Revealing the Beauty Standard of Miss Universe 2019 in Video Advertisement: Systemic Functional Linguistic

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Abstrak

Penelitian ini mengkaji iklan video YouC 1000 edisi 'Confidence', dengan fokus pada interaksi antara elemen verbal dan visual untuk menyampaikan pesan bernuansa kecantikan, kesehatan, dan identitas budaya. Tujuan dari penelitian ini adalah untuk mengungkap interaksi antara verbal dan visual yang mengkonstruksi makna standar kecantikan Miss Universe 2019. Penelitian ini menggunakan metode kualitatif dan dokumentasi sebagai data. Ada beberapa teori yang digunakan untuk mengetahui standar kecantikan, yaitu Systemic Functional Multimodal Discourse Analysis (SF-MDA) oleh O'Halloran (2004), Systemic Functional Linguistic terutama dalam Transitivity and Mood analysis oleh Halliday (1960), Visual Grammar terutama pada Representational meaning oleh Kress dan Leeuwen (2006), dan Inter-semiotic Logical Relations oleh Liu Y dan O'Halloran (2009). Temuan penelitian menunjukkan bahwa elemen verbal dan visual bekerja sama untuk menciptakan makna dalam keindahan dan menyampaikan bahwa keindahan itu ada dalam kepercayaan diri, kesejahteraan, dan validasi batin.

Kata Kunci: Miss Universe 2019, YouC 1000, Iklan, Transitivitas, Representasi

Abstract

This study examines the YouC 1000 'Confidence' edition video advertisement, focusing on the interplay between verbal and visual elements to convey a nuanced message about beauty, health, and cultural identity. The purpose of this study is to reveals the interplay between verbal and visual that constructing beauty standard meaning of Miss Universe 2019. Qualitative study as the method applied and documentation as the data. There are several theories implies to find out the beauty standard including Systemic Functional Multimodal Discourse Analysis (SF-MDA) by O'Halloran (2004), Systemic Functional Linguistic especially in Transitivity and Mood analysis by Halliday (1960), Visual Grammar especially in Representational meaning by Kress and Leeuwen (2006), and Inter-semiotic Logical Relations by Liu Y and O'Halloran (2009). The findings shows that verbal and visual elements work together to create meaning in beauty and convey that beauty is exist in confidence, well-being, and inner validation.

Keywords: Miss Universe 2019, YouC 1000, Advertisement, Transitivity, Representational

1. BACKGROUND

Human language will always change to reflect the needs and desires of society. Language also possesses the ability to persuade and influence; however, for this ability to be utilized, appropriate grammar and meaningful language must be employed to draw audiences' attention. According to Goldsmith and Lafferty (2002), advertising that can pique audiences' interest in purchasing often possesses persuasive language qualities. Both written and audiovisual media, including TV commercials and YouTube advertisements, can contain advertisements (Amatullah, et al., 2019). Examples of printed media include magazines, newspapers, and billboards.

Advertising that has been circulating with the concept of beauty has shaped society's conception of what beauty is. Since then, different standards of beauty have been reestablished. The idea of beauty has expanded to include body care and grooming, which includes the use of cosmetics, clothing models, and hairstyles. Previously, the concept of beauty was limited to the attractiveness of women's faces (Cash, Rissi, and Chapman, 1985).

The idea of beauty is frequently linked to the international beauty pageant "Miss Universe," where different interpretations of beauty are displayed, demonstrating that it encompasses more than just physical attributes. It also encompasses other attributes like kindness, cleverness, and personality. Zozibini Tunzi, a South African, was crowned Miss Universe 2019. She brought with her a new perspective on empowerment,

cultural identity, self-confidence, and natural and diverse beauty.

Because of this, advertising has a significant influence in influencing people's views of beauty and in communicating messages. One commercial that influences and communicates the notion of beauty embodied by Miss Universe 2019, Zozibini Tunzi, is the YouC 1000 campaign. A popular brand of health drink with a high vitamin C content is YOUC 1000. An Indonesian company, PT Djojonegoro C-1000 makes this product. The verbal and visual components of commercials, as well as how these two aspects create meaning in advertisements, must be understood and evaluated to understand the concept of beauty carried by Miss Universe 2019 in the YouC 1000 'Confidence' edition advertisement video. Multimodal communication refers to the employment of many modalities (verbal, image, gesture, audio, and space) in the communication process, according to Kress and Leeuwen (2001) and Anstey and Bull (2010). Additionally, all four of them stress how these modes complement one another to provide meaning.

