

## ABSTRACT

**Dodi Ramadhan (1135030068):** *Semiotics Elements in Advertisement of Indonesian Beauty Products.*

Product is a thing that offered to the market for fulfilling the needs. However, product and language relate with the scientific of semiotic, semiotic is study about sign. Therefore, this research intends to identify (1) the semiotics elements in the tagline and (2) Signifier and Signified in advertisement of Indonesian beauty products. The function of semiotic elements and signifier and signified based on the signs in the advertisement. In this case, the writer uses Ferdinand de Saussure to find out the signifier and signified.

This research used the semiotic theory of Ferdinand de Saussure that concerned with the sign. The sign in this theory is through the theory of Signifier and Signified. With this theory, the signs and the meaning of tagline in advertisement of Indonesian beauty products can be recognized more to understand what the purpose of the product.

This research used qualitative descriptive method. The writer takes the tagline in advertisement of Indonesian beauty product as an object analysis: the data was in the form of the advertisement picture to take the meaning of sign. The steps of collecting data were searched by the internet. So, download the image and categorizing data which relates among picture and tagline. The steps of analyzing data were identifying, classifying, interpreting and describing the tagline in advertisement, and finding conclusion based on the result of analysis data.

Based on the whole analyze, the writer finds at least (16 data) the semiotic elements in the tagline. The function of semiotic elements in tagline is for knowing the meaning and signs in the advertisement. And the writer finds signifier and signified (64 data) in advertisement of Indonesian beauty products.

It can be concluded that the theory of Ferdinand de Saussure Signifier and Signified, the writer has found the signs and meanings contained in an advertising image. So that, the message conveyed can be understood and also the consumer can be better understand the message in the intent in a beauty product.

**Key Word:** Semiotics elements, signifier and signified, Tagline in advertisement of Indonesian beauty products



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