

BODY CARE ADVERTISEMENT IN *PERSONAL CARE* MAGAZINE: SEMIOTIC INTERPRETATION

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Abstrak

Media massa merupakan sarana komunikasi utama melalui cetak maupun digital. Di media cetak ada koran, majalah, spanduk, poster, dll Penulis memilih iklan majalah di *Personal Care* sebagai data. Iklan di majalah *Personal Care* memiliki informasi dan sangat menarik pembaca melalui judul teks dan gambar, Semiotika diterapkan dalam judul teks dan gambar dalam menganalisis iklan perawatan tubuh.

Judul teks adalah teks utama dari iklan sebagai pertanyaan fokus penelitian yang berhubungan dengan gambar. Penulis menganalisis judul teks dan gambar dalam iklan berdasarkan semiotika. Pertanyaan penelitian pertama adalah apa arti dari teks judul iklan perawatan tubuh di majalah *Personal Care* secara semiotik. Pertanyaan ini berfokus pada arti *headline* atau judul teks dalam iklan berdasarkan semiotika. Pertanyaan kedua adalah apa arti dari makna gambar iklan perawatan tubuh di majalah *Personal Care*. Pertanyaan ini menganalisis makna gambar berdasarkan semiotika dan apa yang shown dari gambar yang menarik pembaca.

Penulis menggunakan pendekatan deskriptif kualitatif dalam penelitian tentang analisis semiotika dalam iklan perawatan tubuh untuk menemukan konsep makna. Studi ini menjelaskan secara semiotik tentang judul teks dan makna gambar yang dapat membawa pembaca untuk lebih mudah memahami arti dari judul teks dan gambar yang saling keterkaitan, kemudian deskriptif kualitatif sesuai dalam penelitian ini dan menyampaikan kepada pembaca hubungan antara judul dan gambar. Data yang dikumpulkan dari majalah *Personal Care* di Mei 2011, September 2012 dan November 2013 dan mengambil dua belas iklan.

Teks utama dan gambar dalam iklan adalah objek utama penelitian ini, hasilnya menunjukkan bahwa setiap perusahaan memiliki tujuan yang berbeda dengan spesifikasi dan variasi untuk menarik pembaca dengan menarik judul iklan dan gambar. Berdasarkan semiotika judul teks memiliki tanda yang menetapkan makna denotasi dan makna konotatif. Penemuan menunjukkan bahwa judul iklan perawatan tubuh teks memiliki makna denotatif. Denotatif sering muncul dalam judul iklan dengan representasi kata-kata untuk mencapai suatu tujuan tertentu. Gambar memiliki simbol, ikon dan indeks representasi judul. Tanda-tanda yang muncul dalam judul dan gambar memiliki hubungan yang saling mendukung dan terdapat pesan bahwa iklan dibuat untuk menarik dan membujuk pembaca. Kemudian, pembaca dapat menghubungkan makna judul teks dalam iklan dan gambar dengan tujuan promosi melalui iklan perawatan tubuh.

Kata kunci: semiotik, iklan, text kepala iklan, gambar, simbol, representasi

Abstract

Mass media is central communication media through printed and digital. In printed media there are newspaper, magazine, banner, poster, etc. The writer chose *Personal Care* magazine advertisement as the data. The advertisement in the *Personal Care* magazine has information and perusable through headline and image, Semiotics is applied in the text headline and image of body care advertisement analysis.

The text headline is the main text of the advertisement as the focus research question which has related with image. The writer analyzed the text headline and image in the advertisement based on the semiotics. The first research question is what is the meaning of the text headline body care advertisement in *Personal Care* magazine semiotically. This question focuses on the headline meaning in the advertisement based on the semiotics. the second question is what is the meaning of the image meaning of the body care advertisement in *Personal Care* magazine. This question analyzes the image meaning based on the semiotics and what is shown from the image that attracts the readers.

The writer uses descriptive qualitative approach in the study about semiotics analysis in body care advertisement to find meaning concept. The study describes semiotically the text headline and image meaning which can bring the readers easily to understand then descriptive qualitative is appropriate in this study and convey to the relationship between headline and image. The data collected from *Personal Care* magazine in May 2011, September 2012 and November 2013 and took twelve advertisements randomly.

Text headline and image in the advertisement is the main object of this study, the result shown that each company has different goal with specification and variation to attract the readers with interesting headline and

image. Based on the semiotics the text headline has sign that establish denotation and connotative meaning. The finding shows that the text headline body care advertisement have denotative meaning. Denotative are often appears in headline to representation the purpose trough words. The image has symbol, icon and index to representation the headline. Signs that appear in headline and image have relation each other supported the message that advertiser made to attract and persuade the readers. Then, the reader can relate the text headline and image meaning promotion goal through the body care advertisement.