It is possible to classify this study as multimodal because it uses both verbal and visual modes. Thus, the present study employs the multimodal theory of Anstey and Bull (2010) as its foundation. For the verbal element, the ideational metafunction theory of systemic functional linguistics of Halliday, which emphasizes transitivity analysis, will be applied. For the visual element, Kress and Leeuwen (2006)'s representational metafunction will be used. Finally, Liu Y. and O'Halloran's (2009) Inter-semiotic logical relations will be utilized to observe the interplay between verbal and visual construct meaning in video advertisements. The Systemic Functional Multimodal Discourse Analysis (SF-MDA) framework developed by O'Halloran in 2008 will be used to finish this study.

SYSTEMIC FUNCTIONAL MULTIMODAL DISCOURSE ANALYSIS

A thorough framework for examining how different semiotic resources interact in texts is called SF-MDA. It integrates Multimodal Discourse Analysis (MDA) and Systemic Functional Linguistics (SFL) to investigate how many communication modalities—such as text, visuals, gestures, and sounds—cooperate to produce meaning. With an emphasis on their practical application in communication, SF-MDA is utilized to examine how various semiotic resources interact with one another. Using SF-MDA as a framework, this study aims to identify the Miss Universe 2019 beauty concept in video commercials. The analysis is centered on the verbal and visual components. The verbal components will be examined using Systemic Functional Linguistics, while the visual aspects will be examined using Visual Grammar Theory.

SYSTEMIC FUNCTIONAL LINGUISTIC

The linguistic theory known as Systemic Functional Linguistics (SFL), which was first introduced by Halliday in 1978, sees language as a social semiotic system. Three metafunctions exist in SFL: textual, interpersonal, and ideational. In this work, the ideational metafunction—more precisely, transitivity—will be employed. Transitivity offers a framework for examining how language uses actors, processes, and states to express reality within a clause. The theory explores how various language components work together to express meaning in context, going beyond conventional grammar.

Transitivity pertains to the nature of the process that the verb expresses, the individuals that are a part of this process, and the external environment. It provides a means of analyzing how various arrangements of these components can represent various facets of human interaction and experience. Scholars can reveal hidden meanings and ideologies in texts by examining transitivity patterns, which explains how language both shapes and is shaped by social settings. The classification of processes into six primary categories—material, mental, relational, verbal, behavioral, and existential—lays the groundwork for transitivity analysis in SFL.

MULTIMODAL DISCOURSE ANALYSIS

A recent development in Multimodal Discourse Analysis (MDA) centers on how various semiotics generate, assemble, and communicate meanings and messages within communicative contexts. Studies that integrate language with different semiotics are of interest to it (O'Halloran, 2011). This theory's analysis, which focuses on multimodal studies specifically, demonstrates how each semiotic influences communication and how they interact to create meaning. This theory examines semiotics in isolation to comprehend how it functions. Furthermore, the multimodal ideas put out by Kress and Leeuwen (1996) and Anstey and Bull (2010) were combined to form MDA. Anstey and Bull (2010) and Kress and Leeuwen (2006) identified linguistic, visual, gestural, audial, and spatial semiotic systems.

VISUAL GRAMMAR

A framework for analyzing visual pictures was suggested by Kress and Leeuwen (2006) and is called Visual Grammar. The three metafunctions are renamed as compositional, interactive, and representational in Visual Grammar. The two sorts of representational structures that are most frequently used to realize representational meaning are narrative and conceptual. Participants in narrative visuals are "represented as doing things to or for each other" and are connected by vectors (Kress and Leeuwen, 2006). Participants are shown "in terms of their generalized and more or less stable and enduring essence" in conceptual pictures (Ibid). Based on the types of vectors and participants involved, narrative processes can be further classified as action, reactionary, speech, mental,

and conversion processes; circumstances are further classified as setting, means, and accompaniment; conceptual processes include classification, analytical, and symbolic processes (Kress and Leeuwen, 2006).

The narrative and conceptual representational structures framework developed by Kress and Leeuwen, (2006) offers a thorough examination of the various ways in which images convey meaning. Participants are portrayed as being connected by vectors in narrative graphics, which represent interactions or behaviors in which people actively "do things to or for each other," such as gestures, responses, words, emotions, and changes over time. Setting, methods, and accompaniment are examples of rich circumstances that are added to these narratives to help contextualize and improve understanding of the activities and relationships portrayed.

Conversely, conceptual pictures portray individuals in terms of their shared, timeless essence rather than just particular behaviors or exchanges. Participants are divided into groups based on common characteristics, subjected to an analytical procedure that dissects them into their parts, or given symbolic meanings that imply more profound metaphorical implications.

