">Even though beauty doesn't have to be the same</p> <div data-bbox="188 837 952 1187"></div> <div data-bbox="188 1256 952 1606"></div> <p data-bbox="485 1680 735 1713" style="text-align: center;">there is no standard</p>	

	
<p><i>Connotative Signifier</i></p> <p>The image of a woman running and dancing shows that she is happy with her appearance and happy to be herself</p>	<p><i>Connotative Signified</i></p> <p>The concept that shows that everyone should be free in appearance, this also shows that beauty has no standard.</p>
<p><i>Connotative Sign</i></p> <p>Confidence comes from within, if we feel confident in ourselves then we will be free from the existing insecure. The standard of beauty does not have to equate ourselves with other people, beauty is easy to express freely and be confident in what we have.</p>	

c. Chart 3 (Scene 9-13)

<p>Signifier</p> <p>Some women who express their opinion that beauty is different, unique is attractive and however our skin, our eyes and our complexion</p>	<p>Signified</p> <p>The concept of how to create self-confidence by strengthening yourself that being different is not a big problem, loyal Indonesian women are different, their uniqueness makes them attractive.</p>
<p><i>Denotative Sign</i></p> <p>Wardah advertisement version of "I face Indonesia"</p>	

Scene 9



Scene 10



Scene 11



Scene 12



Scene 13



Connotative Signifier

Images of women expressing motivational words to bring out a sense of belief in themselves

Connotative Signified

The concept that shows that everyone must believe in themselves and think positively about themselves, the concept that shows that beauty does not have to be the same, unique is attractive and no matter the shape of our skin, eyes and complexion, we are still beautiful.

Connotative Sign

Positive words that arise from within can make us feel that being beautiful is not the same. The judgments of other people do not necessarily unite a sense of self-confidence, whatever problems we have, we have the right to feel confident in ourselves

d. Chart 4 (Scene 14-20)

Signifier	Signified
Some women say that we have the right to feel beautiful, we have the right to be confident by showing our wardah products to be free to work.	The concept of every woman has the right to feel beautiful, has the right to be confident and using wardah products, we can feel beautiful and confident so that we are free to work on ourselves

Denotative Sign

Wardah advertisement version of "I face Indonesia"

Scene 14



Scene 15



Scene 16



Scene 17



Scene 18



Scene 19



Scene 20



Connotative Signifier

Pictures of several women who describe every woman have the right to feel beautiful, have the right to feel confident and free to work

Connotative Signified

The concept shows that everyone must realize that they have the right to beauty, have the right to believe in themselves. Wardah is the insecure solution for Indonesian women. By feeling beautiful and confident, we are free to work on ourselves.

Connotative Signs

The word right is something that we must have, thus the concept that appears in this advertisement is to emphasize to every Indonesian woman that every Indonesian woman must feel beautiful, must feel confident, must be rich freely, with Wardah products every woman can be beautiful and trusting. self

IV. Conclusion

Nowadays, advertising is not only used as a medium for selling but also as a medium for conveying certain messages, such as motivation or solutions to problems faced by the public. This advertisement is an advertisement that has motivation and solutions to problems faced by many women in Indonesia, namely certain insecure (lack of confidence) in its delivery to Indonesian women who are potential consumers of the “I face Indonesia” version of Wardah products. This advertisement has two interrelated and complementary meanings, namely denotation meaning and connotative meaning. In advertisements, there are choices of signs to represent a phenomenon that is raised until it is interpreted by the public and up to the formation of discourse on the advertisement.

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