Keywords: *semiotics, advertisement, headline, image, symbol, representation.*

BACKGROUND STUDY

Advertisement using language as promotion tool also uses picture, color, and sound (for visual advertisement). Advertisement can be found almost in everywhere such as in newspaper, magazine, television, streets etc. The purpose is make the brand and the company has goal in market and because of the advertisement rattooing the brand is more raise up than before and many advantages that get to the company. Advertisement is not only as the promotion of the one product but has become the idea of a system with its value (Dyer, 1996).

In print advertisement there are image and words that has relation between them. The words make a headline in that advertisement which is connect with the image. One advertisement has some message for the readers or which is the message is created by using signs and also purpose the readers can understand the message about the content.

The use of language in headline of advertisement is very important because the headline and picture or image itself should have a good message to the reader to influence them. the headline must be persuasive sometimes denotative, denotation and connotation some commentators make a distinction between what a word 'denotes' at a literal level and what it 'connotes' at a symbolic level (Bowdery,2008: 70). It means using language in the advertisement must be perfect and reflected with the goal of the company to the costumer and make the new costumer come and used the product because they are sure or just make sure from the advertisement. Conveying their ideas through words and image is a important part from copywriter's role, they should know market situation recently and can see the change. With many concepts, the visual idea springs to mind at the same time as the headline (Bowdery,2008:14). So, advertisement has opportunity to influence a meaning and image. It means that in an advertisement has sign that we can find the meaning from it. In the headline and image have same important thing each other. Image brings the representation from the text headline which representation with words.

Semiotics can be used to analyze advertisement in mass media. Semiotics is a study

how meaning is constructed and understood. There is no doubt that the development of mass communication confers particular relevance today upon the vast field of signifying media (Barthes,1977: 16). It means that the media has wide of sign which is can represent something important from advertiser to the reader. To make an advertisement must has skill in language and image, this should be has relation that make the reader interest and remember what is the advertisement content as fast as before the reader turn over each page.

According previous study from Lukito (2005) *The Study of Meaning of Skincare Advertisement in The Singapore Women's Weekly Magazine* she analyze the headline from the advertisement based on the kind of text such as question text, exclamation text, and connotative and denotative text from skin care advertisement. Her thesis showed the kind of headline advertisement then analyzed the image which can support the headline. The low part from her thesis is the image did not have the specific meaning, like symbol, icon and index that can make the readers are easier to understand. The writer analyzed the headline from denotative and connotative meaning from Barthes theories and analyzes the image with symbol, icon and index. It is make the readers know more about the relationship between text headline and image in the body care advertisement.

In this thesis semiotics analysis is used to analyze the text headline from body care advertisement. In that text headline this has relationship with the image in one package which draws in a piece of paper or some, semiotics theory work when the researcher analyzed. The researcher, using printed mass media, in *Personal Care* magazine. *Personal Care* magazine is monthly magazine that published especially in Asia, such as Singapore, China, Hongkong, Japan, Malaysia. This magazine focused on the manufacturing and research that can produce many kinds of products. The writer interest with this magazine because this advertisement does not focus on the specific product but they advertise the natural ingredients and the ability of company. The writer chose body care body care advertisements in *Personal Care* magazines randomly in different edition. Using

sign, the advertisers have meaning and message that the advertiser want to show to the readers, because many meaning can be found in the text headline and image from body care advertisement. The researcher using the text headline and image in the advertisement then analyzes it using semiotics.

RESEARCH METHOD

The writer analyzed the data based on semiotics theory. According to Dornyei (2007: 243) that the most qualitative data is transformed into textual form and the analysis is done primarily with words. The data is from *Personal Care* magazine. The writer took 12 advertisements from different edition. Here are several steps to analyze the data :

- a. Selecting data from the body care advertisement from *Personal Care* magazine which has headline and image in that advertisement.
- b. Analyze the headline from the data which has selected based on Roland Barthes theory, denotative and connotative meaning in the headline of body care advertisement, analyze the image from tricotomic theory from Pierce and the persuasive image from Scott and Rajeev Batra (2003).
- c. After analyzed the headline the researcher summarizing based on data analysis
- d. Then the researcher analyze the image which has related with the headline

The writers concluded about interpretation of headline and image in the body care advertisement in *Personal Care* Magazine based on the semiotics.

Discussion

Focus on the goal from the advertiser when they are created their promotion through printed advertisements. The text headline and image are united on each body care advertisement. Each body care advertisement that has analyzed by the writer has characteristics and specification when the advertisement published. The characteristic and specification appears are depending on the company's goal. The various kind of these advertisement is divided into body care, skin care and hair care. (See all image data)

The characteristic advertisement of the *Personal Care* magazine is most of them show the ingredients from a product that produce from the Company. First data until twelfth data, only two data that has not shown the main ingredients that is used by the Company. From different edition, Data 7 and Data 12 have not shown the ingredients like another body care advertisement in *Personal Care* magazine.

The advertisement also has specification in promote body care. Because body care itself is general type for several caring product. The types of body care advertisement are in the Data 1, Data

4, Data 6 and Data 9. These data focused on the body care, the characteristics from body care advertisement is the advertiser using most of human body part that depend with the product focus for. For example, Data 9 that has text headline *Ultimate UV Protection*, in this advertisement has shown the body kid who is not use clothes because the company promote UV protection lotion or sun block.