Conceptual pictures strive to communicate timeless or universal notions by abstracting participants into bigger categories or symbolic representations that transcend the local setting, in contrast to narrative graphics that concentrate on dynamic relationships and temporal events. Researchers and analysts can investigate how various visual formats convey particular messages, ideologies, and narratives in a range of cultural and social situations by recognizing the distinction between narrative and conceptual frameworks in visual communication. Using this approach, we can explore the nuanced ways that images create meaning, captivate audiences, and add to larger conversations in a variety of domains, from media and advertising to art and cultural studies.

INTER-SEMIOTIC LOGICAL RELATIONS

According to Liu Y. and O'Halloran, (2009), inter-semiotic logical relations offer an extensive and comprehensive framework for evaluating the creation, transmission, and transformation of meaning across various semiotic systems. Their method is based on semiotics, the study of signs and symbols and how they are used and interpreted. It focuses on the complex relationships that exist between visual and verbal forms of communication, among other things. The discourse interaction between verbal and visual texts is based on the cohesive devices study of Liu & O'Halloran (2009).

Comparison, addition, consequences, and time are examples of logical linkages that could be present in visual and linguistic communications (Martin 1992; Martin and Rose 2003 in Liu and O'Halloran 2009). When the language and picture components in Liu Y and O'Halloran (2009) have the same experimental meaning, comparative inter-semiotics take place (Martin, 1992). Generality and abstraction are two distinct approaches

used in the reformulation of the relationships between verbal and visual signals. On the other hand, when one semiotic component adds new information to the other, and then verbal and visual signals are used to connect the two messages, additive inter-semiotics emerge. Inter-semiotic additives communicate similar yet distinct information. When one semiotic message influences or defines another, this is known as consequence inter-semiotics (Martin, 1992: in Liu Y and O'Halloran 2009). On the other hand, where there is no clear effect but the cause can determine a possibility, contingency inter-semiotics emerge. The final type of inter-semiotics is time, which arises when distinct process stages are expressed both visually and audibly, allowing time logic to explain the relationship between text and visuals.

METODE

This study employs a qualitative methodology. Poerwandari (1998) defined qualitative study as any study that generates and analyzes descriptive data, including but not limited to transcriptions of interviews, field notes, pictures, photographs, and video recordings. This study's object is a YouC 1000 'Confidence' edition video advertisement on YouTube https://youtu.be/QcCeK2dXGxE?si=Xqje6mQ_nDw6MT 2A which reveals the landscape of Sumba Island such as Watu maladong, Mbawana, Walakiri, Mandorak beaches, and Warinding hills. To collect the data, documentation technique was used to collect the data from YouTube videos. The researcher collected the data such as phrases, words, sentences, and pictures.

3. RESULTS AND DISCUSSION
Result

In verbal elements taken from transcript narration in video advertisement, as follows:

"We embrace nature's beauty with the flaws and inadequacies, wholeheartedly. Good health gives a woman the confidence to also embrace the flaw of its, beauty inside and out. After whole, true beauty validation, and self-worth come from within. Drink YouC 1000 vitamin C Lemon, Orange, or Apple with 1000mg of vitamin C. To help strengthen your immune system and to keep you healthy. Healthy inside, fresh outside". Transitivity and Mood analysis are explained below:

a. **Verbal analysis: Transitivity, Mood, and Theme Rheme**

Tabel 1. Sentence 1

Analysis types:	We	Embrace		Nature's beauty	With the flaws and inadequicies,	Wholeheartedly.
Transitivity	Actor	Process: material		Goal		Circumstances
Mood	Subject	Finite	Predicator	Complement		Adjunct
	Mood block: Declarative		Residue			

Table 2. Sentence 2

Analysis types	Good health	Gives		A woman	The Confident
Transitivity	Actor	Process: material		Beneficiary	Goal
Mood	Subject	Finite	Predicator	Adjunct	
	Mood block: declarative		Residue		

To also embrace	The flaws of its, beauty inside and out
Process: material	Goal
Predicator	Complement

Table 3. Sentence 3

Analysis types:	After whole,	True beauty validation and self-worth
Transitivity	Circumstances	Carrier
Mood		Subject
Mood block: declarative		

Come from		Within
Process: relational		Attribute
Finite	Predicator	
Mood block: declarative		

Table 4. Sentence 4

Analysis types:	Drink	YouC 1000 vitamin C Lemon, Orange, or Apple	with 1000mg of vitamin C.
Transitivity	Process: material	Goal	Circumstance
Mood	Mood block: imperative	Residue	

Analysis types:	To help strengthen		your immune system	and to keep	you	healthy
Transitivity	Process: material		Goal	Process: relational	Goal	Attribute
Mood	Predicator	Predicator	Complement	Predicator	Subject	Adjunct
	Residue					

Table 5. Clause

Healthy	Inside	Fresh	Outside
Theme	Rheme	Theme	Rheme

Transitivity analysis is applied in this study since its function deals with the representation of processes and their participants in a clause. It is part of the ideational metafunction, which focuses on how language represents the world and our experiences within it. As Halliday, (1994) stated "Transitivity system allows us to construe the world of experience into a manageable set of process types". Mood analysis helps understand the intention behind a statement and how it influences interaction. Mood function has several types, such as declarative, imperative, exclamatory, and interrogative.

Based on the analysis above, found four material processes and two relational processes. Material processes describe physical actions or changes. They show what someone or something does, or what happens to them. Relational processes describe relationships or states of being. They show how things are related or what they are like. Meanwhile, mood block found three mood declaratives which are used for making a statement and providing information, and one mood imperative which is used for giving commands or instruction, it is designed to direct or influence the behavior of others and typically does not explicitly include the subject in the sentence.

Representational metafunction is divided into conceptual and narrative processes. Three processes occur in conceptual, such as classification, analytical, and symbolic. Table 1 is the classification process, figure 1 is the carrier, and Figure 2-6 is the possessive attribute in the analytical process. The symbolic process has an attributive and suggestive symbol, attributive found in Figure 1 as the carrier and in Figures 2, 3, 4, 5, 6, 7, and 8 as the attribute. Then, figure 9 identified a suggestive symbol. The narrative process contains action and a reactional process. The action process is divided into transactional action such as in Figure 8 and non-transactional action in Figures 9, 10, and 11. Then, the reactional process exists in Figures 7 and 10 below.

b. **Visual analysis**

Table. 6 Classification process

Theme	Participant	Circumstances
Landscape	Miss Universe 2019	Walakiri, watu maladong, mandorak, mbawana beaches and warinding hills, Sumba island.
Culture	Pasola	Seashore
	Hand-woven fabric (tenun ikat)	Warinding hills
Humanity	Zozibini tunzi as Miss Universe 2019	Walakiri, watu maladong, mandorak, mbawana beaches and warinding hills, Sumba island.
Beverage	YouC 1000	

Frame. 1   Frame. 2

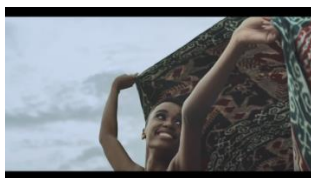Frame. 3   Frame.4

Frame. 5   Frame. 6
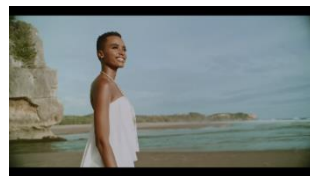

Frame. 7   Frame. 8

Frame. 9   Frame. 10

Frame. 11
(Source of frames 1-11 from YouC1000 official YouTube)

c. Interplay of verbal and visual

The interplay between verbal and visual constructing the beauty standard based on confidence, physical health, well-being, and inner validation. Women should embrace all the imperfections as a form of loving themselves. The result shows after analyzing transitivity and mood

meaning that the utterances and the action of the model is influence audiences to do the same things (e.g embrace the imperfections) either in body or nature's, since the imperfection was symbolized by nature's landscape (e.g beaches and hills). This discovery is reinforced by the application of the semiotic theory of logical relations which has four components, each of which can be a benchmark between verbal and visual values. Below is further discussion.

Discussion

Representational contains conceptual and narrative. Conceptual contains three elements such as classification that should be done first, then analytical, and symbolic. In analyzing classification, there are found four themes: landscape, culture, humanity, and beverage. Then, the analytical process contains the carrier as the whole and the possessive attribute as the part. Here, Miss Universe 2019 identified as the carrier, then the landscapes, Watu maladong, Mbawana, Walakiri, Mandorak beaches, and Warinding hills as the possessive attributes. Symbolic processes have attributive symbols and suggestive symbols. Attributive symbolic has Miss Universe 2019 as the carrier and the woven fabric, the act of Zozibini's drink, and the landscapes as the attribute. Then, suggestive symbolic contains only the carrier, and Pasola tradition is identified as the carrier in suggestive symbolic.

The narrative process has action and reactional processes. The action process is divided into a transactional process and a non-transactional process. In this video advertisement, the transactional process occurs when the model drinks the product, YouC 1000 video advertisement. It is considered a transaction action process because the actors engaged are immediately impacted by the goals and aspects of the process. Then, non-transactional action processes exist in Pasola tradition, the movement of Miss Universe such as walking and starring. Next, is reactional process occurs multiple times in video advertisement such as a slight smile and wide smile, which represent a joy experiences in amazing landscapes.