For skin care specification product appear in Data 2, Data 8 and Data 10. These data focused on the skin care that has characteristics using face and neck area. Most of all the advertisement focuses on the face because the advertiser wants to show the beauty result from using the product.

There is one advertisement that promotes hair care from the data that the writer analyzes. In hair care advertisement, it is can predict that the image using hair as the main subject means that advertisement is hair care advertisement. It can be seen in the text headline that is more make the writer sure. For example, *Fine hair loves unconfined style*, *fine hair* is keyword in the hair advertisement. do remember that any writing the writer produce has to communicate his ideas effectively to the audience (Bowdery, 2008: 60).

In body care advertisement is not only focus on the body care product that supporting with main ingredients as the newest or best ingredients but also some advertisement has different goal with other. Data 1, Data 3, Data 7 and Data 12 are more showing the company ability to produce some product, for example in Data 12, it has unique image because in Data 12 uses many icon and symbol to persuade the reader with giving some information about the company.

Most of all the advertisement that has analyzed by the writer, there are four data has two meaning in denotative and connotative, there are in the Data 1, Data 3, Data 6 and Data 7. In data 1, the word *environmentally* in denotation meaning is natural source but in connotative meaning *environmentally* is refers to the product that produced by the company. Data 3, the word *THINK GREEN* has two meaning, in the denotative meaning *think green* is to think something green color and the connotative meaning *think green* means to think fresh and natural. In Data 6, word velvet in denotative is real velvet but in the connotative meaning the word velvet is soft thing that representation with velvet word. In Data 7, the word quality in denotative is the quality of something. In the advertisement quality can describe with the quality of feather. In connotative meaning, quality is the quality product from the company.

In the body care advertisement image has signify that supporting the text headline and as the concepts of the text headline. In the image meaning there are three classification, symbol, icon and

index that representation the text headline. The sign is placed in a series of terms which have affinities and dissimilarities with it: *signal, index, icon, symbol, allegory*, are the chief rivals of *sign* (Barthes, 1986:35). Image has variation to express the advertiser meaning in advertisement. In this analysis, the writer found completed three item classification that has in the body care advertisement. Although, four advertisement have two meanings. It can be the object in the advertisement is limited. For example in Data 3, little globe is symbol of life and little globe is the icon of earth.

In Data 1, the image in the advertisement has green leaves as the symbol of natural and fresh. This symbol is supporting the environmentally word in the text headline. Data 2, the propeller is the symbol of skin in the image. This symbol is supporting the text headline that explain Chromabright work. Data 3, green leaf is the symbol of natural and fresh. The green leaf is supporting the text headline that has *think green* words. Data 4, kid is the symbol of fun. It is supporting the text headline that has *fun* word. Data 5, the blue sea is the symbol of water. It supporting the text headline that has hydration word. Data 6, velvet is the symbol of soft thing. Data 7, feather is the symbol of the quality of the product. Data 8, whispering is the symbol of the communication that representation the text headline about *cell2cell communication*. Data 9, PARSOL logo is the symbol of UV Protection. Data 10, radish plant is the symbol of the natural plant. Data 11, heart bond hair is the symbol of loves that has supported the text headline which has *loves* word. In data 12 has many symbol that representation about the manufacture work. For example, building is the symbol of manufacturing.

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CONCLUSION

The text in the headline of the body care advertisement is representation of persuasion through printed body care advertisement. In the text headline of body care advertisement in the Personal Care magazine the writer found sign that the advertiser made to get the reader's attention. These signs appear in denotative and connotative meaning in the text headline. The readers can understand the advertiser goal promotion with interpreting the denotative and connotative meaning in the text headline. Connotative meaning in text headline of the body care advertisement gives little impact than denotative meaning. Denotative meanings are most commonly used in the text headline of body care advertisement in Personal Care magazine. It means that using denotative meaning is easy to understand for the reader and the message the advertiser is more deliver than using the connotative meaning.

The advertiser is not only use the text headline as the main promotion goal but also the image that is related to the text headline. There is like a keyword that representation something to the readers. Symbols that appear in the body care advertisement has relation each other. The advertiser used interest image which match with the theme and their promotion goal. Every image is representation the text headline in the body care advertisement. It is also representation of the characteristic and specific persuasion goal from the company.

The headline and image of body care advertisement in the Personal Care magazine has relation each other. The images support the readers to understand the text headline through the image. Then the readers catch a whole meaning promotion goal from the advertiser with persuasive image and text headline.

SUGGESTION

The writer suggest to the reader to study further about semiotics. In this study the writer is only focus on the denotative and connotative meaning in the text headline and application of symbol, icon and index in the image of the body care advertisement. Meanwhile, there are a lot of study about semiotics which is not discussed in this research with different object as the data. Promotion is not only through advertisement in the magazine or newspaper it can found in the poster, banner, or brochure.

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