Since conceptual and narrative components make up representation metafunction, this video will first be further examined philosophically and in terms of narrative significance. Classification procedures will be carried out in conceptual representations before the analytical and symbolic procedures, which serve as the primary procedures in this promotional movie. According to Kress and Leeuwen (2006), "participants in terms of a part-whole structure" are correlated with the analytical process. Carrier (the total) and Possessive Attributes (the pieces) are the two participants in this process. According to Kress and Leeuwen (2006), "what a participant means or is" is thereby related to the symbolic process. There are two categories of symbolic processes: suggestive and attribute. According to Kress and Leeuwen (2006), there are two participants in the symbolic attributive: the carrier and the

symbolic attribute. In contrast, there is only one participant in the symbolic suggestive: the carrier.

The action and reaction processes compose the narrative processes. "The actor is the participant from which the vector emanates, or which itself, in whole or in part, forms the vector" is how the action processes are defined (Kress and Leeuwen, 2006). Then, non-transactional action processes do not directly result in changes, they do not have any aims, and they entail activities that are more closely tied to experience or perception than the objects or persons involved. Transactional action processes involve acts that have a direct impact on the items or individuals involved, even though they also have actors and goals. According to Kress and Leeuwen, (2006), relational processes involve agents and occurrences in which "the vector is formed by an eye line, by the direction of the glance of one or more of the represented participants".

To resolve the interaction relationship between verbal and visual, the theory of logical relationship between semiotics is applied. This theory has 4 components, such as comparative, additive, consequential, and temporal logical relations. In the comparative analysis between verbal and visual, three common comparative relations were found in the advertising video, including: "We embrace nature's beauty with the flaws and inadequacies, wholeheartedly" with a visual comparison of Mandorak Beach and Warinding hills. "Good health gives a woman the confidence to accept her flaws, a beauty inside and out" with the visual of Miss Universe 2019 standing looking at the natural scenery. "Drink You C 1000 Vitamin C" shows the action of the model drinking the drink to invite and influence others to do the same. "Healthy inside, fresh outside" appears at the end of the advertising video, which shows the variants of the product.

Verbal and visual elements are classified work together to convey complex meaning through this additive logical relationship "We embrace nature's beauty with the flaws and inadequacies, wholeheartedly". The sentence about embracing natural beauty is supported by a visual image of the gorgeous terrain of the island of Sumba. The picture supports the concept that natural beauty is accepted regardless of faults. "Good health gives a woman the confidence to also embrace the flaws of her, a beauty inside and out". The picture of a smiling, delighted woman surrounded by beautiful beaches and hills reinforces the idea that good health leads to confidence. The picture supports that good health is associated with happiness and confidence, while nature's beauty reinforces the idea of external beauty. "After whole, true validation and self-worth come from within". The image of Miss Universe wearing ikat woven fabric and the natural surroundings of Sumba support the notion that true beauty stems from within. Both highlight that true beauty stems from within, culture, and nature. "Drink You C 1000 vitamin C Lemon, Orange, or Apple with 1000mg of vitamin C", a close-up of the product bottle, and a video of Miss Universe drinking it support the directive to consume the beverage.

The direct demonstration of the prescribed activity in this image supports the spoken statement.

The third is consequential logical relations, which contain consequence and contingency. "We embrace nature's beauty with its flaws and inadequacies, wholeheartedly" Utilizing the cause-and-effect connection, this picture emphasizes how nature's beauty is appreciated despite its flaws. "Good health gives a woman the confidence to also embrace the flaws of her, a beauty inside and out". "After whole, true beauty validation, and self-worth come from with the in", according to the causal relationship, the Pasola horses and ikat-woven cloth are symbols of beauty that come from both the outside (external conventions) and the inside (a woman's self).

There is only one sentence that contains contingency, "After all, true beauty validation, and self-worth come from within". This suggests that contingency exposes a conditional dependent relationship in which self-esteem and affirmation of attractiveness from the inside lead to the external manifestation of beauty. Miss Universe's beaming beauty and self-esteem support the photographs through encounters with Sumba cultural elements like the Pasola horses and ikat woven fabric.

The temporal logical relations feature visual repetition through the recurring appearance of several natural landscapes on the island of Sumba, such as Mandorak, Walakiri, Maladong, Mbawana beaches, and Warinding hills.

This analysis of the YouC 1000 'Confidence' edition video advertisement involves an examination of the transitivity and mood elements in the verbal narration, as well as a detailed exploration of the representational metafunction, including both conceptual and narrative processes. The goal was to decode the nuanced messages about beauty, confidence, health, and cultural significance, particularly how these themes are linked to the concept of beauty through the presence of Miss Universe in the advertisement.

In the transitivity analysis, we identified different types of processes represented in the verbal narration, starting with material processes, which describe physical actions or changes, emphasizing dynamic actions and their impact. For example, the phrase "We embrace nature's beauty with the flaws and inadequacies, wholeheartedly" features "We" as the Actor performing the action (Process: material) of embracing, with "nature's beauty" as the Goal and "with the flaws and inadequacies, wholeheartedly" as the Circumstances. Similarly, "Good health gives a woman the confidence to also embrace the flaws of its, beauty inside and out" uses "Good health" as the Actor giving (Process: material), "a woman" as the Beneficiary, and "the confidence to also embrace the flaws of its, beauty inside and out" as the Goal. Another example is the imperative "Drink YouC 1000 vitamin C Lemon, Orange, or Apple with 1000mg of vitamin C," which commands the viewer to "Drink" (Process: material), with "YouC 1000 vitamin C Lemon, Orange, or Apple" as the Goal and "with 1000mg of vitamin C" as the Circumstances. Lastly,

the phrase "To help strengthen your immune system and to keep you healthy" represents dual processes: "To help strengthen" as a material process with "your immune system" as the Goal, and "and to keep you healthy" including a relational process ("keep") with "you" as the Goal and "healthy" as the Attribute.

Relational processes, which describe states of being or relationships, underscore inherent qualities or conditions. An example is "After whole, true beauty validation, and self-worth come from within," where "true beauty validation and self-worth" is the Carrier, with"come from" as the Process: relational, and "within" as the Attribute. Another is the implicit relational process in "Healthy inside, fresh outside," where "healthy inside" and "fresh outside" each serve as Attributes describing a state of being.

Mood analysis revealed a strategic use of declarative and imperative moods to shape interaction and convey messages. The declarative mood, used for making statements and providing information, is exemplified by sentences like "We embrace nature's beauty with the flaws and inadequacies, wholeheartedly" and "Good health gives a woman the confidence to also embrace the flaws of its, beauty inside and out." The imperative mood, used for giving commands or instructions, is exemplified by "Drink YouC 1000 vitamin C Lemon, Orange, or Apple with 1000mg of vitamin C," directing the audience's behavior and aligning with the advertisement's persuasive intent.

This result shows similarities with previous study by Rosa (2014), who found that declarative emotions and material processes dominated her study. The material Processes are concrete actions or events that happen in the physical world. The way a statement is uttered, particularly how the speaker expresses their attitude, is known as the declarative mood.

In the representational metafunction, conceptual and narrative processes shape the visual storytelling of the advertisement. Conceptual processes include classification, analytical, and symbolic aspects. Classification identifies themes such as landscape, culture, humanity, and beverage, depicted through various visual elements to provide a structured representation of the message. In the analytical process, Miss Universe 2019 serves as the Carrier, with landscapes (e.g., Watu Maladong, Mbawana, Walakiri, Mandorak beaches, and Warinding hills) as Possessive Attributes, representing the parts that constitute the whole. Symbolic processes feature Miss Universe 2019 as the Carrier, with attributes including woven fabric, the act of drinking YouC 1000, and the natural landscapes, symbolizing the interconnectedness of beauty, health, and cultural identity.

Narrative processes include action and reactional elements. The action process features both transactional and non-transactional actions. Transactional actions, like the model drinking YouC 1000, directly impact the participant (the model) and reinforce the message of health and beauty. Non-transactional actions, such as walking and starring, reflect experiences and perceptions rather than direct impacts. The reactional process is seen in multiple instances, such as smiles representing happiness

amidst stunning landscapes, reinforcing the emotional and experiential aspects of beauty and confidence.

The Inter-semiotic logical relations between verbal and visual elements enhance the overall message of the advertisement. Comparative logical relations are evident in verbal statements like "We embrace nature's beauty with the flaws and inadequacies, wholeheartedly," visually supported by images of Mandorak Beach and Warinding hills, emphasizing the acceptance of natural beauty despite imperfections. Similarly, "Good health gives a woman the confidence to also embrace the flaws of its, beauty inside and out" is visually reinforced by Miss Universe 2019 standing amidst natural scenery, highlighting the connection between health, confidence, and beauty.

Additive logical relations are seen in verbal elements about embracing natural beauty and gaining confidence through good health, visually complemented by scenes of Miss Universe in scenic surroundings. The verbal message about internal and external beauty is supported by visuals of natural beauty and cultural richness, creating a cohesive narrative.

Consequential logical relations show that the verbal message "We embrace nature's beauty with the flaws and inadequacies, wholeheartedly" implies a cause-and-effect relationship, visually emphasized by the appreciation of nature's beauty despite flaws. Statements like "Good health gives a woman the confidence to also embrace the flaws of its, beauty inside and out" suggest that health leads to confidence, reinforced by visuals of Miss Universe in culturally significant settings.

Temporal logical relations are depicted through the recurring visual appearances of Sumba's natural landscapes (e.g., Mandorak, Walakiri, Maladong, Mbawana beaches, and Warinding hills), emphasizing the enduring beauty of these landscapes and their cultural significance.

The presence of Miss Universe 2019 in the YouC 1000 advertisement serves as a powerful symbol of the advertisement's core themes—beauty, confidence, health, and cultural appreciation. As a globally recognized icon of beauty, Miss Universe embodies the ideals that the advertisement seeks to convey. Her portrayal amidst the stunning landscapes of Sumba Island and her interactions with cultural elements like woven fabric and Pasola traditions elevate the concept of beauty from mere physical appearance to a holistic integration of health, confidence, and cultural identity.

The advertisement uses Miss Universe to exemplify how true beauty transcends physical attributes, emphasizing the importance of inner health and confidence. Her presence in the scenic and culturally rich environments of Sumba Island reinforces the message that beauty is deeply connected to one's health, confidence, and cultural heritage. The symbolic use of Miss Universe, coupled with the strategic interplay of verbal and visual elements, effectively communicates the message that true beauty comes from within, supported by good health and a deep connection to one's cultural roots.

In their study, Laila, Atika, et al. (2021) demonstrated that there is an inter-semiotic interaction

between linguistic and visual texts that has the capacity to explain the message in the same way. In other words, the visual text can explain the message, the verbal text can explain the visual text, and vice versa. Both capable of explaining the spoken text and capable of explaining the spoken text through the visual text. About the notion of beauty presented in the following Miss Universe 2019 video advertisement:

Initially, the advertising emphasizes the charm of natural flaws. It honors the stunning scenery of Sumba, especially its hills and beaches, and its unaltered beauty. This portrayal suggests that true beauty can be discovered in accepting and embracing nature's inherent flaws, which sends a message of acceptance and sincerity.

Thereafter, there is a clear link between health and confidence. The commercial features Miss Universe 2019 in a tranquil natural setting, projecting a confident image stemming from her exceptional health. This visual story supports the idea that physical and mental health have a major impact on exterior attractiveness by suggesting that these factors also have an impact on inner well-being.

Next, cultural considerations have a big impact on the advertisement's notion of appeal. Pasola horses and ikat-woven textiles are on full display. These elements suggest that cultural identity and variety contribute to Sumba's attractiveness in addition to highlighting the city's rich cultural legacy. They imply that beauty is more than just an outward look and has to do with pride and admiration for one's culture since they signify a deeper bond with one's heritage.

Furthermore, the advertisement promotes the idea that attractiveness is an innate characteristic. It emphasizes how crucial inner assurance and affirmation are to the growth of true beauty and self-worth. The scenes where the Miss Universe engages with cultural icons like Pasola horses and dons ikat-woven fabric which stand for a fusion of outward cultural expression and inner beauty—serve as prime examples of this.

Lastly, YouC 1000 Vitamin C is promoted in the advertisement as a way to enhance general well-being. The product is positioned as a way to support immunological function and general well-being, suggesting that physical vigor and health are just as important to appearance as skin depth.

The YouC 1000 commercial, taken as a whole, creates an idea of beauty that encompasses inherent flaws, well-being, confidence, cultural diversity, inner validation. This notion of beauty runs counter to a prior study (Elfahariyanti et al., 2021) that found that women with long, braided, wavy hair that is tinted blonde, brown, or black are the most attractive people represented in shampoo advertisements.

4. CONCLUSION AND SUGGESTION
Conclusion

The video advertisement for the YouC 1000 'Confidence' edition exemplifies a sophisticated interplay of visual and verbal elements to convey a complex and multifaceted message that intricately weaves together themes of cultural identity, health, and attractiveness. Through a meticulous integration of these elements, the advertisement constructs a persuasive narrative that transcends mere product promotion to deliver a deeper commentary on what constitutes genuine beauty.

Central to the advertisement's narrative is the inclusion of Miss Universe 2019, a figure who not only embodies global standards of beauty but also serves as a symbol of a broader, more nuanced understanding of attractiveness. Her prominent role in the advertisement is not just a marketing tactic; it establishes a meaningful connection between the concept of attractiveness and a comprehensive appreciation of health, confidence, and cultural heritage. By positioning Miss Universe 2019 as the focal point of the advertisement, the creators underscore the message that true beauty encompasses more than physical appearance—it is a reflection of one's holistic well-being and self-assuredness.

The advertisement skillfully employs various semiotic strategies to achieve its objectives, with particular emphasis on the principles of transitivity, mood, and representational metafunctions. These linguistic and visual techniques are employed to shape the audience's perception and enhance the overall impact of the message.

Transitivity refers to the way actions and processes are represented in language and images, focusing on the participants involved and their relationships. In the context of the YouC 1000 advertisement, transitivity is used to highlight the dynamic interactions between Miss Universe 2019 and other elements within the visual narrative. For instance, the advertisement might depict her engaging in activities that symbolize vitality and health, such as exercising or interacting with cultural artifacts. These actions are framed in a way that not only showcases her physical attributes but also emphasizes her active engagement in maintaining her well-being, thus reinforcing the advertisement's core message that attractiveness is intrinsically linked to health and confidence.

Mood, in both visual and verbal contexts, refers to the emotional tone and attitude conveyed through the advertisement. The mood of the YouC 1000 advertisement is likely crafted to evoke a sense of aspiration and inspiration. Through carefully chosen imagery and a supportive verbal narrative, the advertisement creates an emotional resonance that aligns with the audience's values and desires. For instance, the visuals may include uplifting scenes where Miss Universe 2019 interacts with diverse

cultural symbols or participates in health-oriented activities, all set against a backdrop of vibrant, positive colors. The mood established by these elements fosters a connection with the audience, encouraging them to associate the product with feelings of self-confidence and cultural pride.\

Representational metafunctions involve how different semiotic modes represent aspects of the world and human experience. In the YouC 1000 advertisement, representational metafunctions are employed to construct an image of beauty that is both aspirational and attainable. By showcasing Miss Universe 2019 in various contexts that highlight her health, confidence, and cultural engagement, the advertisement constructs a representation of beauty that extends beyond superficial attributes. The visual and verbal elements work together to depict a holistic ideal that integrates physical wellness with inner strength and cultural appreciation.

The strategic use **of** inter-semiotic logical relations further enhances the advertisement's effectiveness. These relations refer to how different semiotic resources—such as text, images, and sounds—are combined to create a cohesive and compelling message. In the YouC 1000 advertisement, inter-semiotic logical relations might involve synchronizing the verbal message with the visual portrayal of Miss Universe 2019. For example, the verbal text might emphasize themes of confidence and health, while the imagery reinforces these themes through scenes of active engagement and cultural exploration. The seamless integration of these elements creates a unified narrative that is both persuasive and resonant with the audience.

The advertisement's message that genuine beauty is a harmonious combination of inner health, self-assurance, and cultural heritage is reinforced through these multi-layered semiotic strategies. By presenting Miss Universe 2019 as a role model who exemplifies these qualities, the advertisement not only promotes the YouC 1000 product but also encourages viewers to adopt a broader, more holistic view of beauty. This approach challenges conventional standards of attractiveness by highlighting the importance of inner well-being and cultural connection.

The effectiveness of the advertisement lies in its ability to resonate with the audience on multiple levels. It appeals to viewers' aspirations for health and confidence while also fostering an appreciation for cultural diversity. The portrayal of Miss Universe 2019 as a figure who embodies these values serves as a powerful endorsement of the product, aligning its benefits with the desirable traits of health, self-assurance, and cultural engagement.

To conclude, the YouC 1000 'Confidence' edition advertisement is a sophisticated example of how visual and verbal elements can be skillfully integrated to convey a multifaceted message about beauty, health, and cultural identity. Through the strategic use of transitivity, mood, representational metafunctions, and inter-semiotic logical relations, the advertisement constructs a persuasive narrative that emphasizes the harmonious combination of inner health, self-confidence, and cultural heritage. By positioning Miss Universe 2019 as a central figure, the advertisement not only promotes the product but also challenges and enriches the audience's understanding of what constitutes genuine beauty.

Suggestion

In the current research, a detailed examination of the YouC 1000 'Confidence' edition video advertisement has been conducted, with a specific focus on the Inter-semiotic relationships among visual, verbal, gestural, and audio elements. While significant insights have been gleaned from this analysis, there remain areas for improvement and further exploration that can enrich our understanding of semiotics in video advertisements. Future studies should consider expanding the scope of the semiotic systems examined to capture a more comprehensive picture of how meaning is constructed and conveyed in multimedia content.

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